

AROUND TOWN SIGHTS, FACES SEEN

The Cast, high school dramatics club, will present three plays tonight at the high school auditorium. Curtain time is eight o'clock sharp, and the directors say that late-comers will be required to wait for the second curtain. This will be First (and only) Night for the players.

City Marshal Bruce Wooddell wants to pass the word along to local business men that this business of cluttering sidewalks with merchandise and junk is going to have to stop. The City Dads are upset, and demanding enforcement of an ordinance covering the subject.

Incidentally, Fred Pierce and his staff at the Star Theater were observed Monday morning, setting a good example for the rest of the town... and the City Dads... by cleaning up the trash and dirt which had collected along their curb. The boys were using brooms and shovels to a good advantage, and loading the stuff into a truck instead of pushing it along to the next fellow. Orchids and such!

Local fire insurance men report some bad news for local fire insurance buyers: As of March 1, Hereford has drawn a 15% increase in the fire insurance rate... largely because of the heavy loss in the Frazee elevator fire last summer. Instead of the maximum 25% credit which the city did enjoy, the rate is now based on a 10% credit.

The City Dads are getting ready to find out just how sincere all these people are who've been demanding a paving program in Hereford. The program is just about ready to go... about a hundred block of it... and its going to depend on the co-operation of the individual property owners as to just how far and how fast it really does go. The City will stand about a third of the total expense. The rest is up to me and to you.

Harry Rothwell of Dimmit asks The Brand to announce (Continued on Back Page)

Planting Sugar Beet Acreage to Get Underway

Sugar beet acreage is still being contracted, with about 1,150 acres signed up at mid-week according to Don Helzer, field representative of the American Crystal Sugar company of Rocky Ford, Colo.

Helzer was in Hereford this week checking over new contracts. The company will continue to accept contracts until the end of the planting season, Helzer said, adding that beets will need to be seeded not later than the middle of May.

Seed is now available in Hereford, and planting is due to get under way immediately. Helzer is urging as much early planting as possible.

Most of the 1,150 acres already contracted is in Deaf Smith county, although some acreage has been signed in Castro and Farmer counties. The acreage here will be about as large as that being planted in the Hale county area this year, Helzer reported.

Father of Mrs. Berry Jacobsen Dies at Dial

Mrs. Berry Jacobsen was called to Dial Sunday by the death of her father, Thomas L. Sirman, who died at his home in the Gulf-Dial camp Saturday after suffering a heart attack. He was 54 years old.

Funeral services were held from the Minton Funeral Home in Borger, Tuesday afternoon.

Mr. Sirman who formerly lived at Fampa, had lived in the Panhandle over 18 years. He was production foreman for the Gulf Oil Company at Dial.

He is survived by his wife, two daughters, Mrs. Berry Jacobsen of Hereford, and Mrs. Madge Thomas of Dallas, and one sister, Mrs. Florie Warman of Mobile, Alabama.

Dawn Loses First Round in Rural High School Fight Here

HOSPITAL NURSERY OVERFLOWS



Babies were bedded in dresser drawers at the Deaf Smith County Hospital nursery last week, when a record group of 11 babies overflowed accommodations planned for six. Above is a birds-eye view of a section of the nursery. (Photo by Henry Stahl).

Plains Water Users Face New Fight Against State Control

A renewed fight against state control of irrigation waters is in the making on the High Plains, as a new bill, proposing outright state control of all irrigation, has been introduced in the House of Representatives in Austin.

The High Plains Water Users Association, led by V. O. Fortenberry of Monroe, president, is preparing for a new fight after just completing a successful battle against a similar bill last month.

The most recent control bill, introduced in the House by Rep. William S. Jameson of El Paso, is markedly similar in its provisions to the bill which was buried last month in sub-committee.

Principal difference in the two bills, opponents report, is that the most recent proposal sets up outright state-wide control of irrigation waters under authority of the State Board of Water Engineers, and proposes more stringent penalties for violations than were set up in the original bill.

Stringent penalties, including fines and prison sentences, are proposed for violations.

The bill was introduced in the House last week, and has not yet been assigned to committee, according to latest reports.

Cub Leaders Training Course Is Inaugurated in Hereford

A Cub-Leaders Training course is now underway in Hereford, District Scout Commissioner Urllin Streu has announced, with the object of training enough cub leaders and den mothers to continue and expand the Cub Scout program in this district.

"We need 20 women and 10 men in Hereford alone in order to continue and expand this program," Streu said.

The second of a series of six meetings in the training course was held Tuesday night at the county courtroom. The third in the series will be held next Tuesday night at 7:30 o'clock at the same place.

Thirteen people, including 11 from Hereford and two from Friona, were present at the first session, Streu said, and the number had increased last week to 17, including six from Friona.

John Hicks, Cub-Master of the present Hereford Cub Scout Pack, is leading the course, assisted by District Commissioner Streu, Paul Oneway and Bruce Wooddell are serving as Den Chiefs for the course.

"There are enough youngsters on the waiting list now to form (Continued on Page 8)

Wayne Evans Receives Lions Club Trophy as Hereford's Best All-Round Citizen of 1946 at Banquet Friday

HEREFORD'S MAN OF THE YEAR

Wayne Evans, young (28) popular immediate past president of the Hereford Chamber of Commerce, Inc., was awarded the title of Hereford's Best All-Round Citizen of 1946 by the Hereford Lions club at the annual Chamber of Commerce banquet Friday night.

The announcement came as a surprise to the 250-odd people in the banquet hall, as well as to Evans himself, as the name of the person selected for the first annual Lions club award had been kept a strict secret.

T. E. Seigler, past president and member of the Board of directors of the Lions club, made the presentation speech, briefly and eloquently outlining the accomplishments and qualifications of the person selected as Hereford's Man of the Year for 1946.

A gold loving cup, suitably inscribed, was presented to Evans on behalf of the Lions club, which has announced that the award will be made annually to the person selected as the city's outstanding citizen.

The final selection was made by a secret Lions club committee after nominations for the honor had been submitted through an official ballot published in The Hereford Brand.

Evans had served, during 1946, as president of the Hereford Chamber of Commerce, devoting a major part of his time to the furtherance of civic projects sponsored by that organization.

He was cited particularly for his efforts toward furthering the highway improvement program in Deaf Smith county, in building up the membership of the local Chamber of Commerce, and in helping to secure the Hereford Prisoner of War camp for use as a transient labor camp for the Hereford area.

In addition to his duties with the Chamber of Commerce, Seigler pointed out in his introductory speech, he is a devoted husband and father, a deacon (Continued on page 8)



Wayne Evans (right) receives congratulations and the "Best Citizen" trophy from T. E. Seigler Jr. (Photo by Alex-Thompson).

ENGINEERS PRESCRIBE FOR HEREFORD'S GROWING PAINS

Paving, Sewer and Water Extensions Urged

Population Will Be 8,000 in 1960 Engineers Say

A complete program of public improvements has been recommended in response to requests by the Hereford City commission, by the firm of Parkhill, Smith and Cooper, consulting engineers, of Lubbock, who were recently retained by the city to make plans and recommendations for street paving and sewer and water system extensions and improvements.

The plans outlined by the engineering firm are designed to serve, eventually, a city of 9,000 population... a figure which the engineers estimate, on the basis of current growth, the city of Hereford will reach in 25 years.

The present population of the city is estimated, conservatively, at 4,500, the figures based on utility connections. The 1940 census showed Hereford with a population of 2,584.

The estimated increase during the past four years, according to the engineers, has been 3,100 on January 1, 1944; 3,350 on January 1, 1945; 3,700 on January 1, 1946; and 4,500 on January 1, 1947.

"Future growth of the city, as compared to the past growth of larger cities whose circumstances at 4,500 population were comparable with the present potentialities of Hereford, indicate that a population of 8,000 may be expected by 1961, with some decline in the rate of growth until 1972, when a population of 9,000 may be expected," the engineers concluded.

After a preliminary survey of the present facilities, the engineering firm recommended extensive improvement in sewer and water systems.

Sewage collection lines, they reported, are adequate for the areas served, and there is a very small portion of the city not served. (Continued on Page 8)

Purchase of POW Camp Compound Is Finally Completed by City Tuesday

A certified check for \$22,050 was forwarded by the City of Hereford to the United States Treasury Tuesday as payment in full for the 80-odd buildings and certain utilities comprising Compound 4 at the Hereford Prisoner of War Camp, Mayor W. E. Dameron announced yesterday.

Final acceptance of the city's bid on the POW Camp compound came from War Assets Administration last Friday.

John W. Perryman, assistant chief of the non-industrial division for real property disposal of War Assets Administration, Dallas, notified Mayor Dameron Friday afternoon that WAA was ready to accept the bid of \$22,050, and would make final legal conveyance of the property as soon as the money was received by the Treasury Department.

Election Tuesday on Entry of Summerfield in Rural High

Voters in the newly-created Hereford Rural High School District as well as voters in Summerfield County Line District, will go to the polls Tuesday in a special election to vote on the proposed inclusion of Summerfield in the new consolidated district.

The election has been ordered by the County Board of Trustees in response to a petition from patrons of the Summerfield school district asking that that district be admitted to the Rural High School District.

The proposal must be ratified by voters of both the Summerfield district and the Rural High district before the new district can be admitted. If the proposal fails to carry in either district, the election will be voided.

County Judge Leonard Foster said yesterday that residents of the Summerfield district requested that this election be held ahead of the regular trustee election for the Rural High

Street Paving Program Mapped By City Council

Preliminary plans for paving approximately 100 block of city streets, at an estimated total cost of about \$330,000, are now under consideration by the Hereford city commission, Mayor W. E. Dameron announced this week.

A preliminary engineering report from the firm of Parkhill, Smith and Cooper, Lubbock engineers recently retained by the City to draw up plans for certain civic improvements, was placed in the hands of the City Commissioners last week end.

The report contains recommendations and tentative estimates on the paving of approximately 100 block of Hereford streets and alleys with the city to bear approximately one-third of the total cost.

The city's portion of the bill would be an estimated \$115,000 to cover the costs of paving. (Continued on Page 8)

Regular School Board Elections Set for April 5

Organization of the newly appointed Board of Trustees of the Hereford Rural high school district was completed last Thursday night.

Leo Forrest, president of the Hereford school board, was elected vice president, and A. J. Schroeder secretary.

Other members of the board who qualified Thursday, are W. T. Kelly, Merlin Kaul, R. E. Hutson, and H. H. Miller. All were present at the meeting.

The new board was appointed by the County School Board to serve until a regular school board election can be held on April 5.

As its first official act, the new board of trustees appointed Frank Ogdeil as presiding judge for the rural high school district board election which will be held on Saturday, April 5. Ogdeil will preside at the polls in Hereford. Other election officials will be C. G. Stewart at Dawn, Mrs. N. G. Elliston at Wyche, Mrs. Bess Werner at Westway, Mrs. R. E. Hutson at Ward, Nell Downing at Fairview, C. L. McBroom at Daniel, Lawrence Shauffus at Fard, V. C. Dodson at Progressive, and Cort Hammock.

On the same date, three members of the County Board of Trustees will be elected. E. H. Norton, president of the county board and trustee at large, and G. W. Wilson, trustee from Precinct 3, are hold-over members whose terms do not expire until next year.

Members whose terms are expiring (Continued on Back Page)

Appeal Will Be Filed In Higher Court

Dawn trustees lost the first round in their battle against formation of the Hereford Rural High School District Tuesday afternoon, when District Judge Harry Schultz announced his decision against the plaintiffs following a court hearing Wednesday of last week.

Attorney W. H. Russell, representing the Dawn board of trustees, immediately gave notice of appeal, and said the case would be taken to the Court of Civil Appeals at Amarillo.

The Dawn trustees had filed suit in District court here to enjoin the County Board of Trustees from forming the Rural High School District and had asked the Court to declare the entire election void.

Hearing of testimony in the case was conducted before Judge Schultz Wednesday of last week; but a decision was delayed by filing of additional briefs by the plaintiffs.

Judge Schultz came to Hereford late Tuesday afternoon to hand down the court's decision, denying the plaintiffs' plea for injunction and holding the election legal and in force.

This court "is of the opinion that the facts and the law of the case are with the defendant, and that the relief prayed for by the plaintiffs should be denied," Judge Schultz ruled.

"It is the further order, judgment and decree of the court that the Rural High School District... as created by the County School Board... is hereby in all things ratified and confirmed" the judgment stated.

"It is further found by the court," Judge Schultz continued, "that there is no fraud or abuse of discretion upon the part of the County School Board in calling the election, canvassing the returns and declaring the result thereof, and entering its order creating the Rural High School District."

The decision was rendered late Tuesday afternoon before the attorneys for both sides, with W. H. Russell representing the plaintiffs, and James W. Witherspoon representing the County School Board, defendants in the action.

Russell immediately filed notice of intention to appeal the decision before the Court of Civil Appeals for the 7th Supreme Judicial District at Amarillo.

The case was heard before the District Judge, as neither side had demanded a jury trial.

The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas — Phone 30

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Notice to the 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 321 Main Street, Hereford, Texas.

Simple Method of Determining Sub-Soil Moisture Devised at Tech

LUBBOCK, Mar. 15. — A simple method by which farmers may determine sub soil moisture has been described by Dr. A. W. Young, head of the department of plant industry at Texas Technological college.

An iron rod, some four or five feet long and about one-half inch in diameter, may easily be pushed into the earth as far as moisture reaches, but will not penetrate dry sub soil, he said. This is the best test for average soil, although it obviously would not work in gravel or stony soil. Irrigation now for row crops

will probably prove profitable in cases where sub soil moisture does not reach down 36 inches, Dr. Young said, but it is generally profitable to apply additional water after that depth is reached. On sandy soils farmers should usually not run water down rows longer than 800 to 1,000 feet, although it will go farther down rows through tighter soils.

The agricultural experiment station at Lubbock reports that one three acre-inch irrigation before planting grain sorghums and a similar application before

Summerfield

BY MRS. GUY WALSER

Sunday school and church attendance Sunday morning was 88, and there were 63 present for services Sunday evening. Rev. Lee, new pastor of the Summerfield Baptist church, conducted his first service here. There were several visitors present.

The Woman's Missionary society is planning a gift of eggs for Buckner's Orphans home next Sunday. There will be egg cases at the church until Sunday. Each year, just before Easter, eggs are sent to the Home.

Johnnie Counts, who has been visiting his aunt, Mrs. Lynn Powelson and family, has returned to his home in Tucumcari, N. M.

Friends will be glad to know that W. C. Niell, father of Kenneth Niell and Mrs. B. E. Roberson, is getting along nicely after undergoing an operation last week in the Hereford hospital.

Mr. and Mrs. Herman Neff and family visited in the home of Mr. and Mrs. L. B. Lookingbill Sunday.

Both daughters of Mr. and Mrs. Pat Patrick have been ill for the past week in the hospital in Hereford.

Miss Mavis Hensley spent the week end in Amarillo visiting

her mother, Mrs. Lester Akins. Mr. and Mrs. Campbell of Oklahoma have moved to the place south of Summerfield that was formerly occupied by the J. M. Hamby family.

Mrs. L. H. Lookingbill, Mrs. Ray Johnson, Mrs. Lee Curry and Mrs. J. B. Noland attended the County Federation meeting in Hereford last Friday at the First Baptist church.

Mr. and Mrs. Henry Behrends returned last week from Iowa where she attended the funeral of her mother, Mrs. Botine, of Pocatontas, Ia.

Mr. and Mrs. Pete Carmichael and family of Progressive were Sunday guests of Mr. and Mrs. Alton Lookingbill.

Mr. and Mrs. Oran Niell and family of Lubbock spent Sunday with Mr. and Mrs. B. C. Roberson. He also visited his father, W. C. Niell, who was in the hospital in Hereford.

Mrs. Britt Clark underwent an operation last Thursday in Amarillo. At the last report, she was getting along all right.

Mr. and Mrs. Herman Neff and family visited in the home of Mr. and Mrs. L. B. Lookingbill Sunday.

Both daughters of Mr. and Mrs. Pat Patrick have been ill for the past week in the hospital in Hereford.

Mrs. Lee Kendall of Hereford spent a few days last week with her daughter, Mrs. Ky Lawrence. Mrs. George DeLozier spent a few days last week in the hospital in Hereford.

Mr. and Mrs. Roy Lovett and children visited his father in the

hospital at Clovis Sunday.

WMS met at the church last Wednesday with Mrs. Jim Clark presiding at the regular business meeting. As the leader of the program was not present, a

round-table discussion on Russia was held. Mrs. Guy Walser gave the Bible study. Attending were Mrs. Pat Patrick, Mrs. Moody Stephens, Mrs. Ky Lawrence, Mrs. Earl Lance, Mrs. L. Cannon, Mrs. C. R. Walser, Mrs. Guy Walser and children, and Mrs. Jim Clark.

L. J. Clark of Lubbock spent the week end with relatives here and visited his mother in Amarillo.

Mrs. D. C. Walser left Wednesday with her brother for Houston, where they will visit a sister and family.

Mr. and Mrs. B. E. Roberson and Gayle spent the week end in Lubbock recently.

Charlie Noland and George Suggs of Hereford were business visitors in Borger several days last week.

The Summerfield Study club is preparing a box for Boys Ranch at Tascosa. The box is at Summerfield Store, and anyone wanting to contribute to it is welcome to do so.

Walcott

School was dismissed Friday for the meeting in Amarillo.

Mr. and Mrs. A. J. Walker and children, Ettie and Gary, left Thursday for a visit with Mr. and Mrs. Ross Ladd of Mineral Wells, and also to attend the Fat Stock Show in Fort Worth.

Ray Northcutt fell out of a car while en route to Amarillo Thursday. Luckily he suffered only a bruised arm.

Mr. and Mrs. T. A. Andrews of Sundown visited in the Elza Collier home last week.

Mr. and Mrs. W. M. Hopson and children visited Mr. and Mrs. Earl Hopson of Hereford Sunday night.

Mrs. Sanford of Shawnee, Okla., is visiting her daughter, Mrs. L. B. Wolfington and family.

Mrs. A. B. Haynes, a Sunday school missionary from Canyon, who visits Walcott school once a month, was here Tuesday and gave the story of Christ's first year of ministry.

Frio

BY MARQUERITE MOBLEY

The two snows last week brought moisture ranging from a half an inch to an inch here.

There were 52 in Sunday school Sunday. Rev. Allen filled his regular appointment. The Allens and Rev. and Mrs. Gayle Helderbrand of Portales, N. M., were dinner guests of Mrs. H. M. Mobley and family.

A fair crowd enjoyed an "amateur hour" at the school house Friday night. On the program were Mrs. David Yandell as Minnie Pearl; O. W. Parris as the "solemn old judge," Christine Lindley and Dorothy Mobley as "the cackling sisters," Lester Irwin as Roy Acoff, Luther Dowdy and L. D. Irwin and Lester as Bill Monroe and his Blue Grass Boys; Evelyn Jean Benson played her accordion, J. E. Andrews played the violin; Genevieve Benson and Dovie Jane Jones played a piano duet; Mrs. Roy Calvert sang "Little Girl," Mrs. David Yandell and O. W. Parris sang two numbers, and Rose Marie Yandell and Velma Irwin entertained with a dance.

Mrs. Leon Roberts and daughter of Wellington visited in the home of her parents, Mr. and Mrs. J. H. Simpson, last week.

Mr. and Mrs. J. E. Warrick spent Sunday in Canyon visiting relatives.

H. D. Robbins underwent an operation in the Deaf Smith County hospital Tuesday of last week.

W. A. Springer and Roy Calvert went to Amarillo Sunday to visit Mr. J. M. Dixon.

Amarillo visitors Thursday included Mesdames Elmer Jones and Henry Andrews and Miss Alma Andrews.

Mr. and Mrs. Travis White visited friends and relatives in Plainview Sunday.

Mesdames David Yandell, O. W. Parris, W. A. Springer, and Travis White helped serve the Chamber of Commerce banquet in Hereford Friday night.

Mr. and Mrs. H. E. Lindley, Mr. and Mrs. Elza Warrick and family, and Mrs. B. J. Greeson visited Mr. and Mrs. Tom Copeland at Ojito Sunday.

Misses Sue and Lamerias Berryman spent the week end in Amarillo.

Mr. and Mrs. Elmer Jones and Patsy and Marilyn Jones, were Sunday dinner guests of Mr. and Mrs. J. E. Andrews and Alma. Sunday afternoon visitors in

the H. M. Mobley home were Mr. and Mrs. R. V. McMahon, Jr., Mrs. Raymond Galloway, and Mr. and Mrs. Raymond Mobley, all of Dimmitt.

Mr. and Mrs. Owen Andrews and family, Rev. and Mrs. Truett Allen and Rev. and Mrs. Gayle Helderbrand visited in the A. H. Brown home Sunday afternoon.

Mr. and Mrs. Elmer Jones and family moved from Dimmitt last week to the house formerly occupied by Mr. and Mrs. Harry Andrews and Doris Jean.

Mrs. Roy Calvert, Miss Marcia Robbins, Mrs. H. M. Mobley and family, and Mrs. Raymond Mobley were Amarillo visitors Friday.

Sunday afternoon visitors in the J. E. Andrews home were Mr. and Mrs. H. F. Benson and girls and Miss Lavonia Benson of Lamesa. Miss Benson is helping with the music for the revival at the Nazarene church in Hereford.

A number of people enjoyed music at the Roy Calvert home

Saturday night. Club met last Wednesday in the home of Mrs. R. E. Cole. There were nine members and two visitors present.

Mr. and Mrs. T. L. Sparkman, Jr., and family were visitors in Amarillo Wednesday.

Misses Eula Mae and Lola Faye Andrews and Wiley Andrews of Melrose, N. M., visited last Saturday in the J. E. Andrews. L. S. Littrell, and W. H. Andrews homes.

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RAISINS

Brim Full
Fancy, Seedless
2 Lb. Pkg. 45c

TOMATO JUICE

Marco — 46 oz. Can 25c

COFFEE

Red and White — Lb. 49c

CRACKERS

Brim Full — 2 large boxes 39c

PEACHES

Red and White — No. 2 1/2 can. 29c

PUMPKIN

Red and White — No. 2 1/2 can. 15c

CHILI

Ellis — No. 2 Can 29c

BLEACH

PUREX
2 Quarts 25c

WASHO

Granulated Soap
Large Box 31c

CATSUP

MARCO
14 oz. Bottle 21c

SALAD DRESSING

Sun Spun
8 oz. Jar 25c

SOUP

Red and White
Chicken, Mushroom
2 Tall Cans 29c

PRUNES

Prepared Del Monte
No. 2 1/2 Glass 32c

PRESERVES

Starr Plum — 1 lb. jar 31c

Orange Grapefruit Juice

Brim Full — 46 oz. can 23c

FLOOR POLISH

Red and White — No Rub — Pt. 39c

DRIED PEACHES

Fancy — 1 lb. Pkg. 28c

PEAS

Big M — No. 2 can 15c

SPAGHETTI

Venice Maid — 2 cans 25c

SAUSAGE

Pinkney Sunray
Cloth Bag
Pound 43c

PINKNEY'S Lunch Meats

Assorted
Pound 35c

DRESSED HENS

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DEXTERS
1 Lb. Pkg. 59c

Dress them up for Easter

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MRS. JOHN McLEAN, Society Editor Phone 181

County Federation Of Women's Clubs Votes Cash Donation For Camp Fire

Deaf Smith County Federation of Women's clubs held its third quarterly meeting at the First Baptist church Friday. Members of the Lone Star Study club, North Hereford, Ford, Progressive and Business and Professional Women's clubs served as hostesses for the luncheon.

Mrs. Herman Ford, president, conducted a business session when Mrs. O. G. Hill was named delegate to the Seventh District, Texas Federation of Women's clubs' annual conference being held this week in Chidress.

Members voted to raise approximately three hundred dollars to enlarge the Camp Fire hut with individual club members making donations. Musical entertainment during the luncheon period was provided by Marilyn Barkley, vocalist, accompanied at the piano by her mother, Mrs. Phillip Barkley.

After the luncheon Mrs. Ed. Hardin of Amarillo, guest entertainer, showed slides in technicolor of Honolulu and of the Azalea Trail, covering the beautiful gardens of Georgia, Alabama and Tennessee, also of Dallas and of the ice storm in Amarillo. Mrs. Hardin gave comprehensive descriptions of the pictures as they were shown furnishing interesting background details of the trips made when the pictures were taken.

Out of town guests at the meeting were Mrs. John Barry, Mrs. Roscoe Neely, Mrs. Ted Neely, all of Amarillo.

The fourth and final meeting of the club year will be held on May 16, in the Methodist church. A Fine Arts program will be presented with the Music Study club arranging the program.

Prize Rookie

Lee Carey, 17, U. of Arizona freshman, is the Cleveland Indians' prize rookie of 1947. He plays outfield, and was given the highest bonus for signing ever paid by Cleveland, reportedly \$15,000. He'll continue his college work and play ball the rest of the time. He's 5-11, weighs 175.



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Dawn

BY MRS. LLOYD H. BENTLEY

Sixty-one persons were present at Sunday-school Sunday. A large group from the Dawn Baptist church attended services at Hereford Sunday night. Baptismal rites were held there for Clifford Stewart.

Rev. and Mrs. Byers have recently moved into the parsonage which has been remodeled and redecorated.

Carl Wimberly is having a new irrigation well drilled on his farm.

The O. B. Southern family have moved to a house on the Hafner farm, and the Zed Stewarts have moved into the apartment vacated by the Southern.

The Junco play has been postponed to March 28. Carabelle Smith, Kathleen Hafner, and Dwayne Stewart have parts in the play.

W. C. Niell is in the Hereford hospital recovering from an appendectomy.

Carabelle Smith and Tommy Airhart were elected personality queen and king of the Junior class at WT high school, and are automatically candidates for Miss and Mr. West Texas High.

Kathleen Hafner was elected as one of the two beauties of the Junior class at W.T. high school.

Mr. and Mrs. J. D. Bruner visited Mrs. Bruner's mother, Mrs. Rambo, in Hereford Sunday.

Mr. and Mrs. William Wimberly and Billie visited the E. A. Oberst's in Canyon Sunday.

Mr. and Mrs. Monroe Parker and children, Mr. and Mrs. C. W. Parker, and Mr. and Mrs. Fred Reece and daughters of Hereford were visitors in the Floyd Walton home Sunday.

Mr. and Mrs. H. V. McCabe, Mr. and Mrs. Floyd Walton, and Mr. and Mrs. Iverson Leake called on the J. D. Pruitt family in Canyon Thursday evening.

Visiting in the W. P. Caraway home Friday were Mr. and Mrs. Fred Roberts and daughters, Wanda and Beverley, of Amherst, and Mrs. H. H. Caraway

and daughters, Ann and Kay, of Wyche.

The next WMU meeting will be March 27.

Patricia Walton, Myrtle Smith, Bob Hazelworth, and Leroy Hafner have parts in the operetta to be given by the eighth grade at Canyon on April 1.

Guests of the J. R. Oglesby's through last week were Virginia, John and Eddie Gandy of Tex-

line. Their parents, Mr. and Mrs. J. G. Gandy, came for them Sunday. Mrs. Oglesby's father, J. P. Gandy, spent from Thursday to Monday in the Oglesby home.

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Music Club Studies Latin American Music

"Music of Latin America" was the program theme for the Music Study club Monday afternoon at a meeting held with Mrs. C. J. Mountz. Mrs. H. A. Close was leader and gave an opening discussion of music and "The Good Neighbor Policy in Latin America," telling something of the composers whose compositions were featured on the program.

Miss Mattie Mae Swisher, with Mrs. Ellis Soombes accompanying at the piano, sang "I'd Rather Be Single" (Estelle Lebling), Mrs. J. C. McCracken, piano soloist, played "Andalucia" (Lecuna), "Carnations" (Val Verde), a vocal solo, was presented by Mrs. Troys Carmichael with Mrs. A. J. Schroeter accompanying. Mrs. Norman Harris played "March of the Little Fauns," (Piem) on her violin with Mrs.

McCracken giving piano accompaniment.

Three chorus numbers were presented: "The Peach," (Mexico), "Estrella" (Brazil), and "Rowing in the Sunlight" (Venezuela). Those singing were Mesdames: Troys Carmichael, Jeff Glibbreath, Earl Phillips, H. A. Close, W. E. Dameron, with Mrs. A. J. Schroeter at the piano.

Members present were Mesdames: C. C. Acker, Sam Allen, J. R. Allison, Troys Carmichael, H. A. Close, Ellis Coombes, B. Y. Crosthwait, W. E. Dameron, Jeff Glibbreath, Norman Harris, J. C. McCracken, Earl Phillips, T. H. Roberson, A. J. Schroeter, W. J. Stanford, Miss Mattie Mae Swisher and the hostess.

THOUGHT FOR TODAY ...

Life insurance is a necessity in establishing a well ordered and happy home.

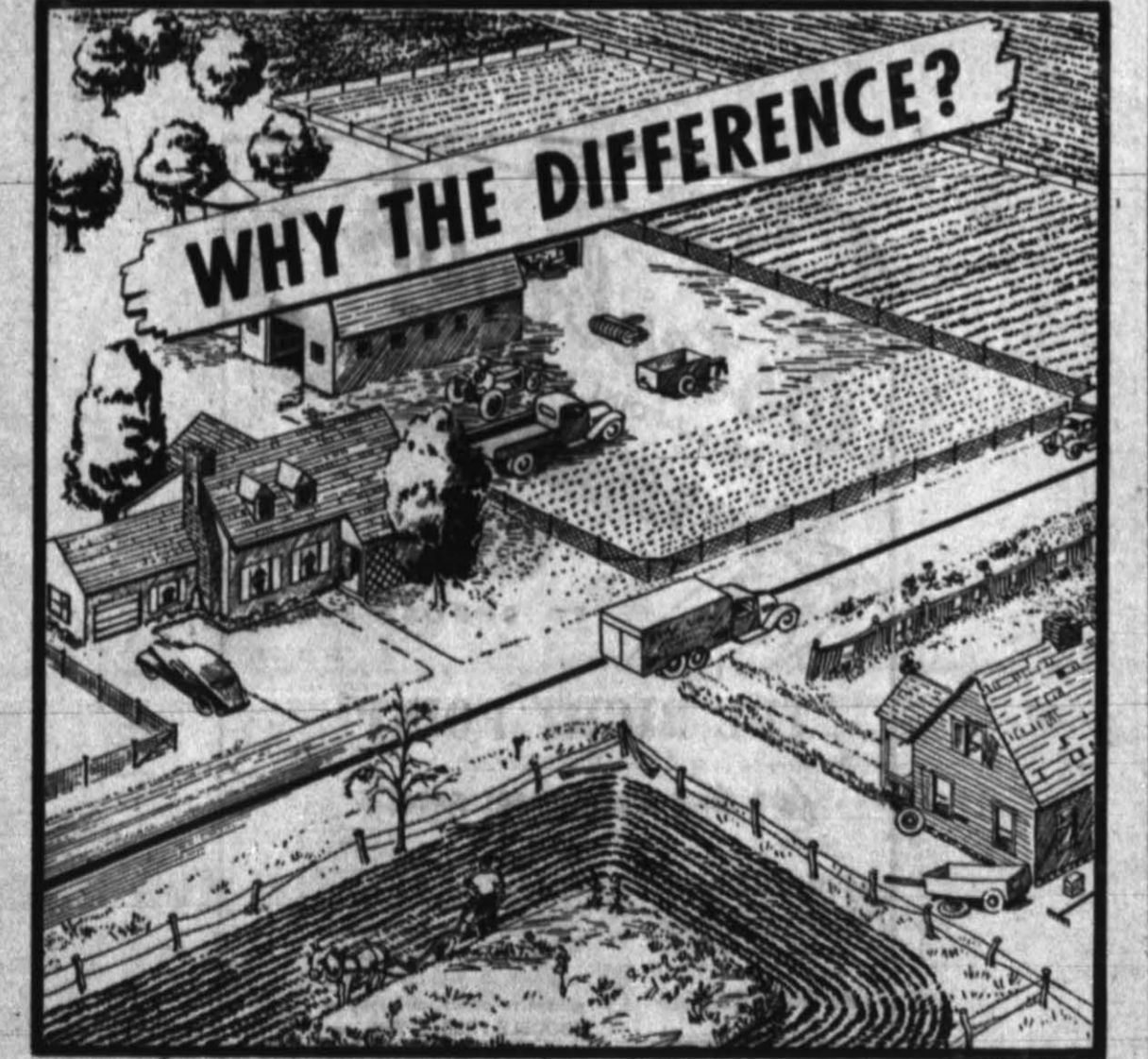
HERMAN FORD
local representative
Southland Life Ins. Co.
511 McKinley — Phone 482-J
W. C. McCORD, President
Home Office: Dallas

Calliopians Meet With Mrs. Gililand

Calliopian Club met with Mrs. Jack Gililand Thursday evening with Mrs. Carl Perrin in charge of the program.

Mrs. Perrin chose to discuss "The Man, Kahill Gibron," poet and philosopher, reviewing his life as given in his biography written by Barbara Young. She also reviewed Gibron's "The Prophet," which is written in poetical prose and deals with such subjects as love, marriage, children, giving, religion, serving, death and many others. As the reviewer gave excerpts from the book, members were given typed quotations from his works for comparison. Mrs. Perrin read selections from "Jesus, the Son of Man," to conclude her program.

Those present were Mesdames Richard Bernard, B. F. Cain, Clyde Cave, D. C. McWhorter, Carl Perrin, Pete Cowart, Paul



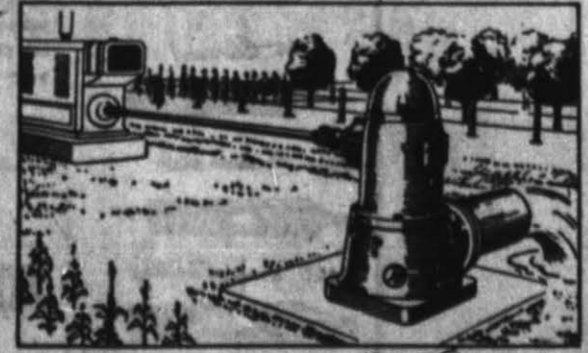
WINTROATH VERTICAL TURBINE PUMPS

Why the difference? Fred and Howard started out with the same number of acres and the same amount of money.

Fred often admires Howard's prosperous farm, but seems to have forgotten that he "waited another year" even though Howard bought his Wintroath pump right off. He hasn't forgotten how much money he lost, though, as a result of that bad first year with the long dry spell. Every year he fell farther behind.

Don't take a chance like Fred did and "wait another year!" Be sure of enough water THIS YEAR! Check into the many economical features of Wintroath pumps! Now on display.

"Wherever Water Needs a Lift"



BIG T PUMP CO.
AVEN BROS.
HIGHWAY 60—EAST OF TOWN

Nylon HOSE

Full Fashion First Quality \$1.00 pair

While They Last ...

Rutherford & Co.

MEET YOUR NEIGHBOR AT THE ...

HAILE Walgreen Agency DRUG STORE

LOW PRICES EVERYDAY!

QUANTITY RIGHTS RESERVED

CLEANSING CREAM Woodbury Special — \$1.09 value	89c
DEODORANT Etiquet — 50c Size	29c
HAND LOTION Vida Ray — \$2.00 Size	69c
BUBBLE BATH Maybloom — 50c Size	29c

Special Sale!

TUSSEY COSMETICS

CLEANSING CREAM	\$1.00
POWDER BASE LOTION	\$1.00
DEODORANT	50c
CREAMY MASQUE	\$1.00
POWDER BASE CREAM	\$1.00
EYE CREAM	\$1.00
CREAM SHAMPOO	\$1.00
SKIN TONIX	\$1.00
LIP STICK	\$1.00

We have in stock a complete line of Lucien Felong Cologne, Sachets, Face Powder and Lip Sticks.

TONI COLD WAVE with plastic curlers	\$2.00
PORTRAIT COLD WAVE	\$1.49
BUBBLE BATH	50c
WRISLEY SOAP	\$1.00
MICKEY MOUSE WRIST WATCHES	\$6.95
Guaranteed	
MEN'S WRIST WATCH	\$12 & \$20
7 Jewel	
FOUNTAIN SYRINGE	\$1.59
CLOCKS	\$4.45 & \$2.50

Just Received a new shipment of Parker "51" Pens \$12.50 & \$15.00 Each

Electric Heating Pads
Water-Proof \$8.29

RUBBER GLOVES 59c each
BREAST PUMP 59c each
BED PANS \$2.99 each

Sweeten the Occasion with King's Chocolates
American Queens

For your family the sweetest hour of the day is when you come home. Make the occasion sweeter with a box of King's chocolates with a royal flavor.

STORE HOURS: — WEEK DAY — 8 A. M. TO 10 P. M. — SUNDAY — 8 A. M. TO 8 P. M.

WANT ADS

FOR SALE

SPECIAL!

NOW FOR SALE:

42% Cotton Seed Pelts

ALSO 30% CATTLE CUBES

FRASER MILLING CO.
Phone 484

43-tfc

For sale: Elec. washing machine, 4 used 10x13 yellow pine timbers, 30 ft. long; 2 hog houses 6x7 ft. Roy Euler, Summerfield. 11-3p

ONCE AGAIN . . .

We have plenty of

ADDING MACHINE PAPER

—by the case or by the roll!

15c Roll

Also back in stock—

Plenty of Debit, Credit, Balance

LEDGER SHEETS

at the . . .

BRAND OFFICE
Phone "Thirty"

For sale: '36 Pontiac, good condition. C. B. Hanson at Kinsey Motor Co. 11-3p

FOR SALE . . .

INTERNATIONAL K-1 — 1941 model

PICK-UP

in good condition

BENEFIELD MOTOR CO.
12-1c

House Trailer, 7x12, shop built with built in features. '37 Plymouth Coupe, \$325. '36 Plymouth Sedan inquire

CASH LOAN CO.
over Rutherford

For sale: Gas range, Detroit Jewel. 401 W. 3rd. 12-1k

For sale: 5 Jersey cows, ages 5 to 8, fresh sometime soon. F. E. Finney, Wildorado, Star Rt. 6 1/2 mi. south Wildorado, 1/4 mi. S. Palo Duro church. 12-2p

For sale: 200 or 300 choice young hens. Different breeds. Will sell all or any breed. \$1.25, 18 mi. northwest of Hereford. Mrs. Henry Melton, Box 605. 12-1p

For sale: Extra clean 1936 Ford 2-door, equipped with factory radio and heater. Good tires and motor. See at 108 Kibbe street or call 566-W after 5:30 p.m. 12-1p

For sale: Camera, German 35 mm. with leather case, \$20. Small diamond engagement ring, \$17.50. Brunswick cabinet type radio, \$25. Cash or terms. Cash Loan Co. over Rutherford. 12-1c

For sale: 2 fresh cows, Calvin Edwards, 1 blk. North of Smith Motel. 12-1p

For sale: Oliver 70 with 4 row tool bar attachment. Cattle guards and dehorning chute. Some good storage and cattle tanks. Also used 2-in. pipe. Welding of all kinds. Pinckett's Welding Shop, Hwy 60 east side town. 12-1c

Gas range for sale. R. M. Cantrell Fix-It Shop, Lee Ave. 12-1p

For sale: Easy washing machine and 2 stationery tubs, 710 Lee Ave., Mrs. Lynn Kester. 12-1c

Must go by Friday: Living room suite, breakfast set, spool bed and vanity, coffee table, corner of Schley and 5th, Garage Apt. 12-1p

For sale: Good used late model Remington typewriter. Excellent condition. \$90. New price is \$150-75. Brand Office. 12-2k

For sale: 200 feet heavy 14 inch casing, 100 ft. is perforated. Fred Beckman, 1/4 mi. west, 1 1/2 south of Imbarger. 12-2p

For sale: B-L 65 model Taylorcraft side-by-side. Florence Trawick, box 375, 3 mi. south, Pleasant Hereford, Texas. 12-1p

FOR SALE or TRADE

Farm Facts . . .
A farm record book made especially to keep **INCOME TAX** Records for Farmers. See them at the Brand office. Complete Book for only \$1.00

All Metal **WASTE BASKETS** While they last . . . \$1.45

We also have a good stock of **Martin LEGAL FORMS**

The BRAND OFFICE
Phone 30

FOR SALE . . .

1935 CHEV. **PICK-UP**

New tires, fair condition. A good wagon for around the farm at —

\$155.00

BENEFIELD MOTOR CO.
12-1c

For sale: One 6-yd. all steel Gallion dump bed, complete with hydraulic lift. Alton T. Fraser. 12-1c

For sale: Any kind of pony or riding horse. Any color. Several good kid saddles, also men's saddles. Some extra good Palomino fillies. See C. F. Homefield, Adrian, Texas. 10-3p

For sale: Dodge WFA 1 1/2 ton truck, long wheel base, 2 speed axle. Bought in 1945. Low mileage. Melvin Allen, Friona, Rt. 2. 10-3p

For your insurance needs see or call L. Coy. Agent for American National Life Insurance Co. 606 E. 10th St. Phone 153-M. 10-4p

HELP WANTED

Wanted: Someone to clean house before I move in. Box 422. W. V. Hall. 12-1p

Wanted: Experience ready-to-wear lady. Good opportunity. Apply in person. C. R. Anthony Co. 12-1c

FOR RENT

BEDROOM for rent. 507 McKinley. Phone 699-W. 12-1k

For rent: Comfortable bedroom. 510 Lawton, Phone 545-W. 12-1p

For rent: 1 nice upstairs bedroom. Mrs. Warren Daniel, 10th St. Ave. A. 12-1p

For rent: 2-room office suite. Upstairs over Brand office. Absolutely not for living quarters. 12-1k

WANTED

Wanted: Cement work of any kind. See Orval Landers at 221 Kibbe, Phone 60-J. 12-3p

Want to rent. 60 acres for potatoes. Call Glenn Boardman. 456-W. 12-1p

Wanted: Custom plowing. One-way or homeing. Phone 421-J. J. B. Sneed. 12-8p

Wanted: Custom work, plowing or chiseling. See Jack Walker or Brand office. 1-1p

Wanted: Gasoline range. R. M. Cantrell, Lee Ave. Fixit Shop. 12-1c

Wanted: Custom farm work. Have ample equipment to do most any kind of work. Phone 183-J, Hereford. 12-3p

Wanted to Rent: Modern, furnished apartment and houses. Call collect 263 or 69, Seminole, Texas, or write P.O. Box 809. 12-2k

Want to rent: Space for repair shop. Must have 12-ft. door. Write box 809, Seminole, Texas. 12-2k

Wanted to rent: 2 or 3 rooms for office space. Write box 809 Seminole, Texas. 12-2k

Wanted to buy: Black male cocker pup. See me at hospital. Henry Stahl. 12-1p

Water well drilling wanted. Quick and satisfactory service. Write J. W. Sneed, Box 1883, Amarillo or inquire at 2020 E. 10th. 9-8p

Wanted To Rent: 4- or 6-room furnished house. Phone 484. Alton Fraser. 4-tfc

WILL PAY cash for used cars. Milburn Service Station. 7-tfc

NOTICE!

LIVESTOCK OWNERS!

—Call—

BOOKOUT SERVICE STATION

For Free Removal of Dead Horses, Cattle, Hogs, Sheep, Phone 9522 — Hereford, Texas 16-tfc

REAL ESTATE FOR SALE OR TRADE

For sale: 3-room house, 2 1/2 lots, 1 blk. north city limits on 25-Mile Ave. Phone 644-J. Coleman Wright. 10-tfc

For sale: 2 lots on C. St. Call B. R. Stafford, 269-W, 711 Miles Ave. 12-2p

Need more land listings. Need 10 buyers for land. Need 5 homes for sale. Need 10 lots for sale.

J. B. ELLISTON
REAL ESTATE

Phone 179 10-tfc

For sale: Equity in home. 323 Ave. C, Tommy Aaron, bus station. 10-tfc

Now is the time to sell any surplus goods you have on hand. If you can't use 'em somebody else can. Tell 'em with a Want Ad!

LOST AND FOUND

Lost: black Cocker Spaniel male pup. Call 386-J, W. B. Dowell. 12-1p

Lost: 3 greyhounds: 1 blk., 2 brindles, part stag; 1 red and 1 grey. \$25 reward. C. E. Story, Vega, Texas. Gen. Del. 11-2p

LIVESTOCK
Strayed — Found

LIVESTOCK . . . STRAYED, etc
Anyone having stray cattle branded "Lazy-U with backward J," connected, right hip or "J" on right side, notify Mack Jackson, Rt. 4. 10-8c

Strayed: 3 yearling steers branded Bar-D, left hip. Notify G. W. Brunley. 9-tfc

Strayed: large black horse with cut on back foot and white spot on forehead. Notify Bill Rice. 12-1p

NOTICE

You can buy more power for less money in a —

CHRYSLER INDUSTRIAL UNIT

from . . .

BENEFIELD MOTOR CO.
12-1c

Notice: Jess Thompson will not be responsible for any outstanding bills or any bills come in on Wagner & Thompson or Mitchell & Thompson. 12-1c

NOTICE

I have moved my office to 110 West 2nd St., first door east of Shoe Shop.

C. N. COSBY, REALTY
Phone 42 11-tfc

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QUICK SERVICE

AUTO LOANS

YOU DON'T HAVE TO WAIT

JOHN McLEAN
Phone 273 11-tfc

BRING YOUR . . .

CATTLE . . . HOGS

AND SHEEP

to us for the right kind of

SLAUGHTERING

Complete facilities, proper killing, cooling and disposition. Accepted any day during week

DEAF SMITH COUNTY MEAT CO. 10-10c

Sewing machine repaired. Old machines rebuilt with motor, light and reverse switch. Guaranteed work. E. B. Black Furniture. Phone 14. 10-4p

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Need more land listings. Need 10 buyers for land. Need 5 homes for sale. Need 10 lots for sale.

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Now is the time to sell any surplus goods you have on hand. If you can't use 'em somebody else can. Tell 'em with a Want Ad!

REAL ESTATE FOR SALE OR TRADE

For sale: 2 sections and a half of improved land in wheat belt in Eastern New Mexico, 1,400 acres in wheat. Price \$25 acre. M. A. Crum, Friona, Texas. 12-1p

For sale: Small house with 2 lots, windmill, good water, garden fenced in, hedge and rose bushes, set out and yard leveled for grass. \$3,000. Also have some canned fruits and vegetables for sale. 135 Ave E. 12-2k

For Sale: A very choice 50 ft. residence lot 4 blks west of Main St., just off paved 3rd. St. Price \$1,000 with some terms. T. J. Carter. 6-tfc

REAL ESTATE

See my listings on farms and city property before you buy. Have some good buys

CHAS. SOWELL
103 West 1st St. 7-tfc
Office Phone 119

\$100,000,000 TO LOAN

On farms and ranches. Immediate appraisal after application. Appraisals run from \$2.50 to \$10 per acre above amount being offered by other loan companies. Interest rate—4%.

T. J. CARTER
Hereford, Texas 22-tfc

For Quick Sale: Level 1-2 section, all in good wheat, 38 miles north of Dalhart. Rent and 1-4 mineral rights go with land at \$30 per acre. Write Box 1424, Plainview, Texas. 11-2p

FOR SALE . . .

160-ACRE IRRIGATED FARM

joining Hereford city limits, 6-room modern tile stucco house, plenty built-ins, garage, 8-stanchion dairy barn, hog houses, chicken house, shade trees and producing orchard, 45-a. alfalfa, remainder sowed to winter barley. Ditched and ready to irrigate. 1200 gallon irrigation well, Natural gas fuel. For particulars, write —

J. L. LATHAM
Rt. 1, Box 57, Hereford, or 1/2 mile north of stock pen.

Business Services

AL's EXTERMINATING COMPANY

All Work Guaranteed

FUMIGATION

Roaches, Ants, Bedbugs, Flies, Fleas, Mosquitos, Moths, Garden and Fruit Insects, Larvae, Stock Lice, Potato Beetles

AL GIBSON
Office 110 W. 2nd St. Hereford, Texas Telephone 42 10-4c

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We Now have a Branch here —

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Phone 30-W Box 243 LEFORS, TEXAS 1020 E. 11th Hereford, Texas 2-12p

IN THE HOSPITAL

Mrs. J. B. Phillips, medical, Nov. 11; Adda Lee Ramsey, surgical, Dec. 25; Mrs. P. E. Sowell, surgical, March 9; Mrs. G. R. Cammeron, surgical, March 13; Mr. E. Wiggins, medical, March 14; Mrs. R. D. Ford, surgical, March 14; Mrs. Gayle Higgins, medical, March 18; Walker Spradley, medical, March 16; Harry Taylor, surgical, March 17; Mrs. Paul Lee, obstetrical, March 18; Mrs. E. J. Wiggins, medical, March 18; Betty Ann Gowin, medical, March 18; W. H. Cromer, medical, March 18; Mrs. Ralph Baxter, obstetrical, March 19; Mrs. E. T. Jennings, obstetrical, March 19.

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School Group Entertains Vets At Hospital

Students from Hereford high school, under auspices of the Deaf Smith county Red Cross chapter, entertained patients at Veterans hospital in Amarillo with a program on Monday, March 10.

Mrs. Lyle Blanton and Mrs. Reed Williams of the Red Cross committee for community service to camps and hospitals arranged the program.

Taking part were speech students of Miss Mary Ellen Henslee's class, and members of the high school chorus, directed by Miss Thelma McMin.

Included in the group of entertainers were Barbara Burney, Mary Catherine Edwards, Curtis Barclay, Doris Jean Smith, Charles (Gus) Frye, Mary Beth Scott, Bettie Jo Carnahan, Jack Simmons, Bill Bradley, Ann Bateman, Patsy Slagle, Louise Young, Homer Rudd, Anne Morgan, Rapana Gustenson, Betty Katherine Hodges, and Ludie Turner. They were accompanied by Miss McMin, Miss Henslee, Mrs. Blanton, Mrs. Williams, and Mrs. Dyalitha Brady, Red Cross supervisor.

Baptist District Convention Meets At Tulia Tuesday

The annual district convention for District 9 of the Baptist General Convention will open Tuesday morning at the First Baptist church in Tulia.

The district is composed of churches from as far south as Tahoka, as far north as Canyon.

The Tuesday morning session, opening at 10 a.m., will be in charge of the District Sunday school Superintendent, Dr. A. Hope Owen of Plainview, former Hereford pastor.

The afternoon session will be devoted to promotion of Training Union activities. Sam D. Allen of Hereford, district Training Union president, will be in charge of the afternoon session. The principal speaker will be Dr. T. C. Gardner, state director of Training Union work.

Tuesday evening will be a joint meeting of the Brotherhood and Young People. Rev. Herard East, pastor of the Tulia church, will deliver the sermon.

Wednesday morning a business meeting will be held. Rev. John Cobb of Wayland University will preside at all meetings. Rev. J. Ralph Grant, pastor of the First Baptist church of Lubbock, will deliver the annual convention sermon Wednesday morning.

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We Have Moved to a NEW LOCATION

and are now ready to serve you.

We have a complete line of

Poultry and Dairy Feeds

FIELD SEED . . . BULK GARDEN SEED and all kinds of LAWN and GRASS SEEDS

Poultry Equipment and Remedies

We have started our modern HATCHERY and are now booking chicks for Feb. and March Delivery. Chicks Hatched each Monday

We have on hand now one and two week old chicks

Higher Cash prices for Cream, Eggs, Poultry and Hides—Home of Texas Pride Feeds!

WEST TEXAS FEED, SEED, AND HATCHERY COMPANY

HOME OF GOOD FEEDS
JACK WRIGHT, Mgr.

Lost!

use the CLASSIFIED



Esterbrook
RENEW-POINT FOUNTAIN PEN

33 NUMBERED POINTS TO CHOOSE FROM

THE RIGHT POINT
for the way you write

9350 Postup
9460 Medium Handwriting
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Select your Esterbrook Fountain Pen today! Long-wearing, beautifully styled, attractive colors, and they're TROUBLE FREE . . . YES—we have the right point for your individual writing requirements. It takes but an instant to change points—and so simple to do. Pocket-type Esterbrook Fountain Pens priced at 1.50 and 2.00—also points 25c and 50c. Get your Esterbrook NOW . . .

—THE—
HEREFORD BRAND
Phone "Thirty"

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Fireman's Club Hold Annual Banquet

The annual banquet for members of the Twenty-Two Fireman's club was held Monday evening in the banquet room of the City hall. Keynoted by informality the affair revived the spirit of similar occasions when each year's banquet was the highlight of the season. During the war no banquets were held and many new member's names were found on the register.

Guests were Mayor and Mrs. W. E. Dameron, Mr. and Mrs. Lyle Blanton, Mr. and Mrs. J. C. McCracken, and Anderson Witherspoon.

Mayor Dameron was toastmaster for the evening. Six members of the High School Glee club presented a group of choruses, accompanied at the piano by Miss Thelma McMinn. Mrs. J. C. McCracken entertained with piano selections.

Dancing, including many of the old fashioned square dances, which the group has sponsored for years, furnished the diversion for the evening.

Debbs Knox was chairman of the entertainment committee. Others assisting with arrangements were Jimmie Roberson, and Jack Gilliland.

Members of the club and their guests attending included Messrs. and Mesdames: Debbs Knox, Jimmie Roberson, Sylvester Loerwald, Gene Loerwald, Jiggs Hartman, Buddy Witherspoon, Gaylord Newell, Jack Gil-

El-Nino Child-Study Club Meets in Childers Home

El-Nino Child Study club held its regular meeting at the home of Mrs. Ben Childers on March 11.

The program, given by Mrs. Bruce Woodell, dealt with "Fears in Children," and a round table discussion was held after Mrs. Woodell's discussion.

Members attending were Mesdames: R. A. Daniel, T. J. Clay, Worth Ware, John Jacobson, Jr., Elizabeth Bonasio, Stanford Knox, Bruce Woodell, Ben Ezell, W. J. Reeves, Gerald Wilson, E. J. Kirksey, Millard Nobles, Will Graham, Jim Bookout and the hostess.

Recent guests of her parents, Mr. and Mrs. H. E. Henslee, were Mrs. Garrett Fox and baby of Lubbock. Mrs. Fox is the former Miss Betty Sue Henslee.

Mrs. A. O. Thompson is in Paris for a week with her mother, Mrs. A. E. Argo, and other relatives.

Hiland, Jack Wilson, Roger Corbett, Earl Phillips, Glenn Witherspoon, Willard Witherspoon, Clay Angelo, W. C. Pitman, Glen Watts, Jack Wright, Onias Carroll, John Patton, Mac Pitman and Miss Genevieve Eberle.

Male Fashion Jury Approves



Burgess black crepe strapless evening gown with a slit in front shown above was selected as the best of a wide variety examined by Cosmopolitan magazine's all-male fashion jury. Feature of gown is taffeta panner apron with butterfly bow in back. Among the notables who voted this the best of the evening gowns were Heagy Carmichael, Bob Orr, Vaughn Monroe, Keenan Wynn, Jess Sabien, Lon McCallister, and Peter Donald.

Methodist Women Plan To Attend Conference Meet

Methodist women are planning to attend the annual North west Texas conference meeting of the Woman's Society of Christian Service which is scheduled to be held in Big Spring March 24-25-26.

Theme for the meeting will be "His Spirit is Power," and speak-

ers slated for the conference include: Dr. Prem Nath Dass of India, who is president of Isabella Thoburn college in India, Miss Dorothy Webber, assistant secretary of Christian social relations of the women's division, and Ernest Ford.

Among those from Hereford planning to attend are: Mrs. Uel D. Crosby, conference director of children's work; Mrs. Homer Brumley, promotional secretary of the Amarillo district, and Mrs. Frank Terrell from the local W.S.C.S. Mrs. W. L. Davis will represent the Young Women's organization.

"France" is Topic For L. A. E. Club

L.A.E. club was entertained at the country home of Mrs. Luther Leslie Tuesday afternoon when a program on "Internationalism" was featured.

After roll call, Mrs. A. B. Higgins discussed "France - Economic and Political Readjustments," telling of readjustments after the first world war and comparing them with adjustments being made now.

Mrs. George Suggs told of "Froth and Fashion," dealing with fashions of Paris in the past and fashions in the United States today.

Members of the club present were Mesdames: George Benson, Hugh Bookout, A. B. Higgins, Bill Hutson, Bill Jones, Boyd Knox, T. W. Roberson, George Suggs, Robert Wagener, and the hostess.

Young Woman's Circle Elects Officers

Meeting at the church, members of the Young Woman's circle of the Methodist church held their first regular meeting Wednesday afternoon, March 12.

New officers elected included Mrs. Virginia Griffith, president; Mrs. Richard Barnard, vice president; Mrs. Don Martin, secretary-treasurer; Mrs. Paul Conaway, spiritual life leader; Mrs. W. L. Davis, Jr., Missionary education and service; Mrs. Louis Ortega, Christian social relations and local church activities.

Mrs. Homer Brumley presided at the meeting and Mrs. Paul Foster conducted the devotional lesson.

It was decided that the group will take up the study of India at the Threshold. The next meeting will be held on March 26 and a nursery will be provided for the children.

Home Demonstration Club Activities

Stimms H-D Club

Stimms Home Demonstration Club met Thursday for an all-day meeting in the home of Mrs. Cord Hammock. A covered dish luncheon was held at the noon hour followed by a business session when Mrs. Orville Gronerman presided. The club quilt was presented to Mrs. Glen Heltler. The next meeting was announced for March 27 in the home of Mrs. Elmer Cook.

South Hereford H-D Club
South Hereford Home Demonstration Club met with Mrs. John Draper Tuesday afternoon. After roll call Mrs. Tom Draper, CHDA, gave a demonstration on how to iron a shirt quickly and easily. The next meeting will be held with Mrs. F. H. Edwards on April 1, at 2:30 p. m.

Refreshments were served to Mesdames Ronald Matthews, Elmer Winkler, S. S. Williams, W. H. Goetsch, Noah Shockley, Clarence Hollabaugh, Tom Draper, Bill G-iswold, Orin Russell, Ethel Layman, the hostess and an out-of-town guest, Mrs. Herman Fletcher of Clovis, N. M.

Mrs. Elmer Patterson and children attended the funeral rites held Friday in Amarillo for her nephew, infant son of Mr. and Mrs. Jack Inman.

L. B. Russell Takes Baird Coaching Job

L. B. Russell, assistant coach on the athletic staff at Abilene High School and a former star with the Hardin-Simmons Cowboys, has accepted a position as head coach of athletics at Baird. He succeeds Buster Dixon who became Baird's coach in December but resigned March 1, to take assistant coaching position at Vernon.

Russell had returned to the Abilene faculty as coach of the "B" football squad last fall after four and a half years of military service, during which he was wounded in Southern France. He was discharged from the infantry last May holding the rank of captain.

Mr. and Mrs. Russell and twin daughters, Mary and Martha, reported for duty at Baird this week. He is the son of Judge and Mrs. W. H. Russell of Hereford.

Mrs. Glenn Snyder who has spent the past three weeks in St. Francisville, Ill., with her mother who has been ill, returned home Wednesday accompanied by her mother, Mrs. Jennie Bibson, who is much improved.

Mrs. Carroll Whiteside was called to Amarillo last week by the serious illness of her father, E. L. Smith. His condition is reported to be slightly improved and Mrs. Whiteside and her family have returned to Hereford.

Miss Mattie Sue Howell, conference director of Youth Work is spending this week in Hereford and is conducting a series of conferences with the young people and workers of the Methodist Church.

Family Reunion

Mr. and Mrs. Lynn Kester and children attended a family reunion of her family Sunday in the home of her parents, Mr. and Mrs. J. B. Finley of Lubbock. Others attending were Mr. and Mrs. Melvin Roberson and three children and Mr. and Mrs. James Findley and daughter of Lubbock, Mr. and Mrs. J. O. Covington and Mr. and Mrs. Bob Covington of Amarillo, Mr. and Mrs. Weldon Findley and son and Mr. and Mrs. A. W. and daughter of Littlefield, and Mr. and Mrs. Bill Findley of Bend, Ore.

Read Our Want Ad Page!

SEE US NOW FOR...

PLOW PARTS SWEEPS

16 inch and 18 inch

IN STOCK — FOR DELIVERY
8 FT.
DEEP FREEZE
BOXES

Also in stock...

IRRIGATION DAMS.. IRRIGATION TUBES
IRRIGATION SHOVELS...
8 and 10-ft. WINDMILLS

TIRES

Of all kinds... for Trucks, Passenger Cars,
and TRACTOR TIRES.. Front and Rear

AT YOUR

Consumers

for Better Service, Bigger Dividends

PENNEYS

J. C. PENNEY CO., INC.



OF RAYON AND
COTTON DRESSES

4.98 5.90

Fresh pastels with bold appliques and band inserts in white or contrasting colors. Pretty little prints, girlishly gay! Cotton stripes, merrier still with eyelet edging or pique cut-outs stitched around pocket or neck! 9-20.

OUR ANNIVERSARY CONTINUES

SALE SPECIALS, MARCH 22

Felt Base Utility Rugs 89c
Size 36x54 inch — each

MO-DE GAY COTTON PRINT 39c
Fine Quality, Fast to Washing — yard

PENNEY'S SHEETS \$2.59
Size 81x108 — each

LACE PANELS \$1.49 & \$1.79
SPRING DRESS-UP FOR THE HOME
Novelty Weaves — each

CURTAIN NET 35c to 40c
Printed and Plain — Yard

Printed Triple Sheer Chiffon \$1.29
Newest ground shades for Spring — yard



FLOUR
Gold Medal
25 Lb. Bag..... 1.79

Frozen Foods

RED SOUR CHERRIES 39c
In Sugar — pkg.
CANTALOUPE MELON BALLS 33c
Pkg.
APPLE SAUCE 25c
Fresh, frozen — pkg.
GREEN PEAS 27c
Bird's-Eye — pkg.

SHORTENING

4 lb. Carton

"SCOCO"

\$1.49

RINSO OXYDOL Large Box 34c
DUZ, SUPERSUDS
BABY FOOD Gerbers Assorted 3 for 19c

SYRUP Ber Rabbit Big 5 lb. jar 47c

MAGIC WASHER 31c Large Box
HI-HO CRACKERS 25c Large Box
DOG FOOD 28c Gro-Pup, food box
COFFEE 29c Bright & Early, lb.
BISQUICK 39c Large Box
CORN MUFFIN MIX 17c Dromedary, box
LAUNDRY SOAP 23c Crystal White, 3 bars
PRUNE PLUMS 25c Hunts, heavy syrup—Big 2 1/2 can
BLACKBERRIES 29c No. 2 can
SPAGHETTI 25c Castle, in tomato sauce—3 cans.
PAPER TOWELS 25c 2 rolls
PEAS, Ute Sweet 9c No. 2 can

Grape Jelly Special
1 Quart pure
Grape Juice
and 2 boxes
Sure-Jell
All for... 75c

Hereford SUPER Market

GAYLORD NEWELL, Owner

Plenty of Parking Space!

PHONE 117

Progressive
BY MRS. IRA RICKETTS

Mr. and Mrs. Weldon Gregory and children of Amarillo and Mr. and Mrs. Jack Hood and daughter were Sunday visitors in the Gregory home here.

Mr. and Mrs. D. Y. Edwards and Miss Norma Lea Edwards were business visitors in Amarillo Monday.

Mr. and Mrs. John Schneider were guests Sunday in the home of Mr. and Mrs. C. E. Watts.

Mary Beth and Ralph Ricketts of Carlsbad, N. M., are here to spend some time with their grandparents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. P. L. Carmichael

and family spent Sunday as guests of Mr. and Mrs. Alton Lookingbill.

Mr. and Mrs. C. A. Kemp and Mrs. C. E. Watts were in Amarillo last Tuesday.

Mr. and Mrs. Clyde Russell and family were dinner guests in the home of Mr. and Mrs. Lloyd Sharp Sunday, March 9.

Jim and J. A. Ricketts were here for a short while Friday afternoon. They live in Carlsbad, N. M.

Mr. and Mrs. H. L. Hershey and boys, and Mr. and Mrs. A. C. Hershey were visitors in the Ray Hershey home in Hereford Sunday, where they prepared a birthday dinner in honor of Mrs. Ray Hershey.

Mr. and Mrs. V. B. Dodson were business visitors in Amarillo Monday.

Mr. and Mrs. Ira Ricketts and grandchildren, Mary Beth and Ralph Ricketts, and Robert and Linda Russell, drove to Clovis Sunday and visited in the home of their daughter, Mrs. Archie Dougherty and family.

Club met with Mrs. Ira Ricketts Tuesday. Exchange of plants, seeds and bulbs featured the program. A short business session was held. The next meeting will be with Mrs. T. J. Parsons on April 1. The following members were present: Mesdames C. E. Watts, C. A. Kemp, H. O. Griffith, H. L. Hershey, A. C. Hershey, C. V. Burges, Lewis Harvey, V. E. Dodson, P. L. Carmichael, Buck Parsons and D. Y. Edwards. Miss Augustine Gregory and Mrs. L. B. Drake and Mrs. Tom Draper were visitors.

Mr. and Mrs. Harold Saltzman are the proud parents of a baby boy.

Michael are spending several days in the home of Mrs. Grace Little.

Harold Head and M. C. Kaul took a load of cattle to Oklahoma City Monday morning.

Mrs. Cawthon Bryant, Mrs. Ralph Johnson, and Mrs. Merlin Kaul attended Teachers association in Amarillo last Friday.

Mrs. Joe Wagoner and Mrs. Elmer Combs were Amarillo visitors Friday.

Mrs. Earl Scott, Mrs. J. C. Morrison, Mrs. Hughes Millard, Mrs. M. S. Roe, Mrs. Manuel Hawks, and Mrs. Merlin Kaul of the Home Demonstration club helped serve the Chamber of Commerce banquet Friday night.

Mr. and Mrs. Joe Landers and Ross Joe, Mr. and Mrs. Ralph Johnson and Jackie, Rev. Aaron Surich, and Mr. and Mrs. Merlin Kaul and boys were callers Sunday afternoon in the R. M. Gunn home in Hereford.

Clarence Morrison attended the Grand Lodge of IOOF at Amarillo Sunday.

Helen Jo Wilson, student at West Texas State college at Canyon, spent the week end at home.

Mr. and Mrs. L. H. McMurry and sons of Hereford were visitors Sunday in the Grace Little home.

LEGAL NOTICE

THE STATE OF TEXAS: COUNTY OF DEAF SMITH: TO: E. Harders, if living, if dead to his heirs, executors and legal representatives, and their heirs, executors and legal representatives, Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 6th day of May A. D. 1947, then and there to answer Plaintiff's Petition

Filed in said Court, on the 19th day of March A. D. 1947, in this cause, numbered 3956 on the docket of said court and styled E. L. Pyka and Lucy Pyka Plaintiffs, vs. E. Harders, and his heirs, above Defendants.

A brief statement of the nature of this suit is as follows, to wit:

Trespass to try title for lot 9 in block 2, Meacham's subdivision of block 16 Mabry addition to Hereford, Deaf Smith County, Texas; plaintiffs also claiming title to above lot by the 10 year statute of limitations, as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this the 19th day of March A. D. 1947.

Attest:
(SEAL)
R. P. THOMPSON

Clerk
District Court
Deaf Smith County
Texas
12-4p

Read Our Want Ad Page

New Spring Wall Papers are HERE!

new PATTERNS!
new COLORS!
new TEXTURES!

Ready for immediate delivery - see them now on display at our store.

CARL McCASLIN LUMBER COMPANY

One Block East of Courthouse
Call the Lumber Number - 7

O. E. S. Study Club

Order of Eastern Star Study club met Monday afternoon in the home of Mrs. Myrtle Witherspoon and after a short business session, Mrs. Witherspoon conducted a lesson on "Landmarks" and "Funeral Ceremony." The story of Electa was told by Mrs. Opal Roberson.

The next meeting will be held in the home of Mrs. Dorothy Noland in Summerfield.

Members present were Mesdames: Pearl Kinsley, Jesse Terrell, Beatrice Noland, Opal Roberson, Ollie Brady, Nell Culpepper, Virginia Patton, Ethel Curry, Juanita Hershey, Dorothy Noland, Chlora Brown and the hostess.

Westway

Rev. Aaron Eulich of Wayland college, Plainsview, has been called as pastor of the Westway Baptist church. He preached here Sunday morning and night. Rev. Carlton Thomson will be present to preach next Sunday.

Leroy Foster of Hereford was a visitor at church here Sunday.

Mr. and Mrs. Grady Wilson were hosts Friday night at a "42" party at their home. Guests were M. C. Kaul, Larry and Walter Lynn Kaul, Mr. and Mrs. Ralph Johnson and Jackie Lynn, Mr. and Mrs. Elmer Combs and boys, Mr. and Mrs. J. C. Morrison, Mr. and Mrs. Paul Rudd, Mr. and Mrs. Richard Connally and children, Mr. and Mrs. Robert Boyd and family, and the Grady Wilson family.

Leroy Foster of Hereford spent Sunday with Harold Head.

Mr. and Mrs. Robert Boyd moved their daughter, Bobbie, to the Nurses quarters at the hospital Saturday. Bobbie is a Nurses Aide at the hospital.

Mr. and Mrs. Wayne Little and

DON'T MISS THE...
BIG GENERAL
—AND—
Furniture Auction!
—TO BE HELD—
THE LAST SATURDAY IN MARCH

NEW & USED MERCHANDISE To Be Offered
WASHING MACHINES . . . LIVING ROOM SUITES
CHROME TOP TABLES AND CHAIRS

What you have to sell, bring it in
LET US SELL IT FOR YOU!

COCKERHAM FURNITURE CO.
B. B. NORTH CUTT, Auctioneer

The Hereford Benefit Association

A Local Mutual Aid Association supported by 660 present and former citizens of Hereford and community invites you to join with them and let this Association be a Benefit to you.

MEMBERSHIP LIMITED TO 1,000
See MRS. DOROTHY H. ROSS, Secretary
office in Court House 12-tfc

Easter Fashion News

When it comes to the smartest of the new Easter fashions, your Little Fashion Shop is in the know—definitely! Hand-picked selections spotlight the fashions with a bright future—clothes you'll wear with pride thru Spring. See the beautiful new suits and coats.

**SUITS - - COATS
DRESSES**

SHOP NOW
on our convenient
Lay-Away Plan

Gloves
Bags
Jewelry
Millinery

Blouses . . .
By Hollywood,
Vera de Give and
Eunice Ann . . .

The Little fashion Shop
"Smart Clothes for Smart Women"

Flattering!

MARKETS

Hogs fell, while cattle and lambs lost ground at some markets last week according to Production and Marketing Administration, U. S. department of agriculture. Some vegetables weakened too, but other southwest farm products held steady or strong.

Grains emerged strong from another week of wide fluctuations with net gains of mostly 10 to 25 cents. No. 1 hard wheat closed Friday at \$3.00 per bushel, bulk, car lot, at Fort Worth and Galveston; and corn \$2.03 for No. 2 white, and \$1.91 for No. 2 yellow. Sorghums rose to \$3.03 to \$3.08 per hundred pounds.

Rice continued firm last week, as growers held remaining rough rice for seed. Feed prices surged upward in the wake of grains. Bran and shorts rose \$10.50 per ton, and were quoted \$80 and \$84 at Fort Worth and Dallas. Hay found renewed interest at prices \$1.00 per ton higher. Peanuts, oil and meal, joined the upward procession with sharp increases. Some domestic wools sold above Commodity Credit corporation prices for the first time, as foreign wools became scarce. Most Texas spring clip mohair has been sold.

Texas cabbage, carrots and beets opened last week strong to higher; but slow demand lowered prices toward the close. Cabbage in straight cars sold Thursday at mostly 90 cents for 50 pounds in the Rio Grande Valley; bunched carrots \$2.25 to \$2.35 per Los Angeles crate; and beets \$1.25 to \$1.50 per half crate. Spinach held about steady. Colorado potatoes rose 40 cents per hundred to reach \$3.20 for washed Red McClures. Louisiana sweet potatoes remained steady at \$2.60 to \$2.75 for 50 pounds.

Continued good demand for eggs and poultry held prices firm. Week's egg prices averaged 35 cents per dozen at Amarillo and San Antonio; 36 1/2 to 37 1/2 at Denver; 4 1/2 at Shreveport and Houston; and 37 1/2 to 38 1/2 at Fort Worth, Dallas, and New Orleans.

Cattle ruled generally steady to strong for the week at Texas markets, but most slaughter classes dropped unevenly lower at Oklahoma City and Denver. Week's bulk of common to medium steers and yearlings brought \$12 to \$17 at Houston; while low to average medium kinds moved at \$17 to \$19 at San Antonio. Medium and good slaughter steers and yearlings turned at \$17 to \$23.50 at Fort Worth; \$18.50 to \$23.50 at Oklahoma City; \$18.50 to \$22.50 at Wichita; and \$18.50 to \$24.60 at Denver.

Hog prices slumped during the week to levels mostly 50 cents to a dollar or more lower. Top prices for the week were \$26 at San Antonio; \$26.75 at Fort Worth; \$27.75 at Oklahoma City; \$27.85 at Wichita; and \$28.25 at Denver.

Slaughter lambs held steady at San Antonio and Wichita, but eased off mostly 25 to 50 cents



Attend IOOF Session

Mrs. Barrett Sowell was delegate from the Hereford Rebekah Lodge at the 107th annual session of the grand lodge of Texas which was held in Amarillo Sunday, Monday and Tuesday. Other Rebekahs attending were: Mrs. Roy Manning, Mrs. Hy Nickerson, Mrs. Jasper Cockrell, Mrs. John Draper, Mrs. Orin Russell, Mr. and Mrs. Clifford Cox, Lubbock, Mr. and Mrs. Joe Kendall, Mr. and Mrs. Jeff Robinson, Mrs. Lee Hopson and Mrs. Edna Bowe of San Saba.

Clubs To Sell Garden Books

Members of both Garden clubs, the Hereford Garden club and the Garden Beautiful club, will sell the new book, "Planting for the Spring," which has been produced by District one of Texas Garden Clubs, Inc. The book was compiled by Mrs. J. A. Kendall of Amarillo, with Mrs. Tom

at other southwest markets. Ewes gained strength at Oklahoma City, Wichita, and Denver. Medium horn goats brought \$6.50 to \$6.75 at San Antonio. Spot cotton climbed another \$3.50 per bale last week although markets saw less activity. Offerings appeared adequate to satisfy demand.

Rudd was in charge of the program on "Citizenship." Mrs. Hughes Millard, Mrs. Elmer Combs, Mrs. A. C. Pierce, Mrs. Joe Landers and Mrs. Rudd gave talks on the subject. Mrs. Lester Williams of Abilene was a visitor. Members present were Mesdames Grady Wilson, Joe Landers, Hughes Millard, R. E. Connelly, Paul Rudd, A. C. Pierce, Earl Scott, Rat Roe, Elmer Combs, Don Combs, and the hostess.

— Buy It In Hereford —

Clubwomen At Convention

Interest of club women this week is centering in the meeting of the Seventh District, Texas Federation of Women's clubs in Childress. Formal opening of the convention was held Wednesday morning at 9:30 o'clock with Mrs. Raymond Harrah of Pampa, president, in charge. The all-presidents luncheon followed at noon and Rev. E. Tower, D.D., pastor of the First Methodist

church of Wichita Falls, highlighted the afternoon session with a talk on "Mental Hygiene." The Fine Arts program Wednesday evening at 8 o'clock featured Miss Loula Grace Erdman, faculty member of WTSC, Canyon, and the Thursday sessions which began at 8:30 concluded with the Merit luncheon, at which time new officers were presented.

Hereford women attending the convention included Mrs. O. G. Hill, Mrs. T. W. Roperson, Mrs. O. M. Dickey and Mrs. Ray Johnson of Summerfield.

Mrs. Paul Mathers Named President Of Presbyterian Auxiliary

A general meeting of the Women's auxiliary of the Presbyterian church was held at the church Tuesday afternoon when new officers were installed for the coming church year. Mrs. C. C. Ferguson was the installing officer.

Those assuming duties were Mrs. Paul Mathers, president; Mrs. Will S. Kerr, vice president; Mrs. Hugh Witherspoon, recording secretary; Mrs. E. H. Norton,

corresponding secretary; Mrs. D. H. Alexander, treasurer; and the following department chairmen: Mrs. Lee Conklin, literature; Mrs. Arch Conklin, spiritual life; Mrs. Henry Benson, stewardship; Mrs. Vera Witherspoon, social action; Mrs. Henry Hastings, hospital supplies.

The program for the afternoon was begun with a devotional lesson on International Relations given by Mrs. Arch Conklin and a playlet on "Internationalism" was presented by Mesdames: Roy Boyd, A. R. Rogers, Hugh Witherspoon, H. A. Close and D. H. Alexander.

B. Holman of Amarillo writing the foreword, and may be purchased from any Garden club member.

The book is especially written for this section and takes into consideration the wind and the weather. It contains 30 separate articles dealing with gardening in this region, written by members of Garden clubs all over the Panhandle out of their own experience. Contributors from Hereford are Mrs. Nettie P. Slaton, Mrs. Roberta Dyar and Nelson B. Armstrong.

Westway H. D. Club Meets Last Week With Mrs. Hawks

Westway Home Demonstration club met Wednesday in the home of Mrs. Manuel Hawks, with Mrs. Don Combs as co-hostess. Mrs. Elmer Combs led the recreation, with the club prize going to Mrs. A. C. Pierce. During the business session, Mrs. Earl Scott, president, was elected as delegate to the district convention. Mrs. Joe Landers delivered the council report, and Mrs. Paul

Anthony's

Delightful dress fashions for girls in interesting spring variations

Mother who are discouraged over their past failures to find suitable dresses for their daughters will get a new lease on life when they see the fresh loveliness of these better cottons and crepes. Splendid variety of styles and colors. Qualities you'll enthusiastically endorse. And the girls will love 'em!

\$1.98 to \$3.98

Sizes 3 to 6 and 6x to 14 in most styles

Look Gay! Look Young! Look Grand!

— in a fresh new Spring Crepe of colorful and spirited design

You owe it to yourself to look your best. A new dress from Anthony's is positively a man-holder or a man-catcher. These arrived within the past 48 hours and look like a million. Sizes 9 to 20.

\$11.75

Others \$8.90 up

YOUR Hat Awaits You!

And it will claim you when you meet it. These hats will do things for you. Gay new straws, braids, fabrics, felts. Every trim detail in the book.

\$4.98

Anthony's

The Distinguished New HALSEY HATS for Spring Are Here!

Here they are... those good-looking new Halseys. Finest genuine fur felt. Most popular Spring shades of tan, blue and gray. Features the snapbrim style. Narrow and medium width ribbon bands. You'll look and feel like a million in a new Halsey.

\$6.90 and \$8.90

Anthony's

LOOK! — Beautifully Tailored MEN'S SLACKS

Including Popular Hollywood Models

Pleated and Zippered Streamlined Belt Loops

SELECT FROM 200 PAIRS!

In better all-wool worsteds, flannels, herringbones, some gabardines. In solid shades, pin stripes and smart small checks and mixtures. Perfect for spring wear. Conventional styles or the draped Hollywood styles especially popular with younger men. Sizes 28 to 44.

Featured Price Group is \$5.90 to \$8.90

Other Smart Slacks from \$0.00 to \$0.00

Smart New All-Wool Spring Weight SPORT COATS \$14.95

Men's Fancy Printed SHIRTS 100x60 cloth count. Sanforized Celanese fused collars. **\$2.98**

Anthony's

Step Out in the Easter Parade in a pair of Anthony Shoes

Anthony's

JET BLACK PATENT

The Shoes

Gracefully designed pumps, sling strap models and platform styles. Sleek, gleaming black patents with either high, medium or low heels. Carefully framed arches for snug, firm support. Compare these with much more expensive shoes and be pleasantly surprised.

\$6.95

Nationally Advertised Brands

The Bags

These new bags in a variety of excellent new shapes, sizes and designs offer a refreshing newness to the bag picture. Many handle and strap styles as well as underarm and pouch versions. Dependable clasps, zipper closures, neat coin purses, mirrors and other features.

\$2.98

Plus 20% Fed. Tax

Local Legionnaires Celebrate Birth of Legion at Banquet

More than 100 Legionnaires, Auxiliary members and their guests celebrated the 25th birthday of the American Legion at a banquet Tuesday evening at the City Hall, with Jimmie Moore of Amarillo, 18th District Commander, as guest speaker.

A patriotic theme was followed in decorations of the banquet table. A huge American flag, topped with the American Legion emblem and 25 red birthday candles, centered the speaker's table.

W. J. (Bill) Smith, vice-commander of the local post, acted as toastmaster. District Commander Moore traced the history of the work of the American Legion in a rousing talk on "Things the Legion Stands For."

Special out-of-town guests were Mrs. Moore and Otto Lan-dis of Amarillo. Other special guests included Mayor and Mrs. W. E. Danstrom, Homer Brunley, president of the Hereford Chamber of Commerce, Mrs. Brunley, Herman Ford, president of the Hereford Rotary Club, and Mrs. Ford.

Wayne Evans...

In his church (the Past Baptist of Hereford), an active member of the Hereford Masonic Lodge and the Hereford Lions club, and just completed a church, and has just completed an outstanding job as fund chairman for the annual Red Cross membership drive in Deaf Smith county.

It's The Ultimate in Elegance!



It tells its own fabulous story because its created by...

K'S HAT SHOP

ABOVE ALDERSONS



Everything for the... LIVING ROOM

We have a new shipment of the nicest Living Room Suites we have had in a long time... as good as we ever had. Splendid construction, good styles and a choice in the best of fabrics: VELOUR, TAPESTRY AND FRIEZE

STUDIO COUCHES

In single couch and two-piece sets, Couch and Chair!

E. B. Black Co.

FURNITURE — UNDERTAKING — AMBULANCE SERVICES — DAY OR NIGHT

1901

1947

Double-Decked!



When an electric train smashed into a parked train at Vaconsas, Sweden, the impact hurled two freight cars into the air and one dropped down on the electric engine, killing the engineer and breasting this unusual scene.

Population...

The average disposal system, however, is badly overworked. Businessmen estimate that the present disposal plant is adequate to serve a city of only 1,500 to 1,600 population.

Last Rites...

Out-of-town relatives and friends here for the funeral services Saturday afternoon were Mr. and Mrs. Durrell Shagers and Mrs. E. A. Sykes of Lubbock and Mrs. E. J. Fernal of Umatilla.

Regular School...

Opening this year are H. E. Miller from precinct 1, J. C. Morrison from precinct 2, and E. W. Womble from precinct 4.

Around Town

County Agent Hugh Cleckman says that the Deaf Smith county 4-H club will meet Saturday afternoon at 2 o'clock at the courthouse, and asks all 4-H boys to bring their record books along.

Cub Leaders...

Another Cub Pack in Hereford," Scoutmaster J. C. Morrison said, "but the Pack cannot be formed without trained leaders."

Stewart-Wardner In Stock... A Complete Line of...

Gauges... Speedometer Heads and flexible chains Electric Fuel Pumps... Motor-Mile Telemeters Southwind Gasoline Heaters.

Western Battery & Electric Co.

118 Sampson

Phone 294

Ruth Tucker Is Delegate to IRC Conference

BEARON, March 19 — Miss Ruth Tucker, daughter of Mr. and Mrs. J. A. Tucker, 207 Roosevelt, Hereford, was elected one of four delegates of the Mary Farnth-Baylor College Internationaional Relations Club to attend the annual Southwest District IRC conference, Psychotville, Ark., Friday and Saturday, March 21 and 22.

STAR Theatre THIS WEEKS HITS

FRIDAY AND SATURDAY DOUBLE FEATURE

Feature No. 2—

Adventure and Romance room the open road, with "My Dog Shep"



Starring... LANNY REES TOM NEAL WILLIAM FARNUM and "FLAMER" as Shep

SUNDAY — MONDAY — TUESDAY

Was He Lying?... Was Gossip the Truth?



Plus — NEWS and CARTOON

WEDNESDAY AND THURSDAY



TADIES' MAN

EDDIE BRACKEN-CASS DALEY VIRGINIA WILLES JOHNNY COE SPIKE JONES AND HIS CITY SLICKERS

Also — NEWS AND CARTOON

COMING SOON —



The JOYSON Story

LARRY PARKS ERVILLY ERTS WILLIAM BRACKEN MIL BROWN

Supl. Graham Will Conduct Services At Baptist Church

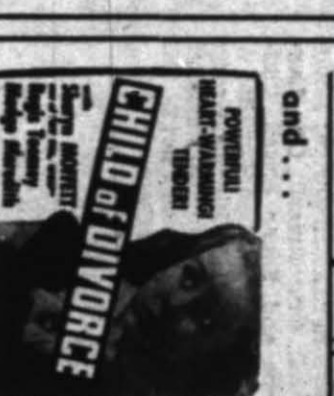
In the absence of Rev. R. H. Cagle pastor, Supl. George Graham of the Hereford Public School will deliver the message at the morning service at the First Baptist church here next Sunday morning.

Mr. Graham has two brothers who are Baptist ministers, and is himself a teacher of one of the men's classes at the local church.

THIS WEEK AT THE... The Measure

FRIDAY AND SATURDAY 2 BIG FEATURES

HOPALONG RIDES AGAIN



SUNDAY — MONDAY — TUESDAY

DAGWOOD BATS OUT THE LAUGHS IN THE BUMSTEAD'S



Plus — CHICK CARTER DETECTIVE

WEDNESDAY AND THURSDAY



Blondies' BIG MOMENT

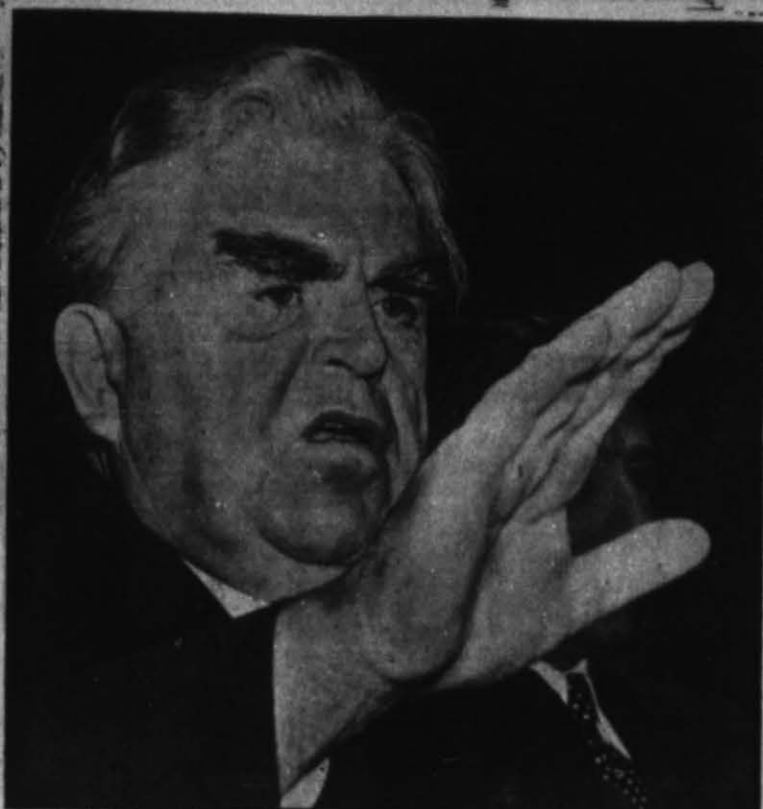
SINGLETON ANNIE LARRY SIMMS MARGORIE KEMI DAISY



This Is America "CAMPUS BOOM"

Also...

Protests Government Intrusion



UMW President John L. Lewis, who lost his Supreme Court fight to invalidate a government injunction against a coal strike and is under a \$10,000 fine along with the union's \$700,000 fine for violating the injunction, is shown protesting to the Senate Labor Committee that government "intrusion" hampers collective bargaining in the coal industry.

Near-Capacity Crowd Attends Annual C-C Banquet

Cowart Outlines Main Points Of Chamber's 1947 Program

Examinations for Post Master at Dawn Scheduled

The United States civil service commission has announced an examination to fill the position of fourth class postmaster at Dawn.

The examination will be held at Hereford in the Hereford post office building, according to Postmaster Jim Lipscomb.

Applications for the position must be in Washington not later than April 10. The date for the examination will be announced after that time, probably within a couple of weeks. All applicants will be notified when to report. The office pays a salary of \$1,080 a year.

George Carlyle is now acting postmaster at the Dawn post office.

The examination is open to all citizens of the United States, or nationals of this country, who reside within the territory supplied by the Dawn post office. Applicants must be at least 21 years of age, and not yet 65, on the date of the close of receipt of applications for the examination.

Application blanks and full information regarding the requirements of the examination may be secured from the post office at Dawn, or from the United States Civil Service Commission, Washington 25, D. C. Applications must be on file in Washington not later than April 10.

The date of examination will be stated on admission cards mailed to applicants after the deadline for applications is passed.

The 1947 Program of the Hereford Chamber of Commerce was outlined at the annual banquet last Friday night by Secretary-Manager Pete Cowart. An ambitious program of expansion and civic improvement has been set up by the Board of Directors as the principal aims of the organization for the current year.

Main points of the program, as outlined by Cowart, are as follows:

1. An education program for Hereford, to acquaint local citizens with the facts and figures about Deaf Smith county's mineral rich soils, capacities and production potentials.

2. Continued pressure for the paving of Harrison highway from Hereford west to the New Mexico line.

3. Reflector signs for highways through Deaf Smith county. Work is already under way on this project, and the Chamber of Commerce is currently sponsoring a contest and offering a \$25 prize for the best design submitted for the highway sign.

4. Construction of a complete playground in Hereford in connection with a Parks Improvement program.

5. Street improvements in Hereford, including better lighting, more paving, and marking of all streets.

6. Construction of added seven facilities.

7. A new-resident welcoming committee, to extend a special personal greeting to all newcomers to the town.

8. Creation of a department for the investigation and certification of all advertising, promotion, and donation solicitations.

9. Promotion of 4-H club and FFA programs.

10. Street decorations for the Christmas season.

11. Civic growth campaigns, including efforts to interest new industries, tourist accommodations, aviation facilities, and better school facilities in Hereford.

12. A membership drive to increase participation in Chamber of Commerce activities. (The membership during 1946 was more than trebled over the previous year.)

13. National advertising of Hereford and Deaf Smith county.

Now is the time to sell any surplus goods you have on hand. If you can't use 'em somebody else can. Tell 'em with a Want Ad!

On Lookout for Trouble in Jerusalem



From behind a sandbagged position a British gunner watches Tommies check papers of a tank truck crew before permitting the vehicle to enter a guarded zone of Jerusalem, scene of many Jewish underground outbreaks. Note the raised hood on the truck, where explosives might be concealed. Lad with bicycle at right is waiting his turn to be searched. The zone contains the once-bombed King David Hotel and other important buildings.

Industrial Development Here Is Keynote of Main Address

Highly praising the great North Plains shallow water irrigation belt, of which Hereford is the center, Victor H. Schoffelmayer, agriculture-science editor of The Dallas News, addressed an enthusiastic audience of nearly 250 people at the annual banquet of the Hereford Chamber of Commerce last Friday night.

Beginning his talk shortly after ten o'clock, after an already lengthy program, Schoffelmayer abandoned his prepared notes and spoke extemporaneously for nearly an hour to a highly attentive audience.

"You are greater in irrigation than the Lower Rio Grande Valley," he told the group, "... don't forget that."

Schoffelmayer recalled that he came to Hereford in 1913 on his first big agriculture assignment, to see D. L. McDonald bringing in his now famous No. 2

greatest crop in the world. You should have a great processing plant here. You are the great grain sorghum country of Texas."

Starch products, sugars, commercial alcohols, he pointed out, are all manufactured from grain sorghums.

"Reach out, don't sit here," he urged. "Don't be bragging on your teeth alone. Use your heads."

"Your greatest drawback is your lack of people," he said. "To get you people to have industries."

Briefly and eloquently he discussed the wonder of Chemistry, the chemistry of agriculture, telling of miracles of production already accomplished in Europe from waste products.

Schoffelmayer was introduced by Mayor W. E. Dameron, toastmaster at the banquet. D. L. McDonald of Amarillo, who was scheduled to make the introduction, became ill Friday morning and had to return to Amarillo before the banquet.

The program was opened with a group song, "God Bless America."

(Continued on Page 8)

TODAY...

Get a SOUTHWESTERN LIFE Insurance Contract to assure your family the right to always live where you want them to live.

Southwestern Life

W. B. (Woody) Wilson
103 W. 3rd St.—Phone 45
Res. Phone 238-W

Deaf Smith Is Second in Texas In Number of Cattle

Deaf Smith is the No. 2 cattle county in Texas, and ranks 51st in the nation, according to figures just released by the U. S. Bureau of Census.

Only Harris county in Texas leads Deaf Smith in the number of cattle and calves on farms and ranches, according to the Census Bureau report, which is based on figures as of January 1, 1946.

Harris county, No. 26 in the nation, led in number with 107,000 head of cattle and calves. Deaf Smith, the only Panhandle county represented among the first nine in the state, was second with 84,079.

Nine Texas counties were

(Continued on page 8)

Bright Idea May Bring \$25 to Sign-Design Contest Winner

A bright idea right now may be worth \$25 in cold cash to some Deaf Smith countian.

That's the amount the Hereford Chamber of Commerce is offering for the best design submitted for highway signs, which will be erected soon on Highway 51 and Highway 60 to let all visitors know they are entering Deaf Smith county.

The prize contest will close on Monday, March 31. All entries received up to six o'clock on the evening of the 31st will be considered.

The highway signs will be of reflector type, which will be easily visible day or night. Signs must tell a complete story in a few words... something that a passing motorist can read in a hurry.

"The Town Without a Toothache" slogan may be incorporated in your design, or maybe you can think up a better one. So far, no one has.

The emblems of the Hereford Rotary club, Hereford Lions club, and Business and Professional Women's clubs will be used on the highway signs, but

need not necessarily be drawn into the designs submitted for the contest. These three organizations, along with the Hereford Chamber of Commerce, are sponsoring the erection of the highway signs.

All entries should be mailed or delivered in person to the offices of the Hereford Chamber of Commerce, Inc., located above the First National Bank on Main street.

Entries may be pen and pencil sketches, or full color models. It's ideas the Chamber of Commerce directors want primarily, but an attractively sketched entry won't hurt the contestant's chances any.

Only one prize will be given, and only one design selected. All entries become the property of the Chamber of Commerce, however, and none can be returned.

There will be a total of five signs erected. They will be placed at the county line on each end of Highways 60 and 51, with the fifth to be hung prominently over the Main street intersection of Highway 60 in Hereford.

Figure II Anyway You Wish...

Knox's Butter-Kist BREAD is FRESHER

Baked Oven Fresh EACH DAY AT NOON!

To give you an EVEN FRESHER loaf, we have started baking each day at noon — rather than the night before, as is the custom of most bakeries.

DELIVERED 3 TIMES DAILY To Your Favorite Food Store

Right from the oven to the shelves and we make three deliveries each day. Try Knox's Butter-Kist Bread today... you'll notice and really like the difference.

SAY KNOX'S BUTTER-KIST BREAD A Hereford Bakery Product!

COOL Running on HOT Roads!

STAR TIRES

RAYON CORD
Rayon — cooler, stronger. Gives added mileage. Now on STAR tires.

COOL TREAD
A cool-running tread design especially suited for hot Texas roads.

STAR TIRES AND TUBES
PASSENGER + TRUCK + COMMERCIAL

HEREFORD GAS & OIL
Highway 60 — Hereford, Texas

Junior Musicians Will Compete Here Saturday

Junior musicians will compete at the Junior competitive festival of the Federation of music clubs which will be held here Saturday.

The festival will be held at the First Methodist church and will begin at 1:30 o'clock when Mayor W. E. Dameron will open the meeting with a welcome to guests. Miss Mattie Mae Swisher, 7th district director, has announced that music students between the ages of 6 and 18 are eligible to enter the festival and students entering will become members of the Federated Junior clubs. Both district and state honors will be awarded. The public is invited to attend.

Judges will include Mrs. Becky Reeder Arnold, piano, and Mrs. E. A. Paschal, voice, both members of the Musical-Arts conservatory faculty in Amarillo.

At the close of the festival a tea will be featured in the social hall of the church with members of the Voco club and their mothers as hosts.

Students from Borger, Amarillo, Dimmitt, Boyina, Friona and Hereford are expected to compete with between 80 or 100 students registering.

This year the festival has been divided into two sections, and at the same time of the festival here the junior students of the South Plains will be meeting in Lubbock.

NOW...

is the time to place your order for cut flowers, pot plants, and corsages for EASTER.

CORINNE'S GIFT HOUSE

American Legion
Meets First and Third Tuesday of Every Month
City Hall 7:30 p. m.

American Legion School
EVERY MONDAY — City Hall 8 p. m.
Frank Cogdell, Commander
Arch Dobbins, Adjutant
J. W. (Bill) Smith, Vice-Commander
Rev. Roy W. Ford, Chaplain

for YOUR JOB and EVERY JOB
1/2 to 20 TONS

No matter what you haul, there's a GMC model ideally suited to your needs and every transport need... large or small. GMC builds light, medium and heavy duty vehicles... from fast-moving, lightweight pick-ups to rugged, six-wheel types. There are nine engine sizes... seven gasoline and two diesel. And there is an almost unlimited number of equipment options and variations... to give you the exact kind of truck you need for your job. Before you buy, see GMC... "The Truck of Value"... product of the world's largest exclusive manufacturer of commercial vehicles.

YMAC Time Payment Plan Assures You of the Lowest Available Rates

COGDELL MOTOR CO.
317 Main St. Hereford, Texas

GMC THE TRUCK OF VALUE
GASOLINE · DIESEL

Tax Boost Announced In Parmer

FARWELL, March 8. — The Parmer County Commissioners Court has approved a resolution hiking valuation for tax purposes on Parmer county property for 1947.

Biggest increase under the new valuations is on livestock, with hog valuations trebled and cattle values doubled over last year.

Other valuations remain unchanged with the exception of

automobiles and farm machinery. All 1946-47 model cars, and all tractors and combines will be assessed at a flat valuation of \$450 each.

Land values and merchandise stock are unaffected by the increases. Land values remain at 1946 levels, with land being assessed at \$4 to \$7 per acre, and merchandise assessed at 65 per cent of inventory.

Specifically, the valuation on hogs applied only to brood sows, which will be assessed this year at \$15 per head as compared to \$5 last year. Cattle valuations are jumped from \$15 to \$30.

County Judge A. D. Smith said that in his opinion it would not be necessary to increase the tax rate.



Barbara Hutton, Woolworth dime stores heiress, and her fourth husband, Russian Prince Igor Troubetzkoy, are shown at St. Moritz, Alpine playgrounds of the international set, just prior to their "elopement" marriage at an Alpine hotel near Zurich. Both are in their mid-thirties. "Babs'" other matrimonial ventures include Prince Alexis Mdivani, Count Kurt von Haugwitz-Reventlow, actor Cary Grant. She has a son, Lance, by her second husband.

Donald L. Jones, Lubbock, president; E. R. Alexander of Texas A. & M. college, vice president; Dr. Noel R. Bailey, Fort Worth, vice president; Lallah Wright, Fort Worth, secretary-treasurer; W. L. Stangel, Lubbock, chairman of the board of directors; Wm. C. Young, Fort Worth, general manager and agency director; R. M. Boswell, Kenedy; David Lemon, Sulphur Springs; Elmer Bizzell, Midland; Guy Richards, Abilene; Raymond Pfluger, Eden; Will Steiner, Gonzales; A. A. Spack, Granger; and V. F. Young, Lubbock.

Following the meeting the directors and their guests and many of the district managers of the company were honored at a luncheon at the Worth hotel at which Mr. Lemon presided as toastmaster. Production prizes were awarded to contest



This is the new airmail stamp the Post Office Department will put on sale March 28. The plane is a DC-4, lettering is Gothic, color red.

winners V. F. Young, S. H. Russell, Littlefield and Sam Garrison, Ladonia by the company's agency director.

In the evening Mr. Boyd and other directors, officers and agency representatives were guests at the Southwestern Exposition and Fat Stock Show.

Sell Thru the Want Ads!

WELL WORK
ALL KINDS
DRILLING REPAIRING

John Shanks
Day Phone 36 or 88 — Nite Phone 115-R
MILLER HOTEL
112 1/2 Main

DR. MILTON C. ADAMS
OPTOMETRIST
OFFICE HOURS—8:30 to 5 p. m.
121 West Third Phone 37-22-tfe

"CAPTAIN OF THE MEN OF DEATH"

★ Pneumonia is a disease which strikes swiftly and proceeds quickly and dramatically to a crisis. Until recent years little could be done to help the patient. The brief decisive struggle between the infection and the patient earned for pneumonia the dreadful title, "Captain of the men of death."

In the parlance of the army, the captain has been "busted." First came antipneumococcal serum, which removed one bar. Later, powerful sulfa drugs teamed up with serum to completely break the captain. Both of these powerful weapons are kept in readiness in our prescription department, waiting only for the physician's order.

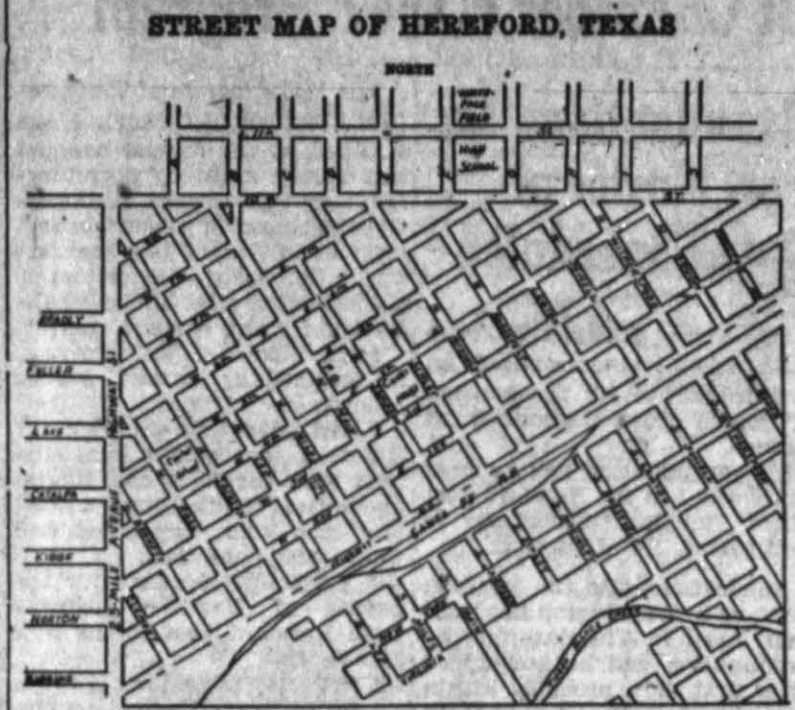
CLOSE
Drug Store
PRESCRIPTION DRUGGISTS
Phone 13

Boyd Re-elected To Board of Life Insurance Firm

Thomas J. Boyd of this city was re-elected to the Board of Directors and to membership on the executive committee of management of the National Farm Life Insurance company, Fort Worth, at the annual stockholders' meeting of the organization held in Fort Worth Mar. 11. Mr. Boyd is one of the original organizers and founders of the company which was chartered on an old line legal reserve basis in March of last year to provide participating life insurance exclusively to farmers, ranchers and others identified with agriculture in Texas. The officers and other directors elected are:

Envoy to Britain

Lewis W. Douglas, 52, New York, insurance company president, former congressman from Arizona, and President Roosevelt's first budget director, is our new Ambassador to Britain.



BUSINESS and PROFESSIONAL DIRECTORY

When in need of Prompt, Dependable Service... use this Directory

PITMAN CONOCO Service Station
MAIN STREET & HIGHWAY 60
Phone 588
"WE FIX FLATS"

<p>Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!</p>	<p>HOUSE MOVING And Local Truck Work We buy and sell houses to be moved Phone 128-J J. F. MESSER on 25 Mile Ave. 1 block west of 13th Street</p>	<p>Terrell Feed Store and HEREFORD POULTRY & EGG CO. "Stanton Feeds" Phone 448-112 Sampson</p>	<p>Hereford Locker & Cold Storage Zero Lockers Meat Processing Frozen Foods Hours: 7:30-6:30; Saturday 8 p. m. 115 MAIN—PHONE 64</p>
<p>The Candy Kitchen —Coney Islands —Home-Made Candy —School Supplies 310 MAIN STREET</p>	<p>Milburn Service Station Flats Fixed Get your Anti-Freeze early! Limited supply! Wash and Grease Jobs PHONE 16 THIRD & SAMPSON STS.</p>	<p>The Beauty Mart "... for a LOVELIER YOU!" PHONE 3 210 North Main</p>	<p>LEAKY ROOFS? Built-up Roofs, Composition Shingles, John Mansville Material in stock Hereford Sheet Metal & Roofing Co. If It's Made of Tin — We Make It 1/2 block north Shelton Tire Exchange</p>
<p>CARGAY BUTANE & PROPANE GASES Complete service on all Butane & Propane Systems! Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551</p>	<p>Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694</p>	<p>Huckert Radio Service Guaranteed RADIO REPAIRS at White's Auto Store 116 North Main</p>	<p>For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station Highway 60</p>
<p>Jack's Shoe Shop SHOES REPAIRED to LOOK LIKE NEW! 101 East 5th</p>	<p>A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.</p>	<p>HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"</p>	<p>FREE... Pick-Up and Delivery Service PHONE 160 It's like new — when we're Thru... C. & R. Cleaners</p>
<p>FISH, FRIED CHICKEN, SIZZLING STEAKS, ELITE CAFE. "Home of Good Coffee" PHONE 11</p>	<p>McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23</p>	<p>Witherspoon Electric Co. APPLIANCES ELECTRIC WIRING FIXTURES 113 East Third Phone 75</p>	<p>HEREFORD IMPLEMENT CO. Genuine Dealers for... Farmall Tractors McCormick-Deering Implements. International Motor Trucks, International Power Units International Refrigeration Units. Complete Shop Service for your TRACTOR and TRUCK Across West from the Court House — Phone 51</p>
<p>CITY SHOE SHOP 110 WEST 2nd STREET—HEREFORD, TEXAS Invisible soles our Specialty! We take "While-You-Wait" Jobs... See us for all kinds of Leather Goods, including Saddles, Boots, Bill Folds, Watch Bands, Belts, and Ladies' Leather Paras. We Fix Boots and Repair Saddles S. E. BURLESON, Owner</p>	<p>PAINTING... DECORATING PAPER HANGING Phone 90-J THOS. L. CRONE Contractor</p>		

It resists "the irresistible"...and OIL-PLATES your engine!

THE DESTRUCTIVE POWER OF A HURRICANE seems irresistible, yet within the slender trunk of a palm tree, even greater power... the force of molecular attraction... binds particles of living matter into a structure that resists "the irresistible!"

WHEN YOU CHANGE FOR SPRING to Conoco Nth motor oil, the same basic force of molecular attraction swiftly bonds molecules of a special added ingredient to molecules of metal... attaching lubricant to metal so closely that cylinder walls and other fine-finished parts become actually OIL-PLATED!

BECAUSE OIL-PLATING STAYS UP on cylinder walls... doesn't all drain down even overnight... a change to Conoco Nth gives you EXTRA protection when you first start your engine "dry"... EXTRA protection from corrosive acid action when your engine is idle... EXTRA protection from sludge and carbon caused by wear... EXTRA smooth, cool, silent miles.

STOP WHERE YOU SEE THE RED of Your Conoco Mileage Merchant. Continental Oil Company

NOW... make a date to OIL-PLATE!

Summer Legumes Provide Good Cover Crops

A good growth of winter and summer legume cover crops helps in the prevention of erosion and leaching. Because of their close-growing habits and

power to hold soil, together with the building up of humus, bacterial life and plant food in the soil, cover crops offer one of the best and most practical ways of conserving and enriching the soil. At the same time they may furnish grazing or seed for future use.

In planting summer legume cover crops for turning under or leaving on the land, the agricultural conservation program offers the following payment



Dr. C. D. Kelton

5th and Jackson

Phone 91

for Appointment

HILL-RICKETTS COMPANY Realtors

Farm or Ranch land in any size tract
Real Estate Loans in any amount

223-tfc

HEREFORD TRANSFER & GRAVEL

T. C. CHAPIN — PHONE 479

CRANE WORK, also Dirt and Caliche.

Local Moving and Transfer Service

Sand and Gravel

TRANSIT MIX CONCRETE

We Give Prompt Service — See us or Call 479

51-tfc

Amputee Vet Teaches Driving



JAMES W. REDDING (right) who, lost both legs in the Ardennes campaign, now drives a car with such perfect skill and control that the Plymouth Motor Corporation has employed him to tour the country teaching other disabled veterans to do the same thing.

He is shown here instructing Melvin Lubarsky, a paraplegic patient at the Veterans Administration Hospital at Hines, Ill. Lubarsky lost the use of both legs as a result of spinal injuries suffered at St. Lo, France. Redding was a paratrooper who made his first combat jump seven hours before H hour of D day. He holds the Purple Heart, the Bronze Star and the ETO ribbon with three battle stars and two invasion arrowheads. Lubarsky, an infantryman, was awarded the Purple Heart, the

Combat Medal and the ETO ribbon with two battle stars.

The car which Redding uses is equipped with the simplified driving controls developed by Chrysler Corporation engineers in conjunction with Plymouth and which compensate for arm and leg disabilities up to the loss of both legs, as in Redding's case. Ingeniously, control of clutch, gas and brakes is centered in a single lever mounted on the steering column.

The new Plymouth, including its set of simplified controls, will be available at government expense to those veterans of World War II who have lost, or lost the use of, one or both legs at or above the ankle; provision for payment by the government, up to \$1,000, is made under Public Law No. 603.

per pound of seed planted: cowpeas, 12 cents; Hubam clover, 18.4 cents; Melilotus Indica, 7.2 cents.

To qualify for payments these legumes must be seeded on cultivated land and the crop left on the land or turned under. Volunteer or second growth crops will not qualify. Legumes from which a commercial vegetable crop is harvested will not qualify. Also if they are planted

Two Local Girls Initiated in Honor Society at WTSC

CANYON, March 18. — Two Hereford girls, Ruth Moreman and Mary J. Wright are listed among the initiates into Mary E. Hindspeith society at West Texas State.

Membership in the scholarship society for freshmen and sophomores is based on those listed in the Dean's honor roll. For the fall semester, both Miss Moreman and Miss Wright,

in the same row or between normally spaced rows they will not qualify. Written approval of the county committee should be secured before seeding the legume. Interested farmers should see their community committeeman or county ACA officer for complete details.

freshmen, made 3.5 gade points or 3 A's and 2 B's.

MASONIC BULLETIN

Hereford Lodge 849

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

R. L. THOMPSON, Sec'y.
JIM KIRBY, W. M.

CHURCH NEWS

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

First Baptist
R. H. Cagle, pastor.
Sunday:
Sunday School—9:45 A. M.
Sermon—10:55 A. M.
Training Union—6:45 P. M.
Sermon—8:00 P. M.
Wednesday 8:00 P. M.
Prayer Service 8:00; Choir rehearsal 8:30.

First Presbyterian Church
Russell A. Wingard, Pastor
Sunday
Sunday School—9:45 A. M.
Morning worship—11 A. M.
Evening worship—7:30 P. M.

Avenue Baptist Church
R. S. Sparkman, pastor
Sunday
Sunday School—9:45 A. M.
Morning Worship—11:00 A. M.
Training Union—6:45 P. M.
Preaching Service—8:00 P. M.
Wednesday 8:00 P. M.

Immanuel Lutheran Church
E. W. Lichtsinn, Pastor.
Sunday School and Bible Class 10:15 A. M.
Worship Service 11:00 A. M.

First Methodist Church
Uel D. Crosby, pastor
Sunday
Sunday School—9:45 A. M.
Morning worship—11 A. M.
Methodist Youth Fellowship at 6:15 P. M.
Evening worship—7 P. M.
Wednesday—7:30 P. M.

First Christian
Roy W. Ford, pastor
Sunday Services:
Sunday School—9:45 A. M.
Morning Worship—11:00 A. M.
Christian Youth Fellowship 6:15 P. M.
Evening Worship—7:00 P. M.
Mid-week Service: Each Wednesday—7:15 P. M.

Assembly of God
S. E. Eldridge, Pastor
Sunday
Sunday School—9:45 A. M.
Morning worship—11 A. M.
Young People Service—7 P. M.
Evangelistic service—7:15 P. M.
Wednesday—3 P. M.

Church of the Nazarene
Rev. Louis Patterson, Pastor
Sunday School 10:00
Morning Worship 11:00
Evangelistic Service 7:00
Wed Evening Prayer Meeting 7:30.

freshmen, made 3.5 gade points or 3 A's and 2 B's.

If you don't need it... sell it with a Brand Want Ad!

Said two turtles named Scotty and Bill,
"We'll never get over that hill."
But the hare, he said this,
As he blew them a kiss,
"Get high-test '66' and you will!"

For Smooth Power...

Get Phillips 66 Gasoline

For smooth power on the highway or over the hills—count on Phillips 66 Gasoline!

That's because Phillips 66 is "volatility controlled" for driving efficiency. That means smooth, efficient service whether the temperature is 'way up or 'way down.

Try Phillips 66 and see for yourself. Get a tankful the next time you see the orange-and-black sign of '66'.

TAKE IT FROM ME — FOR SMOOTH PERFORMANCE, ALL YEAR 'ROUND!

Phillips 66 For good service... Phillips 66!

For Prompt, Dependable Service... featuring all PHILLIPS "66" PRODUCTS

We Invite You to Give us a Trail... Highway 60 at Main St. ... Phone 88

G. O. PHILLIPS I. L. WOMBLE

We Give S & H Green Stamps

Marine Recruiting Office to Close

The United States Marine Corps Recruiting station located in room 14 Post Office building Amarillo, will be closed as of the 31st of March, 1947. Any young men in the Panhandle who desire information or enlistment in the U. S. Marine Corps should call or write to the local recruiting station, Amarillo, before the above mentioned date.

After the above mentioned date write or contact the United States Marine Corps recruiting offices in Oklahoma City, Okla., room 325 Federal building at 3rd and Robinson street or at the Post Office building Albuquerque, N. M.

Buy It In Hereford

DR. BEN WILTSHIRE DENTIST
108 West 5th St.

BUILD YOUR HOME TO Save YOUR Energy

Adequate Wiring Simply Means

- ENOUGH CIRCUITS for serving efficiently and safely all the appliances you have.
- LARGE ENOUGH WIRE for serving your present and future needs.
- ENOUGH OUTLETS AND SWITCHES for convenient living.

Install Adequate Wiring For Future Happiness Electrically

To cut your kitchen hours greatly, and to save your energy for more pleasant living, plan an all-electric kitchen in your new or remodeled home.

And, to enjoy the full comforts and conveniences of an all-electric kitchen have adequate wiring installed for your new range, water heater, refrigerator and the many other appliances you will want. To find out more about adequate wiring, fill in and mail the coupon, or call your nearest Public Service office for a wiring specialist. He'll tell you how much you'll need for full electrical living.

We are acting only in an advisory capacity. We have nothing to sell but good electric service.

SOUTHWESTERN PUBLIC SERVICE CO.
(Please Mail to Your Nearest Public Service Co. Office)

Please send a representative to advise me on better lighting and adequate wiring.

Name _____
Street Address _____
City _____ State _____

SOUTHWESTERN PUBLIC SERVICE COMPANY

22 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

Any price is too high if it can be reduced

Paula McBurnett

International Harvester announces \$20,000,000 price reductions

We believe there is nothing more important to this country than to lower the prices of the goods that people buy.

The American people have insisted that the government withdraw from its attempts to control prices in peacetime. That places the responsibility where it belongs—in the hands of business and industry. Not all business can reduce prices now. Not all can reduce by the same amount.

Our company has felt a duty to act as promptly as possible. In our case, the business outlook now makes it possible to move toward the goal of lower prices. The only way out of the vicious circle of higher and higher prices is to break through.

We have taken this step not because of present competitive conditions nor because of a drop in demand from customers. We have taken it because of our belief that ANY PRICE IS TOO HIGH IF IT CAN BE REDUCED.

These reductions, which will save the users of our products approximately \$20,000,000 a year, will become effective before April 1, and will apply to a selected list of tractor, farm machines, motor truck, and industrial power products. Since we lose money on a few of our products, and barely break even on some others, these reductions will not apply to our entire line. Reductions will be made individually on products. Some will be cut more than others. Exact details will be announced as soon as possible.

Our ability to maintain this lower level of prices will depend in part on what happens to the prices and flow of materials that we buy from others. Because we believe price reduction is vital, we are willing to assume the risks that are involved.

prices had not gone up as much or as fast as many others

Here are Average Price Increases since 1941

All Manufactured Products (U. S. Government Reports)	63.7%
Metals and Metal Products (U. S. Government Reports)	41.2%
Motor Trucks	35%
Industrial Power Products	34%
Farm Machines	25%

These benefits to customers will depend, too, on uninterrupted production at reasonable wage levels. This is not a program that can be carried out if it is hampered by strikes or work stoppages.

Our employees have had substantial increases in pay, and wage questions are currently being discussed with many of the unions with which we deal. Stockholders have recently had an increase in dividend rate. Having considered the interests of these two groups, we are now making these price reductions for the benefit of the third group—our customers.

Business, to our way of thinking, has a social as well as an economic responsibility. This company has long followed the policy of operating in the interests of three groups—its customers, its employees and its stockholders. The duty of the management is to see that equal justice is done as between the three groups.

This price reduction program is another demonstration of our policy in action.

INTERNATIONAL HARVESTER



"You don't have to be rich to be well-dressed... just buy one or two good things... send them to the ACME CLEANERS at regular intervals."

IF YOU WANT FREE PICK-UP ON THE RUN PHONE 111

Acme Cleaners
"WEAR CLEAN CLOTHES"
PHONE 111

WEDDING

MRS. JOHN McLEAN, Society Editor Phone 181

Hereford Girl Marries In Lockney

In a ring ceremony read before an improvised altar in the home of her grandmother, Mrs. Taylor Golden, in Lockney, Margie Ruth Carthel, daughter of Mr. and Mrs. Wayne Carthel of Hereford, became the bride of Alpha O. McLain, son of Mr. and Mrs. Roy McLain of Hart, at 3 o'clock Sunday afternoon. The Rev. Stewart of Tulla officiated.

were Mary Jo Tomlinson of Canyon and Nell Golden of Lockney, both wearing white floor length dresses with pink carnation corsages. Little Shirley Carthel, sister of the bride, carried the ring on a white satin pillow. Tom Mayfield of Dimmitt was best man. Ushers were Billy Carthel and E. G. Golden.

The bride, given in marriage by her father, wore a traditional white gown with pink carnation corsage. She carried a white Bible, topped with carnations tied with satin streamers.

The bride's mother and grandmother wore navy dresses with carnation corsages.

After the ceremony a reception was held when a three tiered wedding cake was served to the wedding guests. The lace-laid table was centered with an arrangement of sweet peas. Informal music was furnished by

Palms and baskets of pink gladioli were illuminated by white tapers in candelabra. Wedding music was given by Miss Joyce Carthel of Lockney and soloists, Miss Norma Jean Tomlinson and Miss Ann McCabe of Dawn. Tapers were lighted by Dorothy Fae Carthel and Genett Pickens.

NEWLY-WEDS POSE FOR PHOTO



Mr. and Mrs. George L. Olson are pictured above following their wedding at the First Methodist Church, Sunday afternoon, March 9. Mrs. Olson, before her marriage, was Miss Betty Doak, daughter of Mr. and Mrs. E. E. Doak.

Mr. and Mrs. Fluitt Have Open-House

Scores of friends called to congratulate Mr. and Mrs. W. S. Fluitt upon the completion of their new home when the couple held open house Sunday afternoon from 3 to 6.

The lovely new home, which has been under construction for quite some time, is one of the most permanent and imposing residences of Hereford, built at a time when materials were almost impossible to obtain. It was designed by the Fluitts son, Lyle, a student of architecture at the University of Texas.

About a year ago Mr. and Mrs. Fluitt bought the old John H. Hicks home in Quervo, N. M. It was made of hand cut red sandstone and had to be torn down block by block in order to move it. Every bit of material, inside and out, was salvaged and most of it was used in the building of

the Mayfield brothers. Immediately after the reception the couple left on a short wedding trip after which they will make their home at Hart. For traveling the bride wore a pastel pink woolen suit with black accessories.

the home here. The interior, planned to correspond with the exterior, provides a complete blend of style, type and color harmony.

Sunday afternoon guests were greeted by the couple's two grandchildren, Jacqueline and Joan Brown, and registered by Mrs. Joe Kendall. Cut flowers were all over the house with shades of red predominating in the living room. As if growing there, a small rose bush blossomed of the ledge of the large east window.

In the dining room shades of yellow and gold were used with the refreshment table featuring a yellow Mexican drawn work clock. Mrs. Jack Brown, daughter of the hosts, Mrs. Helen Pipkin and Mrs. H. H. Buss presided at the punchbowl and served individual cake squares with shamrocks traced in green icing.

Every room was open to inspection, even the well arranged basement, as the hosts guided the guests about the house explaining the many unusual features that attracted attention.

Behrends-Duran Wedding Sunday

Miss Sylvia Behrends and Kester Duran were united in marriage Sunday afternoon at the home of the bride's parents, Mr. and Mrs. H. G. Behrends, with the Rev. Russell Wingert, pastor of the Hereford Presbyterian church, officiating.

Mrs. Arlon Ewing was her sister's only attendant and Bob Baird, brother-in-law of the bridegroom, served as best man.

The bride chose a navy crepe suit with black accessories. She carried a shoulder bouquet of white carnations and her only ornament was a strand of pearls.

After an informal reception, the couple left on a wedding trip to points in New Mexico and Arizona. Upon their return they will reside twelve miles southwest of Hereford, where he will engage in farming.

Mrs. Duran taught school in Rance and Dimmitt and for the past few years has been chief clerk at the Triple A offices in Dimmitt.

shopper in Amarillo Friday. Mrs. M. L. Simpson attended a shower Wednesday night in Hereford honoring her daughter, Mrs. Jiggs Hartman.

Mr. and Mrs. Fred Axe were guests at a birthday party in honor of Wilburn Axe Friday night. The hostess was Mrs. William Axe.

The regular meeting of the Farmers Union, usually held on the first Friday night of every month, will be held on the second Friday night in April, as the seniors at Dimmitt high school will present their class play on April 4.

Mr. and Mrs. J. J. Wilder went

to Lubbock Friday and went through the clinic.

Read Our Want Ad Page! Buy It In Hereford

Lost!
use the **CLASSIFIED**

Farm and General Sales

BOOK THEM WITH
B. B. NORTHCUTT, Auctioneer
Hereford, Texas Box 685
Day or Night Service 10-1c

Attention Ladies...!

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Let Us Clean Your Gloves

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24 Hour Wrecker Service

PAINTING, BODY AND FENDER WORK DONE
RIGHT AND REASONABLE!
ESTIMATES GLADLY GIVEN

MOTOR TUNE UP
CARBURATOR - GENERATOR
ELECTRICAL TECHNICIAN
TO SERVE YOU

MOTOR OVERHAUL

... or ...

VALVES ADJUSTED
BY CERTIFIED CHEVROLET MECHANICS

FRONT END ALIGNMENT
WHEEL BALANCING

Bring Your Car to Us for Complete Service

GENUINE CHEVROLET PARTS
KINSEY MOTOR CO.

Child Study Club Elects Officers

New officers were elected at the meeting of the Child Study club held in the home of Mrs. Earl Springer Thursday evening. Mrs. Cawthon Bryant was chosen president and those to serve with her include: Mrs. D. C. Kinsey, vice president; Mrs. John Robinson, recording secretary; Mrs. Worth Covington, corresponding secretary; Mrs. Merlin Kaul, treasurer; Mrs. Gordon Witherspoon, parliamentarian; Mrs. G. G. Heard, historian; and Mrs. Carroll Whiteside, reporter.

During the business session plans were made for the annual Guest day program. The meeting will be held in the home of Mrs. Herman Ford on April 19. Mrs. Uel Crosby will be guest speaker.

The program for the evening dealt with juvenile delinquency with Mrs. Durward Robinson discussing the subject and placing the blame for delinquency upon the parents.

Mrs. Maurice Tannahill discussed "Recreation in the Child's Life," quoting from Recreation magazine as to its importance and place in the day of a child.

Members attending were Mesdames Cawthon Bryant, Worth Covington, Herman Ford, Ira Foster, J. R. Powles, Merlin Gilliland, G. G. Heard, Merlin Kaul, E. J. Pepper, J. C. Reece, Durward Robinson, Maurice Tannahill, J. L. Woodford and the hostess.

Jumbo

BY MRS. GLEN MAY

A farewell party for Mr. and Mrs. Russell Haynes and Joe was held Friday night in the home of Mr. and Mrs. Finis Hunter. Those attending were Messrs. and Mesdames E. L. Adams, Clyde Renfro, Glen May, C. E. Leasure, F. H. Dyer, T. E. Brock, M. L. Simpson, McAllister, Bob Baird, M. T. Sparkman, and Bob Pinkert.

Miss Bobby Knowles, student at Texas Tech, was a week-end guest of Norma Hunter.

Mrs. Edward Scalla and Joan were visitors in the home of Mrs. Pets Dyer Friday.

Mr. and Mrs. Glen May and Eddie went to Odessa Monday to visit her parents, Mr. and Mrs. R. G. Edwards.

Mr. and Mrs. Stout of Altus, Okla., visited several days last week in the M. T. Sparkman home.

Mrs. M. T. Sparkman, Mrs. F. A. May, and Mrs. Glen May were

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Spring is here—yes, right here at Close Drug Store where you'll find health and beauty aids to help you feel your best and look your best in the new season. Come in today for your favorite nationally advertised products at low, low prices and welcome sweet Springtime with a Song of Savings.

Evening In Paris 49c
Face Powder, \$1 box

Analgesic Balm 39c
50c size

Shampoo 69c
Mar-O-Oil, \$1.00 Bottle

Glamor Lite 79c
Perfumed oil essence, \$1 val.

See our **1/2 PRICE TABLE**

Assortment of Good Bargains

For EASTER Candy Gibson Cards Gifts

REVLON Beautiful Colors! Lipstick and Nail Enamel to match

SCHICK RAZOR \$109
\$1.25 Value

Box CIGARS 25% OFF
Asst. Brands

LOTION 89c
Jergent's

VETO 39c
Jar

TALC 39c
Eve. in Paris

Bath SALTS 75c
4 lbs.

Tooth Brush 39c
50c Dr. West

Tooth Paste 39c
50c Pepsodent

Remington-Rand "Foursome" Elec. Razor \$19.50

Close Drug Store
PRESCRIPTION DRUGGISTS

The Noyal Store Phone 13

LOOK!

— INSIST ON —

CREAM O' PLAINS

—AT YOUR FAVORITE FOOD STORE—
AND ALWAYS FRESH!

Cottage Cheese
Milk
Butter
Ice Cream
Cheerios
Fudgecicyles

—Our Fountain is now open at the Creamery—
on Week-Days and Sundays!

HEREFORD CREAMERY CO.
Cream O' Plains
BRAND
FRESH CREAMERY Butter HEREFORD, TEXAS

HEREFORD STORE CO.

SHATTERING PRICES! -- GOING THE LIMIT ...

To make things hum! We need more Room! **MANY BARGAINS** all through the store, during the last few days of March, sales for this month show an increase over last year of 89%.

There must be a reason for this phenomenal increase

OPEN THE DOORS AND COME IN

HEREFORD STORE CO.

S. L. Harman, Owner

SHOP YOUR NEAREST FURR FOOD STORE

YOUR FRIENDLY
FURR
FOOD STORES

SUGGEST
FRIED CHICKEN
CREAMED BROCCOLI
MASHED POTATOES
HOT ROLLS-BUTTER
COFFEE AND
HOT MINE MEAT
PIE

READY FOR THE PAN
FRYERS

FAT- PLUMP-TENDER

54 LB.

BACON
Sliced sug. cured, hickory smok.
Luncheon Meat
All pork sand. meat, spiced, lb.

57c
45c

PORK CHOPS
Tender, young, first cuts, pork loin, lb. 49c
BACON SQUARE
Hickory smoked, sugar cured—lb. 39c
American Loaf Cheese
Sliced for sandwiches—lb. 47c

OTHER
FURR
MEAT
SPECIALS
PORK
LIVER
PORK
SAUSAGE
PORK
ROAST
TENDER
STEAKS
FRESH
GROUND
BEEF
CHUCK
ROAST
SLICED
HAM
FRESH
OYSTERS

- SYRUP**
Flap-Jack, quart 36c
- SYRUP**
Golden Stateys—5 lb. jar 47c
- MEAL**
Light Crust, 10 lb. bag ... 67c
- MINCE MEAT**
Ma Brown—jar 44c
- BLACBERRIES**
Pay Day—No. 2 can ... 33c
- CHERRIES**
R. S. P. Montmorency No. 2 39c
- RAISIN BRAN**
Post—2 boxes 25c
- GRAPE NUT FLAKES**
Post, 2 lg. boxes 29c
- BORDENS HEMO**
Powder or liquid 59c
- FLOUR**
Purasnow, 25 lb. bag \$1.79
- COFFEE**
Golden Light—lb. 49c
- FURNITURE POLISH**
Matchless—quart 18c
- VANILLA EXTRACT**
Tastest—2 oz. bottle 12c

SPINACH
Hunt's Fancy
Big 2 1/2 can
15c

- DEVILED MEAT**
Libby's—8 oz. can 13c
- TAVERN WAX**
Paste—16 oz. jar 54c
- NOODLES**
Ben-Gee—5 oz. 17c
- FURNITURE POLISH**
Van Brite—pint 39c

ALL
PURPOSE
DATES
39c
PKG.

- SUGAR**
Beet—5 lb. bag 48c
- COFFEE**
Folger's—1 lb. 51c
- SWEET POTATOES**
Pine Grove—big 2 1/2 can 19c
- ELASTIC STARCH**
3 12 oz. boxes 25c

BROCCOLI
10 LB.



GREEN-GARDEN FRESH
TENDER
Delicious CREAMED

- LETTUCE**
Firm, Crisp, Soiled heads—lb. 12c
- IDAHO POTATOES**
Washed clean, fine bakers, U. S. No. 1—lb. 23c
- CARROTS & RADISHES**
Large bunches, washed clean—bunch 5c
- TEXAS ORANGES**
Sweet and full of juice—3 lbs. 25c
- TEXAS GRAPEFRUIT**
Tree ripened, sweet and full of juice—2 lbs. 19c

GREEN TENDER
DELICIOUS CREAMED
BRUSSEL SPROUTS
10 POUND

PRUNE PLUMS
Sun Pak
4 No. 2 1/2 cans
97c

- MUSTARD**
Ma Brown, 2 lb. jar 17c
- CLEANSER**
Kitchen Klenzer, 3 tall can 9c
- DRIED APPLES**
8 oz. box 23c
- DRIED PEACHES**
Sugar Ripe—11 oz. box .. 23c
- Peach - Apricot Nector**
Valley Bloom—No. 2 can 19c
- APPLE SAUCE**
Our Favorite, 2 No. 2 cans 25c
- BLACK EYED PEAS**
Kimball's, No. 2 can 19c
- TOMATO JUICE**
C. H. B., big 46 oz. can .. 25c
- DILL PICKLES**
All American, 22 oz. bottle 27c

L'ART
KRAUT
2 23
NO 2 1/2
CANS

- GRAPEFRUIT JUICE**
Peach River, big 46 oz. can 15c
- MUSTARD BREENS**
Atex, No. 2 can 9c
- NIBLET'S CORN**
Whole Kernel—12 oz. can 16c
- BAR-B-Q SAUCE**
Elis, 6 oz. bottle 13c

MRS. JOHN McLEAN, Society Editor Phone 181

Mrs. Jerry Langham United In Marriage Here With Mr. Carlyle

Mrs. Jerry Langham, daughter of Mr. and Mrs. Luke Fields, became the bride of T. C. Carlyle, son of Mr. and Mrs. T. C. Carlyle, of Matador, in the home of the bride's grandparents, Mr. and Mrs. C. S. Inman Thursday evening. The ceremony was read by the Rev. R. H. Cagle, pastor of the First Baptist church, at nine o'clock.

Preceding the ceremony, Darrell Harkins sang "Because" and "Always," accompanied by Mr. Fields and Mr. Bruce Bantley on the violin and guitar with Mr. Bantley playing the wedding march.

The couple and their attendants stood beneath an archway of flowers held by white satin ribbon bows at either side, arranged in front of a large window in the living room. Miss Norma McBride was the bride's attendant. She wore a pastel green woolen suit with black accessories and corsage of sweet peas. Darrell Harkins was best man.

Given in marriage by her father, the bride was attired in a beige pin-stripe woolen suit with which she wore black accessories. She carried a white Bible topped with gardenias and showered with white satin streamers. She also wore gardenias in her hair. For luck, a penny was placed in her shoe and the traditional something old, borrowed and blue, were featured.

Refreshments were served after the wedding. Mrs. Inman served the three tiered wedding cake and Miss Hazel Millhone of Wildorado presided at the luncheon bowl.

The bride attended Harlingen schools and was employed in Hereford before her marriage. Mr. Carlyle is a graduate of Texas A. & M. college and has been employed here with the well and Braden Construction Co. He spent 45 months in service with 29 months overseas duty. The couple have left for Monahans where he is employed with the Gunter Bros. Oil Field Construction company.

Club Meets In Knox Home

Garden Beautiful club was entertained in the home of Mrs. Debbs Knox Friday afternoon. Continuing a program on shrubs, Mrs. O. M. Dickie read a paper on "Continuous Bloom in the Shrub Border," prepared by Mrs. Lisle Woodford.

Mrs. Berry Jacobsen discussed "The Culture of Shrubs." The April fourth meeting will be given over to problems of member gardeners and each member is asked to bring her "written problem" to the next club meeting, which will be held tomorrow at the home of Mrs. J. Rose, in order that solutions to the problems may be discussed at the April fourth meeting.

Members of the club present were Mesdames: N. D. Bartlett, Tom Boyd, Tom Carter, O. M. Diekey, S. L. Easley, Herman Ford, J. M. French, Berry Jacobsen, Maurice Tannahill, F. L. Terrell, Frank Watson, J. R. Bowles, and the hostess.

Buy It In Hereford

Heiselman Club Has Program on "Time Saving"

"Do more work in less time" was the advice given members of the Heiselman Demonstration club last Thursday by Mrs. Tom Draper, county Home Demonstration agent.

The club met in the home of Mrs. Arthur Jordan. Mrs. Draper demonstrated how to "make every motion count" by ironing a shirt by the labor saving method, and illustrated many other energy saving ideas for the home.

Members answered roll call by reporting tasks performed in the home to save time and energy.

At the business session, the club voted to donate \$5.00 to the Red Cross drive. Mrs. Paul Metcalf made the council report and Mrs. Bronnerman and Mrs. Clarence Story were received as new members.

Refreshments were served to Mesdames Henry Kinsey, Paul Metcalf, R. W. Perry, Tom Fields, A. B. Carter, E. N. Jacobson, V. E. Lemke, Walter Lemke, Bob Wingate, R. M. Ghulkey, E. B. Pounds, N. L. Jacobson, Lorin Creitz, Oscar Bronnerman, Clarence Story, Tom Draper, and the hostess, and one guest, Mrs. Alice Plum.

The club members will be guests of Mrs. J. A. Campsey on April 10 at 2:30 p.m.

Shower Given For Newlyweds

A miscellaneous shower complimented Mr. and Mrs. George (Jiggs) Hartman at the club house on Wednesday evening, March 12. Hostesses were Mesdames: Elmer Gollehon, Gerald Gollehon, Gilber Hooper, Marlin Pierce, Misses Frankie Whitaker and Florene Lloyd.

A pink and white theme was used in flowers with pink and white gladioli centering the refreshment table. White tapers burned in candelabra. Mrs. Marlin Pierce presided at the silver coffee service and Miss Lloyd served the cake. Mrs. Pierce also registered guests. Mr. and Mrs. Hartman and her mother, Mrs. M. L. Simpson, and Mrs. Ida Hartman received the guests.

A program of music and readings was presented by Barbara Burney, Louise Young, Patsy Slagle and Cecelia Guseman. Refreshments were served to approximately 35 guests.

Courtesy Given For Denver Visitor

Miss Helen Barber was hostess at a courtesy to her sister, Mrs. J. E. Quinn of Denver, who is visiting her parents, Mr. and Mrs. Frank Barber, Friday afternoon. Bridge games provided entertainment and the refreshment course featured a St. Patrick's day motif.

Attending were Mrs. Chas. Hill, Mrs. Ohio Noland, Mrs. Garrett Fox of Lubbock who is visiting her parents, Mr. and Mrs. H. L. Henales, Mrs. Virginia Griffith, Mrs. Bub Newell and the hostess.

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CHURCH OF CHRIST
204 East 6th

(Sunday)
Worship 11:00 A. M.
Subject: A Glorious Church
Evening Service 7:00 P. M.
Subject: Righteousness Exalteth A Nation
Bob Wear, Minister

LIVE STOCK SPRAYING SERVICE
D. D. T. SPRAY and KOLO-DIP

Jess Scott

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MILLER HOTEL
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Complete Selection
of Fine Quality
Bakery Goods
—arrives each
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Rye Bread . . . Whole
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TOILET SOAP
CAMAY
2 BARS **21c**

ONION SETS
White or Yellow

2 Lbs. **23c**

LGE. PKG.
DREFT
34c

Top Prices
For Your
CREAM
and
EGGS

WHY PAY MORE? FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. SEND THE KIDDIES YOU'LL BE PLEASED. SERVING THIS AREA FOR OVER 40 YEARS. WE PAY TOP PRICES FOR QUALITY EGGS. FURR HAS THE DAILY LOW PRICES. QUALITY PRICE SERVICE. FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. WHY PAY MORE? FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY. YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS. SERVING THIS AREA FOR OVER 40 YEARS. WE PAY TOP PRICES FOR QUALITY EGGS. FURR HAS THE DAILY LOW PRICES.

Schoffelmayer Urges Chamber of Commerce to Seek New Industries

Dallas News Writer Talks At Banquet

EDITOR'S NOTE: Following is the text of a speech prepared by Mr. Schoffelmayer for delivery at the annual banquet of the Hereford Chamber of Commerce last Friday night:

By
VICTOR H. SCHOFFELMAYER
Agriculture-Science Editor
The Dallas Morning News

We are meeting here tonight in one of the Southwest's most interesting regions — the upper South Plains. You people of Hereford and Deaf Smith county are in the very heart of one of the richest soil areas of the whole world. Your soil is not

only rich and deep, but it is of a special texture — the Pullman-Richfield series — than which there is no better. Your vast, largely level terrain has not suffered as have many other areas from erosion. Over long periods of time your land has been allowed to build up a texture of rare excellence, based upon ages of grass and its decay and its incorporation into the soil structure.

Under your soils are deep beds of calcareous clays and sandy clays made up of water-born soil materials brought from higher layers of land westward. Your region has been enriched by these ancient processes, extending over vast periods of time. As a result your area has what are known as mature, ripe soils. These dark brown soils in their virgin state are ready for agriculture; they virtually are not in need of anything. You ac-



VICTOR H. SCHOFFELMAYER

tually have such elements as calcium, phosphorous and sulfur which have given this city and town nationwide fame.

I have read with interest of the significant discoveries made by Mr. A. W. Erickson, the indefatigable digger of facts and for wheat and grass roots, and how he proved that there is a definite relationship between the high quality of your wheat and other crops and the character of your soils and sub-soils.

I presume that I do not have to tell you that wheat roots were traced down into the calcareous substratum to a depth of almost seven feet in search of chemicals.

We are slowly learning that there is a definite relationship between crops grown on fat rich land and human health and sound teeth. We are learning that depleted soils cannot give crops with what they need, and those crops, in turn, cannot provide human beings or animals what they need to build strong

bodies.

What I am saying about wheat and cultivated crops also goes for your native Buffalo grass and other Plains grasses. These plants simply go deep down into the sub-soil not only to gather moisture which may be lacking on top, but also to gather the minerals they need for best development. These minerals in turn make healthy, strong cattle of big bone and frame; and they, too, make healthy people.

Therefore, let us take care of our soil as if it were the most precious possession we have. Let us prevent erosion at all costs. Let us not overgraze our grass pastures; let us not overgraze our winter wheat fields and invite the blowing of the land.

I don't have to remind you of the Dust Storm years of the 1930's. They were a bitter lesson, but I hope we all learned it.

Of course, we always will have those with us who look upon land to be exploited — who do not believe that they are merely the custodians of the land they farm and that they owe nothing to others or to posterity.

That much for your soils.

Now I want to talk to you about water and its place in your region.

Mr. D. P. McDonald, the well-known irrigation engineer, my old friend, brought me from Amarillo to Hereford today. Well do I recall my first meeting with this man. I had become an agricultural researcher and field man for the Rock Island Railroad out of Chicago. I was fresh from college and had never been in the Texas Panhandle or anywhere in the West. I was green as grass.

I got my first big irrigation story from Mr. McDonald. That story traveled far and wide. Water is the limiting factor of crop production on the Plains. Without timely water, crops would fall some seasons.

Since that day back in 1913 when I first hit the Texas Panhandle and the city of Hereford to talk with Mr. McDonald, you have seen the greatest development of shallow irrigation water in the world.

The latest figures from the State board of water engineers show that there now are about 6,000 shallow wells on the High Plains and South Plains of the Texas Panhandle and that about 6,000,000 acres are annually irrigated.

Your water lift ranges from very shallow, only 8 or 10 feet to 80 feet or more. Today with modern turbine pumps, water can be brought from much greater depths than in the days when I first came to Hereford and Plainview and listened to the Prim engines chugging away day and night fired by a hot point that took a long time to get going.

What marvelous inventions have come to agriculture since those days!

In those days, too, the great sorghum crops, which had been introduced from the African deserts and the Sudan a few years before, were just being grown by the farmers of this county and other Plains counties. Those milo and kafir plants were so lacking in uniformity that I often wondered whether anything could ever be done with them. Look at them today, however!

Today these same types of grain sorghums — hegar, milo, fetaria, darso, and others — are all tallomade, so to say. They grow to an even height, about four feet from the ground, and can be harvested with a combine just like wheat. That is one of the greatest blessings that

ever came to the Plains farmers. They now have not only one great combine crop — wheat — but several grain sorghums — hegar, and milo, to mention two.

You have not only a great food crop which yields well on your irrigated land, but you have a livestock weed equal to corn. You are fortunate.

You have crops which can easily take the place of cotton, which never did do well in your area, a little too far North. You have the elevators, the railroad facilities, the highways; you have about everything on which to base an almost perfect agricultural economy.

Now I want to tell you something of your shortcomings and your needs.

Get paved roads; get electricity to your farms; make country life as attractive as city life. Give farmers every possible convenience. I agree with John McCarty that Hereford can become one of the best cities in the whole Panhandle by making country people feed that Hereford city people are interested in them and that the two are partners.

Yes, plant trees along your highways, but plant them far enough away from the traffic lanes so that you will have room to widen your roads when the time comes for that. Plan ahead — far ahead!

Now I want to come to some important matters which concern the people of either town or country.

You need more industries — industries based upon your raw materials of the farm and ranch. I am now going to talk something about agro-industrial development, which means nothing more than that our well-managed farms can become so productive that there will result a surplus of food and feed crops which must find another outlet than the human stomach.

Our stomachs can only consume about 1,800 pounds of food in a year. When we multiply that figure by some 142,000,000 people, it seems very large, but it is not large enough because our farms man produce twice or three times that much. What will we do with the surplus wheat, milo, hegar, beef, mutton or poultry when we again produce too much of these basic products? We must learn to find new uses for them.

That is where Chemurgy comes into the picture.

Chemurgy merely puts chemistry and other sciences to work for the farmer, for agriculture, so that we can set up varied industries to convert the cellulose, lignin, sugars and starches, resins and gums, vegetable oils and protein into other articles than food or feed.

If I tell you that German and Swedish scientists are today converting the cellulose fibers in their trees into something that looks and tastes very much like a beefsteak, you may doubt that

statement or laugh at it.

But it is no longer a laughing matter. We will be eating our trees some day just as we are using them now to make paper and plastics. That is the result of Chemurgy applied to trees and wood.

We can, however, apply the same science and processes to converting the cellulose in our grain sorghum stalks, our wheat straw, our cottonburs or any other substance which nature grows. Chemistry has solved that problem, and we cannot get away from the consequences.

We are the most highly mechanized nation in the world. Our farmers are the best equipped with tractors and combines and every other type. What they do not have, they soon will be able to buy.

What of it? Will we go on producing maximum capacity when on consumption for any reason drops off again, as it always does after a war? When that time comes, we must turn to other outlets for our grain sorghums, our wheat, our sugar beets, our alfalfa, and maybe our prairie grass.

As I told you, we can extract cellulose and lignin and convert them into innumerable things, such as rayon and plastics, into wallboard which we need for our houses, or into box car and ship bodies. Yes, there is mystery about all this. Science has shown us how.

You here on the High Plains should have a share in such development. You need various small industries to turn your cotton burs into wallboard, into fertilizer, into plastics into peetin.

But how about your grain sorghums and alfalfa?

Why not set up some chemurgic industries in this section to convert the grain sorghums into industrial starch and tapioca like they are doing in the Texas Gulf Coast country? Why does

Corn Products Refining company come from New York and Chicago to the Gulf Coast to set up a \$12,000,000 refining plant? It is because the grain (Continued on page 7)

YOU'D SAVINGS ARE WELCOME

CURRENT DIVIDEND RATE 3%

EACH DEPOSIT INSURED UP TO \$5,000.00

See Elizabeth Womble
AGENT — HEREFORD, TEXAS



37-tfc

Loyd's Brick & Tile Factory

I Mile East of Main Street on Amarillo Highway

NOW IN PRODUCTION on 3 Sizes of Building Tile . . .

5x8x12
For Commercial Use

5x6x12 5x4x12
Residential and Partitions Wall Partitions

A Little Later We Will Have Some Brick!

Cement is scarce . . . and continued strikes are tying up production, so we suggest that you buy **NOW . . .** for use next Spring. See us for complete details.

We now have complete ALUMINUM WINDOWS for sale!
Double Strength Glass!

WE APPRECIATE YOUR ORDERS—LARGE OR SMALL—PLACE ORDERS NOW FOR IMMEDIATE OR FUTURE DELIVERIES

No Government Restrictions

See or Write . . .

LOYD'S BRICK & TILE CO.

Route 1 Hereford, Texas

Relief At Last For Your Cough

Cremulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel the 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 Cremulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREMULSION
for Coughs, Chest Colds, Bronchitis

FOR PROMPT, DEPENDABLE

SHAMROCK SERVICE

COME TO

FARMER'S DRIVE-IN

HIGHWAY 60 — PHONE 161

BUDDY SOWELL TROY MOORE



The Beautiful Chrysler



...WITH HYDRAULICALLY OPERATED TRANSMISSION AND FLUID DRIVE



The finest new car of all!

SEE YOUR CHRYSLER-PLYMOUTH DEALER

BENEFIELD MOTOR COMPANY

301 W. 1st Street Hereford, Texas

DIRECT FACTORY DEALER

The BEST RECAP for the MONEY!

There is a DIFFERENCE in REPAIRING and RECAPPING



Positive Mechanical Pressure Insures Perfect Circle, Balanced Recaps

All electric; no heat variation or steam to "blow" your tires

No sidewall heat or distortion; sidewalls float free from any contact with heat or pressure

O.K. Rubber Welders
Complete TIRE Service

BARNEY F. BOCOCK
117 Main St. Phone R7

RECAPS - REPAIRS - NEW - USED

TRAIL MASTER TAKES THE FAMILY TO CHURCH . . .



Whether you drive 2 blocks or 2 miles you can depend on Trail Master gasoline to get you to church on time. Trail Master starts fast on chilly southwestern mornings . . . perks up your motor and keeps it humming.

GET TRAIL MASTER FROM YOUR FRIENDLY SHAMROCK DEALER

SHAMROCK TRAIL MASTER Gasoline

A PRODUCT OF THE SHAMROCK OIL AND GAS CORPORATION
AMARILLO, TEXAS

Valley Farmers Experiment With New Chisel Plow

COLLEGE STATION, Mar. 15. — Something new is going to be done to row crop farming in several counties this year. Agricultural Agent J. K. ... have bought new type chisel plows and will, "depart really" from row crop farm-customs. The procedure they plan to use consists of running deep-tilling plows in the opposite

direction that last year's rows traveled. Then following the first spring rains, they will put specially designed chisel sweeps on the plows and travel along their contours to kill the first weed crop. They will then plant their row crops along the contour lines left by the chisel sweeps. County Agent Adams says this method of row cropping is being encouraged widely as a means of thoroughly breaking the ground and allowing moisture supply to become distributed evenly through the soil. He believes that grain sorghums and cotton will thrive longer during drouth periods if the chisel system is employed before planting.

Three Rural High School Districts In Swisher County

TULIA, March 8. — Proposed formation of three rural high school districts in Swisher county will come to a vote on March 29. At that time, Swisher county voters will ballot on the question of grouping the 21 school districts in the county in three independent rural high schools. Under the proposed plan, Happy Rural high school would consist of Sunny Slope, Childress, Kaffir, Union Hill, and Vigo Park, common school districts and Happy Independent School district. Tulia Rural high school would be composed of Lakeview, McGuire, Valley View, Elkins, Red Hill, and Love, common schools and Tulia Independent school. Kress Rural high school would consist of Center Plains, Houston, Flynt, Taylor, Alexander, and Price, common schools and Kress Independent high school. Under the plan, the entire county is being divided into three Rural high school districts for high school purposes.

SEES WITH ELECTRONIC EYE



Blind since he was shot down in one of the early Fortress raids over Germany, John Paul Moriarty has returned to work at the Timken Roller Bearing Co.'s Canton plant, thanks to a war-time developed electronic gauge which enables blind workers to inspect precision parts as rapidly and efficiently as a sighted person. Timken officials said they began working on the development as part of a plan designed to provide postwar jobs for handicapped veterans. Leaders in rehabilitation work hail this as a far reaching step in their program to make the handicapped independent and self-supporting. The gauging machine now operated by the veteran uses sound as a substitute for sight. By distinguishing between oscillating notes from a small loudspeaker, attached to the machine, the blind operator is able to tell whether the bearing being measured is proper or defective. The smiling Moriarty, except that he wears a red cap, would not be noticed by the visitor. The girls working on the same production line have only one complaint,—he works too fast. Moriarty and his wife, Catherine, have three children, Cecelia Anne, 21 months, and the twins, Kathleen and Maureen, now one-year old.

milk, butter, Irish potatoes, beets and carrots, and you should dehydrate some of this surplus into packaged foods to sell in stores. You can raise turkeys as well as any other area of the Southwest, and you should develop a great quick-frozen industry to put on the market turkey steaks and cutlets, legs, breast meat, all wrapped in cellophane, quick-frozen so it will keep indefinitely and give you farmers new markets. I travel all over the United States, and I am speaking from observation and study of what I have found. Agriculture is in an entirely New Era and your farmers and your businessmen, your young war veterans looking for new opportunities should look squarely at these opportunities and help yourselves to set up your own industries and enlarge them as they may deserve.

with live, wide-awake leaders who have their feet on the ground; and see what you can do. This region has a great future, and Hereford and Deaf Smith county will play an increasingly important roll in that future, in my judgment.

WANTED
CLEAN COTTON RAGS
NO QUILT SCRAPS. NO SOX. NO OVERALLS
NO SUSPENDERS!

10c **L**
B

THE HEREFORD BRAND

It is the business of every citizen of Hereford and of Deaf Smith county, as well as of the South Plains, to reconsider the whole problem of agriculture and industrial development as one new challenging subject. Get yourself a chemurgic committee or an industrial committee; make it work; head it up

HOW TO GET QUICK RELIEF FROM PAINFUL COLD MISERIES SET 666 NOW!

666

READ THE
Advertisements
THEY RENEWS



DICK MILLER ...

Will give you a liberal trade-in allowance for your old tires on a new set of ...

United States Royals

See him before yours blow out at the big Kaiser Fraser Sign on Sampson Street

HEREFORD AUTO CO.

Distributors for U. S. Royal Tires, Tubes, Batteries

SERVICE FOR SAFETY



Have your automobile checked carefully for worn parts, damaged tires, other maladjustments that threaten your driving security. See us for the best service in town—today. CARS—TRUCKS We Service All Makes

KINSEY Motor Co.

223 E. 3rd Phone 740

Farmer County Gets Boost in Tax Rate

FARWELL, March 14. — Close on the heels of a recently announced raise in county valuations on livestock and farm machinery, the Farmer county commissioners court in session on March 10 hiked the county tax rate from 80 cents to 95 cents on the \$100 valuation. Increasing costs of operation of county affairs was given by the commissioners as the reason for the increase in the tax rate.

Schoffelmayer ...

(Continued from page 6) sorghums are grown there now in huge volume in competition with you.

I want to remind you that the High Plains must increase substantially the population so that you can use many of your products right here at home.

Now you ought to have a huge processing plant out here on the Plains to make industrial starch, dextrose sugar, furalul, vegetable oil and pectin just like the big \$12,000,000 plant at Corpus Christi will be doing by the end of this year.

Now about alfalfa. In the lower Rio Grande valley they cut alfalfa and green grass when it is only 12 to 16 inches tall because then it has the highest percentage of protein in its leaves and stems. They cut it every eighteen to twenty days under irrigation. You can do the same.

There are two large vitamin plants in the Valley where they convert the cut grass and alfalfa into powder and ship it to the

large vitamin factories in New Jersey and Kansas City to be made into millions of vitamin pills for people and feed our cows to yield more milk.

In the Valley there are half a dozen small processing plants converting crop wastes, surplus grain, straw, tops of turnips, carrots, beets and other vegetables into cattle feed. You can do the same. These feeds bring \$60 to \$70 a ton for something which was largely a waste until someone thought of processing it.

I believe that dehydrating and quick-freezing offer immense opportunities on the Plains. You can raise a lot of vegetables.

CONSTIPATION Risky in BAD COLDS

Retained undigested food becomes putrefactive, causes toxins, which overload the liver and other vital organs of the body, lessening your resistance to colds and other winter ills and interfering with their treatment. Why take this chance when you can take Calotabs? Calotabs thoroughly yet pleasantly act on every foot of your intestines, sweeping out toxin-laden putrefactive foods and virus-laden mucus, enabling you to more effectively avoid or fight a cold. Nothing acts like good old Calotabs. Use as directed. 10c and 50c at all drugists.

Take CALOTABS

Lost!
use the **CLASSIFIED**

LIVESTOCK Hauling

Per Load	30-foot Trailer	33-foot Trailer
1 to 10 Miles	\$ 7.50	\$10.00
10 to 15 Miles	10.00	12.50
15 to 20 Miles	12.50	15.00
20 to 25 Miles	15.00	17.50
25 to 30 Miles	17.50	20.00
30 to 40 Miles	20.00	22.50
40 to 50 Miles	22.50	25.00
50 to 60 Miles	25.00	28.00
60 to 70 Miles	27.50	31.00
70 to 80 Miles	30.00	34.00
80 to 90 Miles	32.50	37.00
90 to 100 Miles	35.00	40.00
100 Miles and Over	35c Mi.	40c Mi.
Hereford to Oklahoma City	55c Cwt.	
Hereford to Ft. Worth	65c Cwt.	

(3% Federal Tax must be paid on all freight prices!)
All Prices quoted from Hereford, Texas
We are responsible only for what our insurance covers!

TRUCKERS:

C. E. BEAUFORD J. K. (Dutch) FORE
O. E. EASLEY ROBERT WAGONER
BURKE INMAN W. J. WILSON
CHARLEY SHORT

Howdy Folks!



Watch for me! I'm All "dyked-out" in New "Duds" Now!

ALWAYS LOOK FOR

MANN'S MALTED MILK **BREAD**

At Your Favorite Local Grocer

In The New, Colorful Wrapper!



IT'S A BIG JOB THESE DAYS

One of the first things a new telephone operator learns is to be always ready for the next call—your call—anybody's call!

Operators have a lot of calls to handle nowadays. There are more telephones in use than ever before and calling is at an all-time high. The switchboard at times is literally ablaze with lights—each one calling for "Number, please?" and each one getting a "Number, please?" as quickly as skilled and courteous operators can manage. If your call is not answered at once, you'll know that nimble fingers will reach it as soon as they possibly can.

As soon as much-needed new equipment can be obtained and installed, we'll be ready to handle your calls quicker and better than ever before.

SOUTHWESTERN BELL TELEPHONE COMPANY



Floydada Newspaper Calls Hale Discovery Well "Biggest Oil News Since Borger"

Hailing the discovery of the new Petersburg oil field in Hale county as "the biggest thing in oil in West Texas since the Borger boom," the Floyd County Hesperian, Floydada newspaper, last week reported new developments in the field.

Newest location reported last week was the Standard of Texas and Humble O & R No. 1 Sam Hunt, a quarter of a mile due west of the discovery well, Stanolind's No. 1 Fisher.

Drilling is to start at once, the Hesperian reported, with the well scheduled to go to 7,000 feet or more to test the Fisher pay section.

Stanolind's No. 1 LaFont, one location south and one east of the discovery, was drilling last week at 3,363 feet in San Andres lime.

Pure Oil company's No. 3 Preston, northeast flanker to the Irish field in Southeast Hale county, was drilling in lime below 5,875 feet last week.

Stanolind's No. 2 Blackmon, also in the Irish district, swab-

Westex Has No Monopoly on Weather Maryland Correspondent Reports

Regardless of the evidence of the last few weeks, the Panhandle of Texas has no monopoly on weather!

From Kitzmiller, Md., to Brand - staffer Tom Edwards comes a letter from a relative describing a ten-day snow storm (Feb. 20 to March 2) which piled up 36 to 40 inches of the white stuff.

"Snow has fallen most every day for the past ten days," reports the writer. "Only for a few hours one or two days has the sun shone. The average fall for this section, so far, is 30-40 inches for the past ten days. The wind keeps the level down to around 15 to 24 inches. There are some places where drifts and snow piles have banked the snow up to ten or twelve feet... that is, along the highway..."

and in going through you have the feeling of driving through a canyon.

"Reports say that it is the worst since the big snow of 1935-36. I was here in January and February of 1936, when there was a one-lane track kept open on Route 50 (U.S. Highway 50) for emergencies. Snow had been pushed and drifted so high through the village of Mount Storm (well named) that tunnels had been dug to get through to homes alongside the highway. You had to know where your tunnel was!"

There may have been a time, back in the Dark Ages of the mid-thirties when the Panhandle of Texas could boast of 12-foot sand drifts, but Maryland seems to have an edge in the snow department.

Deaf Smith Is ...

(Continued from Page 1) ranked among the first 100 in the United States. Others with their national ranking, were Bexar (61), Matagorda (69), Gonzales (74), Victoria (84), Wharton (95), Atascosa (97) and DeWitt (98).

The nine Texas counties listed reported 727,822 head of cattle and calves on farms, about eight per cent of the State total of 8,864,425.

The 1945 census in Texas represented about 11 per cent of the national total of 82,654,417 head.

Banquet ...

(Continued from Page 1) led by Miss Mattie Mae Swisher, Rev. Uel Crosby, pastor of the First Methodist church, delivered the invocation.

Out of town guests were introduced by Miss Mattie Mae Swisher. Rev. Uel Crosby, pastor of the First Methodist church, delivered the invocation.

duced by H. A. Close. Dinner music was provided by Miss Thelma McMillin and the Girls Sextette from the Hereford high school.

Wayne Evans, immediate past president of the Chamber of Commerce, delivered the report of the 1946 accomplishments of that organization, and the 1947 program was presented by Secretary-Manager Pete Cowart.

T. E. Seigler, Jr., made the presentation of the Lions club award for "Hereford's Best All-Round Citizen of 1946" to Wayne Evans, retired Chamber of Commerce president. (See story on Page 1, Sec. 1.)

Dr. Edward Taylor, head of the Dental division of the State

department of health, was introduced by Secretary Cowart and spoke briefly.

The banquet was served by the Home Demonstration clubs, under the direction of Mrs. Tom Draper, county Home Demonstration agent.

A near capacity crowd was present, despite the bad weather. Several out of town guests, for whom places had been reserved, were unable to attend due to weather conditions; but tickets which had been placed on sale in Hereford were sold out well in advance of the dinner.

Try a Want Ad!

It's Time to Plant
...and Time to Shop at

Firestone

for the
BEST HOME and
GARDEN VALUES

Supreme Quality
Level Head
RAKE
1.45

Tough... Strong
GARDEN HOE
1.45

A top quality rake for lawn and garden. Extra strong and wear-resistant. 60-inch handle.

A very fine quality, socket-type hoe that can take plenty of tough workloads 48-inch handle.

ALL-STEEL PICK-UP CART Has a Hundred Uses!
8.95

For Hauling Dirt, Leaves, Rubbish, Fertilizer, etc.

Perfectly balanced for ease of handling. Tips forward to load or unload. The big, 10-inch tires won't cut up the lawn. Empties quick and clean.

Dial Indicator Regulates Spread
LAWNETTE SPREADER
4.45

For Years of Service
Spading
FORK
1.98

Supreme quality. Tines are two-tempered flat steel. 20-inch, D-type handle.

Long Handle
GARDEN SHOVEL
2.39

Easy to manipulate, cuts work time considerably. Steel blade, 61-inch handle.

Beautiful High Gloss
RAPID DRYING ENAMEL
1.79 ea.

Dries in four to six hours to a rich finish. Flows on smoothly. Many lovely colors.

Can't Rust
ALUMINUM CLOTHESLINE
85c

A lifetime investment. Easy to handle, easy to keep clean. Fifty feet.

Light, Yet Extra Strong
BROOM RAKE
1.35

The 23 spring-steel teeth sweep clean and quick. Strong. 48-inch web handle.

Helps Make a Tough Job Easy!
PORTABLE TROUBLE LIGHT
2.98

For working in out-of-the-way places where good light is essential. 25-ft. rubber cord.

WE HAVE THEM!
AT AMAZING LOW PRICES!

Firestone 16.10 DELUXE CHAMPIONS 6.00-16 plus tax

While the cost of some commodities has gone up 100% or more, the price of Firestone De Luxe Champions average only 8.1% above 1941. They're the safest, longest-wearing tires ever built!

KODAK FILM 120 Size (G 20) 19c

While They Last

Come In and SAVE!

SIMMONS TIRE and SUPPLY

AUNI DORA

ADVICE IS VERY EASY TO GIVE... BUT SO HARD TO TAKE



We're not trying to give advice... but we want you to know that we are always ready to help you with your Butane or Propane gas problems. See the BLANTON BUTANE GAS COMPANY for equipment, tanks, Roper ranges and expert repair service.

BLANTON BUTANE GAS CO.
HEREFORD, TEXAS

YOUR Surge SERVICE DEALER



Makes Your SURGE MILKER

Worth More Money!

The milking machine that isn't on the job every day... twice a day is not delivering full performance. Surge Service Dealers keep Surge Milkers on the job... NOW, and in the future. Count on us!

HEREFORD Creamery Co.
DEALER
Phone 680

COURTHOUSE RECORDS

Warranty Deeds

Henry W. Melton et ux to Clara Cook, North half of section 30 in Township 4 North of Range 4 East.

C. N. Cosby, receiver, to Grady Wilson, 436 acres of League 426 and 204 acres of League 427.

O. A. Peters et ux to J. S. Smith, southwest quarter section 6, Township 3 North of Range 4 East.

F. G. Witherspoon to Seldon E. Burleson, Lot 10 and North half of Lot 9 in Block 29, Original Town of Hereford.

J. D. Doughty et ux to Lloyd Doughty, one-third interest in Lot 1, Block 25, Original Town of Hereford.

Clemmie Randall to E. I. Brownlow, part of Block 18 of Welsh addition.

Floyd McGee et ux to Wm. V. Hull, Lot 29 in J. A. Fox subdivision of Block 12 of Evans addition.

Gus Ruland et al to I. H. Robinson, part of Block 87 in Town of Hereford.

Homer K. Fox et ux to J. B. Joiner, Lots 3 and 4 in J. A. Fox subdivision of Block 12 of Evans addition.

Kate Sindt to M. E. Morrison, Lot 36 of Hough's subdivision of Block 33 in Evans addition.

Ruby Nixon et vir. to E. Bridges, Lots 7 to 10 in Block 18 Mabry addition.

Partition Deeds

Fred W. Baird to H. C. Baird, Section 28 in Block M-7, Castro county; West half of Section 27 in Block M-7, in Castro county; and Lot 26, Block 37, Evans addition to Hereford.

H. C. Baird to Fred W. Baird, Section 40 in Block M-7, Castro county.

Deeds of Trust

G. W. Wilson et ux to Federal Land Bank, 1814 acres in League 426.

G. W. Wilson et ux to Land Bank commissioner, 1,814 acres in League 426.

Tom Robinson to Beale M. Seed Fox, Northwest quarter of

bed 295 barrels of oil in 20 hours, along with three barrels of water, at around 5,800 feet.

Stanolind's No. 2 Irish was drilling last week near the 5,000 foot mark in lime.

Stanolind's No. 1-B Sneed had reached 3,393 feet in lime and was continuing. It is scheduled to go around 6,000 feet to test for production in the Irish pay zone.

Humble's No. 1 Montgomery, north-central Crosby county wildcat, had reached 3,663 feet in anhydrite and dolomite and was continuing.

Humble's No. 1-G Matador Land and Cattle company, central Dickens county prospector, was below 6,500 feet in shale and lime, and is to go to 8,500 or production.

The Fisher discovery well was operated the first of last week at a rate of about 25 barrels a day through choke and stonage, and was being cleaned up preparatory to production of the well's allowable, which was 140 barrels per day for 28 days in February, according to a Stanolind operator.

Section 58 in Block K-3.

John M. Robinson et ux to First Federal Savings & Loan association, Lots 7 and 8 in Block 17 of Whitehead addition.

L. H. Robinson et ux to First Federal Savings & Loan association, part of Block 57 of Hereford and additions.

Wayne Evans et ux to United Fidelity Life Insurance Co., Lots 1, 2, and 3 in Block 17 of Original Town of Hereford.

E. Bridges et ux to Ruby Nixon, Lots 7 to 10 in Block 18, Mabry addition.

Joe H. Smith et ux to First Federal Savings & Loan association, Lot 10 in Dodson's subdivision of southwest quarter of Block 15, Evans addition.

Releases

D. H. Alexander to H. L. Meacham et ux, release of deed of trust on part of Block 25 of Evans addition.

Homestead Designation

G. W. Wilson and wife designate as homestead the east 200 acres of Section 5, township 3 north of range 5 east, Deaf Smith county.

READ THE Advertisements THEY'RE NEWS

ADVANCE ORDER for TICKETS

MUNICIPAL AMPHITHEATRE Amarillo, Tex. SUN., MARCH 30 8:00 P. M.

in PERSON An Evening with... Sigmund ROMBERG and his CONCERT ORCHESTRA (40 ARTISTS) featuring MARVEY LEONNE HALL ESTHER BORJA NITA CAROL GAIL MANNERS

MAIL ORDER
Prices: Lower Box \$2.00-\$2.50
Balcony \$3.00-\$4.00-\$5.00
Address: Mail Order to Panhandle Concert Bureau, Box 1214, Amarillo, Tex.

BIG Savings ON FINE FOODS...

BLACKBERRIES Elm, No. 2 can	29c	CITRUS COCKTAIL Orange, Lemon Grapefruit Juice No. 2 Can	9c
FRUIT COCKTAIL Hunts, No. 2 1/2 can	38c	APRICOT NECTAR Chevy Chase, No. 2-2 for	35c
SOUP MIX Betsy Crocker-3 for	29c	SPINACH Staff O Life, 2 1/2 can-2 for	35c
GRAPE JUICE Welch, pint bottle	29c	PEAS Ute Sweet, No. 2-2 for	23c
		CORN, No. 2 Tendersweet, Whole Grain	19c

COFFEE Del Monte Lb. Jar 43c

PUMPKIN Libby's, 2 1/2 can	23c	CRACKERS Sunshine, 2 lb. box	43c
KELLOGG'S VARIETY Assorted Cereals, 10 pkgs.	27c	HI-HO CRACKERS 1 lb. box	25c
PANCAKE FLOUR Aunt Jemima, 20 oz. pkg.	17c		

CHOICE MEATS	VITA-RICH VEGETABLES
BEEF ROAST AA Quality-1b.	SPUDS 10 lb. mesh bag
PORK CHOPS Nice, lean-1b.	CARROTS Large size - 2 bunches
BACON Sliced, 1st grade-1b.	ONIONS Red - Pound
STEAK Sirloin, AA-1b.	ORANGES Texas - Pound
LUNCH MEAT Asst. - lb.	ONION SETS 2 Pounds
	GRAPEFRUIT Pound

CITY Food Store

POSSUM FLATS... GLADIOLA GET-TOGETHER

By GRAHAM HUNTER

MAN-OH-MAN! Mmmmmmm! DEE-LICIOUS! WOW! YUM-YUM YUM!

"I HIGGER IT DON'T MAKE NO DIFFERENCE NO DIFFERENCE WHICH SIDE OF YORE BISCUITS BUTTERED, - JUST SO IT'S BUTTERED!"

"I FIGGER IT DON'T MAKE NO DIFFERENCE NO DIFFERENCE WHICH SIDE OF YORE BISCUITS BUTTERED, - JUST SO IT'S BUTTERED!"

"MAYBE THEY'LL TURN ON 'THE RADIO AN' I CAN LISTEN TO 'THE GOSPEL' NIGHT SHINDIG AT 10:15 PM OVER WFAA AND WOAI."

GLADIOLA FLOUR
PART BAKING COMPANY
SHERMAN, TEXAS

TO BRIGHTEN EVERY BAKING HOUR - JUST BAKE WITH GLADIOLA FLOUR!

OUTA MAN WAK! PANDEMOMIUM! HIS' BLAKE BILUS SAVES ME SOME UN DEM GLADIOLA BISCUITS!

WOT SORTA CONVENTION'S GONF ON AT JIM BLAKE'S PLACE?

TAIN'T NO CONVENTION, DRY. JIM'S RELATIVES HEARD HIS WIFE WAS BAKING WITH GLADIOLA FLOUR NOW, AND THEY'VE BEEN COMING IN ALL DAY!