

"You Shall Know The Truth And The Truth Shall Make You Free"

I am the voice of the town and the country, the bringer of tidings, the companion of your fireside hours, I am your friend away from home. I am the prophet of tomorrow, your link with the world beyond your doorstep. I am today's link with history. But most of all, I am the Conscience of America. And I must be heard.

I have never become "an instrument of government policy." I have never—as in Russia—been used to blackout the truth. No hidden power has used me—as in Germany—to stifle the kindlier instincts of a whole people, rouse barbaric passions and set feet trampling the long road. No secret voices made me keep silence, as in France, while a trusting nation died.

I bid you have faith in America. I tell you Democracy is not on trial. It is not outmoded, worn out, finished. It is still the newest thing on earth; too new even to be fully understood. All else is a throw-back to medievalism, cynicism, despondency and despair.

I look insignificant enough on your doorstep, yet I am your link of understanding with a changing world. I am a passing, ephemeral thing. Yet I am one of the foundations of the Republic. I am the Conscience of America. I tell you the truth. And you trust me.

I am the free press of America. I am your newspaper. National Newspaper Week, October 1-8

AROUND TOWN

Sights and Faces Seen

Emmett Milburn requests that anyone having a wheel chair to rent to please let him know. He's been sitting in an ordinary chair to water his new lawn, but it is just so much trouble to get up and change the water. A wheel chair would make the work much easier.

Jack Wright, shop foreman of Hereford Motor Co. has been made a member of the National Service and Parts Club and has received a merit pin. Yesterday he went to Amarillo where he received a prize.

That the modern turkey is a vast improvement on the old style turkey, is the contention of Mrs. Lauren Luallin of Sims. A turkey hen owned by her being laying on April 8 this year. Up to September 21 she has mislaid only 18 days. A record of each hen is kept.

Puzzled about one corner of her chicken pen fence which had fallen down, Mrs. Cooper Morgan investigated the ornamental gourd vine which covered it. She found two huge gourds, largest of which weighed 15½ pounds and was 2½ feet long. Rest of the gourds on the vine are small.

Our thanks to Mrs. O. E. Sher (Continued on Page 10)

Kelloggs Announces Anniversary Sale

An Anniversary Sale which opens Saturday and continues through October 5, is announced this week by Kellogg's Five Cent To One Dollar Store. The firm is celebrating their fifth anniversary in Hereford. They have been in their present location one year.

"This week-long anniversary sale is the means we take to thank you for your generous patronage in the past five years," Ed Wohlgemuth, manager said today.

High Scorers Are Announced

Joe L. Hamilton made high score for men in bowling this week by rolling 201. Faye Brady was high for women with 159.

Tournament play began on Monday but results of the first week of play will not be completed until tomorrow. Results of each week's play will be carried in the Brand, beginning in the next issue.

Elster M. Haile Is Named Member Of State Campaign Committee

Elster M. Haile, a Democratic Party delegate from this county to the state convention at Mineral Wells held the first of this month, has been appointed to serve on the Democratic National Campaign Committee for Texas, it has been announced.

Cafeteria To Open At Central School, Oct. 9

That Central School cafeteria would open Wednesday, October 9, was announced this week by Mrs. Dyalitha Brady of the Deaf Smith County Welfare office.

Since the primary purpose of the cafeteria is to assure adequate, nourishing hot lunches for underprivileged children who would otherwise go hungry or improperly fed, Mrs. Brady is asking the cooperation of clubs and individuals in buying meal tickets which the unfortunate children may use. Each ticket costs \$1.50 and is good for 11 meals. Regular price of the lunches is 15c each. Tickets may be secured at the Welfare Office or the cafeteria.

All other children who desire and teachers as well, may patronize the cafeteria, which will be run on the same plan it was last year.

Labor costs will be paid by the Federal Government. Mrs. C. Ora Cockrell again is supervisor and four NYA girls will be employed. Money to buy milk and various other food supplies must be raised locally, Mrs. Brady pointed out.

All menus used for the lunches will be carefully planned for variety and maximum nourishment. Meals will be served approximately at cost, it was said.

Christian Church Revival To Close Sunday

The revival which has been in progress for nearly three weeks at the First Christian Church will close Sunday, Rev. H. M. Redford announces.

A special service in which children will have the leading parts is planned for tomorrow (Friday) night and will be one of the finer services of the revival, it was reported.

Rev. C. O. Wilson of Hoisington, Kan., is evangelist for the revival and Mr. and Mrs. Ezra Jacks have charge of special music.

Ford For 1941 To Be Displayed Here Friday, September 27

That Ford for 1941 will be on display here Friday, September 27, was announced today by Dudley Green and Archie Scott of Hereford Motor Co.

Mr. Scott, Mr. Green and Jess Sparkman have inspected the complete line of Ford, Mercury and Lincoln-Zephyrs and commercial cars and trucks at Oklahoma City and state that the new models are being enthusiastically received.

A cordial invitation to see the 1941 Ford Saturday at the show room is extended by the Hereford Motor Co.



Above is a picture of the Deaf Smith county exhibit which won second prize at the Tri-State Fair held in Amarillo last week. Included in the exhibit were many individual entries which won prizes. The large painting forming the background depicts a typical irrigation scene and was painted by Glenn Boardman.

Rites Held Sunday For Long Time Resident of This County

Last rites for Mrs. W. W. Bennett were held Sunday afternoon at the First Christian Church with Min. H. M. Redford officiating. She died at her home early Saturday morning after an illness of several weeks. She was 72 years and eight days of age. Interment was in West Park Cemetery.

Survivors include her husband, three sons, Earl V. of Amarillo, C. W. and Hille of Hereford; three daughters, Mrs. H. D. Reed of Hereford, Mrs. A. D. Smith of Fort Worth and Mrs. Frank Jesse of Amarillo; two sisters, Mrs. Monroe Blankenship of Gatesville, and Mrs. B. H. Melborn, both of Gatesville. Other relatives here to attend the services included Alex Bennett and son, A. B. of Gatesville, Mrs. H. B. Harrison, Mrs. Bob Bennett and Horace Bennett of Crawford.

Susan Elizabeth Bennett was born September 13, 1866 in Tennessee. On December 23, 1883 she married W. W. Bennett at Coryell City. They moved to Hereford in 1909 from Coryell county. She was a member of the First Christian Church.

Whitefaces And Bobcats Battle In Football Here Friday Night

Seeking their third straight win of the season, the Hereford Whitefaces tangle with the Dimmitt Bobcats on the local field tomorrow evening at 8 o'clock.

Two hard games, with Friona and Littlefield as opponents, have tested and tried every department of Whiteface play and the team is expected to be in top shape, physically and mentally, for the game with Dimmitt.

The Castro contains have played two games this season, winning one against Springlake, 19-7 and losing last Friday to Farwell, 32-0. Coach W. P. Radney's charges can be expected to fight hard for a win from their traditional foes.

Hereford's tight line, which bounced back Littlefield's thrust Friday night time after time, forecasts extensive use of the

Haile's To Celebrate Anniversary Here

Celebrating their third anniversary in Hereford and their first in the new, enlarged location, Haile Drug is this week announcing a gigantic anniversary sale.

Coming here from Dimmitt in 1937 and purchasing the Chas. Brook's drug store, Mr. Haile in two years found it necessary to expand to take care of his increased business. He moved one year ago to his present location.

"Our move to the new location has been more than justified by the loyalty and patronage of the people of this territory," Mr. Haile said. "To show our appreciation, we are giving this big anniversary sale. We shall continue our efforts to serve you better and better."

Aulick Plumbing Shop Moved To New Location On West Third Street

Moving of his plumbing shop to the former location of Owen Tire Shop at 112 West Third Street was completed this week by H. C. Aulick. Formerly, the shop was located in the rear of the Star Barber Shop.

Front of the former tire shop will be given a new coat of paint. Interiors will be repainted and woodwork revarnished. The front room will be used as an office and display room, Mr. Aulick said.

"Our new location will enable us to render more efficient service than ever before, and at the same time make it more convenient for our customers," he said. "Some one will be in the office to serve you at all time. You are invited to visit us in the new place."

Legionnaires Urge Law To Curb Traitors

Officials of the 18th District American Legion have unanimously adopted a resolution, copies of which were sent to Congress, in which adequate and proper laws were requested to defend the nation within. The resolution strikes directly at fifth columnists.

The resolution asks that naturalization laws be tightened so citizenship will not be so easy to obtain, that immigration laws be tightened so American jobs can be retained by American citizens; that laws governing deportation of aliens be made more definite, rigid and enforceable; that aliens convicted of espionage, sabotage, narcotic addiction, or advocating any change in our form of government should be deported immediately; that the Communist party or any other political party which receives support from foreign sources be immediately outlawed, and that it should be made a penal offense for a citizen to advocate a change in our form of government by force, fraud or violence.

A committee composed of Lou Roberts, past state commander of the Texas American Legion; Louis Goodrich, Shamrock, and William Heske introduced the resolution at the district meeting near Miami, September 15.

Worley Is In Washington To Learn Duties

SHAMROCK, Sept. 26.—At the suggestion of Congressman Marvin Jones, Eugene Worley of Shamrock, Democratic nominee to succeed Jones, left Monday for Washington, D. C., to familiarize himself with the duties he will take over on January 3.

In a telephone conversation, Jones advised Worley to come to the national capital before Congress adjourns to confer with members of the Texas Congressional delegation and study the current legislative program so he will be in a position to step in and continue the duties of Jones with as little inconvenience as possible to his constituents.

The Congressional nominee is also anxious to confer with House Speaker Sam Rayburn looking toward committee assignments and with members of the Department of Agriculture. Worley has been a personal of Speaker Rayburn and other Texas Congressmen, many of whom he previously served with in the Texas legislature at Austin.

Worley plans to remain at the capital about two weeks and on his return will resume an itinerary which will carry him into each one of the 28 counties of the 18th Congressional district. He is desirous of talking with people in all walks of life to learn their views and needs so that when he takes office he will be better able to represent their interests.

Bill Bussell Convicted Of Cattle Theft

Bill Bussell, Friona farmer was found guilty this week of cattle theft by a Clovis court and was sentenced five to seven years in the state penitentiary at Santa Fe, N. M., Judge Harry L. Patton.

Immediately following sentence Bussell told the court that he intended to appeal the case. The jury deliberated only 24 minutes in finding him guilty. Three other charges, one of cattle theft and two involving moving cattle without inspection which are pending against Bussell, were passed.

J. M. Bussell, a brother, who was tried in district court here during the last week of August, was given two years on similar charges. He also gave notice of appeal.

Special Train To Dallas For Hereford Day At Fair Planned; Low Rate Is Given By Santa Fe

J. E. Hill Is Defense Board Representative

Board of Directors of the Chamber of Commerce Monday night named J. E. Hill official representative to the Panhandle Defense Committee formed at Amarillo Friday. Mr. Hill will be a member of the permanent organization to be formed of representatives of Chambers of Commerce of the Panhandle area. The defense committee is sponsored by the Panhandle Water Conservation Authority. Its purpose is to call to attention of War Department officials the resources for National Defense available in the Panhandle region.

A temporary organization was formed at Amarillo Friday when representatives from over the Panhandle met. Those from the Hereford Chamber of Commerce were T. W. Alderson, Byrle Eliston, John McLean and E. B. Posey; official representative to the Authority from this county was H. V. Hennen; A. J. Schroeter, county judge, represented the county and A. O. Thompson was also in attendance.

Cool Weather Hints Of Winter

Cooler weather this week sent many persons scurrying into coats, sweaters and jackets, and gave a hint of the winter to come. There is a definite feeling of fall in the air.

The Autumnal Equinox, which is the official day fall begins, was last Sunday, September 22.

G. M. Suggs Resigns Office

G. M. Suggs has resigned his position as Justice of the Peace and the Commissioner's Court has accepted the resignation, it was announced this week by A. J. Schroeter, county judge.

The court appointed A. L. Thomas, justice of the peace-elect, to fill out Mr. Suggs' unexpired term.

Mr. Suggs, who has been seriously ill in the hospital, is able to be up, and is recovering from his illness.

Deaf Smith County Withdraws From Water Conservation Group

Withdrawal of Deaf Smith county from the Panhandle Water Conservation Authority was effected this week, County Judge A. J. Schroeter has announced. The action was taken by the Commissioner's Court.

Hereford Woman Becomes United States Citizen

Mrs. Minnie H. Ruhl of Hereford Tuesday received her naturalization papers in United States District Court at Amarillo. Twelve other persons in the Panhandle received citizenship at the same time.

Application for naturalization in the Panhandle are reaching an all-time peak, examiners report. It takes about two years to complete naturalization.

Wilbur Dixon Wins First On Yearlings

Wilbur Dixon won first premium on Junior Yearling Heifers in the Shorthorn Calf Division at the Tri-State Fair last week.

\$6 Is Round Trip Fare! 200 Expected To Ride Special

Setting of a \$6 round-trip rate to the State Fair of Texas at Dallas by the Santa Fe railroad yesterday gave strong impetus to plans for a special train of 200 or more persons to attend the fair on Hereford Day, Thursday, October 10. The rate is \$2 less than the usual one-way fare from Amarillo to Dallas.

Feeling that the \$8 rate which the Santa Fe offered at first was too high, Chamber of Commerce Secretary E. B. Posey appealed to the General Offices in Chicago. The lower rate was given in a telegram from T. B. Gallagher of Chicago, who stated that the railroad was "anxious to earn and justify your good will and patronage."

Persons in this area who are interested in going to Dallas on the special train are invited to attend a called meeting of the Chamber of Commerce at the City Hall Friday night, September 27 at 8 o'clock. E. B. Posey has announced. A pledge of 200 passengers is necessary to get the \$6 rate and the Chamber is seeking assurance of this number as quickly as possible.

Plans are for the special train to arrive in Dallas about 8 a. m. on Hereford Day. They will then go in a group, clad in special potato sack shirts to the Hereford regional exhibit, where the group will disband. Dallas Fair officials plan to see that news reel photographers give ample coverage of the Hereford delegation and its arrival in Dallas. The train will leave Dallas sometime Thursday night and return to Hereford Friday morning, thus allowing business men and their employees to be back in time to handle the heavy Saturday business.

A general invitation is extended to all towns in the area surrounding Hereford, including Dimmitt, Friona, Adrain, Vega, Summerfield, Dawn or any other (Continued on Page 10)

Mrs. Buckner Dies At Home Of Daughter

Funeral arrangements had not been made this afternoon for burial of Mrs. J. A. Buckner, who died Wednesday night at Pampa, where she was visiting her daughter.

Mrs. Buckner was one of the pioneer residents of this area and her death came as a shock to her many friends here.

The body is scheduled to arrive here this afternoon. Funeral arrangements and details will be announced later.

The Vogue Announces First Anniversary

Beginning their second year of business in Hereford, The Vogue this week is announcing their First Anniversary Sale.

"We are offering nationally-known quality merchandise at worth-while savings during this sale," Mrs. C. W. Seed and E. D. Fox, owners, said, "as an expression of our thanks and appreciation for your patronage and good will."

The Vogue began business here September 29, 1939.

WEATHER

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

	Max.	Min.	Prec.
Thursday	85	56	00
Friday	86	62	00
Saturday	90	61	00
Sunday	94	68	00
Monday	94	67	00
Tuesday	75	49	00
Wednesday	78	47	00

Announcing **KELLOGG'S**

Store will be Closed Friday, Sept. 27th
To Prepare for This Big Sale!

Anniversaries

SALE

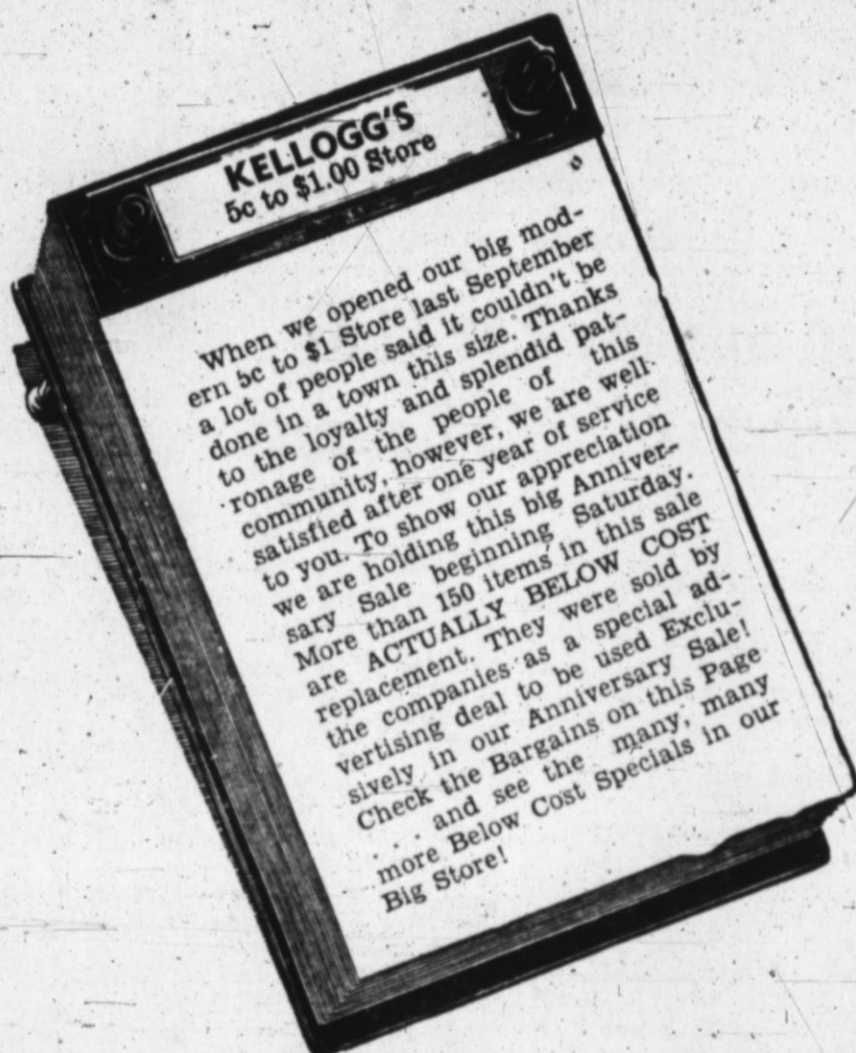
SALE STARTS **SATURDAY SEPT. 28th!**

And Runs Through **SATURDAY NIGHT, OCTOBER 5th!**



LADIES FULL FASHIONED SILK

Hose ³ Thread Special **39c**



When we opened our big modern 5c to \$1 Store last September a lot of people said it couldn't be done in a town this size. Thanks to the loyalty and splendid patronage of the people of this community, however, we are well satisfied after one year of service to you. To show our appreciation we are holding this big Anniversary Sale beginning Saturday. More than 150 items in this sale are ACTUALLY BELOW COST replacement as a special advertising deal to be used exclusively in our Anniversary Sale! Check the Bargains on this Page and see the many, many more Below Cost Specials in our Big Store!

Large Assortment

TINWARE

10c and 15c Values

5c SPECIAL

BIG VALUE DEAL!
50c Bottle
JERGEN'S Lotion
and 25c Jar of
Jergen's **FACE CREAM**
BOTH FOR 25c

FANCY 9 1-4" SALAD BOWLS
15c

REGULAR 79c WATER SET
Pitcher and 6 Glasses, in Patriotic Design!
49c

Ladies' & Children's **ANKLETS**
SPECIAL 5c PAIR

9-OUNCE **WATER TUMBLERS . . . 3 for 9c**

OVENSERVE **GLASS PIE PLATES 10c**

REGULAR 19c WASTE BASKET
SPECIAL, while they last **9c**

REGULAR 29c BOX STATIONERY
In Fancy Wood Chest **15c**

A 98c VALUE!
SATIN SLIPS
4-Gore Special **49c**

GOOD **Tooth Brush**
5c



FREE! ICE CREAM CONES

On the Opening day of our Big Anniversary Sale we will give FREE to each and every person visiting our store an Ice Cream Cone. Children must be accompanied by an adult. Remember, the party's on us. Come in and Join the Fun!

SATURDAY SEPT. 28th!

25c VALUE **LADIES' RAYON PANTIES**
A Real Special! **15c**

3-INCH **Powder Puff**
2c

LADIES' PANTIES
Rayon **10c**

25c JERGEN'S **Face Cream**
10c

Canister Set
4 PIECES Graduated Sizes, Largest 6 7-8x7 Inches **39c**

14-Quart **WHITE ENAMEL Dish Pan**
35c

FELT BASE RUGS
18x36 Inches
While they Last **9c**

9x11 INCH **Picture Frames**
15c

REGULAR \$1.29 Food Chopper
During This Sale **79c**

REG. 25c **Wash Basins**
15c

CHENILLE RUGS
24x48 Inches **59c**

25c Value, 12-Oz. **COCONUT OIL SHAMPOO**
Special Value **10c**

29c **BROOM**
15c

\$1.00 SIZE **Hind's Lotion**
39c

17-QUART HEAVY GALVANIZED GARBAGE PAILS
With Lid.
A 79c Value! **39c**

OUT-N-HANG **Window Curtains**
15c

20x40 Famous CANNON **TOWELS**
2 for 25c
\$1.98 Value! **HASSOCKS**
98c

6-INCH RUBBER BALL
15c

Come Early! **SAVE!**

Kellogg's 5c to \$1.00 Store

Hereford Texas

Men's **FANCY RAYON HOSE**
PR. **9c**

Over a Hundred Other Special Values

Hereford Folks Win Prizes On Individual Exhibits At Fair

This area was well represented among the winners in the Farm Exhibits at Amarillo last week. Detailed results include: Joe Ballinger, Irish cobbler, first; Mrs. A. D. Godwin, turnips, first; pimento peppers, third; hot peppers, fourth; D. L. McDonald, red rust proof oats, first, second and third, white oat sheaf, fourth; E. H. Shinn, white oat sheaf, first; Joe L. Hoffman, wheat sheaf, first; V. Riddling, 1 gallon threshed wheat, first; W. W. Hill, wheat sheaf, second; C. M. Carpenter, onions, second; S. S. Williams, rye sheaf, second; Mrs. V. A. Maum, Pikes Peak Squash, third; John Paebold, white oat sheaf, third; Quinten Williams, rye sheaf, third; S. O. Wilson, rye sheaf, third; Claude Longbottom, canteloupes, fourth; Chas. Hughes, wheat sheaf, fourth; H. M. Edwards, soy bean sheaf, fourth; Mrs. E. B. Posey, tomatoes, fourth.

Bill Barnett entered school last week. His late entrance was caused by a serious accident, when he fell from machinery while it was in motion several weeks ago. The first game of the football season for the Adrian Matadors will be played with San Jon at Adrian Friday, September 27, at 1:30 p. m. The schedule for the Adrian football games for the 1940 season is:

Date	Opponent	Place
Sept. 27	San Jon	Adrian
Oct. 4	Vega	Vega
Oct. 11	Happy	Adrian
Oct. 18	San Jon	San Jon
Oct. 25	Groom	Adrian
Nov. 1	Price	Adrian
Nov. 8	Vega	Adrian

Nearly all of the rooms and classes of the Adrian School have elected their officers for the school year. A new shipment of P. T. A. library books has arrived, Mr. Baker, librarian, states. There are fifty of these books, and among them are some of these famous writers' works: Rafael Sabatini, "The Carolinian"; Marion Hurd McNeely, "The Jumping-off Place"; Booth Tarkington, "Mirthful Heaven"; Edna Ferber, "Show Boat"; Stefansson, "Hunters Of The Great North." Those books may be checked out for two weeks and then rechecked for two more weeks if the reader desires. Any patron of the community who is not in school is entitled to use the library. The library will remain here until December 20. A great number of people of the Adrian community attended the Tri-State Fair in Amarillo last week. School was not dismissed for any special day, but a large number of the children attended with their parents on different days. Buster Chapman left Saturday to enter his second year of college at N. T. A. C. at Arlington. Mrs. J. C. Horton of Wayside is visiting Mr. and Mrs. Johnnie Kemp and family. Little Finis William Brown spent Saturday with his aunt, Mrs. Frank Watson, while his parents and baby brother attended the fair in Amarillo. Mrs. J. C. Horton of Wayside visited Mrs. J. P. Collier Sunday afternoon. Mr. and Mrs. Frank Watson spent Sunday with the E. L. Brown family. Mr. and Mrs. Watson accompanied Miss Eula Watson and Bob Caldwell to church in Vega on Sunday night. Mr. and Mrs. Luther Wagner and family have moved from near the elevator west of town to the Collier apartment. E. L. Hammit spent the week end at Canyon, visiting his brother, Roy, and friends, who are in school there. Mrs. E. C. Chapman, district P. T. A. Board member, and G. A. Syms, district Recreation chairman, attended a district meeting of the P. T. A. Eighth

District in Amarillo Saturday at the Amarillo Hotel. Plans were made for the District Conference to be held in the spring. On Tuesday, September 24, at 1:30 p. m., a Parent-Teachers school of instruction was held in the Vega high school auditorium. Members from Farmer, Castro, and Deaf Smith counties were present. The Oldham county council will be host. Several State officers will be present to assist with the program. Mrs. E. C. Chapman, president of the Oldham county council will preside. Thursday, September 20, Miss Clemons presented a musical radio program in assembly. Wayne Thomas was the announcer over station HTMC or The Home Talent Music Club of the Air. Numbers included a harmonica solo, "The Wreck of Number-9" by C. G. Chapman; Billie Jo Maynard sang "Lazy Bones"; Mary Lee Syms sang "Playmate" and "Jack and Jill"; Frances Lemke played "Long, Long Ago" on the piano; Orville Calhoun played "Leanin' on the Old Top Rail" on the accordion. Three Seniors, Jean Spande, Verne Jacobson and Buddy Chapman told jokes on each other; "Scatterbrain" was sung by Freda Balding; Richard Fortenberry played "Strawberry Roan" on the harmonica; The Miller Sisters, Mildred and Opal sang "The Woodpecker's Song"; Bobby Speed played an accordion solo, "Twelfth Street Rag" and Jackie Monahan played "The World is Waiting for the Sunrise" on the accordion. The program closed with the student body singing "Alma Mater."

LOCAL HAPPENINGS

ANNOUNCEMENT
Mrs. Wirt Phillips is transportation chairman for the Club Institute which is being held in Plainview Saturday. Cars will leave from Mrs. Phillips home at 8 o'clock Saturday morning. All who can take cars and all who desire a way to go should get in touch with Mrs. Phillips.

Miss Betty Sue Henslee, student at Draughtons Business College (Lubbock) spent the week end here with her parents, Mr. and Mrs. H. E. Henslee. She met her parents at Littlefield Friday night and returned to Hereford with them.

Mrs. Alton Miller went to Clovis, N. M., Friday night and joined her sister, Mrs. Fred Oberthier for a trip to Lubbock for the week end to visit their parents, Mr. and Mrs. E. W. Maddux.

Mr. and Mrs. Harry Sherrif Higgins were week end guests in the home of Mr. and Mrs. Glenn Weir.

Mrs. Carroll Laird Jr. left Sunday for her home in Kilgore after a week's visit with her parents, Mr. and Mrs. L. H. Shore.

Mrs. Edna Fincher spent last week in Tulsa, Okla., with her daughter, Mrs. Homer Henslee Jr. and Mr. Henslee.

Mr. and Mrs. H. T. Hellman left Monday for San Francisco to make their home with their children, Christine, Herman and Aloysius.

Mrs. Henry Alexander of Spur and daughter, Miss Barbara Brotherton, who is attending a business school in Abilene, are visiting their mother and grandmother, Mrs. B. L. Branson.

Mrs. Mont Baker, Mrs. Glenn Weir and Mrs. Harry Sherrif of Higgins spent Monday in Clovis, N. M.

Helen Frances Streu and Bernadine Phillips, both students at W. T. S. C. Canyon spent the week end with homefolks here.

Mr. and Mrs. Carthal Nelhous of Plainview visited their aunt, Mrs. A. D. Mills and family Thursday and Thursday night.

Fall Garden Bears Quickly For Luallins

Did you plant a fall garden?
On Saturday, August 24, Mr. and Mrs. Luallin planted Early Alaska English peas and five weeks later ate the first fresh peas. Four days later they picked enough for another meal. The soil was blow dirt near the windmill. By using a gasoline pump, this soil had been well watered and then was prepared for planting. Other vegetables planted on the same date were Pinto Beans which were ready to use after five weeks, Tendergreen and Turnip Greens used after three weeks; Beets, Nantes Carrots, Blackeyed peas, Spinach, Lettuce and Cabbage.

Adrian News

By MRS. GEORGE A. SYMS
The attendance at Sunday School September 22 was 68. Rev. O. Bruce preached to good crowds at both the morning and evening services. Mrs. W. V. Tolbert sang a sacred solo at the morning service. The Baptist W. M. S. met with Mrs. R. M. Glenn Tuesday afternoon, September 17. The Royal Service program "The Jew First" was studied. Those taking part on the program were Mrs. A. L. Reynolds, Mrs. J. P. Collier, Mrs. R. M. Glenn and Miss Eula Wat-

AN ALLOWANCE AS YOU'D LIKE IT


DAD, THAT FIFTY BUCKS YOU GAVE ME YESTERDAY IS ALL SPENT - WILL YOU GIVE ME FIFTY MORE?
NAW - I'LL MAKE IT A HUNDRED!

STRETCHING MONEY As You Like It:

The always fine buys at Stambaugh's stretch your dollars to cover more of the things you want! Come in and check for yourself.

DRY CLEANING

STANBAUGH CO. - HEREFORD, TEXAS



The Santa Fe's 80th Birthday

The Santa Fe was born September 17, 1860, in a tiny, one-story brick building in Atchison, Kansas. There thirteen men met to form "The Atchison and Topeka Railroad Company," with Cyrus K. Holliday, founder of Topeka, Kansas, as its first President.

Beginnings
Cyrus Holliday envisioned a great railroad that would supplant the slow and dangerous traffic over the old Santa Fe Trail—a railroad reaching deep into the prairies, piercing the mountains, ever serving and growing with the Southwest.

Those were stern, hard times on the raw frontier. The drought of 1860, the Civil War and the post-war chaos, prevented construction until November, 1868, when ground was broken at Topeka. On June 28, 1869, the first Santa Fe train was operated from Topeka to Carbondale. The line was extended to Emporia in August of 1870.

Westward
Settlement quickened along the new right-of-way, as Santa Fe's land and immigration department pushed surveys west of Emporia. The rails reached Newton in July, 1871, and Hutchinson, Great Bend, Larned, Dodge City and the Colorado line in 1872.

San Diego, Galveston, Chicago
After 1875, many branch lines were constructed in Kansas. Settlers poured in. The main line was projected across New Mexico, Arizona and California. Colonization continued westward into those states and into Texas and Oklahoma. Santa Fe, New Mexico, was reached in 1880; San Diego, California, in 1885; Galveston, Texas, in 1886, and Chicago in 1887. Thousands of tourists followed the early settlers. The Santa Fe became the outlet for the innumerable products of a vast Southwestern area.

Today
Today, with 41,000 employees and 13,414 miles of track, the Santa Fe directly serves Illinois, Iowa, Missouri, Kansas, Oklahoma, Texas, New Mexico, Colorado, Arizona and California.

The Santa Fe and the Southwest
Down through the years the Santa Fe has endeavored to develop Cyrus Holliday's dream—a great pioneer's dream of that swift, sure transportation without which no frontier, no matter how rich, can hope to fulfill its destiny. In that effort we have marched shoulder to shoulder with the people of the Southwest, in good times and bad, in friendship and understanding.

On our 80th birthday, we of the Santa Fe pledge a continuation of the service ideals of its founders.

E. J. Stange
PRESIDENT

PENNEY'S FALL FASHION FESTIVAL

Fashions for the Family

Exciting Fall Styles

Jean Nedra Dresses
Just in from New York!
Draped, tailored frocks with smart trims! Of rayons and rayon with wool... **3.98**

Up-to-the-Minute Styles in Fall Felt Hats
Exciting group of hats to suit every type! Stunning fall colors! Becoming new shapes... **98c**

Men's Dress Slacks
Gabardines! Coverts! Tweeds!... in **4.98** pleated styles... **4.98**

Leather Jackets
Top grain leather, fully rayon lined! Sports backs!... **7.90**

Men's Shirts
Sanforized! Wov-en-in patterns... **1.49**

Men's Marathon Hats
Favorites for Fall
Genuine fur felts, featuring wider brims, colorful bands! Many new Fall lightweights!... **2.98**

WINTER COATS
Buy on Lay-A-Way!
Women's Smart Styles
Wools for sports or dress! Some fur trimmed! Choose now, weeks to pay! **14.75**
Grand Values!... **14.75**

Men's Town-Clad Heavy Overcoats
Luxuriant fabrics in new soft blends! Choose now—and be ready for Winter!... **11.90**

Shoes for the family

New! Lizard Print! Women's Oxfords
A small price for smart prints or black suede!... **1.98**

Men's Towncraft Dress Shoes
Antiqued copper tan with straight tips, perforations!... **3.98**

Thrift Values
Straight tip styles, composition soles!... **1.98**

Boys' Dress Shoes
Smart wing tip bals! Sturdy leather soles... **2.79**

Growing Girls' Shoes
Styles for sports or dress! Low heels!... **1.98**

48 Only!
Size 66x80
Part Wool Plaid
DOUBLE
Blankets \$1.49
Stop! Think! It's time for that 'first norther'!

36-INCH Outing Flannels
Choice of light or dark stripes or solid colors.
11c yd.
Buy Now, and SAVE!

Men's 12-Lb. RIBBED COTTON Union Suits 50c
Sizes 36 to 46! Hurry! HURRY!

SPECIAL FEATURE! Outing Gowns
Plain or fancy patterns—full cut—sizes 16 to 20. Choice of color... **79c**

ALL WOOL Melton Jackets
32-oz. melton cloth. All wool for warmth! Slide fastener. Regular or slims. All sizes. Penney's new LOW PRICE! **2.49**

SEPTEMBER SPECIALS!

Children's Knit SLEEPERS Nicely napped. In Sizes 2 to 8! **49c**

Boys' Winter UNION SUITS Heavy weight. Sizes 4 to 16 **49c**

Girls' Print HOUSE COATS Choice of zipper or wrap-around **98c**

Beautiful SPUN RAYONS All the New Fall Colors! **39c**

Ace-Hi Printed BROADCLOTH Fast Colors! Big Selection! **10c**

Novelty WOOLENS 54-inch width. Plains and Solids! **98c**

Government Standard ARMY TWILL! MATCHING SHIRT and PANTS OUTFITS
At Penney's You Pay Only **3.69**
Vat Dyed—Will Not Fade! Sanforized* for lasting Fit!

This fabric is approved by the most exacting critics in the country—the ARMY! The shirt has a dress-shirt type collar, seven pearl button front, two roomy button-flap pockets and non-rip faced sleeves. The pants are cut over graduated patterns for perfect all-over fit, and have hosiery drill tool-proof pockets!

Boys' ARMY CLOTH KHAKI SUITS
Same material as used in Men's suits **2.98**

PENNEY'S
J. O. PENNEY CO., INC.

Hereford's Entries Dominate Poultry Show

Wrights Lead; O. G. Hill, Jr., Newell And Hooper Also Win

Winning three sweepstakes, five firsts, five seconds, three thirds, and three fourths, Jack Wright garnered a leading share of prizes in the Tri-State Fair Poultry Show at Amarillo last week. Mrs. Jack Wright took five firsts, three seconds, three thirds, two fourths and one sweepstake, and Jackie Wright upheld the family record when her entries earned six firsts, four seconds, three thirds and two fourths.

O. J. Hill, Jr., won two firsts, two seconds, one third, and two fourths. Chas. Newell came off with two seconds, two thirds, and one fourth, while Gilbert Hooper received one first, one second, one third and one fourth on his entries.

Sweepstakes were won by Jack Wright on best pen of solid colored birds, best solid colored pullet, and best solid colored hen. Mrs. Wright got sweepstakes premium on best pen of bantams. Other prizes are tabulated below:

- WHITE ROCKS**—Jack Wright, 1 and two cock, 1 and 2 cockerel, 1, 2, 3, 4 Hen, 1, 2, 3, 4 Pullet, 1, 2, 3, 4 Young Pen.
- DARK CORNISH GAME BANTAM**—Mrs. Wright, 1 Cock, 1, 2, 3, 4 Cockerel, 1 Hen, 1, 2, 3, 4 Pullet, 1, 2, 3, 4 Young Pen; Charles Newell, 2, 3, Cock, 2, 3 Hen, 4 Young Pen; O. G. Hill, Jr., 4 Cock.
- GOLDEN SEABRIGHT BANTAM**—Jackie Wright, 1, 2, Cock, 1 Cockerel, 3 Pullet, 1 Hen.
- WHITE OLD ENGLISH GAME BANTAM**—O. G. Hill, Jr., 1, 2, 3, 4 Pullet.
- BLACK ROSE COMB BANTAM**—O. G. Hill, Jr., 1, 2, Hen; Gilbert Hooper, 1, 2, 3, 4 Pullet.

The Muscle Builder



Bill Powell shows Myrna Loy and Frank McHugh how to build muscles in "I Love You Again," which shows at the Star Theatre Sunday and Monday. This is only one of the many hilarious moments in this picture.

and family of Hereford visited Mr. and Mrs. J. R. Dodson at Panhandle Sunday.

Mrs. J. G. Coe and sons visited Mr. Coe at McKee, Okla., over the week end.

R. S. West has been elected vice-president of the county teachers organization.

Mrs. Jim White has been elected as a member of the Pioneer Study Club in Hereford.

Mr. and Mrs. L. A. Murphy made a business trip to Amarillo Sunday morning and visited at Canyon in the afternoon.

William Harris, Woodrow Benton and Sid Capshaw of Petersburg, who is working for Chas. Benton, were Amarillo visitors Sunday evening.

Mr. and Mrs. H. E. Miller attended funeral services for Mrs. Bennett in Hereford Sunday afternoon.

Miss Inez Miller and Buck Anderson visited Miss Alma Miller in Amarillo and Mr. and Mrs. A. O'Neal near Amarillo Friday evening.

Roy Oglesby of Summerfield was in Dawn on business Sunday.

Mr. and Mrs. L. A. Smith and daughters visited Miss Ella Smith in Amarillo Thursday.

Mr. and Mrs. R. S. West spent the week end at Bellview, N. M. The Study Club will meet Oct. 1, with Mrs. M. E. Burum.

Heiselman News

MRS. B. A. WEST

Mrs. Robert Hobbs and baby returned home Sunday from Gainesville where they have been for the past two weeks.

Brisco West from Hereford spent Friday night in the B. A. West home.

Mr. and Mrs. Gibbs and family from Clarendon spent the week end with her sister, Mrs. Homer Stewart.

Mr. and Mrs. Iris Bohannon and children from California

was Sunday. The birthday cake was a large angel food, baked and decorated by Mrs. Orville Houser and centered the dinner table. House decorations were bouquets of fall flowers.

Fair visitors from this community last week included the families of Paul Rudd, T. B. Cox, H. D. Goldston, Maurice Tannahill, Henry Allmon, Earl Little, Grady Wilson, Merlin Kaul, Al Werner, F. A. Tucker, and E. B. Osburn. Also Marjorie Morrison, Mrs. R. L. Wilson and children, Mrs. Joe Landers and Vesta Mae, Mrs. T. B. Ridgeway, Mrs. Vina Edmonson, and James Nolan; Mr. and Mrs. Orville Houser, Mrs. Jim Dale and Jennie Jean, Gladys, Howard and Homer Gore, Mr. and Mrs. Ralph Durstine of Friona accompanied the Merlin Kaul family to the fair Wednesday.

Mrs. T. B. Ridgeway left Wednesday for her home in Mexico, Mo., after a three weeks' visit in the home of her daughter, Mrs. Al Werner.

Miss Moody Aten of Lella Lake and Miss Radiance Traubough of Cutler Ind., are guests in the Glenn Ruter home.

Mr. and Mrs. H. D. Goldston and family visited Saturday with Mr. and Mrs. William Goldston at Amarillo besides going to the fair.

A. C. Pierce has been confined to his home with an injured foot as the result of stepping on a nail.

Nelson Ross and Glenn Pierce of Hereford spent several days last week with their grandparents, Mr. and Mrs. A. C. Pierce.

Mrs. Ulys Pierce of Hereford did some canning at the A. C. Pierce home Friday.

Mr. and Mrs. L. O. Gore and Howard returned home last week from Hot Springs, N. M., where Mrs. Gore went for treatments.

Mr. and Mrs. W. R. Jones spent the week end at Snyder, Okla., visiting Mrs. Jones' parents. Her father has been quite ill.

J. M. Henderson and son, Roy, exhibited a number of Poland China hogs at the Fair last week.

Dinner guests in the J. A. Roe home Sunday included Mr. and Mrs. Lee Odom and Billy Booker of Plainview, Mr. and Mrs. M. S. Roe and son of Hereford, Mrs. J. T. Newby of Alvarado, and Mrs. Jim Bivins of Everman.

Mr. and Mrs. McLain of Hereford were Sunday night supper guests in the T. B. Cox home.

Mr. and Mrs. T. J. Parsons and sons visited in the home of Mrs. Parson's parents at Claude Sunday.

Mr. and Mrs. Albert Clubb, Patsy Jean and Junior of Petersburg were guests Saturday night in the D. H. Allmon home. Sunday the Allmon and Clubb families drove to Bethel to spend the day in the Jim Bagwell home.

Mr. and Mrs. Vernon Wilson to Abilene Saturday to spend the week end with relatives.

Mrs. H. C. Matteson and Paul

Westway Items

BY MRS. MERLIN KAUL

Mr. and Mrs. W. S. Rice entertained with a dinner Sunday at their home honoring Mrs. Mattie Strickland of Fort Worth who has visited for the past several weeks in their home.

Former neighbors and friends of Mrs. Strickland went to the Rice home at noon with well filled baskets. A bountiful dinner was served to seventy guests who included the families of Earl Little, P. B. Sowell, Merlin Kaul, O. Wilder, Al Werner, Grady Wilson, T. B. Cox, F. A. Tucker, Moody Stephan, Joe Landers, G. C. Hartman, Bill Rice, Mrs. R. L. Wilson, Jack Flowers of Hereford, Mrs. L. O. Gore and Marjorie Morrison, James Nolan Edmonson, J. W. Lee, Jo Ann Witherspoon, Jerry Roy Landers, Wayne Lee and Mrs. Strickland. Other visitors were Mr. and Mrs. E. B. Osburn and Bobby, Mr. and Mrs. Paul Rudd, Mr. and Mrs. H. D. Goldston and family, and Mr. and Mrs. G. T. Bra-sher and daughters of Hereford.

The occasion also honored Mrs. Grady Wilson whose birthday

have been visiting in the home of his parents, Mr. and Mrs. Tom Bohannon.

Mr. and Mrs. B. A. West spent the week end in McLean.

Kelley Grey, Mr. McGeehee and two other men from Westway came up in this community Sunday coyote hunting and had the good luck of catching two large ones.

Bethel Items

MRS. E. R. ROTHWELL

The Rev. Rhodes and family from Hart filled their regular appointment here Sunday and attended the singing convention at Dimmitt in the afternoon.

Harry Sinclair, Mr. and Mrs. Harry Rothwell and Billy Joe Rothwell were Amarillo visitors Sunday.

Mrs. Jim Givans honored her daughter, Mary Elizabeth, with a birthday dinner Wednesday evening. Guests present were Misses Thacker and Duree, Grace Louise Lust and Marlene Rothwell.

Rev. Baker from Thayer, Mo., of the Latter Day Saints church there, is preaching a series of sermons at the school house at night.

Mr. and Mrs. W. H. Allmon, Henry Allmon and family from Westway community and Albert Clubb and family from Petersburg spent Sunday in the Jim Bagwell home. Mrs. Allmon and Mrs. Clubb are Mrs. Bagwells sisters.

Mrs. Cleo Richardson from Bovina and her mother, Mrs. J. G. Davis, attended the fair in Amarillo Thursday. Others who visited that day from our community were Messers and Mesdames Kay Roberts, George Bagwell and Bryan Sinclair.

Mildred, Earlene and Houston Lust entered school at Canyon Monday.

Mr. and Mrs. Will Copeland visited their children in Dimmitt Sunday.

Clurey Phillips and family of Sunnyside visited with his parents, Mr. and Mrs. M. J. Phillips last Sunday.

end in the B. A. Dodson and A. T. Walthall homes at Olton.

Miss Neely Reed spent the week end at the home of her parents at Friona.

Billy Brooks and Dorothy Sinclair visited friends in Amarillo over the week end and attended church there Sunday.

Mr. and Mrs. J. C. Williams spent the week end in Albuquerque, N. M. Mrs. Williams mother, Mrs. J. S. McLain, returned with them.

Mr. and Mrs. Bryan Sinclair, Albert and Ivan Earl, spent Sunday with Mr. and Mrs. Earl Lus and attended the singing convention in Dimmitt Sunday afternoon.

Mr. and Mrs. Joe Thompson and family of Dimmitt visited Mr. and Mrs. M. J. Phillips Sunday.

Miss Kathryn Duree spent Saturday night with her parents in Dimmitt.

Fate Shannon visited with his sister in Amarillo over the week end.

PAYNE Floor FURNACE

Real Heating Luxury for all Homes

REQUIRES NO BASEMENT EASILY INSTALLED

Estimates Furnished FREE

Priced for Any Budget

STREU HARDWARE
Hereford, Texas

Dawn Items

By MRS. CARL WIMBERLEY

Thirty-one attended Sunday school this week.

Almost all the summer-tilled land tried to blow away this week following the hard rain received last week. Drilling and harrowing stopped the damage.

Louie Wedel of Hereford who has worked for A. T. Frye since last year, has joined the Army Air Corps. He is to be stationed at Brooks Field.

Rev. and Mrs. Henard East and daughter, returned to their home at Hamlin, Monday. They were accompanied by Miss Virginia East who went on to Abilene where she will attend Hardin-Simmons University.

Practically everyone attended the Tri-State Fair in Amarillo this week. School was dismissed Friday because of it.

Walter Galley is driving a new car.

Mr. and Mrs. H. E. Miller were dinner guests of Mr. and Mrs. Jim Lipscomb in Hereford Tuesday evening and attended a bridge party at the home of Mr. and Mrs. Frank Gyles afterwards.

Mrs. Charles Benton and children went to Excell last Sunday and visited Mr. and Mrs. Cecil Benton until Thursday night.

Mrs. Martin Campbell of Danile visited Mrs. Lloyd Bentley Saturday afternoon.

Rev. and Mrs. H. M. Redford of Hereford visited Mr. and Mrs. L. A. Smith Wednesday afternoon.

Miss Inez Miller returned home Friday from Whitharal where her school has turned out a month because of cotton picking.

Mr. and Mrs. George Suggs and children visited a week in Tulia recently with her parents, Mr. and Mrs. Walter Fincher.

Jim White is visiting relatives at Breckenridge.

H. H. Miller, president, has announced community night to be held Friday, Oct. 4. Officers are to be elected and an entertainment program is being planned.

Miss Sadie Lee Oliver, CHDA of Hereford, was a luncheon guest of Mr. and Mrs. Carl Wimberley Wednesday. Miss Oliver visited Mr. and Mrs. H. E. Miller later in the afternoon.

Visiting Mr. and Mrs. Johnnie Womble Sunday were Mr. and Mrs. John Wilson of Silverton and Mr. and Mrs. Ezra Bagwell of Canyon.

Mr. and Mrs. Ernest May and Mr. and Mrs. W. A. May and sons went to Hobbs, N. M., Saturday to attend a family reunion. They returned home Sunday.

Mr. and Mrs. L. A. Smith and daughters attended the revival services at the Christian Church in Hereford Wednesday and Friday evening.

Mrs. L. M. Harris, Geneva Williams, Mr. and Mrs. E. E. Doak

Now in Hereford

A Large Selection of

Columbia Phonograph Records

Featuring Numbers by

World Famous ORCHESTRAS

and

Radio Entertainers

See this big line in our Store Today!

Popular Prices!

Hereford Appliance Co.
Hereford, Texas

Sensational Inventions! Amazing Value!

NEW 1941

PHILCO

This new Philco 280X brings you spectacular Philco inventions! Only Philco has them! New kind of Overseas Wave-Band gets Europe direct 5 times easier, stronger, clearer. Built-in American and Overseas Aerial System gives glorious new tone and sensitivity. Brand new Radio Circuit. More tubes for the money. Built to receive Television Sound and FM... the wireless way. See it now!

\$69.95

EASY TERMS ★ LIBERAL TRADE-INS

Hereford Appliance Co.
L. L. WOMBLE HEREFORD, TEXAS

Visit Your Home Furr Food, Compare Prices and Quality!

Serve yourself and SAVE

Libby's **TOAMTO JUICE** No. 2 can. 25c
3 cans 25c

Schilling's **COFFEE** Drip or Regular Grind—1-LB. CAN 21c

Granulated **SOAP** White King brand. Large Size 25c

Bestyett **SALAD DRESSING** Qt. Jar 23c

Early June **PEAS** Reminda. No. 2 Size Can 9c

Million Smiles **VINEGAR** Quart Bottle. 2 FOR 25c

Clabber Girl **BAKING POWDER** 25-oz. Can 21c

Blue Rose **RICE** 2-Pound Package 12c

PRODUCE

YAMS lb. 3c

BANANAS lb. 4c

APPLES Nige Size doz. 19c

CELERY Bunch 10c

A large Variety of Fancy Fruits and Vegetables!

FURR FOOD

Pork Sausage Lb. 10c

Sliced Bacon sugar cure Lb. 17c

BEST SPREAD Oleo. lb. 10c

CHUCK Beef Roast. lb. 17c

GOOD Pork Roast. lb. 15c

ANNIVERSARY

A Year ago we opened our new store and have been favored with a nice business, for which we are very thankful. We are proud to be a small part of Hereford and Deaf Smith County.

SHOP THIS STORE AND
SAVE AT HAILE'S!

HAILE DRUGS

Walgreen Agency

WE SELL FOR LESS

PHONE 99

HEREFORD, TEXAS

We continue to give you the Lowest Prices on your Drug and Drug Sundries needs available — with a large stock to select from. You will enjoy shopping through Haile Drugs, and of course, you always get a large saving on your purchases.

YOU ARE ALWAYS
WELCOME AT HAILE'S!

Visit Our FOUNTAIN

- HOT FUDGE SUNDAE 13c
- CHOCOLATE MINT SODA 9c
- TALL FROSTED LIME 6c

FOR
Better Food
EAT AT
Haile's!

10c TOILET SOAP
LIFEBUOY 5 BARS **23c**

PINT SIZE
MINERAL OIL **18c**

PINT BOTTLE
PEROXIDE .. **19c**

BOTTLE OF 100
ASPRIN . . . **9c**

50c SHAVING CREAM
BARBASOL . **23c**

50c TOOTH POWDER
CALOX . . . **29c**

\$1.00 KENO ALARM
CLOCKS . . . **69c**

PINT MILK OF
MAGNESIA . **14c**

50c LOTION
JERGENS - **28c**

30c BOTTLE
LYSOL - - **16c**

SCHOOL Supplies

- Whiteface NOTEBOOKS 19c
- Masterpiece THEME PAPER 19c
- 10c Pkgs. — 3 FOR
- Sheaffer SKRIP INK . . . 9c
- 25c FOUNTAIN Pens 17c
- Eversharp PENCILS . . . 10c
- Ritefine PENCILS . . . 49c
- Parker and Sheaffer PENS - PENCILS \$1.00 TO \$1.95

Box of 12
ASPIRIN
3c

20c
Tooth Brush
6c

25c
N-R Tablets
16c

25c
Hinkle Pills
8c

25c
FEENAMINT ONLY
17c

Shoe Strings
1c

25c
ZINC OXIDE OINTMENT
9c

10c
Tooth Picks
4c

100
Pure Aspirin
24 FREE!
29c

EVERYDAY NEEDS

- Pint ORLIS MOUTH WASH — 2 for 51c
- 50c Tubes PO-DO SHAVING CREAM — 2 for 50c
- 10c Bars LUX TOILET SOAP — 3 for 14c
- \$1.20 Bottle S-T 37 89c
- 50c PERFECTION HAND CREAM 29c
- Two-Quart Tyson HOT WATER BOTTLE 39c
- Box of 500, Celest CLEANSING TISSUES 14c
- 35c TYSON RUBBER GLOVES 21c
- 10c SCOTT'S TOILET TISSUE — 3 for 17c
- Pound Box EPSOM SALTS — only 8c
- Roll of 150 PAPER TOWELS 9c

Protect Your Health WITH VITAMINS

- Bottle of 100 Capsules HALIBUT LIVER OIL 79c
- Pint Bottle WINE TONIC, B-1 89c
- Pint Size COD LIVER OIL 69c
- \$1.00 IRONIZED YEAST 67c
- 100 Capsules COD LIVER OIL 76c
- 100 BREWER'S YEAST TABLETS 39c
- 250 YEAST AND IRON TABLETS 98c
- Bottle of 100 SUPER "D" PERLES \$1.98
- 100 COD LIVER OIL TABLETS 59c

SAVINGS ON HOME NEEDS!

 Mastercraft HEATING PAD Two Heat Control Camel's hair cover with snap fastener. 1.98	 "Sure Time" ALARM CLOCK 98c Smart-looking and accurate. Choice of colors.
 FULL SIZE FLAT IRON Modern Design 98c	 HUDSON BAY TOWELS 150-sheets with holder 26c
 SPOTLIGHT BED LAMP With magnifying lens 49c	 ELECTRIC TOASTER 2-slice model. Only 89c

First Aid Needs!



Physicians & Surgeons
FIRST AID KIT
For Only **79c**

Here's a handy kit for the home, office and car. Contains all the essentials for first aid treatment. Compactly enclosed in a metal case. Get a couple during this sale.

 QUICK-STRIPS Mercur'ome or Borated 19c	 ADHESIVE TAPE 1 in. x 2 1/2 Yds. 10c	 GAUZE BANDAGE 1-inch Wide 5c
 ABSORBENT COTTON 1-oz. Box 10c	 SURGICAL GAUZE 5 Yards 55c	 MERCUROCHROME 1/2-oz. 9c

TOILETIE SALE!

- | | |
|---|---|
| LA DONNA COSMETICS
Face Powder, Creams, Skin Tonic, Rouge and Lipsticks.
50c EACH
Any 3 Items for \$1.00 | CORN HUSKERS LOTION 19c |
| WOODBURY'S LOTION — only 23c | CALOX TOOTH POWDER 29c |
| HIND'S LOTION 34c | HAIR TONE HAIR OIL 33c |
| NON-SPI DEODORANT 37c | NOX ZEMA CREAM 16c |
| LADY ESTHER CREAM 36c | ORLIS TOOTH PASTE — 2 for 35c |
| CHAMBERLAIN'S LOTION 63c | PEPSODENT ANTISEPTIC , 2 for 29c |
| POND'S CREAM 39c | IPANA TOOTH PASTE 29c |
| WODBURY'S FACE POWDER 37c | CHAMBLY LOTION 25c |
| | WOODBURY'S TOILET SOAP 6c |
| | \$1.25 Toilet Water |
| | COTY'S, with Atomizer 98c |
| | \$1.00 COTY'S FACE POWDER 79c |

SPECIAL BUYS IN DRUGS

- | | |
|---------------------------------------|--|
| Box of 24 ASPIRIN TABLETS 5c | 25c Box EX-LAX 17c |
| \$1.20 Bottle SYRUP PEPSIN 69c | 25c Size CARTER'S PILLS 15c |
| \$1.00 CARDUI TONIC 59c | Pound Box PABLUM 29c |
| \$1.00 ADLERIKA, Laxative 63c | 25c Size CASTOR OIL 14c |
| 75c CASTORIA 37c | \$1.25 Liniment ABSORBINE JR. 89c |

10c
Ash Trays
3c

30 Feet
Wax Paper
3c

SALT and PEPPER Shaker Set
4c

Dish Cloths
2 FOR **5c**

1x1 In.
Adhesive Tape
2c

10c
Vegetable Brush
3c

25c
SYRUP
Black Draught
13c

10c
Wash Cloths
4c

GLASS
Fruit Reamer
4c

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher
J. M. GILBERT Editor

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NOTICE TO PUBLIC

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

WHICH CHURCHES

ASSEMBLY OF GOD CHURCH
12 blocks north of high school
A. A. Daly, Pastor
Sunday School.....9:45 a. m.
(Lester Galley, Supt.)
Preaching.....11 a. m., 8 p. m.
Midweek Services Tuesday and Friday.....8 p. m.
Welcome to all.

CHURCH OF CHRIST
Bible Classes, each Sunday.....10-11 a. m.
Bible Discourse.....11-11:45 a. m.
Communion Service.....11:45-12

BAPTIST CHURCH NEWS
Rev. W. E. Barnes, Pastor
Order of Services
Sunday School.....9:45 a. m.
A. O. Thompson, Supt.
Morning Worship Service.....10
A. M.; Sermon
Mid-week Prayer Service
S. T. U.....7 p. m., Jimmie Allied, Director.
Evening Worship.....8:15 p. m.
Wednesday.....8:15 p. m.

THE METHODIST CHURCH
Sunday School.....9:45
Morning Services.....10:30
Young People.....6:30
Evening Services.....7:30
Missions Societies each Wednesday.....3 p. m.
Prayer Service Wednesday night.....7:30

FIRST PRESBYTERIAN CHURCH
James Alken, Jr., Pastor

Sunday School.....9:45 a. m.
(G. M. Hudson, Supt.)
Morning Worship.....11:00 a. m.
Young Peoples.....6:30 p. m.
Evening Worship.....7:30 p. m.
Mid-Week Service.....7:30 p. m.
(Wednesday)
A cordial invitation is extended to all who so desire to worship with us.

SERVICES AT THE CHRISTIAN CHURCH
H. M. Redford, Minister
J. C. Ricketts, Superintendent
Bible School.....9:45-11 a. m.
Morning Worship.....11-12 a. m.
Endeavor.....6:30-7:30 p. m.
Evening Worship.....7:45 p. m.

The final services of the three week's evangelistic campaign will be conducted next Lord's Day. This promises to be a great day in the life of the Church. You will want to hear the closing messages of our Evangelists. Come and bring your friends.

BAPTIST CHURCH NEWS
Sunday is our annual promotion day. We are anxious that every pupil in Sunday School be present. We have set a goal of 550 and we want you to help us meet it. Special exercises have been planned for the morning hour and it is essential that every pupil be there. Mr. Stroble and Mr. Thompson have been working with a special committee to make the service worth while.

The members of the B. T. U. will have their promotion program at the regular Training Service hour. The members of the Senior Union under the direction of Miss Imagene Cotton and Mr. Stroble will have charge of the evening preaching hour presenting a special program. They have a message to bring us that every church member should hear.
We invite everyone who will to worship with us next Sunday.
W. E. Barnes, Pastor.

Try These Stunts Sometime -- When You Are Feeling Peppy

Austin.—It takes more than brute strength to perform many of the "p. t. q." tests devised by a University of Texas physical training expert.
Dr. D. K. Brace is perfecting the tests, which indicates your "physical training quotient" just as intelligence tests check up on your mind. Intelligence, strength, ability, balance and coordination are to be measured in the finished list.
Here are some of the more difficult of Dr. Brace's tests. See what you can do with them.
1. Stand with feet together. Jump into air, making a full turn to the left. Land standing on same spot. Don't lose balance. Don't move feet around in landing.
2. Stand on right foot. Grasp left foot behind right knee. Bend and touch left knee to floor and stand up without touching any part of the body to floor or losing balance.
3. Hold toes of either foot in opposite hand. Jump up and jump free feet over foot that is held, without letting go.
4. Stand with both feet together. Squat down putting hands through knees. Clasp hands in front of ankles.
5. Kneel with toes flat on floor behind you; feet together. Jump to feet without rocking.
6. Cross both arms in front of your chest. Sit down cross-legged and get up again without losing balance and without uncrossing arms.
7. Stand on your left foot. Place right foot against knee, with right knee pointing out to the

LOCALS

Miss Vera Jean Kerr of Buncombe, Ill., is here for an indefinite stay with her uncle and aunt, Mr. and Mrs. C. F. Kerr. She returned with her brother, Ernest Kerr of Amarillo, who spent his vacation in Illinois. Also returning with Mr. Kerr from a visit in Tennessee was Mrs. Fannie Craddock who will spend the winter in the home of her daughter, Mrs. Will S. Kerr.

Merlin Conklin went to Lubbock Monday where he has enrolled at Texas Tech.
Miss May Millard has returned to Dallas where she is employed. She is the daughter of Mr. and Mrs. Fred Millard.

Guests in the C. L. Whitehead home this week are Mrs. Whitehead's niece, Miss Dolly Velma Smiley of Celina, Texas and Mr. Whitehead's nephew, J. A. Rogers and Mrs. Rogers of Ft. Sumner, N. M.

Mrs. W. E. Hicks of Garden City, Kan., has been visiting friends and relatives in Hereford this week. Her son, Caldwell Hicks returned to Kansas Sunday but Mrs. Hicks remained for a longer visit here and with relatives in Canyon.

Mr. and Mrs. John Haberer returned Tuesday from North Bend, Neb., where they accompanied his sister, Mrs. Charles Miller, who had been visiting relatives here. While there they attended the funeral of another sister, Mrs. Robert Hartman who died suddenly following a long illness.

Mrs. A. G. Lobdell and daughter, Mrs. W. P. Kramer of Franklin, La., and Walter Lobdell of Houston are here for a two weeks visit in the Travis Dameron and Woodrow Ireland homes. Mrs. Dameron and Mrs. Ireland are Mrs. Lobdell's daughters.

Mr. and Mrs. Wm. Parker of Shreveport, La., left Tuesday after a brief visit with his mother, Mrs. G. A. F. Parker. While they were here a number of family get-togethers were held to include Mr. and Mrs. George Parker of Amarillo and the C. C. Acker family here. Mr. Parker is connected with the Federal Bureau of Investigation.

EXPECTED GUESTS.
Expected guests who plan to visit in the N. E. Milburn home next week are Mrs. F. E. Walker of Lone Wolf, Okla., and Mrs. Loyd English of Altus, Okla.

Mrs. Henry Hastings and Mrs. Ralph Hastings were in Tulsa Thursday to visit Mrs. Henry Hastings' mother, Mrs. G. F. Tomlinson, who has been seriously ill. Mrs. Tomlinson is reported much improved and is now able to sit up.

Kenneth Keeton of Chicago visited his sister, Mrs. Glenn

right side. Stand thus for ten seconds with eyes closed.
8. Stand straight. Raise left foot from floor. Sit down on right heel, extending left leg out straight in front of you. Go back to standing position without losing balance. Do the same with opposite foot.

WEST TEXAS FEED & SEED

Top Prices for Your Cream, Poultry and Hides!
Wheat Treating
Ceresan
Copper Carbonate
For Poultry
Now is the time to Worm and get your Pullets and Hens ready for Winter.
Merit Egg Mash
Tip-Top Egg Mash
Square Meal Egg Mash
For Range Cattle
Cottonseed Cake
Sweet Cake
Block Salt
Sack Salt
For Dairy Cattle
Mo-Milk Dairy Feed
Square Meal Cow Feed
Lawn Grass
Kentucky Blue Grass
English Blue Grass
White Clover
Bermuda Green
Vigoro Fertilizer

Boardman and Mr. Boardman last week.

BILLY SMITH BREAKS ELBOW
Billy Smith, employee of Packard Milling Co., broke his arm Friday in a fall which occurred when he slipped and fell on some steps. The bone was broken off the end of his elbow.

J. A. Loerwald has returned from a three month's stay in the Veteran's hospital at Amarillo. He is reported very much improved.

Spending the week end in Hereford with Mrs. E. W. Harrison were her children, David Harrison and family of Farwell, and Mrs. J. M. Simpson Jr., and family of Amarillo. Also here was Mrs. J. M. Simpson Sr. of Amarillo.

Mr. and Mrs. Cliff Hicks and daughter, Mary Beth, and son Bobby left last week for a three weeks vacation trip. In Centerville, Ohio, they will visit his mother and in Chicago, Ill., they will visit her relatives. Before returning to Hereford they plan to go to Minneapolis, Minn., for a visit to their old home.

Mr. and Mrs. D. H. Alexander transacted business in Amarillo yesterday.

Mr. and Mrs. Barry Wheelers and baby of Amarillo and William Dean Hawkins of Springer, N. M., spent the week end with their parents, Mr. and Mrs. D. W. Hawkins.

BE CAREFUL HUNTERS

With the hunting season under way in Texas officials of the CCC have issued their usual appeal to sportsmen to be very careful while in the fields or woods near CCC camps. Hunters are asked to refrain from shooting within rifle range of camps. There have been comparatively few accidents in the past due to the excellent cooperation of sportsmen, and CCC officials hope that it may continue.

A man with a hoe is the best weed-killing machine.

The New...
REMINGTON JUNIOR DELUXE
There's a Remington Typewriter for every need... and on **EASY TERMS \$29.50 up**



Inexpensive, yet sturdily built with all the features necessary to provide you with years of accurate typing.

FREE! Touch Method Instruction Booklet, containing charts, diagrams and actual lessons to help teach you to type with ease.

SPECIAL! Handsomely bound, sturdy, Corvian Case, made of 3-ply wood, is included in the exceptionally low price of the Junior Deluxe.

TYPING PAPER Packed in BOXES! ... More Convenient ... Saves Waste A good quality paper. Box of 500 Sheets **65c**

The Brand PHONE THIRTY

Don't Let This Be a Picture of YOU!

Why Not Take Advantage of Our

Thrifty Service

ALL FLAT WORK FINISHED
Wearing Apparel returned Damp and Ready to Iron (without starch)..... **Lb. 4c**

Phone 298. Give this service a trial. We call for and deliver

Hereford Laundry & Dry Cleaners
PHONE 298 — W. L. AYERS, Owner
WHAT HELPS US HELP THE TOWN



READ THE CLASSIFIED ADS

Wanted
WANTED: Housekeeper, light work, room and board and salary to suit. J. M. (Pete) Murchison. 37-11c.

WANTED: To exchange Maytag electric washing machine in good condition for laundry work for family of two. H. C. Aulick. Phone 648. 39-11c.

WANTED: Flower cuttings. Hi-Y Club to start pot flowers for their winter project. Call Nadynne Newell, Ruth Temple Hastings, or Margaret Olson. 39-11p.

For Rent

FOR RENT: Nicely furnished bedroom close to Central School. Women only. Telephone 672-W. 37-31c.

FOR RENT: Apartment with private bath and General Electric refrigerator. Mrs. Hattie Ruth-erford. 39-31p.

FOR RENT: Small garage bedroom. Nice for one person. Mrs. Ida Ricketts. Phone 692-J. 39-11c.

FOR RENT: Apartment and bedroom, all bills paid. Mrs. W. M. Megert, 400 Lawton Ave. 39-11c.

FOR RENT: A 3-room furnished apartment down stairs. Cummins Apartments. Mrs. J. C. Cummins. 405 East Third St. 39-11p.

FOR RENT: Housekeeping room for short time. Electric refrigerator. 710 East Third Street. 39-11c.

For Sale or Trade

FOR SALE: Used Household furniture. 221 Kibbe St. 39-11p.

ALFALFA seed for sale, free of Johnson Grass, etc. See Maurice Tannahill, first house east of Westway Store. Can Furnish Local References as to germination of seed. 37-31p.

FOR SALE: Well grained hegarri bundles. 5 1/2 miles southeast of Hereford. Mrs. H. S. Arnold. 38-31p.

POTATO LAND to lease. Potatoes and lumber for sale. See J. L. Fuqua. 38-31c.

FOR SALE: Grimm Alfalfa seed. Re-cleaned, sacked and guaranteed. H. Friemel, Dawn, Texas. 38-31p.

FOR SALE: Van Brunt 20hole wheat drill. A-1 condition. See L. M. Turner, 707 25-Mile Ave. 38-31p.

FOR SALE: Sewing machine and 2 two-wheel trailers. J. F. Merritt, at London Barber Shop. 39-11p.

FOR SALE: 16 hole disc wheat drill. Quit farming. East side of Hereford, Route 1, K Street. C. E. Cantrell. 37-31p.

FOR SALE: 12-Foot Baldwin Combine A-1 condition none better for row crop harvesting \$375.00. R. J. Peck, 322 Oliver-Eagle Building, Amarillo, Texas. Will come to see you on receipt of letter. 36-41c.

FOR SALE: Good small ranch, 2,158 acres located west part Farmer County. Price 9.50 per acre. Can give reasonable terms. M. A. Crum, Friona, Texas. 39-11p.

FOR SALE: Chevrolet truck, runs good, \$90. Moline Wheat Drill, 16 hole, 10 inch space, \$75. International tractor with good rubber tires, \$275. This equipment is in good condition and ready to use. B. B. Farmer or Glenn Snyder at Texas Service Station. 39-21p.

FOR SALE: Improved irrigated farm. Price \$25 per acre. Can give some terms. See us for bargains in Farm and Ranch lands. M. A. Crum, Friona, Texas. 39-11p.

BRAKE LINING
Bring your shoes in and we will reline your brakes. Miller Auto Store. 48-52c.

FOR SALE OR TRADE: Excellent, very fertile Arkansas Ozark suburban home. Electricity and city water. Excellent for fruits and vegetables. Stacia Irene Crawford, Phone 545-W. 39-31p.

Watermelons, tomatoes — at cheap price. Raised on the Ralph Rundell farm at Earth. New shipment daily. J. A. Dundam, by Daniel's Tire Shop. 38-11c.

FOR SALE: Farms and Ranches in Texas and New Mexico. City Property in many Panhandle towns, also several irrigation farms in good water districts. CARRELL and SCOGGINS, Dimmitt, Texas. 34-61p.

FOR SALE OR TRADE: Farmall tractor on rubber with power lift, 2-row lister, and planter at-

CORNER DRUG STORE

The *ReXall* Store
PHONE 105-HEREFORD FREE DELIVERY

Right when you need many new drug store items for fall and winter, comes this Rexall Drug Store Sale with its many timely, big values. There are values for the whole family. Be here early!

WE DON'T BELIEVE IN LUCK
That's why we use a double checking system to guarantee absolute accuracy in compounding your prescription. And we use only the finest of fresh, full-strength materials, too.
HAVE YOUR PRESCRIPTION FILLED AT THE *ReXall* STORE

ReXall MILK OF MAGNESIA
Free from earthy flavor—extra refined so you get the full benefits in pleasant-tasting way.
FULL PINT **29c**
A *ReXall* PRODUCT

Firstaid QUIK-BANDS
Bandages all ready for you when most needed. No need to bother with makeshift-bandages. You get 10 individually sealed bandages.
A *ReXall* PRODUCT
A READYMADE BANDAGE
10c UP

FALL NEEDS and Save

ASPIRIN TABLETS 100 Puretest 49c
5-Grain

ALKA SELTZER 60c Size 49c

REX SELTZER 60c Size 39c

WOODBURY SOAP 4 Bars 26c

Beautiful floors WITHOUT SCRUBBING
Floor-brite liquid wax gives your floors that lustrous polish without scrubbing. Dries to a hard lustre quickly.
ReXall Floor-brite **89c** FULL QUART
A *ReXall* PRODUCT

SPUNTEX genuine Latex rubber gloves
For washing dishes, washing the car or for general housework you'll want a pair of these Spuntex Rubber Gloves. Patterned finger tips guard against slipping—save dishes.
ReXall Spuntex **19c**
A WIDE VARIETY OF STYLES AND PRICES

ST. REGIS ALARM CLOCKS
89c

REXETTE (12") Sanitary Napkins
14c

50c PROPHYLACTIC TOOTH BRUSH
29c

Mi31 Antiseptic Solution
Be safe, be sure with Mi31, and get the greater economy of Mi31 as well. **49c**

REMEMBER THE *ReXall* DRUG STORE FOR BEST VALUES ALWAYS

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Mrs. Phillips Is Hostess For Study Group

"The North East" was the theme for the afternoon's study for the Lone Star Study Club Tuesday at the home of Mrs. Earl Phillips, Mrs. E. W. Young was assistant hostess.

Roll call brought out interesting facts concerning the cities of the north and eastern part of the United States.

In a topic "The Flowering of New England" Mrs. Nelson McRight discussed the work and achievements of poets of New England giving excerpts from Longfellow, Nathaniel Hawthorne and others.

Mrs. Jim Williams reviewed the book "Grandma Called It Carnival" by Bertha Damon in which the author has depicted typical New England family life. Mrs. Williams described the book as an example of New England home life dominated by the oldest member and traced the slow development of that section of the country to the general outlook of the older generation.

A business meeting was held after the program when Mrs. O. L. Click was appointed recording secretary to take the place of Mrs. Tom Majors who will be out of town the entire club year.

Mrs. Allen Bell was named "pioneer mother" and with five others, named by the various clubs of the city, is being honored at the Golden Jubilee Tea this afternoon.

Eight members of the club planned to attend the Seventh District Club Institute which will be held in Plainview Saturday.

Those present were Mesdames Nelson McRight, C. F. Moore, Louie LeGrand, Joe Kendall, Homer Henslee, Jim Higgins, Jack Grady, B. R. Dixon, O. L. Click, Ellis Coombes, Roger Corbett, R. G. Blue, Guy Newsom, C. O. Phillips, Earl Phillips, A. Petersen, Owen Stagner, Ralph Smith, Robert Thompson, Ralph White, Lawrence Womble, Jim Williams and E. W. Young.

Church Society Enjoys Luncheon

A large crowd of interested Methodist women took part in the Fellowship Luncheon held at the church yesterday.

The women's work in the church has been reorganized since unification and the local society under the new name "Woman's Society For Christian Service" has been divided into four groups which will meet once each month at a fellowship luncheon and business meeting. The other three Wednesdays of the month will be given over to study work and each group will meet separately. The executive board will meet one week previous.

Wednesday's meeting inaugurated the first luncheon. Tables were attractively decorated with fall flowers and an informal luncheon program with Mrs. G. W. Newsom presiding was given. America was sung in unison and guests were introduced. Mrs. F. T. Roloson gave the invocation.

After the luncheon a program was presented in the missionary room with Mrs. D. W. Hawkins in charge. Mrs. Wm. McGeehee gave the scriptural reading followed by prayer given by Mrs. J. F. Ward.

Mrs. D. W. Hawkins spoke on "Our Heritage." The heritage of Methodist women as applied to women of the church. She discussed the mission work before

Group Is Reorganized

A re-organization meeting was held by members of the Y. W. A. of the First Baptist Church Monday evening at the church. Plans were made to divide the

and after unification, explaining whence our heritage comes and introducing the changed map.

During the business meeting reports from all committees were heard. 18 charter members were added to the roll.

Circles will meet next week at the following homes: Circle 1, Mrs. J. C. McCracken, Circle 2, Mrs. E. W. Harrison, Circle 3, Mrs. I. H. Spratt and Circle 4, Mrs. L. W. Carlyle.

"American Club Women" Studied By Club Group

"American Club Women" formed interesting subjects for discussion when members of the Pioneer Study Club were entertained at the home of Mrs. J. E. Beyer Tuesday afternoon. Mrs. Wirt Phillips was co-hostess with Mrs. Beyer.

Mrs. Ray Johnson was leader of the program. She discussed "What Every Club Woman Should Know" bringing out facts stressed by the state federation and touching on parliamentary law.

Mrs. Wirt Phillips presented "The Saga of American Women" which gave in detail the part American women have played in the development of the nation. Mrs. Phillips traced the history of women's clubs and organizations and told of the present day value of women's clubs to the nation's welfare.

The federation song was sung and the club motto repeated in conclusion.

Those attending the meeting were Mesdames A. G. Bell, J. E. Beyer, H. A. Close, Burl France, N. E. Gass, J. M. Gilliland, C. T. Guseman, Bob Higgins, E. S. Ireland, J. B. Jones, Ray Johnson, F. M. Kester, L. Lucas, Marvin Norwood, Wirt Phillips, Frank Terrell, Al Werner and Jim White.

New Deal Club Meets With Mrs. Miller

New Deal Club was entertained at the home of Mrs. Alton Miller Friday afternoon.

Purple petunias and orange colored nasturtiums established a color note for the party with tallies and other accessories carrying the same colors.

Score awards went to Mrs. Sylvester Slagle, high and to Mrs. Ralph Hastings, second high.

Those playing were Mesdames Louis Woodford, B. Y. Crosthwait, Frank Huckert, Urllin Streu, Sylvester Slagle, Ralph Hastings, and the hostess.

Rebekahs Hold Joint Meeting

A joint session of the Amarillo Canyon and Hereford Rebekah Lodges was held here Tuesday night at the I. O. O. F. Hall.

The occasion was the anniversary proclamation celebration honoring the 89th year of Rebekah Lodge work.

Mrs. Vera Young and Mrs. Verdie Ellis of Amarillo, deputies, were in charge of the program.

To open the program the flag was presented and the Oath of Allegiance repeated, followed by group singing of the Star Spangled Banner.

Miss Lucille Martin of Amarillo presented a musical number and Mrs. Tibbett gave an appropriate reading. The "History of the Rebekah Lodge" was given by Mrs. Vera Young. Talks were made by Earl Orebaugh, state official of Tyler; Mrs. Louise Orebaugh, vice-president of the Rebekah Assembly of Texas; of Tyler; Mrs. Jessie N. Ross, past-president of the Rebekah Assembly of Texas, of Amarillo; and John T. Ross, past grand master of I. O. O. F. of Texas, Amarillo.

Thirty-three members of the Amarillo organization and 8 members of the Canyon group participated in the meeting.

Other out-of-town guests included members of the Dimmitt organization, and representatives from Tyler and Cheyenne, Wyo.

A social hour was enjoyed after the program and refreshments were served with Mrs. Hazel Sparks in charge.

Class Elects Officers

New officers were elected at the Win One Class meeting held Tuesday afternoon at the Methodist church with Mrs. L. Ellis acting as official hostess.

Chosen as leaders for the group for the coming year were Mrs. D. H. Bryant, president; Mrs. M. M. Beavers, vice-president; Mrs. Wm. McGeehee, secretary; Mrs. H. H. Hawkins, treasurer; Mrs. E. W. Harrison, devotional leader; Mrs. I. H. Spratt, flower committee; Mrs. J. F. Ward, teacher; Mrs. D. W. Hawkins, assistant teacher; and

Mrs. Fred Millard, reporter.

Members of the class voted to plan a bazar to be held before the Christmas holidays and to make a quilt to be sold for class funds.

Those present were Mesdames J. F. Ward, Wm. McGeehee, L. Ellis, E. B. Black, E. W. Harrison, Luther Pevely, D. H. Bryant, M. M. Beavers, J. B. Hammer, Hattie Rutherford, Andy Thomas, Syd Brown, E. J. Hudson, H. H. Hawkins, Fred Millard and Mrs. Woolery.

FAREWELL PARTY IS GIVEN MRS. HELLMAN

As a farewell courtesy to Mrs. H. Y. Hellman who left Monday to make her future home in San Francisco, Calif., a group of friends gathered at the home of Mrs. A. H. Streu Thursday afternoon for a gift party by way of saying "goodbye." Gifts were presented at the surprise affair and best wishes extended.

Taking part in the party were Mesdames Louis Gaetz, Vincent Stelzer, Oscar Hellman, Noel Andrews, Gene Loerwald, L. T. Beizer, J. A. Loerwald, F. Redder, Henry A. Hoffman, Arthur J. Schneider, John Albracht, M. H. Koelzer, Urllin Streu, Misses Agnes Hellman, Martha Erdman, Katie Erdman, the honoree and the hostess.

Miss Myrtle Murray of the State Extension Service visited her cousin, Mrs. Glenn Boardman last week.

Hubert Freeman of Big Springs visited Mrs. Freeman and son, Don Wallace, over the week end. Mrs. Freeman is visiting her parents, Rev. and Mrs. M. M. Beavers.

Mr. and Mrs. J. D. Smith and daughter, Juanita, of Ralls and Mr. and Mrs. K. V. Smith of Santa Fe, N. M., visited in the home of their daughter and sister, Mrs. Cawthon Bryant and family this week.

Mr. and Mrs. Harold Spratt and son, Harold Miller, of Big Springs, visited here over the week end with his mother, Mrs. I. H. Spratt.

Jack Smith, son of Mrs. Vera Smith, enlisted in the United States Marines last week and has already gone to his station at San Diego, Calif. He hopes to be placed in the aeronautics department.

Mrs. Corrie Turnbow returned from Anadarko, Okla., Wednesday evening. She had been visiting relatives and friends for five days.

PERSONALS

RETURN FORM VACATION

Mr. and Mrs. Claude Ricketts returned Monday from a three weeks vacation which began September 5, when they left Hereford for Dows, Ia. There they were joined by Mr. and Mrs. H. M. Ball and they went to Minnesota to spend a week fishing. From there Mr. and Mrs. Ricketts went to Winnipeg, Canada and then returned to Hereford.

J. E. HILL RECOVERING

J. E. Hill is slowly improving from an illness of about six weeks duration. He was able to be up this week, but previously had been in bed and spent two weeks in the hospital.

JACK SMITH JOINS MARINES

Miss Myrtle Murray of the State Extension Service visited her cousin, Mrs. Glenn Boardman last week.

Mrs. Fred Millard, reporter.

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FOUNDATION GARMENTS

Gossards and Venus



Any types or styles to fit the individual; for the tall, the short, and the stout woman. Let us show you and fit you. Experienced coster to instruct the fitting.

- Lingerie
- "Musingwear"
- "Kayser"
- "Lorains"
- "Kickernicks"

- Broadcloth
- Pajamas
- Bunny Gowns
- Balbriggans
- Gowns...

... Coats

Ladies, while our stock is complete, make your selection early. A small deposit will reserve your coat.

Fashion Dress Shoppe



We've Got It!



PLYMOUTH
THE ONE FOR 41

The New Plymouth with **POWERMATIC SHIFTING**

Try it... Today

It's here today! The beautiful new Plymouth for you to see! With amazing new 4-way step-up in performance—new high torque, greater horsepower, new gear and axle ratio, new transmission. Available now too, on all models, new Powermatic Shifting! Gives vast reduction in driving effort, actual elimination of certain shifting motions

in normal driving, now less gear shifting! Let us show you this great advancement. Expect to be surprised and delighted when you see the New 1941 Special DeLuxe Plymouth—glamorous with Fashion-Tone—a miracle in color, fabric and appointments! Expect to be amazed when you try Powermatic Shifting! It's here now—Try it today!

IRELAND MOTOR CO.

19 MAJOR ADVANCEMENTS

CLOSE DRUG STORE

Visit Our Soda Fountain for a Real Hot Lunch, served daily for only 30c! Choice of Meats, Two Vegetables, Salad, Hot Rolls, Coffee, Tea or Milk! **A Real Meal... and only 30c**

Again, we offer you Nationally Known Products at Lower Prices. Shop With Us!

75c BOTTLE	LISTERINE Antiseptic	49c
\$1.20	ZONITE ANTISEPTIC	49c
30c	LYSOL	19c
FULL QUART	Russian MINERAL OIL	79c
60c	SYRUP PEPSIN	39c
\$1.25	CREOMULSION	89c
35c	BROMO QUININE	19c
\$1.00 HAIR TONIC	LUCKY TIGER	69c
50c SHAVING CREAM	BARBASOL	29c
\$1.00 GEM	RAZOR and BLADES	39c
55c	POND'S CREAM	39c
50c TUBE	IPANA TOOTH PASTE	27c
75c	FITCH'S SHAMPOO	49c
50c DR. WEST 6-OZ.	NEW VRAY	39c
\$1.25	ABSORBINE JR.	69c
74c	VICK'S SALVE	49c

Vitamin Products

100	A B & G CAPSULES	for \$2.69
50	CONCENTRATE CAPS	for \$1.39
100	NATOLA CAPSULES	for \$1.97
100	IRON & YEAST TABLETS	for 39c
100	COD LIVER OIL TABLETS	for 49c
100	HALIVER OIL CAPSULES	for \$1.29

SAVE on these SPECIALS

30c	CAMPHO PHENIQUE	19c	50c	WITCH Hazel	14c
50c	ANALGESIC BALM	19c	60c	Alka Seltzer	49c
100 Tablets	MILK OF MAGNESIA	39c	95c	Dr. West	19c
25c Infant	SUPPOSITORY Glycerine	9c	25c	J&J	17c
Regular 10c	NOTEBOOK FILLER—3	for 19c	15c	Parker	9c
\$1.00 Nose & Throat	ATOMIZER	79c		QUINK INK	9c
25c Palmolive	SHAVING CREAM — 2	for 33c			
50c Special	ALMOND LOTION (6-oz.)	19c			
1-Lb. Bar	CASTILE SOAP	29c			

Dancing Millage

Hose

A real Hose and guaranteed

89c \$1.00 \$1.25

Hot Fudge

or BUTTERSCOTCH SUNDAR

10c

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Luncheon Is First Meeting of Music Club

Attractive in every detail was the opening luncheon held Monday by members of the Music Study Club at the Rose Room at Ike's Cafe.

Two long tables were arranged for the initial luncheon meeting. Blue moonflowers in crystal containers were placed at intervals the table's length flanked by blue candles in crystal candelabra. Place cards carried out a seasonal motif with woodlike surfaces decorated with tiny pine cones.

After the luncheon a business meeting was directed by Mrs. H. L. Broadwell, president. Reports were given by officers and committee reports were heard. Appointments to the following committees were made. Assistant historian, Mrs. C. R. Smith; phone committee, Mrs. J. B. Jones, chairman; Radio, Mrs. C. C. Acker; Rural school music and music in the home, Mrs. Troys Carmichael.

The club voted to extend an invitation to the Seventh District Federation of Music Clubs to hold the 1941 annual meeting in Hereford. Members who attend the district meet to be held in Quannah on October 17-18-19, will extend the invitation.

Mrs. A. C. Thompson read the Music Club Collect and suggested as a motto for the coming year's work the following quotation from Chas. W. Landon. "Music is God's best gift to man, the only art of Heaven given to earth that we take again to Heaven. But music like all our gifts, is given us in the germ, it is for us to unfold and develop it by instruction and cultivation."

After a vacation from club work during the summer months, members are looking forward to the activities planned for the fall and winter. Attractive year books reveal plans for interesting programs and special social events. A two year course of study has been adopted under the title, "What to Listen for in Music." Pan-American Music will fill Octobers program and "Internation-

JUNIOR MOTHERS ORGANIZE

Mothers of members of the junior class of Hereford high school met at the school Tuesday afternoon to organize a Junior Mothers Club. The club's paramount interest will be the junior class and plans were made for activities which will further class interests and to finance class activities. One of the first objectives to be named for consideration was the Junior-Senior Banquet, an annual event, and the group voted to sell hamburgers and coffee at football games as one way of making money.

Regular meetings will be held the first Monday in each month and the following leaders were chosen: President, Mrs. Ralph McCullough; vice-president, Mrs. Elmo Lawton; secretary, Mrs. A. Petersen; treasurer, Mrs. J. H. Trimble and reporter, Mrs. L. H. Lookingbill.

"Nationalism in Music" will be studied in November. "Church Music" will be featured in December with a Christmas party highlighting the holidays. Chapters one and two of the study course will furnish interests in January with Rhythm, and Melody given special attention in February. March will bring the annual Guest Day program and a program on Texas Composers. Opera and Music Drama and a Musical Review will bring the year's study to a close in April. As has been the custom for years Music Week will be observed with special programs and the annual spring luncheon will complete the year's activities.

Attending the luncheon were Mesdames J. B. Jones, J. C. McCracken, C. J. Mountz, Wiley Roberson, S. P. Rosson, A. J. Schroeter, Glenn Snyder, C. R. Smith, W. J. Stanford, A. C. Thompson, A. O. Thompson, C. C. Acker, J. E. Beyer, H. L. Broadwell, Troy Carmichael, Ellis Coombes, R. P. Coneway, W. E. Dameron, C. H. Dyar, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, H. H. Hawkins, Misses Ruth, Conkright, Eloyce Pitman and Mattie Mae Swisher.

PRESBYTERIAN WOMEN MEET

The first general fall meeting of the Woman's Auxillary of the Presbyterian Church was held at the church Wednesday, September 18.

The young women's group had charge of the program which featured "Churches in other Lands." A radio-broadcast theme was used with Mrs. David Perry as official announcer. Those taking parts on the program were Mesdames James Aiken, Paul Mathers, Will S. Kerr, J. T. Gilbreath Jr., and Ralph Hastings.

A prayer retreat prepared by a Synodical officer was led by Mrs. J. E. Ferguson.

CARD OF THANKS

We wish to express our appreciation for the kindness shown us by our many friends during our recent sorrow.

May the Lord richly bless each one.

W. W. Bennett and family.

John I. Willoughby Is B&PW Speaker

John I. Willoughby, history teacher in Hereford high school, was principal speaker at the meeting of the Business and Professional Woman's Club held at the court house Monday night.

Mr. Willoughby gave the platitudes of the republican and democratic parties today, explained the two party systems, told why we have political parties in America and traced the history of both political parties, commenting on their differences and basic similarities.

The program was under the direction of Mrs. Jewell Dodson. After the program a business session was conducted by the president, Miss Belle Harris. Members voted to finance car expense to the district meeting which is scheduled for October 12-13, in Vernon.

Attending the meeting were Belle Harris, Ruby Carmichael, Ursalee Jacobsen, Jewell Dodson, Inez Clark, Faye Brady, Besse Smith, Ann Holman, Mattie K. Robinson, Virginia Bowman, Verna Culpepper, Clara Wedel, Dyalithia Brady, Sadie Lee Oliver, Martha Schumann, Alma Paetzold, Rebecca Singletery, Lois Moore, Ione Green, Evelyn Stelzer and Leta Kaul.

A Brand Ad Will Sell It!

CLUB IS ENTERTAINED

Score awards went to Mrs. R. R. Wills and Mrs. Frank Cogdell when games of contract were played Thursday afternoon at the home of Mrs. J. M. Posey. Guests included members of the London Bridge Club. A salad course was served after the games to Mesdames R. R. Wills, Ralph Roden, Frank Cogdell, Sherman Morgan, J. T. Gilbreath, N. E. Milburn and two special guests who were Mrs. Henry Sears and Mrs. Lyle Woodford.

Dinner Club Enjoys Outdoor Supper Party

Mrs. Seth B. Holman's attractive back yard with its blooming flowers and shrubs furnished a delightful setting for a picnic supper Friday evening. Members of the Tuesday Dinner Club and others were guests. In the house where games of contract were enjoyed after the picnic, cut blossoms from the flower garden were used with roses and snap dragons predominating. Prizes for high scores in the

Ford Study Club Entertains Husbands

Mr. and Mrs. Robert Wagoner entertained members of the Ford Study Club and their husbands with a bridge party, Friday night. Mrs. L. J. Strafass won high score prize for the women and Geo. Benson for the men.

Those enjoying the evening were Mr. and Mrs. J. L. Whitsett, Mr. and Mrs. L. J. Strafass, Mr. and Mrs. F. C. Benson, Mr. and Mrs. V. T. Glenn, Mr. and Mrs. Joe Wagoner, Mr. and Mrs. Geo. Benson, Carl Strafass, Miss Hilda Strafass, Mr. and Mrs. Tom Fields a guest. Refreshments of grape-herbet and cake were served.

games went to Mr. and Mrs. Alton Fraser.

Special guests included Mr. and Mrs. A. R. Bateman, Mr. and Mrs. Jimmie Gillentine and Mr. and Mrs. Oscar Easley.

Members of the club present were Messers Mr. Mesdames J. A. Pitman, H. K. Fox, C. C. Acker, Jack Wayland, H. A. Close, Alton Fraser and Miss Eloyce Pitman.

MOVED!

H. C. AULICK Has Moved his Plumbing Shop to the former location of the OWEN TIRE SHOP . . . at

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Our Better Location makes possible prompt attention and efficient service for your Plumbing Needs . . . of all kinds.

ALL CALLS WILL BE HANDLED FROM OUR NEW LOCATION

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PLUMBING . . . HEATING . . . REPAIRS, Floor Furnaces . . . Water Heaters



Our First Anniversary

Merchandise of Merit

Look for these famous names on the next garment you buy from The Vogue and be assured of the quality and workmanship you expect!

Just ONE YEAR AGO

September 29, 1939, we opened our ladies' shop in Hereford.

During the past 12 months you have been very generous in your patronage of this shop

We are indeed grateful to you and we are proud of the famous lines which we have been able to secure.

You are always welcome to visit us, and you are especially invited to drop in during Anniversary week and inspect the new Fall Styles which we now have on display.



Stetson's

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Mancell Wilson
El Rita
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New Fall Millinery

Chosen for Merit

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- "Reich"
- "Prima Donnas"
- "Ellen Kay"
- "Sally Forth"
- "Dancing Modes"
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In Our Accessory Dept.

... you will find Stunning Bags by Mecker, Gloves by Fownes, Osage Handkerchiefs, Scarfs and Costume Jewelry.



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Ready-to-Wear, Millinery

PHONE 231

Mrs. C. W. Seed

E. D. Fox

FIRESTONE Tractor Tires

Firestone GROUND GRIP TIRE PERFORMANCE

New Wide-Base Tire and Wide-Base Rim Provide:

- 1 Increased pulling power because tread is flatter and wider.
- 2 Greater traction stability because tire has larger cross-section and wider base.
- 3 Greater flotation in loose, sandy or muddy soils due to increased air capacity.

It's here! It's new! Come in today and see this sensational new Firestone Ground Grip Tire with dual purpose beads and new heavy-duty, wide-base rims. Here's the way to get improved performance at no extra cost. Only Firestone provides the same type tire and rim equipment for cut-down changeovers which is furnished on new tractors.

TRIPLE-BRACED TRACTION BARS DO NOT BEND, BREAK OR TEAR OFF.

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TRIPLE-BRACED TRACTION BARS GIVE GREATER TRACTION AND DRAWBAR PULL.

1 FLATTER TREAD GIVES GREATER TRACTOR PULLING POWER

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3 INCREASED TRACTION BAR CONTACT GIVES LONGER WEAR

5 LARGER CROSS-SECTION INCREASES CAPACITY FOR WATER BALLAST WHICH INCREASES PULLING POWER

4 WIDE HEAVY-DUTY BASE WITH LARGER CROSS-SECTION GIVES GREATER TRACTION STABILITY

MORE TRACTORS ARE EQUIPPED WITH FIRESTONE GROUND GRIP TIRES THAN ANY OTHER MAKE

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BABY GIFT DEPT.

In connection with our ready-to-wear and millinery, we have added a Baby Gift Department.



LARGE ASSORTMENT
Cosmetics
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STRINGS, PICKS, BRIDGES-
ETC., for your
Musical Instruments

A COMPLETE LINE OF
SCHOOL SUPPLIES

"AIR COOLED"
CITY DRUG STORE
"WE GIVE S. & H GREEN STAMPS"
PHONE 100

Third Annual Flower Show Is Largest Yet

Entries Are Given Generous Praise By Judges And Visitors

That Hereford can grow something besides potatoes, grain and feed was proved in dramatic fashion Friday by the Deaf Smith County Garden Club's Flower Show. An increase of about 100 in entries and nearly 100 in registered visitors sent the entry list to 300 and visitors to 421. In quantity and quality, the show exceeded all expectations.

Praise was given by Mr. and Mrs. P. H. Buthiker for the exceptionally good taste in arrangements and for the general quality of exhibits.

The Hereford Home Economics class, under direction of Miss Rhita Jean Sullivan, sponsored a Thanksgiving exhibit, and Miss Ruth Barnard had a unique vegetable display. The Garden Club had a backyard arrangement project which was sponsored by Mrs. Lan Shore.

Commercial exhibits were entered by Rice's Greenhouse, Hereford Floral Shop, Streu Hardware and the J. F. Ward Nursery.

Cash value prizes were awarded as follows: Tall arrangement, first, Mrs. Will Kerr; low arrangement, first, Mrs. F. M. Kester; Petunia collection, first, Mrs. C. C. Cox, second, Miss Ella Alkman; miniature arrangement, first, Mrs. J. H. Brooks; medium arrangement, Mrs. F. M. Kester; decorative Dahlias, first, Mrs. Inez Stambaugh; specimen Rose, first, Mrs. E. Ramey; floor arrangement, first, Mrs. Will Kerr.

The complete prize list includes: Section A—Specimen Flowers—Class 1, Dahlias, (a) Decorative—first, Mrs. Stambaugh, second, Mrs. R. R. Bailey, third, Mrs. J. P. Slaton; (c) Show, first, Mrs. Stambaugh, second, Mrs. F. M. Kester. Class

2, Roses—first, Mrs. E. Ramey, second, Mrs. C. H. Dyar, third, Mrs. Stambaugh. Class 3, Gladiolus—first, Mrs. Ralph White, second, Mrs. R. B. Miller. Class 4, Phlox perennial—first, Mrs. B. Lee Cocanougher, second, Mrs. Glenn Weir. Class 5, Zinnias—first, Mrs. Ramey, second, Mrs. O. L. Massie, third, Mrs. A. H. Elliston. Class 6, Coxcomb—first, Mrs. Mack Beach, second, Mrs. Shore, third, Mrs. Ramey.

SECTION B—Collections—Class 2, Gladiolus—first, Mrs. White. Class 4, Cosmos—first, Mrs. Ramey, second, Mrs. W. A. Allen. Class 5, Asters—first, Mrs. Allen, second, Mrs. Bob Pipkin, third, Mrs. J. W. Spradley. Class 6, Phlox annual—first, Mrs. W. A. Dobbins. Class 7, Marigold—first, Mrs. M. M. Beavers, second, Mrs. Dobbins, third, Mrs. N. E. Gass. Class 8, Nasturtiums—first, Mrs. C. C. Cox. Class 9, Roses—first, Mrs. Dyar, second, Mrs. Mac Beach, third, Mrs. Ramey. Class 10, Petunias—Plain, first, Mrs. Cox, second, Miss Alkman, third, Mrs. Slaton. Class 10 Petunias, ruffled—first, Mrs. Cox, second, Miss Alkman, third, Mrs. Slaton.

SECTION C—Flower arrangements—Class 1, Arrangements of garden flowers, tall—first, Mrs. Kerr, second, Miss Alkman, third, Mrs. Shore. Medium—first, Mrs. Kester, second, Mrs. George Wylie, third, Mrs. Joe Kendall. Low—first, Mrs. Kester, second, Mrs. Dyar, third, Mrs. Houghton. Class 2, Large Floor Arrangement—first, Mrs. Kerr, second, Mrs. Dobbins, third, Mrs. Weir. Miniature Arrangement—first, Mrs. Brooks, second, Mrs. F. H. Oberthier, third, Mrs. Kester.

SECTION D—Potted Plants—Class 1, Fern—first, Miss Belle Harris, second, Roberta Campbell. Class 2, Geraniums—first, Mrs. Kerr, second, Mrs. Elliston, third, Mrs. Elliston. Class 3, Begonia—first, Mrs. Elliston,

Progressive News

IRA JEANNE RICKETTS

Mr. and Mrs. Ray Singletary of Hereford and Mr. and Mrs. Kelly Newman of Plainview called on Mr. and Mrs. J. L. Click Sunday afternoon.

Mrs. Herman Drake and children are visiting her parents, Mr. and Mrs. Gene Young at Chico, for a time.

There were only 23 present at Sunday School Sunday afternoon. The small crowd was attributed to the Singing convention held at Dimmitt which a number from this community attended. Sunday School is held every Sunday afternoon at 3 o'clock. Everyone is urged to attend and visitors are always welcome.

Clyde Neel spent Saturday night and Sunday with his grand mother, Mrs. J. W. Vick, who lives east of this community.

A number from this community attended the Tri-State Fair at Amarillo on various days last week. School dismissed Tuesday in order that the school children might attend if they wished.

Mr. and Mrs. V. E. Dodson and Miss Jaureta Bird took dinner Sunday with Mr. and Mrs. Troy Carmichael.

Mr. and Mrs. Paul Cavender and family of Amarillo visited her parents, Mr. and Mrs. J. L. Park Sunday afternoon.

Rev. and Mrs. H. M. Redford of Hereford, Mr. and Mrs. Ezra Jacks and Rev. C. O. Wilson, visiting evangelists in Hereford took dinner Wednesday in the home of Mr. and Mrs. Ira Ricketts.

second, Mrs. Homer Brumley, third, Mrs. Maude Mauk. Class 4, Specimen Plant—first, Mrs. Allen Powelson, second, Mrs. Cocanougher, third Mrs. Cocanougher.

Mr. and Mrs. Lonnie Drake of near Dawn took dinner Friday with Mr. and Mrs. M. Wilson.

Mr. and Mrs. Arch Conklin and family, and Mr. Conklin's mother, Mrs. G. R. Conklin, all of Hereford, took dinner Sunday with Mr. and Mrs. Ray Hershey.

There is considerable improvement being done in this community. The new home of Mr. and Mrs. A. S. Higgins is progressing nicely, Mrs. Edna Bowe, who owns the farm that Mr. and Mrs. Ray Hershey occupy, is adding two rooms to her house, and Mr. and Mrs. Owen Neel have added a new front porch to their house. J. S. Maxfield is also drilling another irrigation well, on the farm recently bought which Lynn Powelson occupies, directly across from the Ray Hersheys.

The social meeting of the Progressive Worker's Club formerly scheduled for October 2 with Mrs. E. T. Brookes has been postponed until the second meeting in October. The meeting of October 2 will be with Mrs. C. P. Caldwell and the following program is scheduled: Roll call, A Hint on How to Look Your Best; School clothes for the girls and boys, Mrs. A. S. Higgins; Music, Miss Eunice Caldwell; Hints on Personal Grooming for Young Girls, Mrs. Ira Ricketts. All members are urged to be present.

Mr. and Mrs. I. W. Scott of Canyon took dinner one day last week with their daughter, Mrs. V. E. Dodson and Mr. Dodson. Singing is held every Sunday night at the school house at 8:15 o'clock. Everyone is invited to attend and visitors are always welcome.

Some feed cutting is being started in the community. The irrigated feed seems to be very good but the farmers who do not have irrigation wells will have little and for the most part no feed to cut. The small show-

Jumbo News

MRS. ULLMAN HUNTER

Mrs. Roy Thruston and Dixie accompanied her father, Mr. Shaw of Olton to Amarillo Tuesday and attended the fair.

J. M. Richardson and Steve Collingsworth of Shreveport, La., who have been visiting in the Ullman Hunter home, returned to their home Thursday.

The M. L. Simpsons, C. E. Leasure, F. L. and C. D. Pinckerts, M. G. Layman and Ullman Hunter families attended the fair in Amarillo Tuesday.

Mr. and Mrs. Sam Hunter spent Sunday with her sister, Mrs. Bill Metcalfe and husband of Walcott.

Mrs. M. L. Simpson was hostess to the Womens Auxiliary Wednesday at her home at 2:30 p. m. Members present were Mesdames L. A. Matthews H. C. Baird, Sam, Finis, Addison and Ullman Hunter.

Virginia and M. L. Simpson, Pauline Matthews and Bob Baird went to Canyon Tuesday where they enrolled in College. Miss Matthews is a senior this year.

Bob Pinckert, a student at Eastern New Mexico College at Portales, spent the week end at home.

Mr. and Mrs. R. L. Stephens attended the Castro County Singing Convention in Dimmitt Sunday afternoon.

Mrs. E. M. Allen of Easter came Sunday to visit a few days in the home of her daughter, Mrs. Sam Hunter.

Members of the Auxiliary wish to extend thanks to those patronizing their bake sale Saturday. It netted \$8.12 and the money will go to buy clothes for Billie Buchanan, a 10 year old orphan boy in the Amarillo children's home.

L. R. Sullinger was honored on his seventieth birthday Sunday with a turkey dinner at the home of his daughter, Mrs. W. H. Killbrew near Claude. Attending from here were Messrs and Mesdames Lynn Axe, Marvin and John Earl, George Chambliss and children of Easter and L. R. and W. R. Sullinger and two girls. There were about seventy-seven present including old neighbors and friends.

Mr. and Mrs. J. J. Wilder and Charles spent Sunday with their daughter, Mrs. Pete Coke and family of Flagg.

Earl Sullinger of Tucumcari,

er received about a week ago caused the pastures to become green in spots.

Bippus News

ALTA MAE FORTENBERRY

Several families from our community went to the Fair in Amarillo last week.

Mr. Bird from Hereford was in this community on business Monday.

Jack Fortenberry and nephew, Jake Fortenberry went to Hereford and Amarillo Monday.

E. K. Pinnell visited his brother, Roscoe Pinnell, of the Ward community Monday.

Jay Mavis Fortenberry visited homefolks Saturday night and Sunday.

N. M., spent the week end in the L. R. Sullinger and Lynn Axe homes.

Herbert Bippus went to Amarillo Saturday.

Tom Winn returned to his home near Amarillo Friday.

We are needing rain although wheat is coming up on most of the farms. Some farms are too dry, and some of the farmers are waiting for it to rain before sowing.

There were only a few in Sunday school Sunday. We want everyone to come for we need you.

Paul Matthews of near Hereford was in this community Friday on business.

Mr. and Mrs. George Bippus, J. G. Fortenberry, Alta Mae and Chloe Dell were in Hereford Saturday.

J. G. Fortenberry got some 55 pound watermelons out of his dry land garden.

Newsboys learn this secret EARLY!



He won't be a newsboy all his life because he's saving NOW to advance himself in later years. Save a little each week for the bigger things you'll want in the future. Open an account this pay-day!

MEMBER
F. D. I. C.

First National Bank

OF HEREFORD
A Strong Bank
Thoughtfully
Managed

ANNOUNCEMENT!

In announcing the purchase of E. C. Eubanks interest in this company, I wish to state that we both appreciate the consideration and patronage which has during the past few months been accorded the Eubanks-Sears Company.

Now operating under the firm title of Sears Equipment Company, this firm will continue to feature Case Tractors and Case Farm Machinery — including a complete line of repair parts and farm tools. We will also continue to feature Plymouth and Chrysler Automobiles and Commercial Cars and are now anxious and ready to show you the 1941 models.

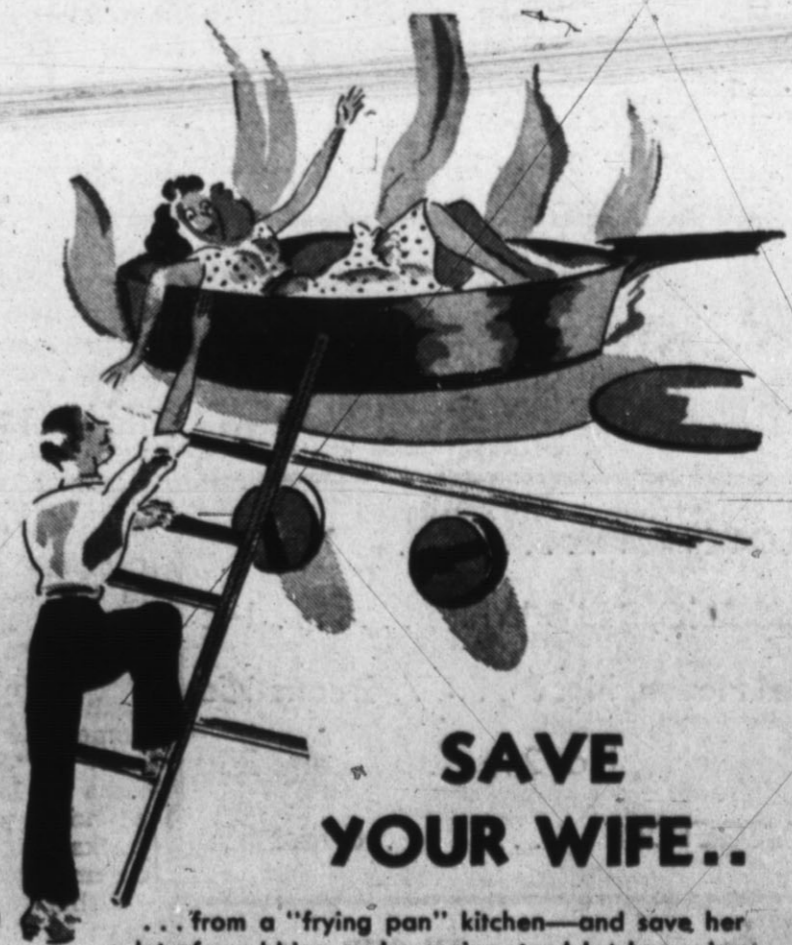
Most of you are familiar with the lines which we represent. You will find that we are anxious to give you a fair deal at all times and that we really do appreciate your consideration.

Henry Sears

J. I. CASE
Farm Machinery

Plymouth - Chrysler
SALES and SERVICE

Sears Equipment Co.
Rentro Bldg. — Hereford, Texas



SAVE
YOUR WIFE..

...from a "frying pan" kitchen—and save her a lot of scrubbing and scouring, too! Let her enjoy the comfort of a clean, cool kitchen with a new Westinghouse Chieftain.

Have you inquired about our special September offer? Did you know this offer definitely expires September 30th? Visit our office and save the difference on a new Chieftain.

Texas-New Mexico Utilities Company



the larger papers.

Lots and lots of people have gone out of their way to say that they thoroughly agree with the recently enacted Conscription Bill and many of them have sons who will be included, sooner or later, in the draft. Most people think that this new bill is good insurance against war. Gene Worley, our congressman-elect, went to Washington the other day to study the bill and to acquaint himself with the duties of his new post. Shortly after Mr. Worley gets back Walter Dunlap is planning to invite him to Hereford for a two or three day visit in order that he may also become familiar with some of our local problems.

Writing a newspaper column is a lot like sitting down to write a letter when you have nothing to say. That's why you see so many punk jokes in most of the columns. Sometimes I get to wondering how in the world those fellows fill up their column every day on

Believe it or not, I am finally cutting a wisdom tooth; it hurts pretty bad,

but I can see that I am getting a lot smarter, too, because I remembered about how easy it would be to fill this column up with jokes. If you like these jokes just give me credit for them, but if they sound a bit "corny" come by the office and I'll tell you where I clipped them.

Says Able: "Cohen, I've been to the bank to borrow some money, and they say all I need is that you should sign to this note your name. Then I shall have all the money I need. Ain't that fine?"

"Able," says Cohen reproachfully, "you and I have been friends for many years, and yet you go to the bank when you need money. Able, you just go again to the bank and say that they should sign the note, and then Cohen will lend you the money."

HOW TO LOSE \$10.00

The boss was passing through the packing room when he saw a boy leaning against a box, cheerfully whistling. "What is your salary?" he barked at the boy.

"Ten dollars a week, sir," was the reply.

"Here's a week's pay. In other words, you're fired."

Later he met the foreman and asked him when he had hired that boy.

"Why, we never had him working here," was the astonished answer. "He came over with an order from another firm."

Auto Tourist: "I clearly had the right of way when this man ran into me, and yet you say I was to blame."

Constable: "You certainly were."

Tourist: "Why?"

Constable: "Because his father is the mayor, his brother is the Chief of Police, and I go with his sister."

"Are you Walter H. Upton?" asked the man beside the hat rack.

"No," was the surprised reply.

"Well, I am," came the frosty rejoinder, "and that is his hat you are putting on."

Low Arnold: "Why do you suppose there is so much electricity in my hair?"

Mrs. Arnold: "Because it's connected with a dry cell."

CHUCKLES

Mrs. Malaprop Newrich was fond of flowers but could not always be depended upon to get their names right. One day she was giving directions to her gardener: "On this side I want you to plant sallyas. Now what would you suggest on the other side?"

"Well, Madam," replied the gardener, solemnly, "it might be a good idea to put some spittoonias there."

IT MIGHT WORK, AT THAT

It was very late when hubby got home. "Where have you been?" asked his indignant wife. After a moment's reflection, he ventured, "The cemetery!"

"Good gracious!" remarked his wife. "Who's dead?"

"The whole jolly lot of 'em," replied her husband, cheerfully.

Frio News

MRS. MALCOM CASSELS

There were 52 at Sunday school and church Sunday morning and also a large crowd for church that night. Rev. Carl Leeper will be back to preach again next Sunday and the entire community is urged to attend.

Mrs. Fred Wolfington of Amarillo visited school awhile Friday and called on Miss Stella Fortenberry.

Mrs. Floyd Campbell and daughter, Doris, and Mrs. Glenn Campbell, all of Hereford, called in the home of Mr. and Mrs. Joe E. Andrews and Alma, Sunday afternoon.

Mr. and Mrs. Emery Blume of Amherst spent Sunday in the home of Mr. and Mrs. T. L. Sparkman Sr., Mrs. Etta Randal, an aunt of Mr. Sparkman returned home with them after a two weeks visit with relatives in this community.

Other guests in the T. L. Sparkman Sr. home Sunday for dinner were Mr. and Mrs. Jess Sparkman of Hereford and Mr. and Mrs. T. L. Sparkman Jr.

Bewildered Freshmen Finish Maze Of First Registration At Texas Tech

The long and short of Texas Tech's 1944 class bumbled through the maze of their first college registration this week. Some quiet, some cocky, some fat, some lean, they earnestly followed arrows from this building to that, stood patiently in lines, pretended to understand what was what.

In contrast with knowing sophomores who "get by" with-out taking required courses if and when they can, neophytes rarely demur at the formidable list of freshmen "musts."

"Want my finger prints, too?" asked an obliging youth of the photographer making identification pictures.

Many vaccinations given during pre-registration week were beginning to "take," and scars exposed by shirt sleeves rolled high warned jostlers to push the other way.

Chief concern of many was to avoid "hard" profs.

"Ps-s-s-t, Bill! Have you ever had Smith?" a worried lad called in anxious stage whisper across the heads of amused faculty members.

"Who?" the upperclassman called back.

"Smith! In English."

"Yes, he's hard. Don't get him."

"I've got him!" wailed the wide-eyed fish.

But not all were trying to escape work. "Practice hours, 5 to 6," reads a sign on the door of the music practice shack, near the women's dorm. Co-eds were awakened at 5 a. m. the second day by a trumpet lustily blown, a vigorous running of scales which continued until 6 a. m. The music staff had failed to specify 5 to 6 in the afternoon.

Humor had its inning, too. Junior Council girls wore "Ask Me" signs and circulated among milling students in the registration rooms.

"Can I ask you anything I want to know?" one of the fresher freshmen inquired of an unusually pretty co-ed.

"If it will help you, yes."

"Oh, it will. They say if you're married you won't be conscripted. Will you marry me?"

Hospital Notes

W. E. Lamb, eye patient, admitted, September 25.

Mrs. C. B. Thomas, improving. J. B. Buske, medical patient, admitted September 24.

Mrs. Paul A. Klatz, Houston, medical treatment, admitted September 24.

SUNDAY & MONDAY

Sept. 29-30



"The Flag Speaks"

Here's a film sponsored by the American Legion... It deals with proper etiquette to our Flag... things every Red blooded American wants to know!

COMING ...

Oct. 6-7—at the Star

"When the Daltons Rode"

with Randolph Scott
Kay Francis
Joan Crawford

COMING ...

Oct. 20-21

"They Drive By Night"

Ann Sheridan
George Raft
Humphrey Bogart

NOTICE TO CREDITORS OF THE ESTATE OF W. C. RUSSELL, DECEASED

Notice is hereby given that original letters of administration upon the estate of W. C. Russell, deceased, were granted to me, the undersigned, on the 24th day of September, 1940, by the County court of Deaf Smith County. All persons having claims against said estate are hereby required to present the same to me within the time prescribed by law. My residence and post office address are Hereford, County of Deaf Smith, State of Texas.

O. B. RUSSELL,
Administrator of the estate of W. C. Russell, deceased.
39-1tc

are featured at the State Fair this year. One is Hereford's potato exhibit which represents all potatoes grown throughout the Panhandle-Plains area; the citrus exhibit from the Rio Grande Valley; and a fruit exhibit by a number of East Texas counties.

Byrle Elliston plans to return Saturday for Dallas where will begin the big job of arranging the exhibit. D. L. McDonald, Joe Ballinger and Glenn Boardman have already been named as booth attendants during the fair, October 5-20.

Around Town

(Continued from Page 1)

man for bringing some very nice tomatoes to the Brand office last week. Judging from the ones brought in she must have a mighty good garden.

Since Byrle Elliston, attended the Amarillo Fair, it is reported that he can now write B. S., M. S. and PHD after his name.

WEIR'S

Red & White Food Store
WE DELIVER — PHONE 117

DEL MONTE PINEAPPLE JUICE No. 5 can 25c

CUT BEANS, No. 2 2 Cans 15c

SHORTENING, Swift's Jewel, vacuum, 3 lbs. 43c

SALMON, Pink, tall cans 2 cans 25c

TOMATOES, No. 2 2 cans 15c

PEANUT BUTTER Qt. 23c

JELL-O DELICIOUS FLAVORS
JELLO, 2 for 5c

(Limit 2 to Customer)

BLACK PEPPER 1/2 lb. 15c

POTTED MEAT, Pure Meat 3 cans 10c

VIENNA SAUSAGE, Pure Meat ... 3 cans 25c

TOMATO JUICE, Jackson No. 5 19c

PUMPKIN PIE SAUCE 3 boxes 25c

BRIMFUL PRUNES No. 10 Size 25c

STOKLEY'S FINEST CHERRIES No. 5 Size 53c

COFFEE, Bliss lb. 17c

TOMATO SOUP, Campbell's 3 cans 25c

LAUNDRY SOAP, Red & White ... 5 bars 15c

PINEAPPLE, crushed or sliced, No. 2 1/2, 2 for 35c

HOMINY, Big 14-oz. can 5c

Large Can ... 69c
Medium Can ... 39c
Small Can ... 19c
SYRUP

SHREDDED COCONUT 1 lb. 21c

FRENCH DRESSING, Red & White 14c

SPINACH, Del Haven, No. 2 2 cans 15c

PUMPKIN, Empson's, No. 2 1/2 ... 2 cans 25c

ARMOUR'S VEGETOLE 8 lbs. 69c



IN OUR

Meat Dept.

YEAST Fleischmann's 2 CAKES 5c

SAUSAGE Pure Pork Lb. 16c

CHEESE Kraft or Shefford 2-LB. BOX ... 49c

FRESH FISH and OYSTERS!

1901 1940

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Furniture - Undertaking

AMBULANCE SERVICE — DAY OR NIGHT

HEREFORD, TEXAS

THEY LAUGH... AND THE LAUGHS WITH THEM!

OLIVIA DEHAVILLAND
JEFFREY LYNN

MY LOVE CAME BACK

Eddie ALBERT - Jane WYMAN
Chas. WINNINGER - Spring BYINGTON

Directed by KURT BERNHARDT - A WARNER BROS. First National Picture

Popeye Cartoon — "Information Please"

Be Here for 350 Reason\$!

LAST TIMES TODAY!

Friday-Saturday --- 10c & 20c

"Blazing 6-Shooters" "Charlie Chan"

at the Wax Museum

with Charles Starrett

It's One LONG, LOUD LAUGH

"I LOVE YOU AGAIN"

"HERE HE IS... HERE HE ISN'T!"

BILL POWELL DOES DOUBLE-QUICK CHANGE IN NEW FILM!

Short Subjects

"THE FLAG SPEAKS"

PARAMOUNT NEWS

William POWELL
Myrna LOY

with FRANK McHUGH — EDMUND LOWE

Here they go again... and they're swell again... in a rowdy Mr. and Mrs. romance! It's hilarious when Bill wakes up with \$147,000 and a wife... and he can't remember where he got either of them!

Sunday and Monday
STAR THEATRE

BEAT DIMMITT!

The Whiteface Round-Up

BACK THE WHITEFACES!

Whitefaces Win Second Game Of Season 6-2, In Tilt At Littlefield Friday

Dameron And Sullivan Attend Executive Meet

June Dameron and Miss Rhita Jean Sullivan attended the State Executive Council for the F. H. T. in Dallas in the Baker Hotel, Saturday, September 21. The meeting was attended by the state officers, two Home-making teachers, area advisors, State Director and Advisor. The theme for discussion was "How Future Homemakers Can Help the Individual Boy or Girl, The Homemaking Department, Home, and Community." This led to the discussion of how Future Homemakers can help with National Defense.

One purpose was to plan a program of work for the year and to discuss plans for the State Rally to be held in San Antonio in the spring.

June Dameron, as State President, gave a welcome address and presided during the meeting.

Miss Sullivan was appointed State Sponsor. The group also had luncheon in the Mural Room in the Baker Hotel.

Students Have First Assembly Program

The high school students were entertained Thursday, September 19, at their first assembly program by Mr. and Mrs. Ezra Jacks and Rev. C. O. Wilson from Kansas City, Kan.

Rev. Wilson is holding a three weeks revival at the First Christian Church, and Mr. and Mrs. Jacks are the song leaders. Mr. Jacks is an especially good whistler and demonstrated his art in assembly.

The students enjoyed their program and invited them to be their guests again.

ROOMS TO RENT? TRY A WANT AD

MASONIC BULLETIN

Hereford Lodge 849
States meeting second Monday in each month. School of instruction each Thursday night.
H. C. Baird, W. M.
E. L. Bradley, Secy.

Protect
What You Have
INSURE
John McLean
Insurance Agency
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VISIT US OFTEN!
FRESH HOME-MADE CANDIES
Hot Dogs—Soft Drinks
and Ice Cream
Candy Kitchen

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
Deaf Smith County Maps 25c

INSURANCE
JNO. H. PATTON
PHONE 50

Dr. Stephens Conducts Clinic In High School

Dr. Wells. Stephens of the State Health Department is conducting a clinic at the present time in the high school to ascertain why the residents of Hereford and Deaf Smith County have so few cavities. He states that Hereford has the lowest percentage of the various schools tested; that is, an average of about one cavity per child in the elementary grades. Other places, he says, have an average of four cavities or even greater, as St. Louis and Boston which average ten to twelve per child.

Dr. Stephens is not only examining the teeth but is also getting information concerning the various places the child has lived, thus hoping to secure real data about our particular locality. This examination and survey will extend over a rather long period of time.

Four People Help Keep Schools Clean And Neat

The first issue of our paper presented the new faculty members; but our schools are also proud to tell you of some new custodians for the two buildings. At the high school, Mr. Arthur Brock has the responsibility of keeping things "spic and span." At Central, Mr. Dave Boyer has that particular job.

This year a new feature has been installed, that of Matron's Service. This is a W. P. A. project, having for its purpose the promotion of health and sanitation. Mrs. Beulah Cross is working at Central, and Mrs. E. E. Standifer is at high school and their chief work is to keep the girls' rest rooms clean.

These four people are giving real service, and our buildings are being well kept by these very agreeable and efficient caretakers.

Fish Completed Their Organization Last Week

The Freshmen have now completed the organization of their class. Their yell leader is Mary Ruth Russell. A committee, consisting of Kathryn Acker, Christine Smith, Marie Moreman, John David Dowell, and Bobby Jennings, will select mottoes, colors and flowers from which the class will choose one.

Homemaking News

A point system by which a club delegate will be selected to go to the State Rally was made at the F. H. T. meeting Wednesday night. Points will be given for punctuality, attendance at the area and district meetings, payment of dues, participating in programs, being a hostess at socials, participating in money making schemes, and general attitude.

"Tip Topics up with the Times" was selected as the theme for the year's programs. Vice-president Billie Crawford, Norma Harman, Gloria Cress, and Evelyn Walker will designate the

Seniors Select Their Class Ring

This has been a very busy week for the Seniors. Everybody has been discussing class rings. The class chose the shape, size and style Monday. The rings are octagon in shape, come in light, medium, and heavy sizes, and can be had either with or without the stone. There will be an improved Whiteface head on them. The order was sent off to the Star Engraving Company of Houston, Friday, September 20.

Those names submitted to the Student Council for various offices are: Elma Shugart and Mary Nicks for Editor-in-Chief of the "Whiteface Round-Up," Kathryn Henderson and Margaret Higgins for Business Manager. Discussion for President of the Student Council was under way when the bell rang.

Juniors Have Concessions At Football Games

Sniff! Sniff! Smell the aroma of hamburgers and the steam from piping hot, black coffee? You can't? Maybe it's too early; but tomorrow night at the ball game, the air will be filled with the delicious, tangy, and inviting odor of such superb food.

The Junior class is selling hot coffee and hamburgers at the football games to raise money for the Junior-Senior Banquet.

District Supervisor Organizes F. F. A. Club

Mr. O. T. Ryan, District Supervisor, met with a group of agriculture teachers and boys in the high school Monday afternoon, September 23. Groups were here from Tulla, Happy, Frona, Dimmitt, Bovina, Farwell and Canyon. The purpose of the meeting was to organize a district F. F. A. and to work on project record books.

Kenneth Lisenbee was elected secretary of the District group.

Central School News

Three classes at Central have completed their organizations. In Miss Belle Harris' room, these officers have been chosen: President: Helen Miller; Vice-president: Peggy Barnard; Secretary: Madelle Beavers; Committees: Blackboard, Flower, Bulletin Board, Shade, Librarian, Jackie Wright; Assistant, Helen Kelly; Policeman, Johnny Homer; Fireman, Paul Orr; Desk inspector, Lorraine Morton; Pencil Sharpener, Emptier, Virgil Young.

In Miss Thelma McMinn's room these are the officers: President: James Ellis Higgins; Vice-president: Johnny Sexton; Secretary: Jeanine Singletery; Committees: Shade, Flower, Desk; Policeman, Jeareen Sowell.

Miss Katherine Kirby's group have elected: President, Jessie Ann Buckner; vice-president, Margaret Norwood; Secretary, Virginia May Green; Treasurer, Ruth Moreman; Committees: Board and Window; Policeman, Ben R. Plummer; Librarian, Gayle Rogers.

program subject for each meeting, and two girls from the club will prepare it.

Mother—Have a good time at the party, dear, and be a good girl.
Nell—Make up your mind, mother.

GAS PRESSES HEART
If you can't eat or sleep because gas bloats you up try Adlerika. One dose usually relieves pressure on heart from stomach gas due to constipation. Adlerika cleans out BOTH bowels.
HAILE DRUGS

TO CHECK
MALARIA IN 7 DAYS
take **666**
LIQUID OR TABLETS
HAILE DRUGS

The Senior Class Elected Miss Jean France Queen

Local Boy Makes Good

Twenty-five opportunity awards were offered to high school and Junior college graduates in Texas. The association of former students of A. & M. made this award possible.

The requirements are that all applicants be in the upper 25% of their class in scholastic standing and that they be able to provide \$150 of their own money. The applicants must have good character, good reputation, good appearance and real qualities of leadership personality. In addition, endorsement must be made by the A. & M. club in the community; or in the absence of such club, the endorsement of five or ten A. & M. men will be accepted. Awards provide jobs which pay at least \$150 annually, and they grant a loan of \$100 each year.

Clifford Estes, 1940 H. H. S. graduate, was winner of one of these opportunity awards.

Hitch-Hikers Give Five Easy Suggestions

Just what do you think of hitch-hikers? Or better still, what do hitch-hikers think of themselves and their profession?

This is not a very wide survey, but a few statements can show the reaction of some amateurs:

Nell Spradley—"They're pretty good people provided they come from H. H. S."

Calvin Brumley—"Hitch-hiking is o. k. if you have a pretty girl to thumb the ride for you."

Hicks Roberson—"It's a desirable occupation for meeting new people and seeing new places. Outside of that, it's rather hard to stand and watch the cars whizz by."

Maggie Miller—"It was mother's idea, for she wanted us to be loyal band members and reach Amarillo in time. It was very thrilling; I never had so much fun in my life."

Delbert Kassahn—"It's alright if you get a ride in a car with a radio."

Backyard Party Is Birthday Event

A backyard party featuring barbecued steak prepared over an open fire in the Rosson backyard was a surprise event for S. P. Rosson when Mrs. Rosson entertained on Wednesday of last week to celebrate his birthday.

After the picnic supper party guests enjoyed visiting with summer vacations as chief topics for conversation.

Lighted candles topped the birthday cake which was also a feature of interest.

Enjoying the occasion were Mr. and Mrs. Colby Conkwright, Mr. and Mrs. Knox Kinard, Mr. and Mrs. W. M. Emmons, Mr. and Mrs. C. C. Acker, Mr. and Mrs. John Patton and the hosts.

IF YOU NEED
New Binder Canvas
SEE ME . . . I Can SAVE YOU Money
Let Me Repair That OLD CANVAS
JACK'S SHOE SHOP

Politics Runs High In School

"Thanks for the candy, but really there are other types that I much prefer; so if you want my vote, supply me with the kind I especially like."

So-o-o! Someone seems to be trying to bribe the voters. Of course, as we believe in clean politics in school, we hardly know what to predict for the unscrupulous candidate. The real reason back of the whole affair is that a great election is getting under way.

In the Senior class, Mary Nicks and Elma Shugart are putting their "all" into the race for editor-in-chief of the "Round-Up." Kathryn Henderson and Margaret Higgins are going to fight to the finish for business manager.

The Juniors are in a "dither" about their candidates for second places on the staff. Rena Rae Renfro and Donald Ray McCullough are really showing how a campaign for assistant-editor might be conducted and won. Billy Self and Lillye London are enthusiastically working to see who will be assistant business manager.

The candidates for president of student council are Senior—Calvin Brumley, Junior—Richard Petersen.

Bribes or no bribes, let's get busy and elect the person best qualified for the position.

HUMOR

Father—Now be careful with that money I gave you, son. Remember the saying, "A fool and his money are soon parted."

Donald Ray—Yes, dad, but I want to thank you for parting with it, just the same.

Harold—I want to know how long girls should be courted.

Richard—That's easy; just the same way as short girls.

Madonna—That man you introduced me to yesterday took me to dinner last night, and he was very nice. He remarked especially on my bird-like appetite. What line is he in?

Kathryn—He runs an ostrich farm.

The whistle blew and Hereford kicked off to Littlefield. Littlefield lost the ball on downs, and the Whitefaces began their opening drive. For a few minutes it looked like the Herd was going to score on their first series of downs, but they bogged down on the one yard line. Hereford received Littlefield's kick on Hereford's 39 yard line, and Worley fumbled with Littlefield recovering. On the next play Hereford intercepted Littlefield's pass, ending the first quarter.

Beginning the second quarter, Johnson plowed through the line for 8 yards. Littlefield fumbled Hereford's kick on their own twelve with the Whitefaces recovering. Hereford lost 25 and Loerwald gained 10. Hereford passed 15 yards into paydirt only to have the play called back because the backfield was in motion. This seemed to anger the Whitefaces, for late in the second quarter Johnson plunged for Hereford's only score. Try for extra point failed, making the score Hereford 6, Littlefield 0.

This will give some idea of the killing pace that both teams kept up for the entire game. Both teams threatened often but lacked that final kick that would have netted a score. Littlefield threatened seriously only once. Hereford had the ball on their own 1 yard line. Ford called a play that allowed Littlefield to score a safety. Score: Hereford 6, Littlefield 2.

Hereford again encountered an aerial attack but again was successful in halting it. Hereford stuck to their powerful running methods, taking to the air only twice.

Coach Best expects to develop a better passing game later on. At present he has not found receivers (He has plenty of interceptors); but the squad is working hard to round out the air phase of the game.

One thing I noted especially in the Littlefield-Hereford game was that Hereford is no longer a ball club made up of conflicting individuals but a machine, a team working in coordination. After a few rough spots are ironed out we will have a well oiled grid machine.

The Whitefaces wish to thank the fans for the support they received last Friday night. Business men, housewives, farmers, every man, woman, and child come out Friday night and support the old home team as they take the field against Dimmitt.

Brand Ads Get Results! Brand Ads Get Results!



HE'LL LOVE YOU FOR YOUR COOKING
and Your Wise Economy too

Cooking with Gas in a Modern Gas Range assures you of better results when you Bake, Broil, Fry, Roast or Boil. Ask those who know.

West Texas Gas Company

Between the Goal Posts

By FRED HARRELL

Joy Worley, after being pushed, pummeled, bruised and finally knocked out by Littlefield's big, beefy players was heard to say plaintively Saturday morning: "I wish we'd play some team that was down to our size."

Well, Dimmitt which plays here Friday night may be that team. And again it may not. I haven't forgotten how I misjudged Friona. Dimmitt won its opening game against Springlake 19-7. Mobley at right half and Co-Captain Sheffey at full seem to be the backfield men to watch in the Dimmitt lineup. Dimmitt has a new coach, W. P. Radney, formerly of Dar-

rouzett who may have some surprises up his sleeve.

Hereford's two wins—no losses, look mighty good just now, especially in view of the fact that they were won against teams which definitely were NOT pushovers. They really earned that 6-2 win over Littlefield Friday night. Hereford got in scoring position early in the first quarter after a series of line plays featuring Loerwald, Worley and Johnson. With the ball on Littlefield's nine yard line and first down, an incomplete pass and a five-yard penalty took the starch out of the drive and Littlefield got the ball on downs.

SCHOOL DAYS ARE HERE

Here are a few suggestions that might help in minimizing hazards which follow all youngsters:

If you think it is not right to ride with strangers, tell them that, and why.

If they ride the school bus, they may be protected by law, but since people break laws, caution them about dashing around the back of the bus (assuming they never run in front).

On lanes and roads without walks, tell them, if you know, why it is best to walk on the left side facing the traffic.

Call the whole family together once a week for a safety conference as one of your children may have a thought for you.

Compliments of

TROY MOORE

and the

PANHANDLE REFINING CO.

the line of scrimmage, giving Littlefield two points. Then the ball was brought out to the 20 yard line and Hereford kicked off to Littlefield where it was taken on the 50 yard line. Hereford then held the Lamb county boys the few remaining seconds of play.

Among Whitefaces playing the entire game Friday night were Johnson and Ford in the backfield and London, Fox, Brock, Vaughn, Jones and Brown in the line. Roy Saltzman played all but a few minutes in the last quarter and did a bang-up good job at tackle. Loerwald was out only one play of the entire game and surprised every one by his ability to plow through the Littlefield line. Henry Ford tackled so hard that even the grandstanders, twinged. Prowess of the Hereford line is shown by the fact that a very small percentage of Littlefield's gains were through the Whiteface wall. The Littlefielders had to resort to long passes and wide around end plays to make their yardage.

Substitutes Charlie Hill and O. G. Hill Jr., showed up well. J. W. Merrill was the only other player who got in the game besides the starting line-up.

Thanks to the interest and hearty cooperation of sports fans, every band player and member of the pep squad who wanted to go had a ride to Littlefield. The band and pep squad put on the same stunt between halves and received the same kind of approval and applause which they received the night of the Friona game. They are to be congratulated.

Meanwhile other conference teams have been winning and losing. Tulla, district winners last year, lost an opener to Paducah 32-0 and Friday night White Deer trimmed them 16-0. Hereford plays both White Deer and Tulla later in the season. Canyon defeated a heavier Lockney team 18-13. Perryton whipped Dalhart 19-6 and Lefors walloped Dumas 25-13. Canyon, Dalhart, Dumas and Tulla are the other four teams in this district.

Wyche Items

By INA MAE HEWITT

The 4-H club met in the home demonstration agents office last Thursday. Plans for a sock supper, play and hayride were discussed. The next meeting will be October 3 in Miss Oliver's office. Those present for the meeting last Thursday were Patsy Harris, Georgia May Reeves, Marjorie Edwards, Nancy Olson, Ina Mae Hewitt and Miss Oliver.

Mrs. Wilbur Thiel of Hereford, Mrs. E. Brinkman and Mrs. Brinkman of Idaho Falls, Ida. called in the Ray Wilhelm home Tuesday.

Mr. and Mrs. Valentine and the triplets called in the Nolle Elliston home last Monday.

A group of the Catholic ladies of the neighborhood attended a shower at the home of John Nogler given for the new little daughter there. Several who were unable to be present sent gifts. Punch and cookies were served to Mesdames Joe Reinart, John Lueb, Charles Wilhelm, Ray Wilhelm, and Miss Therisa Koelzer.

Miss Sadie Lee Oliver of Hereford and Miss Murry of College Station called on Mrs. Ira Ott Friday afternoon. Miss Murry is a Marketing Specialist.

Mr. and Mrs. E. C. Hewitt spent Thursday in Borger with their daughter, Mrs. P. D. Kelly. Mrs. Kelly and son, James, returned with them and spent the week end.

Mrs. Ira Ott attended the flower show in Hereford last Friday night.

Rev. Father Bonaventure Koelzer, a member of the Franciscan Friars of the Order of the Atonement, visited his family and friends in Hereford last week. Father Bonaventure is the first boy from Hereford parish to be ordained a priest. He sang High Mass here last Sunday. After spending several days in Muenster with relatives he will return to Hereford until Tuesday when he leaves again for New York.

Rev. and Mrs. H. M. Redford and Mr. and Mrs. Ezra Jacks called in the Luke McBrayer home Monday.

Mr. and Mrs. Luke McBrayer are setting out some trees which Mr. Ewton brought back from Colorado.

PROLIFIC PAIR OF DOVES

The most prolific pair of mourning doves yet reported in Texas raised six pair of young in a rose arbor in the yard of H. A. Stuermer of Cuero last year and at the last report had raised three pair this year and were on the job with a fourth, according to a report from the Cuero Standard.

Vega News

MRS. D. E. MCKENDREE

Mrs. Jess Giles returned home from Fort Worth Tuesday night where she went to attend the wedding of her niece which took place in her home there, last Sunday.

Mrs. J. T. Shelton is visiting her daughter in San Antonio this week.

Sunday visitors in the home of Mr. and Mrs. E. O. Kilbourn are: Mr. and Mrs. U. T. Brock, Mrs. Mary Lyles, Harold and Hardy Lyles of Dalhart, Mr. and Mrs. Joe Carlisle and Miss Rita Phillips of Amarillo.

Mr. and Mrs. Thornton Richardson and son of Amarillo, were visiting in Vega, Thursday. They were accompanied by Miss Wilma Jane Bartlett of Chicago, who is their house guest for the week.

Mrs. Mary Worsham of Fort Worth returned to her home this week after visiting Mrs. J. W. Thuet, who is an old school mate of hers.

Roger Morris Jr., received the Grand Champion ribbon for his entry in the Durac barrow contest at the Tri-State Fair in Amarillo this week. W. A. Williams won second prize in this division but took first place with pen of three barrows.

Vega was well represented each day of the fair as far as attendance goes. Mrs. Mora Bell was in Amarillo Wednesday.

Mr. and Mrs. Lawson Stevens returned home Saturday night after visiting in Decatur a few days.

With Oldham County Council as host, a Parent Teachers association school of instruction will be held in the Vega high school auditorium, Tuesday, September 24. Members of P. T. A. associations from Farmer, Castro and Deaf Smith counties are expected to attend. Mrs. E. C. Chapman of Adrian will be presiding officer.

Mr. and Mrs. L. L. Ledbetter were in Dimmitt Sunday.

Mr. and Mrs. W. S. Jones of Groom were visitors in the home of Mr. and Mrs. W. A. Williams this week.

Mrs. Lita Trimmer and Miss Gladys Troop of Amarillo were guests in the home of Mrs. Trimmer's parents, Mr. and Mrs. L. W. Landrum, Sunday.

C. E. Windee of El Paso was attending to business in Vega this week.

Mr. and Mrs. Bryon Gist Jr., are the proud parents of an eight pound boy, born in St. Anthony's hospital in Amarillo last Monday. The young man has been named Michael Byron.

The Women's 1938 Study Club met in the home of Mrs. A. R. Castleberry Wednesday afternoon with Mrs. Truman Miller presiding. After the roll call was answered by a first aid treatment, an interesting discussion on health was made by members after which the hostess served refreshments to fourteen members.

Vern Helmig was confined to his bed a few days this week with a severe cold. Vega has already

had 10 of her young men volunteer for army service. Some two weeks ago, Hulon Richardson and Roy Taylor volunteered for the Army air corps and are stationed in San Antonio. Cecil Horrell, Homer Funk, Leslie Linger, and Emery Loyd are in Camp Ord in California; Reece Ward, Jack Graham, Vincent and J. C. Walcott are in Lawton, Okla., members of the Field Artillery.

On account of the light weight of the boys who reported for football in the Vega school this time, it was decided to play the six man game in place of the eleven man game as heretofore. They went to Amarillo and played Price Memorial Saturday, their first game of the season.

The M. E. Missionary Society met in the home of Mrs. Rex

Kendall Thursday when plans were completed for the fellowship dinner to be held in the Kiwanis Hall next Thursday night.

Mrs. J. T. Richardson is with her mother, Mrs. J. N. Jordan in Hereford, who is ill.

Charley Marshall of Santa Rosa, N. M., came Friday night to visit his mother, Mrs. Minnie Crenshaw.

Mrs. A. L. McNabb came home from the hospital Wednesday and is slowly improving.

Dad Ballard spent a few days in Tucumcari, N. M., attending the horse races there this week.

MAY HAVE SET FISH RECORD

A sawfish measuring 14 feet, 9 inches was caught recently in Texas Gulf waters by E. F. Reid, Houston automobile dealer, and

it is believed his haul is a new world's record for sawfish landed on rod and reel. Reid battled the huge denizen of the deep three hours and ten minutes before bringing it to gaff. Reid also landed a sawfish which measured fourteen feet. He brought the smaller one to the rocks in two and a half hours. Quite a day's work.

TALK ABOUT TOUGH FISH

A catfish so tough that the steaks had to be pounded like they were pieces off a Longhorn steer was caught recently by Timothy Gray of Bandera, Texas. The huge cat weighed 45 1/2 pounds. It's the first time we have ever heard of a fish so tough steaks from it had to be pounded before being palatable.

FEATURE BY FEATURE



FROM BUMPER TO BUMPER



YOU'LL SAY IT'S

"FIRST BECAUSE IT'S FINEST!"

MEET the new Chevrolet for '41, and we are confident you'll say, "It's first because it's finest—Again Chevrolet's the leader!"

For this car is the result and the reward of almost ten solid years of Chevrolet leadership in motor car sales... leadership that has brought with it unequalled manufacturing economies and unequalled value-giving powers... leadership that now makes it possible for Chevrolet to offer you a motor car which surpasses all previous levels of luxury in the lowest price field.

This new Chevrolet for '41 is a much bigger car in all ways—with a longer wheelbase and greater over-all length—with longer, larger, wider Fisher Bodies—with exceptionally comfortable interiors giving "3-couple roominess," or ample space for six passengers, in the sedan models. Your Chevrolet dealer cordially invites you and your family to visit his showroom... invites you to make a thoroughgoing test of the finest motor car Chevrolet has ever built... invites you to eye it, try it, buy it—today!

Again CHEVROLET'S the LEADER

BRUMLEY-WOODFORD MOTOR CO.

HEREFORD, TEXAS

SEE... THE ENTRADA OF CORONADO

At The 27th Annual

SOUTH PLAINS FAIR

Sept. 30—Oct. 1-2-3-4-5

6 BIG DAYS LUBBOCK, TEXAS 6 BIG NIGHTS

Each Afternoon FREE Grandstand EACH EVENING 8:00 P. M. A \$100,000.00 Federally Backed show on the world's largest stage

- Bigtime—Circus & Vaudeville Acts, Clowns, Animals, Thrills - Chills



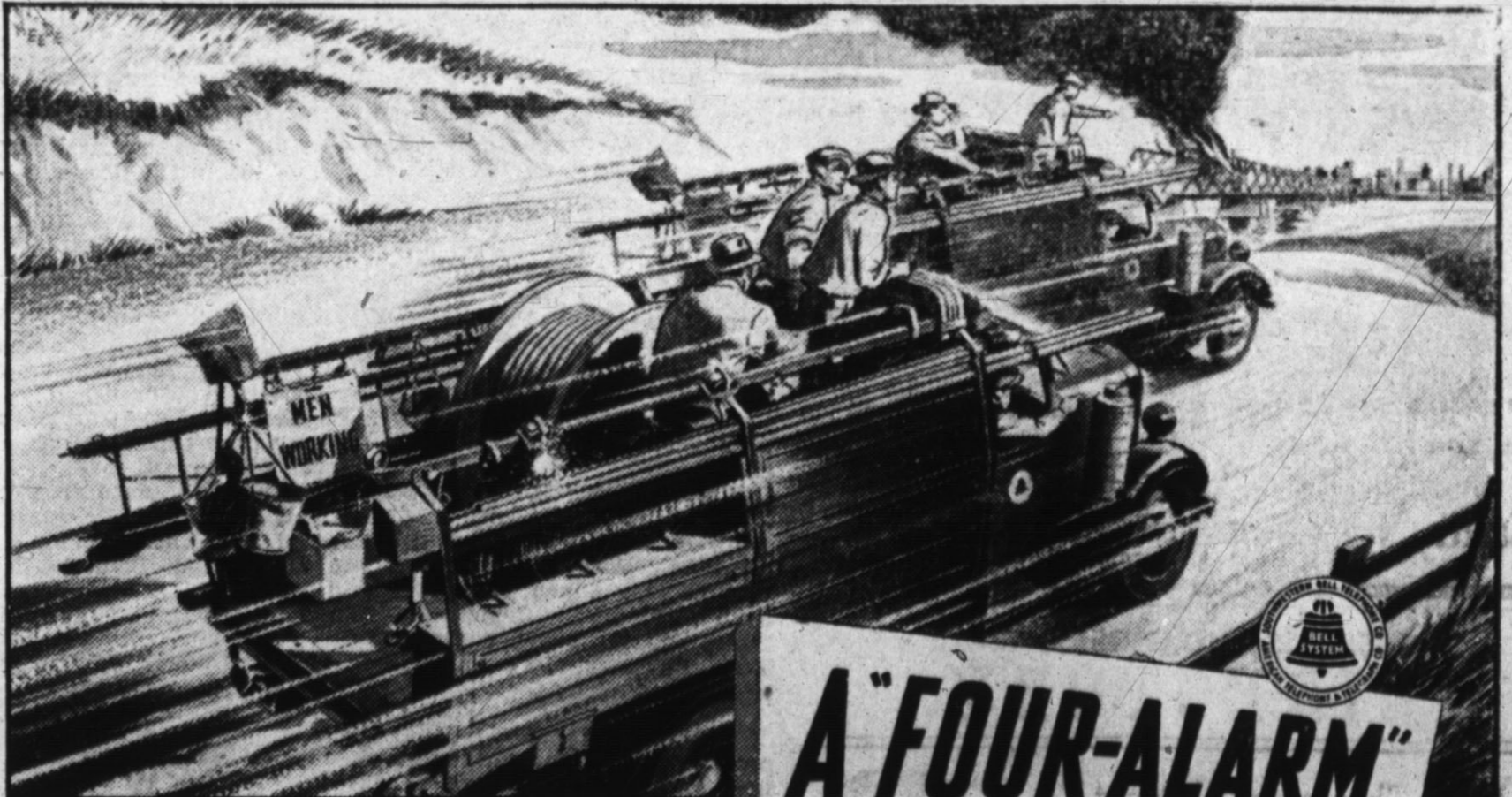
Free! SCHOOL CHILDREN Wednesday and Thursday, Oct. 2 & 3 (See School Supt. for Free Tickets) Free!

EXHIBITS Hereford, Shorthorn, Dairy Cattle & Swine Exhibits... newest in farm implements and equipment... community, and individual agricultural exhibits, merchandise displays... home and fine arts exhibits. FUN FOR EVERYONE—ON THE MIDWAY! GOODMAN WONDER SHOWS. EXCITEMENT — THRILLS — FUN GALORE!

Exchange Your Wheat for Pure SEED WHEAT

Tenmarq... Turkey Red... Kan Red

FRASER MILLING CO. HEREFORD, TEXAS



A "FOUR-ALARM" FOR THE BLUE-GRAY TRUCKS

A KANSAS CITY bridge burst into flames one morning last spring. It twisted and writhed under the terrific heat... then stout steel spans splashed into the Kansas River.

"Voice bridges" went out of service, too. For attached to the bridge were two large telephone cables, containing wires to 1,700 telephones. It was a four-alarm for the telephone repair crews—the men in the blue-gray trucks. While flames still soared near by, the reconstruction work began.

In a fire department rowboat they got a line across the river. Emergency telephones were rigged up at strategic locations.

Then came a driving rain to make the task even harder. All night they worked against

SOUTHWESTERN BELL



great odds. By midnight 60 telephones were working. By breakfast time three-fourths of the silenced telephones could speak. That afternoon telephone service was back to normal.

Meeting—and whipping—emergencies is a part of the telephone man's job.

Your telephone service is backed by skilled, loyal people whose experience in past emergencies better equips them for the emergencies of the future.

TELEPHONE COMPANY

Like good music? Tune in "The Telephone Hour," Monday evenings, N. B. C. Red Network

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Let's Cook Something



PINEAPPLE SALAD
1 box lemon jello
1 small can crushed pineapple
1 cup sweet cream

Drain the pineapple and add enough water to the juice to make 1 cup of liquid. Bring to boiling point and pour over jello. Stir until thoroughly dissolved and let cool. Add the cup of cream (not whipped) and the drained pineapple. Pour in six individual molds and set in refrigerator to congeal. A little green coloring added to the salad gives it an appetizing accent.

THE FRUIT PLATE
Arrange lettuce cups around a center cup filled with the pineapple salad, topped with dressing. Place half a pear canned on one side and a half-peach on the other and, with an eye for the color effect, fill the remaining lettuce cups with cantaloupe or honey-dew melon balls, 2 fresh prunes stuffed with cottage cheese, fresh strawberries or plums or red cherries stuffed with tiny bits of cheese and two narrow strips of banana that have been rolled in mayonnaise and sprinkled with crushed pecans. Two butter sandwiches, toasted, made from brown bread or raisin bread completes the plate. Top off with an ice course served with sugar wafers.

The whole idea lends itself to as much imagination as you can muster because almost any combination of fruits may be used.

Contemporary Life Will Be Subject For Junior Club

Different phases of contemporary life, ranging from science, politics and history to music, art and religion, will form program subjects for the Junior Bay View Club 1940-41 season.

The study course, which was begun at the first meeting of the club year Thursday night at the home of Mrs. W. L. Davis, opens with a general look at Alaska and the part Alaska plays as America's last frontier. Miss Rhita Jean Sullivan discussed Alaska at the meeting. Acknowledging the book review as a forte in contemporary literary fields, several reviews are listed during the year. Thursday night Miss Nancy Conkwright reviewed "Wild Geese Calling" by Stuart Edward White. She said in part "Wild Geese Calling" is

Mr. White's fictionalized explanation and defense of the pioneer. In his foreword he admits that the logic of the professional minds which have conceived the pioneer as an escapist is perfect. Yet, he challenges that they are ignorant of true human nature. The pioneer is not a pioneer in order to escape the truth and hardships of civilization, neither is he a pioneer because he loves adventure; he is a pioneer because the racial urge is fundamental within his soul and if he is attuned to that impulse he must follow it.

October programs will cover "Points of Interest in Canada" and "Royal Families of Europe." The third program in October will be devoted to the annual affair honoring the senior Bay View Club at which an out-of-town speaker will give a book review. November programs will deal with poetry and December programs will include "Fine Arts and Sciences" with emphasis on foreign countries and "The Short Story." Outstanding war personalities and interesting facts about war torn Europe will be covered in the January and February programs. "Music" featuring favorite musical selections is also included in the February programs and "Texas" and "Pan America" are March program subjects. April programs will include a study of "Religion," election of officers, a program on Mexico and "Moving Pictures on Mexico." On the first Thursday in May the closing luncheon will be held with the year book committee as hostesses. They are Mrs. W. L. Davis, Mrs. Jimmie Gillentine and Miss Nancy Conkwright.

Officers of the club include: Miss Eloyse Pitman, president; Miss Edna Daughette, vice-president; Mrs. Jimmie Gillentine, secretary; Miss Lois McCaslin, treasurer; Mrs. Fred Mulkey, parliamentarian and Mrs. Jack Wayland, reporter.

The membership committee is composed of Mrs. J. T. Gilbreath, Jr., Miss Robbie Foster and Miss Katherine Kirby.



BOWL
for Health and Recreation

You are Always Welcome and you'll like the clean, friendly atmosphere!

Ted's Alley
A Nice Place to Bring Your Wife or Best Girl!

CARD OF THANKS
The Garden Club wishes to thank the Brand for the publicity given the Flower Show; the Brumley-Woodford Motor Co. for the use of their building and the many courtesies shown us; Hereford Lumber Co. and Co. for their garden furniture and displays; the florists of Hereford for their cooperation and displays; the Presbyterian Church for the use of their pedestals; the Star Theatre for publicity; and to all who in any way helped to make a success of the Flower Show.

CAMP FIRE GIRLS PLAN CONTEST
Regular meeting of the Wecocantewaste Camp Fire Girls was held at the hut Thursday afternoon. Mrs. Urlin Streu, guardian, explained a contest in which members will be divided into groups, each group to compete with the other in selling Christmas Cards. The contest will begin the first week in October and the winning group will receive a prize.

Plans for other activities for the year were discussed and committees were appointed.

MRS. JOWELL IS CLUB HOSTESS
Mrs. Roy Jowell was hostess to members and guests of the Pleasure Hour Bridge Club Thursday afternoon. Bright bowls of fruit brought nature's palate of red, orange, gold and green colors into the house for decorations.

Mrs. Jim Black was a special guest and score awards were presented to Mrs. Elmo Lawhon, high and Mrs. Harry Lomas low.

Members present were Mesdames Elmo Lawhon, Elmer Mathies, Earl Phillips, O. L. Click, Boyd London, Chris Renfro, Harry Lomas, Ralph Smith, Roger Corbett, B. R. Dixon, and the hostess.

New members of the club are Mrs. Jim Kirby, Mrs. John Simms, and Mrs. W. C. Pitman.

Those present at the meeting were Mesdames Alton Fraser, J. T. Gilbreath Jr., Jimmie Gillentine, Jim Kirby, W. C. Pitman, John Simms, Elizabeth Womble, Jack Wayland, Misses Ruth and Nancy Conkwright, Edna Daughette, Robbie Foster, Katherine Kirby, Lois McCaslin, Eloyse Pitman, Rhita Jean Sullivan and the hostess.

Summerfield Club Outlines Plans At Luncheon

Plans for another year of work and study were outlined Thursday for the Summerfield Study Club at the annual opening luncheon given at the home of Mrs. B. E. Roberson with Mrs. Tandy Legg as assistant hostess.

Fall flowers made colorful attractions for small luncheon tables laid for four.

Mrs. Ray Johnson, president, conducted a short business session after the luncheon when members voted to cooperate with the Seventh District in making a gift to the Federation Headquarters at Austin, honoring Mrs. J. W. Walker, past Seventh District president.

In presenting the new year books, Mrs. L. L. Cannon, year book chairman, stressed the club motto "Let's go a little farther, Let's do a little better each year" urging each member to know the club and federation work well enough to be able to discuss it intelligently.

The club program will feature "The Club Woman's Book Shelf" again this year with such topics as "International Relations," "Health," "Politics," "Religion," "Science," "Business," "Medicine" and "Journalism" listed for study. Other practical subjects will be included in discussion and the usual number of social functions have been planned as well as the welfare projects which always form a part of the club's activities for the year.

Mrs. B. E. Roberson gave a concise definition of "Club Ethics" saying, "Club Ethics is the relation of club administration, club officers and club members to each other and to their joint purposes." Continuing she pointed out that "the finer the purpose of the club, the more readily all minor questions will adjust themselves. So, set your club mind on worthwhile things in study, in self training or in public service."

In a talk on "What Every Club Woman Should Know" Mrs. Ray Johnson told about Federation—What it means and what it brings.

Members of the club attending the luncheon-meeting were Mesdames A. L. Behrends, L. L. Cannon, Brit Clark, Albert Cross, Lee Curry, Ray Johnson, Lloyd Lookingbill, Ky Lawrence, Chas. Noland, J. B. Noland, Mack Noland, C. R. Walser, Guy Walser, D. C. Walser, Hollis Walser and the hostesses.

Bay View Club Opens Year Thursday

The opening of the 1940-41 session of the Bay View Club took place last Thursday with a luncheon at the Rose Room at a local cafe.

In keeping with the General Federation Golden Jubilee year, celebrating fifty years of progress and which is being celebrated locally today with a Golden Jubilee Tea, a gold color theme was used in decorations. Fringed African marigolds made a brilliant centerpiece for each table and flower decorated place cards repeated the gold note. Other flowers were purple asters.

A Federation Day program was featured with the theme centering around the "First Women of Federation." A comprehensive history of the national federation, its beginnings, objectives and achievements was presented by Mrs. Bob Wilson who gave a list of outstanding pioneer club women and their accomplishments. Mrs. A. M. Jones told of outstanding Texas clubwomen, telling how the state organization was formed and picturing its growth. Mrs. John Olson drew a picture of the Bay View Club in its early days. She mentioned Mrs. B. S. Arnold, now of Marshall, Mo., Mrs. A. C. Elliott now of El Paso, Mrs. J. E. Ferguson, deceased, Mrs. B. F. Guthrie and Miss Lillie Hostetter, four of whom are honorary members and who played important parts in the organization and in the later development of the club. Mrs. Olson named Mrs. F. T. Roloson as the club's choice of pioneer woman and presented Mrs. Roloson's record of club work in the Bay View Club and in clubs in Illinois before coming to Texas. Mrs. Roloson will be presented with a bronze medal at the Golden Jubilee Tea being held at the Baptist Church this afternoon.

Mrs. J. P. Slaton, year book chairman, gave a preview of new year books which have a course of study based on "Southwest Heritage." History, art, literature and legends will all come in for their share of discussions dealing with Arizona, Oklahoma, New Mexico and Texas. Drama, health programs, book reviews and social functions have also been included in year book outlines. Members of the year book committee were Mrs. J. P. Slaton, Mrs. Knox Kinard and Mrs. D. H. Alexander.

Officers of the club include Mrs. Ray Barber, president; Mrs.

D. H. Alexander, vice-president; Mrs. Colby Conkwright, recording secretary; Mrs. Paul Mathers, corresponding secretary and Mrs. J. H. Olson, treasurer.

Members attending the luncheon were Mesdames Bob Wilson, J. W. Spradley, J. B. Stoker, J. P. Slaton, F. T. Roloson, G. A. F. Parker, John McLean, J. H. Olson, C. F. Moore, Ray Barber, H. L. Broadwell, Clara McLean, Paul Mathers, J. W. Kirby, Knox Kinard, A. M. Jones, G. W. Heard, D. H. Alexander, R. P. Coneway, Colby Conkwright, E. W. Harri-

son, T. M. Dameron and H. G. Conkwright. Guests included Mrs. Laban Dameron and Mrs. Richard Dameron of Denver Colo., and Mrs. Ethie P'Pool.

Some of the common bunch-grasses range in protein content from as high as 14.5 percent in the spring to 2.5 percent in the fall.

Cash receipts from National Forests totalled \$5,859,183 for the past fiscal year, according to the USDA Forest Service.

Get That Satisfied Customer SMILE!

Let us WASH, CLEAN and LUBRICATE your Car!

TEXAS SERVICE STATION

GLENN SNYDER PHONE 440

QUALITY WHEAT PAYS
PLANT QUALITY WHEAT TO MAINTAIN BEST MARKET DEMAND

Excellent Quality Varieties Intermediate Quality Varieties Poor Quality Varieties

The **EARLY BLACKHULL** variety, not classified above, is inferior in baking quality to the intermediate group and is not desired by the commercial bakers who use most of the Texas wheat crop.

Counties known to be producing high quality wheat have a greater demand for wheat than those having poor quality wheat.

Poor quality varieties in a county cause market discrimination detrimental to all wheat farmers.

Your County Agent, Elevator Manager, Local Miller and the Texas Wheat Improvement Association can tell you where good seed of approved varieties may be obtained.

TEXAS WHEAT IMPROVEMENT ASS'N.
1012 Fisk Bldg. Amarillo, Texas Phone 5515

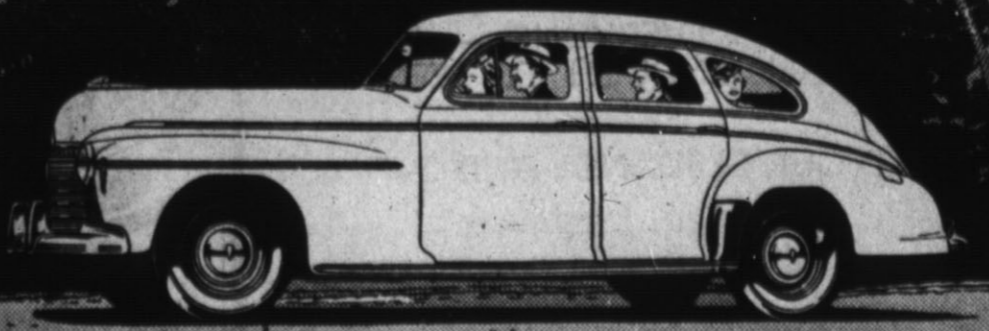
The Car Ahead! IT'S OLDSMOBILE!



New Olds Special Six 4-Door Sedan, \$945* (Same model Eight, \$987*)

6 NEW LINES FOR '41 • 3 SIXES • 3 EIGHTS

AHEAD in Styling! **AHEAD** in Engineering! **AHEAD** in Size, Comfort, Performance! With all flags flying, Oldsmobile swings into 1941 with the most complete line of cars in its history... at prices that set new standards of value even for Oldsmobile. The 1941 Oldsmobiles are bigger—with longer wheelbase and wider tread. They're more powerful—with a new 100 H. P. Econo-Master Engine in all six-cylinder models and Olds' famous 110 H. P. Straight-Eight again in all Eights. And, crowning all other advancements, all Olds models for 1941 are offered with the amazing Hydra-Matic Drive*!



Illustrated above: Dynamic 6 Cruiser 4-Door Sedan, \$1010* (Same model Eight, \$1045*). Illustrated at left: Custom 8 Cruiser 4-Door Sedan, \$1135* (Same model Six, \$1099*).

Sedan prices start at \$898, *delivered at Lansing, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE

PRICES BEGIN AT \$852*
FOR SPECIAL SIX BUSINESS COUPE

STYLED TO LEAD
BUILT TO LAST

ALL OFFERING HYDRA-MATIC DRIVE*

NO CLUTCH! NO SHIFT!

More than just a fluid coupling, even more than an automatic transmission, Oldsmobile's exclusive Hydra-Matic Drive is a combination of both! It eliminates the clutch and gear shifter. It simplifies driving, steps up performance, saves gasoline. It marks Oldsmobile more than ever as the car ahead! *Optional at extra cost.

Brumley-Woodford Motor Co., Inc.
HEREFORD, TEXAS

A Hereford Product...
where fine wheat grows!

PACKARD'S BEST FLOUR

... produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST!

Look in each sack for Chinex Dinnerware Coupons!

PACKARD MILLING CO.
HEREFORD, TEXAS

Party Planned By Wyche Club

At the meeting of the Wyche 4-H Club on September 19, in Miss Oliver's office, a party was planned. It will be on Nov. 1 at the Wyche schoolhouse. A play will be given, with some readings and musical numbers. Pie, sandwiches and coffee will be sold; and afterwards all the 4-H club members and a guest will go for a hay ride.

Miss Oliver would like to have all reports in for 1940. Miss Oliver gave a talk on frame gardens for this fall, and handed out some booklets. Those present were Nancy Olson, Marjorie Edwards, Patsy Harris, Ina Mae Hewitt, Georgie May Reeves and Miss Oliver.

COURTHOUSE RECORDS

Quit-Claim Deed
Otis Williams, Jr., to Beulah Mercer, E 80 feet of S 40 feet of lot 4 and all of the E 80 feet of lots 5 and 6 in Block 71.

E. N. Goodloe et al to Beulah Mercer, E 80 feet of S 40 feet of lot 4, and all of E 80 feet of lots 5 and 6, all in Block 71.

J. L. Johnson, et ux, to F. W. Hill, NW 1/4 of Section 77, Block K-3.

Release
J. L. Johnson, et ux, to F. W. Hill, NW 1/4 of Section 77, Block K-3.

Deed of Trust
A. R. Hughes to Southwestern Life Insurance Co., SW 1/4 of Section 44, Block K-3.

O. E. Sherman, et ux, to Chas. N. Prothro, trustee, Section 57, Block K-3.

Warranty Deed
Fred G. Brown, et ux, to Geo. Clark, a part of lots 7, 8, 9, of Block 21, Whitehead addition.

J. N. Wooten, et ux, to Mrs. Jennie Thompson, part of Block 9, Evant's addition.

Fred G. Brown, et ux, to H. A. Burk, W 100 feet of lots 11 and 12 and W 100 feet of N 40 feet of lot 10, Block 21, Whitehead addition.

Federal Farm Mortgage Corp. to J. A. Pitman, E 1/2 of Section 10, T 2 N, R 3 E.

Sarah E. Dameron, et al, to J. A. Pitman, Block 54, Evant's Addition.

Capitol Freehold Land Trust to J. A. Pitman, Sections 22, 23, 16, E 1/2 of Section 9, W 1/2 of Section 10, W 1/2 and SE 1/4 of Section 11 of T 2 N, R 3 E; and N1-2

Daniel News

PAULINE MOORE
There were 50 at Sunday School and church Sunday and Rev. Perry preached a good sermon.

Mr. and Mrs. Ervin Shugart attended the fair in Amarillo Tuesday.

Mrs. W. D. Ware and Ollie Belle, who have been visiting with her daughter and sister the past two weeks, returned to their home in Oklahoma Sunday.

Mrs. F. E. Finney, Mrs. W. R. Moore and children called in the Fritz Friemel home Sunday afternoon.

George Muse called in the W. R. Moore home Sunday evening.

Mr. and Mrs. Bill Hudgens were in Amarillo Wednesday and attended the fair.

Mr. and Mrs. J. C. Allred and Ethel were in Hereford Saturday.

W. R. Moore and family called in the Mart Burum home near Dawn Sunday afternoon.

J. C. Allred and family attended the fair in Amarillo Tuesday.

Oscar Goldon, Betty Neel and Joe Cunyans from Plainview were in this community visiting friends Saturday.

Mrs. F. E. Finney, Mrs. W. R. Moore and children visited friends in Amarillo Friday.

Mr. and Mrs. L. B. Fowler of Wildorado visited in the J. C. Allred home Tuesday night.

Billie Price visited friends in Canyon Wednesday.

Floyd Tomlinson and family attended the fair in Amarillo Friday.

E. T. McClain, Miss Emma McClain and Mrs. Annie Gillispie were in Hereford Saturday.

The Methodist revival meeting will begin Friday night, Sept. 27, at Wildorado. Rev. Hubert Thomson, pastor of the 10th St. Methodist Church in Amarillo, will do the preaching. Everyone is invited to attend.

Mr. and Mrs. J. R. Belt and daughter, Elizabeth Ann, Mr. and Mrs. Oscar Goldon and daughter, Francis Kay and E. J. Goldon from Lockney visited in the Floyd Tomlinson home Tuesday and Wednesday night.

NEW CARS REGISTERED

Lee R. Conklin, 1941 Hudson 2-door deluxe sedan, Brown Motor Co.

C. D. Potter, Dawn, 1940 Olds 4-door 60, Brumley-Woodford Motor Co.

G. F. Johnson, 1941 Plymouth deluxe coupe, Ireland Motor Co.

D. W. Turner, 1940 Dodge deluxe 4 door sedan, Ireland Motor Co.

James O. Harrison, 1940 Dodge VHA, Ireland Motor Co.

O. A. Quinn, Robstown, 1941 Plymouth 4 door sedan, Wolf-lin Motor Co., Amarillo.

Fred G. Brown, 1941 Hudson 2 door sedan, Cullum Motor Co., Amarillo.

J. W. Adrian, 1941 Ford Pickup, Hereford Motor Co.

Stella Lee Fortenberry, 1940 Chevrolet Master 85 coupe, Brumley-Woodford Motor Co.

Summerfield

MRS. JIM CLARK
There were 78 present at Sunday school Sunday morning. There were several visitors present. Visitors are always welcome.

Miss Louise Suttle and George Albert Springer of Hereford were married in Clovis Saturday evening. Friends wish them happiness.

Mr. and Mrs. Ralph Sears and Mrs. Joe Huckert of Hereford and Anton Huckert and son, Harold, of Manhattan, Mont., were dinner guests at the home of Mr. and Mrs. Frank Huckert.

Mrs. Walter Hawkins and Bobbie of Lamesa spent part of last week with her parents, Mr. and Mrs. B. A. Atchley and family also her sister, Mrs. C. B. Thomas, who is ill at the hospital in Hereford.

The Summerfield Study Club opened their first meeting at the home of Mrs. B. E. Roberson with a covered dish luncheon. Fall flowers were in all the rooms as decorations. Mrs. L. L. Cannon presented the yearbooks. Mrs. B. E. Roberson discussed Club Equity and Mrs. Ray Johnson gave some pointers about Federation.

Those present were: New members, Mrs. Mack Noland, Mrs. Albert Cross and Mrs. Charlie Noland; old members: Mesdames Ray Johnson, L. L. Cannon, Loyd Lookingbill, Brett Clark, D. C. Walser, Andrew Behrends, J. B. Noland, Ky Lawrence, Lee Curry, C. R. Walser, B. E. Roberson, Tandy Legg, Guy Walser and W. H. Walser.

Several from here attended the fair in Amarillo last week. Summerfield pupils and teachers went Tuesday as there was no school.

J. L. Sparks of Panhandle spent part of last week with Lawrence Johnson. Mr. Sparks formerly lived here.

Mr. and Mrs. Frank Huckert and daughter visited her parents in Portales, N. M. recently.

Five-Year-Old Kodak To Pay Expenses Texas Tech Student

Lubbock.—With a capital stock of \$15 and a worn kodak, Rollin Herald of Austin expects to make and Louie Huckert.

Rance P. T. A. had their first meeting of the new school year and elected officers: Pete Carmichael, president; Mrs. Pete Carmichael, vice-president; Mrs. A. F. Blakemore, secretary; program chairman, Miss Sylvia Behrends; Song leader, Ben Wilhelm and pianist, Mrs. Ben Wilhelm. After the business, a social hour was enjoyed with a watermelon feast. Miss Sylvia Behrends is the teacher this year.

The R. A. Boys met at the church house Sunday afternoon with their leader, Tandy Legg. Those present were: Wendell Roberson, L. H. Lookingbill, Jim Suttle.

LITTELL'S LIQUID
A Calcium Sulphurate Solution for relieving the discomforts of itching that frequently accompanies Minor Skin Irritations, Prickly Heat, and the Bites of Non-Poisonous Insects. Locally it helps to allay the itching of Eczema. Price 50c per bottle.

HAILE DRUGS

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HAILE DRUGS

expenses for his senior year at Texas Tech by taking identification pictures as students enroll.

A bed sheet tacked to a wooden frame is used as a background, a study lamp with cardboard and tinfoil reflector as a spotlight, and a piece of chicken coop cello-glass as a diffusing screen. He has equipped his five-year-old camera with a film container holding 100 feet of spool film and mounted it on a tripod.

Herald took 714 pictures the first day of preliminary registration. Average time required for each picture is 30 seconds.

Cuba's four million people bought 81 million dollars worth of farm and factory products from the United States in 1939.

CUT-RATES

SOUTH PLAINS FAIR TICKETS

Lubbock—Sept. 30th-Oct 5th

\$2.00 Value Fair Ticket — **\$1.00** Advance Sale for only

(4-50c GEN. ADM. TICKETS FOR ONLY \$1.00)

Special advance ticket sale will be in effect until Saturday, Sept. 28. Regular front gate admission price remains same.

Mail Post Office Money Order or Bank Draft—South Plains Fair, Box 561, Lubbock, Texas. No Limit—Buy All You Want!

ORDER TICKETS NOW!

No Special Rates After Sept. 28th

Announcing the big

NEW FORD 1941

In some years, some cars take a big jump ahead. *The Ford does that for 1941.*

It has jumped ahead in size. It's the *biggest Ford* we've ever built, *inside and out.* It's *wider.* It has a *longer wheelbase.* Its seating room is *wider* by as much as 7 inches. It has *new wide doors* and *semi-concealed running boards.*

You'll notice also a new beauty, achieved by a skilful blending of mass with *longer flowing lines.* *Larger windshield and windows* give better vision all around.

One of its biggest advantages is the *new soft ride.*

New, slower-action springs give a slow, gentle, gliding movement. A *newly designed stabilizer* helps absorb road shocks, and maintains balance on sharp curves and in cross winds.

More rapid acceleration to match its familiar speed and power makes this new Ford an even livelier car to drive.

These are only a few of this new car's outstanding features. It represents all the rich experience gained in building more than 28 million motor cars.

Any Ford dealer can give you many good reasons for making this your 1941 car.



Ford

Get the Facts and You'll Get a Ford!

LET US SUMMERIZE YOUR CAR
Now's the time to Lubricate, Wash and Grease your car, and Change to Summer Oil. Phone 191 for complete Magnolia SUMMERIZE Service!

THOMPSON SERVICE STATION
Across from the Bull Barn . . . on Highway 60

A Great Nation of "SMALL TOWNS"

THIS BANK BELIEVES THAT IT CAN CONTRIBUTE NO GREATER SERVICE TO THIS COMMUNITY, OR TO THE NATION AT LARGE, THAN BY CO-OPERATING TO THE UTMOST OF OUR ABILITY WITH OUR FARMERS AND RANCHERS!

ALTHOUGH OUR BANK ISN'T THE BIGGEST IN THE COUNTRY BY A GREAT DEAL, WE ARE EQUIPPED TO GIVE THE SAME CAREFUL ATTENTION TO EVERYONE — BIG ENOUGH TO SERVE ALL — SMALL ENOUGH TO SERVE YOU.

WE ARE EAGER TO EXTEND OUR GUIDANCE AND SUPPORT TO YOUR PROBLEMS.

MEMBER F. D. I. C.

The First State Bank

This is a Bank of Friendly and Personal Service

See the New **Ford** for 1941!

Friday, September 27

AT THE **HEREFORD MOTOR CO.**

FORD and MERCURY