

Hereford Auction Holds Interest Saturday

AROUND TOWN

Sights and Faces Seen

Irrigation wells continue to go down at a rapid pace. One of the latest wells to be completed is that of Dr. B. M. Wiltshire on his place west of Hereford. He is getting around 900 gallons a minute and plans to water 320 acres of wheat.

Never let it be said that Homer Brumley is not loyal to his community. Even when Homer goes to Fort Worth, he feels at home—because he never stays anywhere except at the HEREFORD HOTEL.

Did you know that Potato Joe Ballinger produced more than 400 bushels of Irish potatoes per acre on irrigated land in 1936, and again in 1937?

Sign in Pevley and Seed implement house. "Don't be a piker, split on the ceiling—anyone can split on the floor!"

Bill Smith paid a 50c fine at Lions Club, Wednesday, because he insisted that girls in the Trinity University Choral Club sit beside Lions when they are entertained next week. The club voted the fine on Bill because he didn't think anyone would sit beside him unless it was required.

Freight shipments out of Hereford for 1937 showed an increase of 90 per cent over the preceding 12 months.

Princess Rosson may be a good judge of cattle, but according to Uhas Williams, Prentiss has to climb on top of a manager to make up his mind.

Dr. James escaped serious injury Wednesday night when some prankster attached a trick bomb to his new automobile.

Nestor Gass is either unusually lucky, or else he is most deserving; (Continued on Page 8, Sec. 1)

Two Bulls From McDonald Herd Are Bought Here

C. B. Williams of Hereford bought Prince Domino Axtell 19th in the D. L. McDonald Hereford auction at Amarillo last week; he paid \$430 for the bull, which was third high price of the day. Jim Harrison was another buyer from here; he purchased Super Superior at \$100.

Prince Blanchard 12th was second in the sale at \$500, and went to Tony Chisum of Amarillo; topping the sale was Blanchard Anxiety 3rd, going to George Glass of Midland for \$800. Thirty-eight young bulls sold for \$6,940—an average of \$182.63. A large number of Hereford breeders in this area attended the sale.

Local Students Awarded Places In Clinic Band

Twelve members of the Hereford Band, who will play in the Clinic Demonstration Band at Canyon, Friday and Saturday, left this afternoon for Canyon, where they will rehearse with other students, who will compose the band.

Those from Hereford who will play in the Clinic Band, are Martha Nell Ewton and Orville Hill, flutes; Helen Frances Streu and Wanda Jean Reed, clarinets; Jean Williams, oboe; Billy Barber and Betty Cockrell, French horns; Troy Womble and Gertrude Long, string bass; Jack London, trumpet; Minnie Dea Smith, cymbals; Billie Gene Wilson, E flat clarinet. The Clinic Band will be conducted by Victor Grabel of Chicago, noted director and composer. The entire Hereford Band will attend the two-day clinic in Canyon Friday and Saturday. The clinic is sponsored by West Texas State College and is the first of its kind held there.

Sleet And Showers Bring .52 Of Inch Moisture To Area

Local Speaker



Dr. C. J. Koerth, superintendent of the Woodmen Memorial Hospital in San Antonio, will speak in the First Methodist Church here at 7:30 o'clock, Friday evening, Feb. 18.

Weekly Auction To Be Resumed Here Tuesday

LARGE CONSIGNMENTS OF LIVESTOCK EXPECTED IN TUESDAY SALE

Due to the fact that the Weekly Auction was postponed this week because of the Hereford Breeders Sale Saturday, Ray Barber, auctioneer and manager, today predicted that next Tuesday will mark one of the largest sales in history of the local auction.

"Already large consignments of livestock have been promised for the sale next Tuesday," Mr. Barber said, "and word has been received (Continued on Page 8, Sec. 1)

Sound Movie At School Tonight

"Hidden Treasures," all-talking farm picture, will be shown at 7:30 o'clock tonight in the high school auditorium. It was today announced by John Olson, Rockwell Bros. & Co., manager. The show is brought here by Keystone Steel and Wire Company of Peoria, Ill. Several other pictures will be presented in addition to the feature film.

The show will be free of admission charges, and the public was invited to attend. The entertainment will feature a trip through the factory and numbers by the Hoosier Hot Shots, all on sound film.

Longest And Loudest Fire Alarm In History Draws Pajama-Clad Crowd

A fire alarm around 5:30 Monday morning will probably go down in history as one of the "longest and loudest" alarms ever sounded here.

Firemen, who hurriedly answered the call, rushed to the station only to find that it was a false alarm—due to a short in the wiring to the siren. Just about the time firemen believed they had stopped the siren, it would break forth in another series of mournful wails.

The continued wailing of the siren led many persons to believe that the whole business section was blazing, and that the

TELEPHONE LINES DOWN TO ALL POINTS OVER HEREFORD AREA

Hereford received .52 of an inch of moisture this week as light showers were climaxed with sleet Wednesday.

Monday .08 of an inch of rain fell, followed by .05 of an inch Tuesday night. The bulk of the moisture came in the form of sleet Wednesday, bringing .35 of an inch, and Wednesday night another .04 of an inch fell, boosting the total to .52 of an inch for the week. Reports came from the U. S. Department of Agriculture weather gauge at The Brand Office.

Telephone Lines Down

Reports varied concerning outlying points. Dimmitt was reported to have received one inch of rain in the Monday showers, and Carl Eyer reported an inch of moisture on his place, 10 miles south of Hereford from the Monday rains.

A telephone call to Friona Monday morning found about the same amount of moisture as reported (Continued on Page 8, Sec. 1)

Report Termites Damaging Homes In This Section

Pointing out that excessive damage has been done by termites in this community in recent months, Grant Fuller, Kemp Lumber Company manager, today announced that he has a trained man to make inspections in this area, and said that arrangements may be made at the local yard.

"At this time of year termites reach the migration stage," Mr. Fuller pointed out. "They migrate from their nests—and where they locate, they remain to cause serious damage." (Continued on Page 8, Sec. 1)

Hereford Group Attends General Meet In Pampa

A large number of the Young People's Group of the Christian Church attended the World Fellowship meeting in Pampa, Friday and Saturday, Feb. 11 and 12.

This group is one of many which gathers once a year for this meeting. Miss Vida Elliott, a returned missionary from India, had charge of the programs. Rev. John Mullin of Pampa and his people furnished the church in which the group met, and the homes in which the young people stayed during the meet. Rev. Powell A. Smith of Amarillo, Mrs. Vivrette of Yale, and Rev. H. M. Redford conducted the discussion groups.

The Hereford group also presented the play "Closed Doors," on Friday night, after the banquet. Lottie (Continued on Page 8, Sec. 1)

Modern Sales Pavilion Houses Local Hereford Sales



Built at a cost of \$18,000, Hereford can boast one of the most modern and comfortable sales pavilions in the Southwest. Seats are slanted upward from the auction ring to insure convenience, and the building is heated for comfort of buyers in cold weather.

Delegates From Three Counties View SCS Work

TOUR AND BANQUET HONOR VISITORS FROM ADJOINING COUNTIES

Conservation methods of Deaf Smith County are attracting general attention in West Texas, and were climaxed with a special inspection tour here, Thursday afternoon at 3 o'clock. A banquet will be held in honor of visiting delegates tonight at the First Presbyterian Church.

Dean A. H. Lideigh, Among distinguished agricultural and conservation leaders who will make the tour and attend the banquet are Dean A. H. Lideigh, dean of agriculture at Texas Tech, and member of the State Planning Board; J. B. Rutland, assistant director of vocational agriculture for the State of Texas; O. T. Ryan, district supervisor of vocational agriculture for West Texas, and Tom Cotton, agricultural and conservation authority of Amarillo.

The group who makes the tour will include delegations from Castro, Farmer, Randall and Deaf Smith Counties, and will be made up chiefly of county judges, county (Continued on Page 8, Sec. 1)

Milligan Will Hold Sale Near Bovina Thursday

J. R. Milligan and son, R. W. Milligan today announced that they will hold a public auction at their farm, two miles north and one mile east of Bovina, Thursday, February 24; the sale will begin at 10:30 o'clock, and they plan to sell their entire farm machinery, livestock and household goods prior to their departure for Oregon.

Mr. Milligan reported that he has an abundance of machinery, including an all-crop harvester, a Farmall tractor with lister attachments, wheat drills and binders, one-way plows, go-devils, sleds, wagons, harrows, and a good feed (Continued on Page 8, Sec. 1)

Cooper Funeral Held In Arizona

Jessie Ray Cooper, age 7, son of Mr. and Mrs. Cooper of Phoenix, Ariz., died Monday, Feb. 7, as the result of injuries sustained when a dump truck ran over him. His mother will be remembered as the former Miss Geneva Burkett of this city.

He is also survived by an aunt, Mrs. J. L. Taylor, and a uncle, John D. Burkett, both of Hereford.

Crop Loans To Be Available Here Next Week

Carl Hill, field supervisor for the Emergency Crop Loan Office, left Tuesday for Dallas, where he will attend a two-day conference.

When Mr. Hill returns to Hereford next week, the local office will start taking applications for 1938 crop loans. The office in the court house in Hereford is headquarters for this district; Mr. Hill also maintains offices in Vega and Farwell, dividing his time between the three counties.

Board Meeting

The Board of Directors of the County Federation of Women's Clubs will meet Saturday afternoon, February 19, at 3 p. m. at the court house. All members of the Board are urged to attend this meeting.

An Important Industry

(An Editorial)

Saturday, February 19, the Hereford Breeders of this area will hold an Association auction—the first to be held here since 1931. The occasion climaxes a gradual return of interest in finebred cattle which in past years made this section famous.

This gradual return of interest, however, is from the outside; the breeders in announcing their sale, pointed out: "We have not been holding our auction sales in recent years, but that does not mean we have not continued to breed Anxiety 4th Herefords in both quality and quantity." During depression years outside interest in finebred cattle dropped, just as it dropped in all other lines of business. This returning interest finds Hereford breeders of this section in a better position than ever before to supply the needs of buyers.

Hereford has a nation-wide reputation for its fine Anxiety 4th Herefords. The breeding of fine cattle is a big industry in the community. It is an industry which started here in 1898—forty years ago. Today, many of the sons of original breeders are carrying on the industry which was started by their fathers. Hereford finds itself in an enviable position—a position which no other community in this area can rival without 40 years of hard work, and careful, conscientious breeding on the part of a large group of cattle-operators.

In announcing the coming auction, Hereford Breeders have again told the world that Hereford, Texas, is the home of finebred cattle; a community which cannot be surpassed in the quality and quantity of Linebred Anxiety 4th Herefords. The community is also standing behind the Hereford Breeders—a fact brought out by the fine support which they are given through the pages of this edition of The Hereford Brand by local merchants—and the entire community is interested and enthused over the return of this industry.

The Hereford Breeders are due congratulations. They are to be commended for the fine cattle which they produce; they are to be congratulated for having such confidence of their fellow citizens. They should be praised for their ingenuity in returning to the Community an important industry—the Hereford Breeders Auction Sale of 1938.

Sale Features Nice Offering Of Range Bulls

FEW LINEBRED BULLS, CHOICE FEMALES TO BE SOLD HERE

Hereford Breeders today announced that plans are complete for their Spring Auction of Bulls to be held in the sales pavilion here, beginning at 12 o'clock noon, Saturday, Feb. 19.

The 84 head of registered cattle—78 bulls and 6 females—have been housed in the pavilion during the week, and have been the object of inspection on the part of breeders in this area. A large number of out-of-town buyers are also expected to arrive early and inspect the animals prior to the sale.

All Registered Stock

Although all animals consigned to the Saturday sale are registered, Anxiety 4th Herefords, the offering primarily consists of range bulls with a few Linebred bulls suitable for herd bulls and a small offering of choice females. Breeders state that the bulls generally are designed to please the rancher who wants well-bred bulls of good individuality and at prices they can afford to pay.

Breeders are considering making the sale an annual event, and may sponsor two sales each year—offering bulls in the spring auction, and females in a fall sale.

Expect Many Buyers

Cattlemen from several states are expected to attend the sale here Saturday. The auction has been highly publicized in national cattle magazines and through catalogues, which have been sent to points over the Southwest. One result of the coming sale, breeders believe, will be to acquaint breeders with the high class of animals offered in this area, and to let the world know that Hereford still produces some of the finest cattle to be found anywhere.

A review of pedigrees of nationally known herds shows numerous animals from Hereford, Texas. Through the coming sale, Hereford Breeders expect to let cattle breeders know that they have continued to produce high quality Herefords in large quantities.

Lunch for the sale will be served by members of the Hereford chapter of Order of Eastern Star, and will be sold at 35 cents a plate. Tickets will be on sale Friday, and persons desiring tickets may secure them from Eastern Star members or at the sale.

Dimmitt Games To Close Season For Girls Teams

Three basket ball teams of Hereford girls will play Dimmitt girls here Saturday night, it was today announced by R. A. Muller, coach, who said that the games will start at 7:30 o'clock. The games will be played between the A Squad, the B Squad and the Junior girls.

Due to the fact that the Dimmitt girls have twice defeated Happy and beaten Hereford once, the Saturday games are expected to be among the best seen on the local courts this season. They will also be the last games the girls will play here this season, and Mr. Muller pointed out that all but one girl on the A Squad will graduate this spring. The public was urged to attend the games and to support the team in its final game here of the season.

Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	72	41	0.00
Friday	70	41	0.00
Saturday	70	38	0.00
Sunday	71	50	0.00
Monday	68	38	0.00
Tuesday	60	35	0.05
Wednesday	26	19	0.30

Atchley Buried Here Sunday

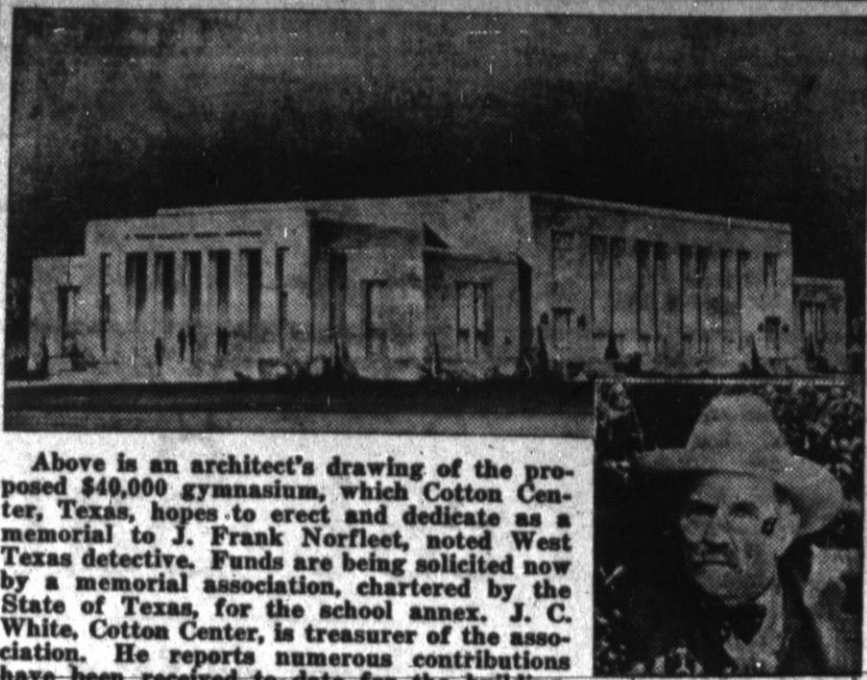
Funeral services for Dan Atchley of Borger, former resident of this area, were held Sunday in Hereford, and attended by friends who knew Mr. Atchley during his residence in this section. He is survived by a brother, B. A. Atchley of Summerfield. Interment was made in West Park Cemetery.

Summerfield News

(8 miles southwest)

MRS. ASA ATCHLEY
Ernest Covington was a business visitor in Austin, last week. He went to purchase new trucks. Mr. and Mrs. C. B. Thomas were visitors in Friona, Tuesday. Guy Walser was in Dimmitt, last Tuesday. Mr. and Mrs. C. R. Gandy and daughter of Wyche, were at the J. R. Oglesby home, one night last week. Several have been on the sick list because of the flu and colds, lately. J. W. Merle was very ill, Saturday night. Mrs. Albert Crose and children, are visiting relatives in Colony, Okla., this week. The Adult Sunday School class enjoyed a party at the home of Mr. and Mrs. B. E. Roberson, Friday night.

Memorial To Noted Detective



Above is an architect's drawing of the proposed \$40,000 gymnasium, which Cotton Center, Texas, hopes to erect and dedicate as a memorial to J. Frank Norfleet, noted Texas detective. Funds are being solicited now by a memorial association, chartered by the State of Texas, for the school annex. J. C. White, Cotton Center, is treasurer of the association. He reports numerous contributions have been received to date for the building. Many of them have been anonymous. Inset picture is of Norfleet, who, in 1917, set out to round up a gang of swindlers who fleeced him of \$45,000. He was successful in his chase, rounding up all seven men and placing them behind bars. Since then, he has been employed by numerous other victims of swindlers—and has been successful in bringing to justice more than 100 operators of con games, rackets and other swindle schemes. The memorial building will be erected on a site just a few yards from the original Norfleet ranch.

Mrs. Ernest Covington and daughter, spent part of last week in Canyon. The highway gang have moved to Friona. Albert Crose was a visitor at Lakeview, Sunday. The school children enjoyed a Valentine party at the school house, Monday afternoon. It was sponsored by the teachers, Mrs. Legg, Mrs. Lloyd Lookingbill and Mrs. Ray Johnson. The children were treated with cream cones and had an exchange of Valentines from a covered box. Mr. and Mrs. Sam Butler of Dimmitt were dinner guests in the C. H. Butler home, Friday evening. Jim Noland was an Amarillo visitor, last week. There were 56 at Sunday school and church, Sunday. Rev. Welch of Lone Star, preached in Rev. Naylor's place, as Rev. Naylor is holding a meeting at Lone Star. Miss Viva Mae Thomas of Daniel, spent the week end here. Mr. and Mrs. Ray Johnson were business visitors in Amarillo, last Monday. Mr. and Mrs. Naylor and children of Friona, were here, Sunday evening. Mrs. Ray Johnson attended the Pioneer Club at Hereford, Tuesday. Mrs. J. A. Noland has a new frigidaire. Mr. and Mrs. B. A. Atchley, Gertrude and Ruth, attended the funeral of Mr. Atchley's brother at Borger, Sunday. Several attended the sale at Westway, last week. Mr. and Mrs. Clifford Atchley of Graham, Mr. J. P. Atchley of Olney, Mr. and Mrs. Alton Atchley and sons of Borger, were here Sunday and Monday, to be present at the burial of their relative, Mr. Dan Atchley at Plains. There were several friends and other relatives present. Mr. and Mrs. L. Huckert and Ben Koelzer were in Amarillo, last Sunday.

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Jumbo News

(13 miles southwest)

Mrs. Clay Hughes of Frío, visited her mother, Mrs. P. H. Dyer, Saturday. The J. J. Wilder family were in Amarillo, Saturday. Mr. Lee Curry of Summerfield, visited Mr. and Mrs. Adam Flowers Sunday. Mrs. Sam Hunter spent Wednesday with Miss Ella Alkman of Hereford. Miss Alkman has been quite ill. Miss Ruth Rolater of Amarillo, was a week end guest in the F. J. Axe home. Mr. and Mrs. Frank Metcalfe of St. Jo, Mo., and their son, Thomas, and his wife, of Toledo, Ohio, were guests of Miss Metcalfe and the Metcalfe brothers, and their father, last week. They attended church where they saw several of their old-time friends. The Metcalfes were former residents of this community. Those calling on them while here, were Messrs. and Mesdames Mark Cowser of Dimmitt, Mr. and Mrs. Ovid Pinckert and Finis and Ullman Hunter. Mr. and Mrs. F. L. Pinckert were in Amarillo, Friday. Mr. H. C. Baird has announced for county commissioner in this precinct.

Mrs. Clem Maples of Dimmitt, and Mrs. Buddy Spencer of Wyche, visited with their mother, Mrs. C. Andrews, Wednesday. Mr. and Mrs. Finis Hunter were in Amarillo, Thursday. John Hardy Wood, who suffered a wire laceration on his shin, recently, had to have his leg lanced, Saturday. Mr. and Mrs. Clyde Norman of Vernon, and Mr. and Mrs. L. O. Norman of Arley, visited with Mrs. Finis Hunter, Saturday. Miss Nila Stephens spent the week end with home folks. Mr. Fred Baird was a Sunday guest in the H. C. Baird home. Rev. Sharpe of Canyon, preached here Sunday. He was a guest in the M. L. Simpson home. Mesdames Baird and Ullman Hunter attended the call meeting of O. E. S. officers and members, Friday night. Finis Nunn was in Fort Worth, Sunday. Friends of Irene and Luther Lee Beck will be interested in knowing that they have moved from San Antonio to Amarillo. He is employed at Borden's Milk Company. Mr. and Mrs. George Millard of Hereford, were guests of Mr. and Mrs. J. J. Wilder, Sunday. Mr. and Mrs. Ozro Stephens and Harold of Dimmitt, were guests of Mr. and Mrs. Robert Stephens, Sunday. Mr. and Mrs. L. A. Coffee of Earth, were week end guests of Mr. and Mrs. Dewey Owens. Pauline Owens visited Ruth Faye Godfrey, Saturday night.

Country real estate is the best investment. A study has revealed that most of the great American fortunes were made in real estate. Even those fortunes made in railroad building, were accumulated through real estate concessions obtained with the original grants for the rights of way. Today, opportunity still exists for making money in country real estate and a profit can be made.—Floydada Hesperian.

From Tex's Topics column in the Pampa Daily News it is learned that J. D. Merriman, 78-year-old local man who is county surveyor of Wheeler county and a Panhandle pioneer, who helped survey this country in the early days, participated in a radio broadcast inter-

view at Pampa recently. However, the fact that he was "on the air" did not become known to Merriman until after it was all over.—Wheeler Times.

Much has been said of the gossip talk among small towners, but the fact remains that when one needs help in time of trouble, it is in the smaller towns that such help is available. Even those who do not like one any too well are right on hand to assist in time of trouble.—McLean News.



"SAKES ALIVE, did you say one dollar for our old iron?"
"Yes, and only 95c down and one dollar a month buys a Double Automatic Sunbeam Ironmaster—the iron you said you have always wanted because of its...



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\$1.00 COD LIVER OIL	59c	100 Tablets ASPIRIN	29c
40¢ Pepsodent TOOTH PASTE	33c	\$1.25 CREOMULSION	\$1.09
35¢ Orasol TOOTH PASTE	29c	60¢ ALKA SELTZER	49c
40¢ Dr. West's TOOTH PASTE	29c	60¢ SAL HEPATICA	49c
50¢ Prophylactic TOOTH BRUSH	39c	\$1.00 Nose and Throat Drops WITH ATOMIZER	69c
50¢ Dr. West's TOOTH BRUSH	39c	25¢ Close's COLD TABLETS	19c
50¢ JERGEN'S LOTION	39c	\$1.20 SYRUP PEPSIN	99c
50¢ Chamberlains Lotion	39c	\$1.00 WINE CARDUI	89c
50¢ Ipana TOOTH PASTE	39c	25¢ BLACK DRAUGHT	17c
35¢ Raso Lavender SHAVING CREAM	29c	70¢ KRUSCHEN SALTS	59c
25¢ Gillette RAZOR BLADES	23c	\$1.00 ZONITE Antiseptic	79c
\$1.00 Gem RAZOR and 7 Blades	69c	60¢ MENTHOLATUM	49c
25¢ Nysis BABY POWDER	19c	35¢ VICK'S SALVE	29c
25¢ Nysis FACE POWDER	17c	25¢ KOTEX — 2 for	39c
50¢ Armand's FACE POWDER	44c	35¢ (500 Steets) KLEENEX	28c
35¢ (No. 116) AGFA FILMS	29c	35¢ BROMO-QUININE	29c
Chesterfield Blades for Gillette 25 RAZOR BLADES	19c	25¢ FEENAMINT	19c
25¢ Nyal Milk of Magnesia TOOTH PASTE	17c	\$1.00 Creosoted EMULSION	79c
\$1.50 ALARM CLOCKS	98c	50¢ MILK or MAGNESIA	39c

CLOSING DAY OF J. B. B. CONTEST WILL BE ANNOUNCED FRIDAY—4 P. M.
\$100.00 EXTRA with a Purchase of Each of Above Specials and Presentation of THIS AD!

We Appreciate Your Patronage!

WELCOME

TO THE HOME OF

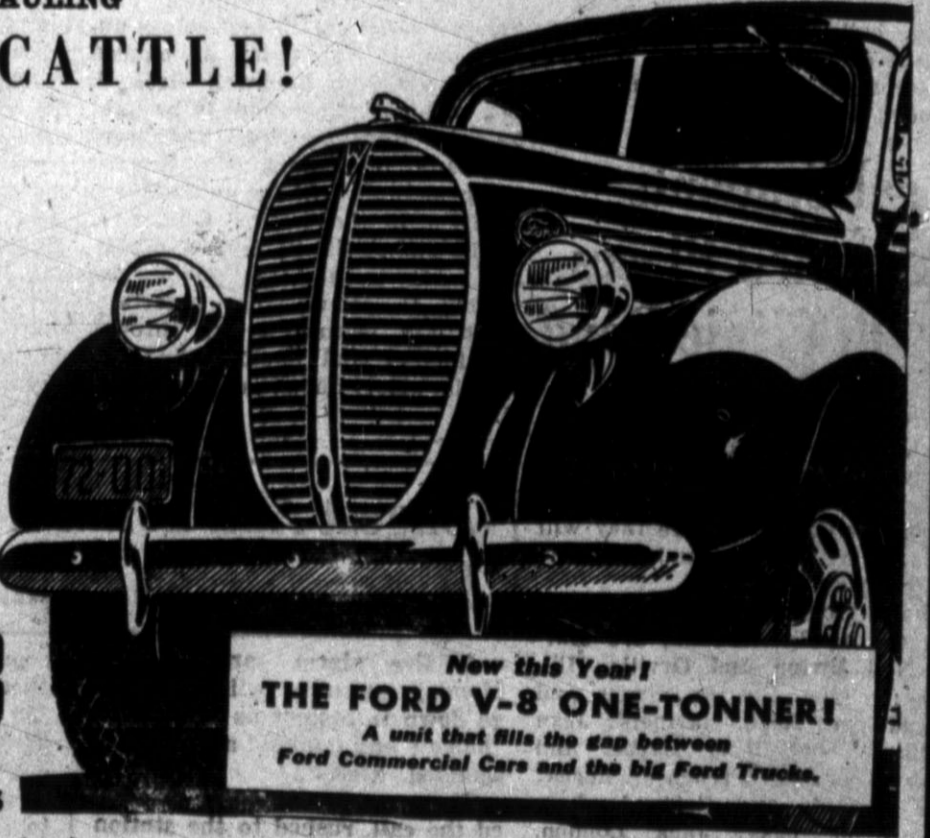
FINE HEREFORD CATTLE

We are glad to have you back in Hereford, and we know that you are glad to be here. From some of the finest Hereford herds in the world we feel that you will be able to select the cattle you desire. We also wish to congratulate the breeders in reopening the Auction Sale — and to join them in inviting you back next year.

Ford V-8 ... the favorite with CATTLEMEN

FOR HAULING FEED and CATTLE!

4 wheelbases
New! 122-in. One-Tonner. A new 134-inch 1 1/2-ton (formerly the 131 1/2-inch), 157-inch 1 1/2-ton Trucks, 112-inch Commercial Cars.
2 engine sizes
85 H.P. engine available in all trucks and commercial cars. 60 H.P. engine available in 122" one-tonners and in commercial cars.



FORD V-8 TRUCKS AND COMMERCIAL CARS

New this Year! THE FORD V-8 ONE-TONNER! A unit that fills the gap between Ford Commercial Cars and the Big Ford Trucks.

Hereford Motor Co.

ERNEST MEDKIEP

**WELCOME
CATTLEMEN!
TO HEREFORD!**

Beware - The
COMMON COLD
BUY YOUR COLD REMEDIES HERE!

Dorothy Perkins
75c Jar Cleansing Cream
50c Box Face Powder
\$1.25 Value—Both for **75c**

AT OUR FOUNTAIN!
Try one of our Delicious
Malted Milks!

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SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

Junior Pioneer Study Club Is Entertained At Patterson Home

Members of the Junior Pioneer Club were delightfully entertained at the home of Mrs. Elmer Patterson, Tuesday night. The annual affair was in the form of a Valentine buffet supper and all appointments and decorations carried out a significant Valentine sentiment.

Mrs. O. H. Oulpepper was co-hostess, with Mrs. Patterson and Mesdames R. R. Wills, Ralph Roden and Bill Edelman; were in charge of arrangements.

The table in the dining room was laid with cut-work linen and lighted by red tapers in crystal holders. Centering the table was a cluster of red balloons, with mirrored background. Clever, red polliwog bouquets centered small tables where places were laid for twenty guests. Cupid's Darts directed each guest to her place and favors were tiny motto hearts from which guests worded proposals to their partners.

After the supper the evening's entertainment was highlighted by moving pictures, shown by Mrs. Patterson.

Members attending were Mesdames Alton Miller, Bill Edelman, Charles Newell, R. R. Wills, Frank Huckert, Lilburn Ray, Buford Croethwait, A. J. Schroeter, Cone Johnson, Ralph Roden, Dorothy Telford, Louis Woodford, J. B. Whitlow, Herbert Campbell, Hubert Freeman, Miss Lueta Borden, Miss Edna Daugbetee and the hostesses. Mrs. Meade Halle was a guest.

SUMMERFIELD Y. W. A. HAS MISSION PROGRAM

Mission studies were held at the meeting, held Tuesday evening by the Y. W. A. of Summerfield, at the home of Miss Gertrude Atchley.

The following program was enjoyed: Devotional, Shirley Thomas; Frontier Missionaries, Glenn Walser; Chief John Jumper, Helen Oglesby; David Dan Cooper, Beatrice Noland; Navajo Indians, Opal Roberson; Special music was furnished by Hazel Oglesby.

Refreshments, carrying out the Valentine motif, were served to Beatrice Noland, Glenn Walser, Mildred Walser, Helen Oglesby, Shirley Thomas, Mary Lookingbill, Ruby Butler, Hazel Atchley, Opal Roberson, Arrie Tarter and the hostess.

BIPPUS CLUB HAS ALL-DAY MEETING

An all-day meeting with a covered dish luncheon at noon, was held by the Bippus Demonstration Club at the home of Mrs. Frank Knabe, Wednesday, Feb. 9.

After the luncheon a short business session was conducted when numbers were drawn for club and hostess-prizes. The club prize went

to Mrs. Fred Burns, and the hostess prize went to Mrs. Chas. Hoover. A Valentine box was featured in the entertainment and members drew names for Valentines.

Mrs. Fred Burns was elected to act as substitute secretary in the absence of Mrs. Edwin Morrison. A quilt was quilted after the business meeting.

Guests present, were Mesdames Claude Bogle, Glenn Hetzler, Everett McIntosh, Lloyd Bradley, Hugh Gresham, Lester Sims and Mrs. J. T. Marshall of Hereford. Club members present, were Mesdames J. E. Jones, J. E. Morrison, Fred Burns, Webb Adrian, Clinton Hoover, Wilbur Smith, Chas. Hoover and the hostess. The next meeting will be held at the home of Mrs. Chas. Hoover, February 23.

WINNIE LAWRENCE CLASS IS ENTERTAINED AT SUMMERFIELD

Members of the Winnie Lawrence Class of the Baptist Church of Summerfield were entertained with a games party at the home of Mr. and Mrs. B. E. Roberson, Friday night.

The Valentine motif predominated in decorations, games and appointments for refreshments. Favors were candy Valentines.

Arrangements for the party were made by Ky Lawrence, Mrs. Tandy Legg, and Mrs. Lloyd Lookingbill.

Those present, were Messrs. and Mesdames Tandy Legg, Lloyd Lookingbill, Ray Johnson, Elbert DeLozier, Wm. Smith, Ky Lawrence, Mrs. B. C. Roberson, Obe Roberson, Louise Lookingbill, Billy Ray Johnson, James Neal Smith, L. A. Lookingbill, Mary DeLozier, Marilyn Legg, Wendall Roberson and Gayle Roberson.

THREE ARE HOSTESSES FOR CLASS PARTY

Three members of the Home Makers Class of the Baptist church, were hostesses at a class party given at the home of Mrs. C. P. Hussey, Thursday afternoon. The hostesses were Mrs. J. B. Whitlow, Mrs. J. B. Sowell and Mrs. Hussey.

In keeping with the spirit of the season, Saint Valentine Day suggestions were used in decorations. Mrs. R. E. McCullough, second vice-president, presided over the business session. The devotional was given by Mrs. O. L. Massie. Reports were given by officers, and plans were made for a St. Patrick's Day dinner, honoring husbands.

During the social hour little Miss Norma Jean McCullough entertained with musical selections. Each hostess was presented with a lovely towel shower. Refreshments carried out the Valentine motif, with a representation of Dan Cupid.

Those present, were Mesdames W. L. Alexander, Edgar Sowell, Roy Thompson, John Hacker, W. D. Vaughn, Edgar Moseley, Earl Lane, Jeff Roberson, R. E. McCullough, L. J. Matthews, Joe Cutsinger, O. L. Massie, Miss Odie Matthews and the hostesses.

AUXILIARY MEETS WITH MRS. GYLES

The Women's Auxiliary of the Presbyterian Church, met with Mrs. J. E. Gyles, Monday afternoon.

Continuing the study of Rural America, lesson topics dealt with Rural Church Problems, and their Solutions.

Mrs. John Olson was in charge of the program, and introductory scriptural readings were given by Mrs. Floyd Benson and Mrs. D. B. Holder. Mrs. John Haberer talked on "Seeds and the Soil." Mrs. Lee Conklin discussed the "Good Samaritan." Reports from neighboring churches were given by Mrs. Arch Conklin, who told of the work in the Progressive community, Mrs. Floyd Benson, who told of the work in the Ford community, and Mrs. John Haberer, who gave an account of the church work being done at Big Square.

A general discussion brought out the place of the church in the cooperative movement and a discussion of the Larger Parish Plan or a federation of all churches in the community. Mrs. Preston Walker led the closing prayer.

A stewardship program will be given at the next meeting, which will be held on February 28.

Y. W. A. MEETS WITH MRS. WOHGLEMUTH

Y. W. A. of the Baptist Church met at the home of Mrs. Ben Wohlgemuth, Monday evening with Miss Ennice Caldwell as co-hostess.

HAT IN THE RING



Ex-Gov. Gifford Pinchot of Pennsylvania, who announced that he is a candidate for the Republican nomination for governor, and as a symbol of his decision, throws his hat in the ring. Pinchot scouts have been covering the state in recent months arousing sentiment for the former governor.

A program on "Prayer," followed roll call, when members gave "Helpful thoughts for the Day."

Thornton Shirley told about A Missionary to the Far Northland; Mrs. Travis Caraway gave a talk on Prayer Produces Witnesses; Dorothy Funderburg talked on Medicine Man or Christ.

"Revival" was the theme discussed by Miss Dot Owen, and Molly

Jo Roberson, concluded the program with an appropriate poem, "The Builders."

During the social hour a Valentine box was featured and refreshments accenting the Valentine motif, were served to Audrey Cockrell, Inez Funderburg, Thornton Shirley, Molly Jo Roberson, Dot Owen, Dorothy Funderburg; Mesdames W. E. Barnes, Travis Caraway, Dean Robbs, Lilburn Ray and the hostesses.

DEAF SMITH COUNTY FEDERATION OF WOMEN'S CLUBS WILL MEET FEBRUARY 25TH

Deaf Smith County Federation of Women's Clubs will meet Friday, February 25, at the Presbyterian Church. The program has been arranged by the education and international relations departments. During the lunch hour Miss Rhita Jean Sullivan will speak and will use as the theme of her talk, "Education for Living."

At the afternoon session beginning at one o'clock, C. H. Dillehay will speak on an educational theme. Rev. J. C. Thorns will talk on International Relations. Mrs. Troy Carmichael is in charge of special music.

Hostesses will be members of the Music Study Club and Summerfield Study Club.

All members of federated clubs in the county and others who are interested are invited to be present.

CLASS MEETING IS HELD

The sixteen year old girls' Sunday school class of the First Baptist Church, met at the home of their teacher, Mrs. E. E. Perkins, on Wednesday afternoon of last week.

A short business meeting was held and Annie Jo Owens led the

prayer. A talk was made by Joyce Cress, on "Good Thoughts." A picnic supper was enjoyed by Edith Jackson, Glenn Cockrell, Perkins.

Joyce Cress, Virginia Moseley, Katherine Fullwood, Annie Jo Owens and Dr. and Mrs. E. E. Perkins.

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GREEN CUT BEANS NO. 2 CAN. 3 FOR **23c**
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Prices Good for Friday and Saturday!

IVORY SOAP (Medium bar, 6c)—Large bar **10c**

DREFT Large Package **21c**

CHIPSO Large Package **19c**

TOILET SOAP Kirk's Hardwater—Bar **5c**

Choc. Covered Cherries 1-Lb. Box **19c**

MEAL White or yellow—Package **8c**

CATSUP Hoosier State—14-oz. Bottle **9c**

CHOCOLATE Hershey's, baking, 1-2 Lb. bar **9c**

PEAS American Wonder—No. 2 can **9c**

CANDY BARS Hershey, mild, mellow, 3 6-1-2 oz. bars **25c**

CAMPBELL'S SOUPS TOMATO—2 Cans **15c**
CHICKEN—2 Cans **19c**
MUSHROOM—2 Cans **19c**
All Other VARIETIES—2 Cans **17c**

BISQUICK Large 40-oz. Package **29c**

SCOTT TISSUE 100-Sheet rolls—Roll **7c**

SCOT TOWELS One Roll **10c**

Salad Dressing OR RELISH SPREAD Bestyett—Quart Jar **25c**

FLOUR EVERLITE 48 Lb. Sack **\$1.59** 24-Lb. Sack **79c**

CHERRIES Red Pitted, No. 2¹/₂ can—2 for **25c**

COFFEE Schillings—1-Lb. Can **26c**

CRISCO 6-Lb. Can **\$1.05** 3-Lb. Can **53c**

BABY FOOD Libby's—All Varieties 6 Cans **47c**

TOMATOES No. 2 Cans — 3 Cans **23c**

TUNA FISH Light Meat — Can **15c**

TOILET SOAP Palmolive — 3 Bars **15c**

PEARS Hillsdale, 2 1-2 size—2 for **29c**

APRICOTS Rosedale — No. 2 Can **15c**

ITALIAN PRUNES No. 10 Can **33c**

LIMA BEANS Fresh, Happy Vale—2 size **10c**

SPICED BEANS Gebhardt's, 15-oz.,—2 for **15c**

VINEGAR Pure Cider—Quart Bottle **14c**

ORANGE JUICE Olmita, 12-oz. can—3 cans **29c**

CORN Libby's, No. 2 Can — 2 for **25c**

KRAUT Libby's, No. 2 can — 3 cans **25c**

Mixed VEGETABLES Libby's — 17-Oz. Can **10c**

HONEY Sander's Extracted—No. 5 can **54c**

—: Fresh Meats :—

Bacon Squares, lb. 19c

All Pork Sausage, lb. 15c

Chuck Roast, lb. 15c

Steak, good beef, lb. 15c

Bologna or Franks, lb. 15c

Salt Jowls, lb. 12 1/2c

Lake Trout, 2 lbs. 25c

Fresh Fruits and Vegetables

APPLES, extra fancy Winesaps. 3 Dozen **25c**—Per Box **\$1.49**

LEMONS Sunkist, 300 size—Dozen **23c**

ORANGES 200 Size — 2 Dozen **29c**

LETTUCE Large Head **4 1/2c**

TURNIPS Per Pound **4c**

GRAPEFRUIT Large Size, — Dozen **26c**

ONIONS No. 1 — Per Lb. **4 1/2c**

THIS SPACE RESERVED FOR Closing-Out Farm Sale J. F. WARD THURSDAY, MARCH 3

Watch This Space Next Week for List of Items to Be Sold!

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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.

Soil Conservation Work Swings Into Permanent Lines

MORE THAN 31,000 ACRES NOW UNDER AGREEMENT IN COUNTY



The Commissioners' Court this week joined the Deaf Smith County Conservancy District in a movement which is aimed as a means to combat blowing of fields on a long time, or permanent, basis. Soil conservation, in the eyes of the district, has until recently been an emergency program—a means to prevent the spread of immediate destruction.

With lands generally reported in much better condition, the court this week announced that beginning March 1, they will move toward a permanent, stable basis to prevent blowing in future years. In announcing the new program, commissioners stated that they will place one of their tractors and graders to work in co-operation with the two tractors and two graders already operated by the Conservancy district.

To Make Survey
In addition to machinery which will be used in conservation work, the county has also placed W. R. Coffey in the field to work with co-operation and to assist them in cases where blowing starts.

Agreements with the Conservancy district includes: removal of dirt from fence-rows; leveling of hummocks; return of some lands to grass; contour and terrace construction, along with other means of combatting wind erosion.

The agreements cover a five-year period and are made through the office of Lee Morgan, on the ground floor of the court house.

At the present time 30 co-operators have around 31,000 acres of land under agreement, and the district was reported behind in furnishing work to applicants.

Land Under Agreement
A survey of work done through the County Conservancy office, shows: 101 2-3 miles of fence row under agreement, with 65 1-4 miles of fence rows already leveled; 9,245 acres of hummocked land under agreement, with 8,225 acres of hummocks already leveled and returned to cultivation; 6,506 acres of terraces under agreement, with 3,078 acres—or 115 miles—of terraces; 24,474 acres of contours agreed, and 17,009 acres of land already on the contour; 5,220 acres agreed, and 480 acres of grass land pasture furrowed; 2,778 acres of land are to be returned to grass, and this work is scheduled to begin before the spring rains; 8,400 acres agreed to strip crop planting, and 6,320 acres actually in strip crop cultivation. A total of 9,967 acres have been planted to emergency cover crops on land where hummocks were leveled, or where the land was in critical state.

Under the present permanent plan, the district will endeavor to work out conservation plans for each co-operating farmer, according to Lee Morgan, supervisor, who said that conditions varied on individual farms and with different years. The district proposes to aid farmers to half soil blowing, and at the same time to enable the farmers to produce profitable yields from the land. Separate plans are worked out for each co-operator.

Fence Drifts Problem
"At the present time, fence drifts present a local problem," Morgan declared, "but it need not be too serious." Farmers with hummocked fences were urged to plant a 100-foot border of grain sorghum on each side of their fences; when bowing starts next spring, he said they may take their own tractors and stir up the drifts to the extent that they will blow out. The stubble will hold the blowing and spread it evenly. Mr. Morgan said; in extreme cases the hummocks may have to be stirred as many as two times, and when cleaned out may be listed to hold.

Mr. Morgan cited border planting as highly important for protecting fence rows, highways and turns on rows, stating that border planting will stabilize lands, and prove beneficial to local producers.

RECENT BRIDE IS HONORED WITH SHOWER

Mrs. Edar Russell, a recent bride, was honored with a miscellaneous shower at the home of Mrs. Ed Smith, Tuesday afternoon. Mrs. Smith was assisted by Mrs. Russell Carroll and Miss Wanda Blabb of Ralls, Texas.

Red and white streamers decorated the table where a lovely array of gifts were arranged. The Valentine motif was carried out in refreshments. A musical program was given.

Those attending, were Mesdames G. W. Heard, Carl Jaster, Lee Culwell, Claude Longbottom, W. L. Ayers, L. J. Matthews, Barrett Sowell, Edgar Sowell, Billie Robertson, Wm. Carroll, J. E. Cockrell, Misses Glennis Cockrell, Odie Matthews, Wanda Blagg, Nellie Thompson, Dorothy Thompson, Frances Thompson and the honoree.

Those sending gifts were Mesdames Mack Bench, J. G. Evans, M. E. Moore, Earl Wilson, E. B. Posey and Miss Lucy Reed.

NEWLY ORGANIZED GROUP MEETS FOR LUNCHEON

Y. W. C., newly organized circle of the Woman's Missionary Society for young women of the Methodist Church, met for a covered dish luncheon at the home of Mrs. S. L. Easley, Wednesday afternoon.

The group which met for the first time yesterday, will hold one meeting each month with the general organization. Mrs. Easley is leader and other officers chosen, were Mrs. Homer Brumley, president; Mrs. Hubert Freeman, secretary; Mrs. J. C. McCracken, treasurer; Mrs. Cawthon Bryant, program chairman; Mrs. B. M. Wiltshire, membership chairman; Mrs. C. F. Moore, social service chairman; Mrs. Oscar Easley, reporter. Mrs. J. F. Ward, president of the general organization, assisted with the organization of the circle.

DORCAS CIRCLE ENTERTAINED

Members of the Dorcas Circle, a division of the Missionary Society of the Baptist Church, were entertained with a covered dish luncheon at the church Wednesday. The affair was given as a culmination to an attendance contest in which four circles participated. The Dorcas Circle winning the attendance record.

Losses in the contest were the Lillie Hundley, the East Side and the Elsie-Clor Circles, whose members were hostesses.

After the luncheon, Mrs. O. T. Williams, general president, presided over the business session. Mrs. C. J. Mountz directed the singing. Rev. W. E. Barnes reviewed the book, "Fruits of the Years," which is a history of the Baptist Woman's Missionary Union and Home Missions for the past one hundred years. The highlights of the women's work, and the growth of organized effort was discussed.

MASONS PLAN WASHINGTON BIRTHDAY PARTY FEB. 22

The Masonic Lodge will hold its annual Washington Birthday celebration Tuesday, Feb. 22, according to announcements today.

A special program is being planned and a luncheon for members of the Masonic Lodge, Order of Eastern Star, and their friends will be guests.

HIGH SCHOOL WILL ATTEND CLINIC

The Hereford High School Band will participate in the first annual high school band clinic which will be held in Canyon, Thursday, Friday and Saturday of this week.

Clinic sessions will be held at various hours during the three days, for different sections of the band. Band director Ralph Smith has announced that demonstrations on various instruments, and ensemble instruction will be given. Victor Grabel of Chicago, famous band master and conductor, will direct the clinic.

SUMMERFIELD W. M. S. MEETS AT KENDALL HOME

The Woman's Missionary Society of the Baptist Church of Summerfield, met at the home of Mrs. Lee Kendall, Thursday afternoon.

Interesting facts concerning foreign missionaries furnished items for roll call. Mrs. Ky Lawrence conducted the devotional. Mrs. Tandy Legg reviewed the book, "Stewardship in the Life of Women," by Heled Wallace.

Programs and refreshments emphasized the Valentine motif. Members present, were Mesdames L. L. Cannon, B. C. Roberson, B. E. Roberson, R. L. Wilson, Tandy Legg, L. H. Lookingbill, C. R. Walsler, Ky Lawrence and the hostess. Visitors were Mesdames J. G. Evans, Guy Walsler, D. C. Walsler, Ray Johnson, Mary Lookingbill, and Mrs. Delozier.

TEXAS SCHOOL SYSTEMS ARE STUDIED BY L. A. E. CLUB

Mrs. Jack Hutson was hostess for members of the L. A. E. Club at the home of her daughter, Mrs. Sonny Ledbetter, Tuesday afternoon. Roll call was answered with items of interest concerning the progress of education in Texas.

A paper on "The Curricula for Texas Schools," prepared by Mrs. Edgar Sowell, was read by Mrs. Wiley Roberson. Mrs. Arlie Dean gave a postponed number, "Various Patterns of Social Insurance," and a book review, "Time out of Mind," by Rachel Field, was given by Mrs. Bob Higgins.

Refreshments were served to Mesdames Robert Veigel, George Suggs, Wiley Roberson, Jim Lipscomb, Arlie Dean, Bob Higgins, Jim Higgins, Bill Hutson, Jack Hutson and the hostess.

MUSIC STUDY CLUB HAS CHORAL PRACTICE

Members of the Music Study Club met at the home of Mrs. S. P. Rosson, Monday afternoon, for choral practice, with Mrs. J. C. McCracken directing and Mrs. C. H. Dyar at the piano. Chorus numbers that will be used in open programs during Music Week, were rehearsed.

Those attending, were Mesdames J. E. Beyer, H. L. Broadwell, R. P. Conewey, W. E. Dameron, C. H. Dillehay, C. H. Dyar, C. C. Ferguson, J. B. Jones, J. C. McCracken, A. O. Thompson, O. T. Williams, Mrs. Rosson and Misses Ruth Conkright and Eloyse Pitman.

MUSICIANS ARE ENTERTAINED

Members of the newly organized Baptist Church Orchestra, were entertained at the church Tuesday night.

A chili supper with added accompaniments was featured and a program, which included several burlesque numbers, was given.

Mr. and Mrs. A. R. Posey are sponsors of the group and Mr. Posey, who is also director of the orchestra, acted as toastmaster for the evening.

A pantomime enacted by Alex Thompson and accompanied by Mrs. O. T. Williams opened the program, followed by a trio by Mesdames A. O. Thompson, Louie LeGrand, and Rev. W. E. Barnes, with O. T. Williams at the piano.

A playlet, humorously representing the "Ladies Aid Society" was presented by Mesdames C. T. Guseman, T. W. Roberson, Joe Kendall and R. E. McCullough. A special quartet number was sung by Mrs. O. G. Hill, Geraldine Kendall, Genece Standifer and Cecelia Guseman. Mrs. W. E. Barnes talked on "How to Catch a Husband," and Cliff Estes explained "Why My Wife is Boss." Included in a boys' quartet which entertained with special music, were Donald Ray McCullough, Donald Roberson, Geo. L. LeGrand, and John Estes. A drum solo by Rev. W. E. Barnes, with Miss Ruth Conkright as accompanist concluded the program.

Those present, were Mr. and Mrs. A. R. Posey, Mr. and Mrs. A. O. Thompson, Rev. and Mrs. W. E. Barnes, Mr. and Mrs. T. W. Roberson, Mr. and Mrs. R. E. McCullough, Mesdames C. T. Guseman, O. G. Hill, Joe Kendall, E. B. Posey, Louie LeGrand, Mr. and Mrs. J. G. Evans, Mr. and Mrs. O. T. Williams, Cliff Estes, Clifford Estes, Genece Standifer, Ruth Conkright, Raylan Evans, John Estes, Clifford Estes, George L. LeGrand, Donald Roberson, Donald Ray McCullough, Hicks Roberson, Terrell Williams, Jean Williams, Virginia Newell, Orvelia Hill, Cecelia Guseman, Betty Jo Kendall, Geraldine Kendall, Jack Cox and Mary Ellen Posey.

CAMP FIRE GIRLS NOTE BOOKS DUE

Camp Fire Girls note books are now due and members are urged to get the book in so honor beads may be ordered.

A meeting was held Sunday afternoon, Feb. 6, at the home of Miss Mary Elizabeth Stanford, and several note books were collected.

A short business meeting was

It's Swan Time in Central Park



Although it's really mid-winter you can't prove it by this "summer scene" at Central park, New York. Aaron Bergman, three, is the lot giving the beautiful swan his mid-winter feast.

DISCOVERS NEW "TNT"



Wendell Zimmerman, twenty-four, postgraduate student at the University of California, who has announced discovery of a new explosive said to be up to 53 times more powerful than TNT. Known only as TNT, the new formula was first announced for use in interplanetary rocket experiments. Now Zimmerman reports he is in correspondence with various world powers in the market for his secret.

WORKED AND PLANS FOR CAMP-FIRE

Work was discussed. Those present at the meeting, were Margaret Higgins, Rue Wilson, Nona Dean Rose, Mary Helen Gross, Mary Ann Acker, Mary Nicks and Miss Stanford.

EPWORTH LEAGUE ELECTS OFFICERS

New officers for the newly re-organized Epworth League of the Methodist Church, are Mary

ROYAL ROMANCE?



A photograph of Lady Anne Cavendish-Bentnick, daughter of the marquis of Titchfield, whose name has been linked romantically with that of King Leopold of the Belgians. Leopold and his mother were recent guests at Walbeck abbey, seat of the duke of Portland who is the grandfather of Lady Anne.

Elizabeth Stanford, president; Charles Spradley, vice-president; Nellie Jo Shreve, secretary; Morris Easley, treasurer; Ursalee Fridley, worship chairman; Virginia Erle Reed, missions chairman; George McLean, recreation chairman; Elaine Newell, social service chairman; Nancy Millard, music chairman, and Mozelle Shreve is reporter.

The League has been re-organized, and regular meetings will be held each Sunday evening at the church, at 6:30 p. m.

DAWN STUDY CLUB HAS "GOVERNMENT" PROGRAM

A program dealing with the United States government was presented at the meeting of the Dawn Study Club, Tuesday afternoon, at the regular meeting held at the home of Mrs. Aubrey Wimberley. Mrs. A. T. Frye told many interesting facts concerning the Federal Government. A paper on Washington, D. C., written by Mrs. Alford May, was read by Mrs. Baker Womble.

Mrs. H. E. Miller, a member who has been absent for several weeks because of illness, was welcomed back to the club.

Refreshments were served to Mesdames L. A. Smith, Ivan Leake, Ernest May, Wm. Wimberley, Walter Galley, Jim White, W. J. Stewart, Mart Burum, W.P. Caraway, Baker Womble, H. E. Miller, Carl Wimberley, N. R. Miller, A. T. Frye, J. F. Matthews and the hostess.

The next meeting will be held on February 15, at the home of Mrs. Carl Wimberley.

PRESBYTERIAN WOMEN CONTINUE STUDY OF RURAL AMERICA

The Women's Auxiliary of the Presbyterian Church met at the home of Mrs. John C. Thorns, Monday afternoon, Feb. 7th.

Mrs. Thorns was in charge of the program and a continued study of Rural America furnished topics for the lesson. Following scriptural readings, Mrs. Floyd Benson read "The Cotton Picker," by Grace Noll Crowell. Mrs. Henry Hastings told of the Share Cropper, and Mrs. Arthur Rogers discussed "Prices and Markets or Who Gets the Profit?"

"Rural Childhood and Youth," was the subject of a talk made by Mrs. D. B. Holder, in which she discussed the influence of the home, school and church. Mrs. Vern Witherspoon talked on "Health and Cultural Opportunities in Civic Life."

Mrs. R. G. Glennin of Tulla, president of the Amarillo Presbyterian, spoke on "Aims of the Presbyterian." She closed her talk with the thought, "If I Be His Disciple, I Will Give My Life in Service."

Mrs. C. S. Dudley, also of Tulla, who is secretary of the Amarillo Presbyterian and membership chairman, spoke on "Membership in Local Societies and The Church as the Answer."

LUNCHEON IS GIVEN

Mrs. Bob Allison of the Ward community was hostess at a covered dish luncheon on Wednesday, February 2, Bridge games, visiting and sewing furnished diversion for the afternoon. A feature of interest was a towel shower given the hostess. Mr. and Mrs. Allison have just recently returned from Krum, Texas, and the affair was in the form of a welcome from old friends. Those attending, were Mesdames

Homer Henslee, Boyd London, Chris Renfro, Sonny Leebetter, Harry Lomas, Ralph Smith, Bill Hutson and the hostess.

Parent, Child Relationship Is Theme For Week

BETTER UNDERSTANDING OF FAMILY CITED AS WAY TO HAPPINESS

By Blitta Jean Sullivan

Our better understanding of human nature and its functioning in family life leads us to believe that it is vitally important for satisfying relationships to be maintained between parents and children.

Being real friends with Dad and Mother is an experience contributing to the development of the child's mental and emotional nature, for which substitutes cannot be made.

The democratic family life in which each individual is equally important and to which he contributes according to his age, ability and talents will do much toward eliminating conflicts, antagonisms, misunderstandings, even tragedies which we see all around us.

"Living With Our Children," by Gilbreth, describes the satisfactions derived from such an experience. "Child Care and Training," by Faegre and Anderson, should be a helpful book. "Education for Marriage," in July '36 "Parents," is an article that will help parents to a better understanding of the kind of guidance children need. Other articles are: "Children Need Happily Married Parents," Oct. '36 "Parents"; "I Have Four Parents," May '37 "Readers Digest"; "The Child Centered Family," Dec. '36 "Practical Home Economist"; and "The Co-operative Family," Jan. '37 "Practical Home Economics."

Table Tennis Is Featured At Pep Meet

The Pep Club met Thursday, January 29, in the home of Vivian Olson, with Ann Cockrell, Bernadine Phillips, Grace Bowen, and Mary Nix as co-hostesses. After a brief business session the girls were entertained by the following numbers: reading, Miss Dutton; tap dance, Dorothy Nelle Trimble; reading, Bernadine Phillips; and later the group sang popular songs. After refreshments were served, the club went to the game. No one succeeded in finding out the score of this very exciting game of "Table Tennis," with M. J. Morgan and D. N. Trimble versus E. Jackson and F. Crosthwait, because the referee did not know how to play (as usual).

Had Your Advertisement appeared in this Space — More than 1,750 Homes in the Hereford Trade Territory would have read your Message!

Huge Crowd Honors Rev. Koelzer With Banquet This Week

CATHOLIC DIGNITARIES GATHER HERE FOR MORNING MASS

By Rev. Fr. Nathaniel Bonaventure Koelzer, S. A., returned to school day friends in Hereford as Louis Koelzer, was named to the Catholic priesthood at the Amarillo Cathedral last morning.

Tuesday morning one of the largest congregations ever to attend a service in St. Anthony's church assembled when the youth cleric sang his first solemn mass. The altar of the church was decked with lilies and palms, and gorgeous crimson drapes were hung behind the high altar to set off the setting of cathedral candles and fine white flowers. A mixed choir rendered Gruber's Mass of Joan of Arc.

The very Rev. Gabriel Diamante Lubbock, in the sermon, commended the priesthood of old law with that of the new, and set forth reasons for the immensely great dignity of the Christian priesthood. He emphasized that the ideal of every worthy priest is to make himself one with Christ, noon, dinner was served in the school hall. Among the speakers were Father Frowin of Muenster, Texas, and Father Salvador Carrizo, N. M. The newly ordained priest responded to a presentation with a superb, carefully prepared address.

Among out-of-town guests were many relatives of the Koelzer family, both from points in East Texas and from Seneca, Kansas. Among the visiting priests were, besides those mentioned, Fr. Klasing, Springfield, Ill.; Fr. Boeding, Bloom, Fr. Schindler, Happy, Fr. Holje, UMBERGER; Frs. Drury and Washila, Amarillo.

McConnells See Electrical Show In Amarillo

Among electrical dealers over a large state area, who attended a banquet and meeting in the Herring Hotel in Amarillo, Tuesday night, were Mr. and Mrs. Geo. McConnell and Harry Gilbreath of this city. The Nunn Electric Company was present at the banquet, in connection with which an electrical show was held, the entire mezzanine floor being occupied with displays of some 15 manufacturers of electrical appliances.

The purpose of the meeting, said Carl Hare, manager, explained, "is to promote good fellowship among the electrical installation men of the territory."

In addition to the 250 dealers and service men who attended, were representatives of a number of large manufacturing companies of electrical appliances. The show was held as the "first electrical show of the Panhandle district."

Bailey Leases Service Station

Fred Bailey has recently leased the Panhandle Service Station at the intersection of First Street and 25-Mile Avenue, and will operate the station in the future.

The change was made following the purchase of the station by Moore In. Oil Company, and it was previously operated under the name of Mack's Place by Mack Melugin.

ST. ANTHONY'S PARISH

Next Sunday is Sexagesima Sunday (sixty days before Easter). Sunday masses are at 8 and 10 o'clock.

Week day masses, 6:30 in convent chapel; 8 o'clock at the church.

Benediction—Saturday evening at 6:45, convent; Sundays at church, after 10 o'clock mass.

The Aquinas Club for boys and girls of high school age is doing good work in discussion groups. One group under Sylvester Loerwald is making a historical study of the Mass; another under the direction of Mrs. Marie Loerwald, sponsor for the club, is conducting a lively study of comparative religions. Frs. Nathaniel and John attend the discussions.

CHANGE TRAIN SCHEDULE

Beginning Sunday a slight change in the schedule of afternoon trains has been announced.

The eastbound train which previously came through Hereford at 3:42 p. m., will in the future come through here at 3:23 p. m. The westbound will in the future come through at 4:46 p. m., instead of 4:37 p. m., as in the past. Morning schedules have not been changed.

Hereford To Go Hollywood With Monday Premiere

Announcements today stated that plans were complete for a Hollywood Impersonation Contest to be held at the Star Theatre at about 9 o'clock Monday night, Feb. 21. The impersonations of movie stars by local persons will be held between the showing of "Big Broadcast of 1938," which will open here next Monday with the first showing of the film in the State of Texas. "Big Broadcast of 1938," will officially be released on March 1.

Among those who have already entered the contest follow, with stars who they will impersonate: Gale Higgins, Poppye; Minnie Dea Smith, Martha Raye; Thama Cawthon (Donald Duck); Betty Ferryman, Gracie Allen; Dorothy Nell Trimble, Judy Canova; Lois Standler, Connie Boswell; Jack Boydston, Joe E. Brown; Charles Yiriden, Stepinacht; Billie Bob Johnson, Eris Blore; Rena Rae Renfro, Jane Withers; Mattie Louise Lawton, Gracie Allen; Billie Davis, Joe Penner; Pollyanna Crawford, W. C. Fields; John Estes, Jack London, and Wayne Phillips, the Three Stooges; John Spradley, the singing hen; Helen Francis Streu, Wayne King; Bud Bradley, Bob Burns; Charles Sanders, Alfalfa Swisher; Aline Vest, Martha Raye; Bobbie Jennings, Spanky McFarland; Geo. A. Springer, Bob Burns; Wilford Burleson, Alfalfa Swisher; Ruth Temple Hastings and Rachel Ireland, Amos 'n Andy; Billie Boone Whitaker, Smiley Burnett; Viola Phillips, Helen Ann Snyder, Melvina Stewart and Rosie Russell, Dionne Quintuplets.

Billie Stoker Is Honored By College Class

Miss Billie Stoker, a junior at T. C. U., has been nominated for the title of Most Representative Student in the foreign language department at Texas Christian University.

Miss Stoker is one of three students to be nominated for this honor in her major department. The final voting in the contest will take place soon.

The contest to select the Most Representative Student in each department in T. C. U., is sponsored each year by The Skiff, student newspaper. The purpose of the contest is to honor those students who, according to their classmates and their professors, are the "Most Representative" in their major departments.

Miss Stoker is one of only 54 students to be nominated from 18 departments in T. C. U.

Hospital Notes

Joe E. Strein, 22-months-old son of Mrs. and Mrs. Jack Strein, underwent an operation Wednesday morning and was today reported to be resting nicely.

Ed Minton, Adrian, was admitted Monday for medical treatment, and was today reported greatly improved.

Mr. and Mrs. A. W. Hammock announce the birth of a son, Monday. Both mother and infant were resting nicely today.

Mrs. A. M. Jones, who underwent an appendicitis operation, last week, expected to be released from the hospital today.

MRS. A. D. GODWIN IS RECOVERING FROM INJURY

Mrs. A. D. Godwin, who slipped on the Hixton and fell at her home here, Tuesday morning, was today reported to have suffered only slight injuries. Her right arm was wrenched at the shoulder socket, but she was able to be up Thursday morning, and was feeling fine.

No other injuries were reported as a result of the fall.

CARD OF THANKS

We wish to express our sincere appreciation for the many acts of kindness and expressions of sympathy extended to us in our recent bereavement.

Mr. and Mrs. Forest Minton, E. J. Hudson and family.

Junior Discussion Group

Mr. Willoughby will talk to the Junior Discussion Group, Monday night, February 21, at 7:30 o'clock in the County Library; his talk will regard some phase of the financial situation.

"Safety Sally" Flags Down Speeders



Introducing "Safety Sally" of Long Beach, Calif., newest of crossing guards, along with two of the children whose lives she will help to protect. "Sally" is a 42-inch high wooden doll designed to "police" Long Beach school crossings, serving as a perpetual reminder to careless motorists.

King Gustaf Likes Winter Sports



King Gustaf V of Sweden is pictured in the royal box (seated) as he watches the winter sports events at Fiskatorpet near Sweden. The monarch is a hearty devotee of winter events and in earlier years was an enthusiastic skater and skier.

Political Announcements DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic primary, July 23, 1938:

For County Judge and Ex-Officio Superintendent County Schools: EARL W. WILSON (Re-election)

For Sheriff, Tax Assessor and Collector: J. O. NEWELL (Re-election)

For County and District Clerk: L. H. FOSTER (Re-election)

EDGAR IRELAND, Jr.

For County Treasurer: MRS. BESSIE L. SMITH (Re-election)

For County Commissioner, Precinct No. 1: C. C. BOWMAN

NOAH EWTON

L. H. SHORE

For County Commissioner, Precinct No. 2: T. W. ROBERSON (Re-election)

FRED G. BROWN

For County Commissioner, Precinct No. 3: H. D. CULPEPPER (Re-election)

For County Commissioner, Precinct No. 4: E. T. ALLRED (Re-election)

For Justice of the Peace, Precinct No. 1: J. A. LOERWALD

Pep Class Has Pie Supper

About thirty members of the Pep Class assembled in the basement of the church last Tuesday night to enjoy a few hours of social life, climaxed with the eating of some delicious pies. The men very generously cleaned up the kitchen, under the direction of the women. The Pep Class is taught by the pastor, H. M. Redford, and attendance and interest is steadily growing. Mrs. A. Petersen is president and Mrs. Ellis Coombes is secretary.

PERSONALS

Lorene Wherry of Amarillo, spent the week end visiting in the homes of Miss Ursalee Fridley and Miss Louise Jacobsen.

Miss Louise Jacobsen, who is teaching at Frick came home to spend the week end with her parents, Mr. and Mrs. John N. Jacobsen.

Discussion Group Meets

The Discussion Group met in the County Library at 7:30 last Friday evening and enjoyed an interesting talk on "Two Environments"; the discussion was led by R. E. Cottingham. The subject for next Friday has not been announced, but leaders stated that an exceptionally good program is being planned.

Return Home

Mrs. Frances McClennen returned home last Thursday from points in California, where she has been visiting for the past several months. She spent some time in Los Angeles with her sister, Mrs. John Sherman and Mr. Sherman and in Henderson Beach with another sister, Mrs. Leland Chambliss and family. She also visited other relatives and friends while there.

Mr. and Mrs. Homer Henslee and family were in Lubbock Sunday, visiting their son, Homer, Jr., who is a senior at Tech.

Mr. and Mrs. S. P. Rosson and little daughter, Jo Ann and Mrs. Dow Mercer, were Amarillo visitors, Saturday.

Mrs. Seth B. Holman and Miss Eloyse Pittman, spent the week end in Amarillo, the guests of Mr. and Mrs. M. Y. Galloway.

Phillip Broadwell of Electra, has this week been visiting in the home of his parents, Mr. and Mrs. H. L. Broadwell.

Mark Benefield and R. E. McCullough transacted business in Amarillo, Monday.

Mrs. Orland Wilson and children, of Clovis, N. M., returned to their home, Tuesday, after visiting here in the home of her parents, Mr. and Mrs. J. J. Clark.

Mrs. Clara Johnston of Duncan,

Okl., was a guest of the Jeff Gilbreath here, Monday.

Mrs. G. R. Tomlinson returned to her home in Tulla, Friday, after spending several weeks here in the home of her daughter, Mrs. Henry Hastings. She was accompanied by Mr. and Mrs. Hastings, who returned to Hereford the same day.

J. W. Harding of Shamrock, visited his daughter Ruth Harding, in Hereford, Sunday. He was accompanied home by another daughter, Miss Dorothy Harding, who had been visiting her sister here, for a week.

Mrs. Lennis Beyer and Mrs. Emma Ogle of Amarillo, were Hereford visitors, Sunday. Mrs. Beyer visited her parents, Mr. and Mrs. W. B. Anthony and the J. E. Beyers. Mrs. Ogle was a guest in the homes of J. B. Ellis and Jim Mauk.

Mr. and Mrs. Woodrow Gilbreath and Mr. and Mrs. J. C. Gilbreath and small son, of Dimmitt, visited the J. T. Gilbreath's here, Sunday.

S. P. Rosson and daughter, Joan, and Lonidene Martin were in Plainview, Sunday. They were guests of Mr. Rosson's mother, Mrs. B. M. Rosson.

Ralph Hastings of the Panhandle Lumber Company in Sunray, was a week end visitor here in the home of his parents, Mr. and Mrs. Henry Hastings.

Mr. and Mrs. H. E. Henslee and daughters, Mrs. Edna Fincher and Ruth Temple Hastings, went to Lubbock, Sunday. They visited Homer Henslee, Christine Fincher and Roy Hastings, all students at Texas Tech.

Mr. and Mrs. D. H. Alexander left Tuesday morning for Seagraves, where they will spend several weeks looking after business interests and visiting their daughter, Mrs. Joe Hudson and family.

Miss Oressa Hastings spent the week end in Canyon, with her mother, Mrs. W. S. Hastings.

Mrs. Beulah Lee Carter and daughter, Harriette of Amarillo, visited their mother and grandmother, Mrs. Hattie Rutherford, over the week end.

I have leased the Panhandle Filling Station at the intersection of First Street and 25-mile Avenue, and would like for my friends to come to see me, Fred Bailey 7-1tp

Frank Richards of Rialto, Calif., arrived Tuesday afternoon to visit friends and attend to business. Mr. Richards is a former Hereford resident and has many friends here.

Basket Ball Fans Attend Games

Among those who attended the basket ball games between Friona and Hereford High School teams, in Friona, Saturday night, were: Mr. and Mrs. A. A. Foster, Chilton Foster, Mary Jane Morgan, Melvina Stewart, Viola Phillips, Mr. and Mrs. W. H. Russell, W. M. Emmons, Mrs. C. H. Whitehead, Thurman Atchley, Gertrude Atchley, Bud Brady, Jack Knox, J. W. Cockrell and Virgil Dodson.

Mrs. Roy Stocking, one-time Hereford resident, arrived yesterday, for a several days visit here with Mrs. G. A. F. Parker and Mrs. E. W. Harrison.

Lynn Kester returned home Sunday, from Amarillo, where he had undergone a major operation the previous week. Mr. Kester is recovering rapidly and expects to be up and out again soon.

Mr. and Mrs. Homer Brumley transacted business in Fort Worth over the week end. They returned to Hereford, Tuesday night.

About the best news of the week is the word that the State Highway department will let the contract on Feb. 21 for the surfacing of Highway 83 from Perryton to the Lipscomb county line, a distance of 27 miles. Judge Shanks has also received word of the final approval of caliche surfacing on No. 117. Work will start at Booker and come west to Perryton.—Ochiltree County Herald.

Ain't human nature funny? When a boy gets along about 16 he thinks his pa is so ignorant that he can't hardly stand to have the old man hanging around. When the same boy gets to be 21, he is surprised at how much the old man has learned in just five years.—Donley County Leader.

J. C. Nelson arrived in Miami Wednesday from Munday, Texas, and has accepted a position as registered pharmacist with the Central Drug store. Nelson is a young man of pleasing personality and we welcome him as a citizen of our town and county.—Miami Chief.

It Is Dangerous!

It is dangerous to sell a SUBSTITUTE for 60¢ just to make three or four cents more. Customers are your best assets; lose them and you lose your business. 60¢ is worth three or four times as much as a SUBSTITUTE.

GARBO AT HOME



Greta Garbo, the screen's number one glamor girl, is shown at her home at Gothenburg, Sweden, where she is spending a vacation from Hollywood. More receptive to her native press than to that in America, she graciously received reporters and posed for photographs.

Want Ads

For Sale or Trade

For Sale Seed Oats Limited Quantity **HURRY!** **FRASER Oil & Grain Co.**

FOR SALE—The frame work of a real good house trailer. See E. L. (Bob) Bailey, Hereford, Texas. 7-3tp

FOR SALE—Ten-Twenty Farmall, good shape. Also one-way plow, Kye Higtins. 7-3tp

FOR SALE—A few choice Buff Orpington Cockrels, blood-tested and culled. \$1 each. C. F. Hussey, one-half mile south, three miles east. 7-1tp

FOR SALE—Good used furniture, including practical new Magic Chef gas cook stove. Inquire at Brand Office. 7-1tp

IF YOU NEED Good work horses or mares, we have them, Rosson Implement Co. 7-1tc

USED 3-ROW LISTERS, Moine, P&O, John Deere, Allis-Chalmers. Same real bargains. Rosson Implement Co. 7-1tc

1935 I. H. C. PICKUP in A-1 Shape at \$400. Rosson Implement Co. 7-1tc

FOR SALE—My home in South Hereford, five-room house on five-acre block, with vineyard, fruit trees, hen-house, barn, windmill. Tracy Major. 2-1tc

FOR SALE—Seedling peach trees 2 to 3 feet, 25c. J. F. Ward. Phone 250-W. 5-1tc

FOR RENT—Furnished apartment rent reasonable. Francis Apartments. 7-11tc

Strayed or Stolen LOST OR STRAYED From my place 10 miles south of Hereford, 2 Whiteface calves, since Friday night. \$5 reward offered for return of calves. Ben Golding, Box 2011, Amarillo, Texas, Phone 6555. 7-1tp

KAZMEIER BABY CHICKS Day old pullets, day old cockerels and straight-run chicks in English White Leghorns. Also a limited amount of barred rocks and Rhode Island Reds. Write to F. W. Kazmeier, Bryan, Texas. 15

MASONIC BULLETIN Hereford Lodge 849 Stated meeting second Monday in each month. School of instruction each Thursday night. R. E. Perkins, W. M. E. L. Brady, Secy.

FOR RENT—Furnished apartment rent reasonable. Francis Apartments. 7-11tc

Home Comfort COSTS SO LITTLE!

When You Buy Your **NEW FURNITURE** from us

20% to 40% Off ON ALL NEW FURNITURE

purchased from us!

We take you direct to our Wholesale House in Amarillo and let you make your selection from one of the largest furniture stocks in the Panhandle. Liberal discounts of from 20 Percent up to 40 Percent will be allowed! Come in and see us before you buy!

CARMICHAEL

NEW and USED FURNITURE

Hillbillies To Play At Star Next Thursday

As an added attraction the Star Theatre will present the Original Arkansas Hillbillies Thursday afternoon and Thursday night, Feb. 24, it was today announced by John Roberts, manager.

The rube funsters originated in Little Rock, Ark., and after entertaining their friends, were persuaded to go on the road as professional entertainers. Included in their selections are a number of solos, duets and ensembles on their many home-made and novelty instruments, such as saws, brooms, flysprays, spoons, jugs, washboards, toy balloons, and other household and farm implements.

This troupe is said to be one of the most entertaining of its kind on the road, and Manager Roberts promises a real attraction when he presents the troupe next Thursday.

Daniel News

(7 miles east, 15 miles north)

BY PAULINE MOORE
There was an attendance of 61 people at church, Sunday. Miss Lovetta Pearl Finney of Plainview, has been visiting in the A. D. Moore home, during the past week.
There will be a play at Wildorado, Tuesday night, sponsored by the Vega P. T. A.
Mr. and Mrs. Tom McClain were Hereford shoppers, Thursday.
Mr. and Mrs. Floyd Tomlinson attended the wrestling match in Amarillo, last Thursday night.
Mr. and Mrs. Clyde Allred and Ethel attended the conference at Plainview last Wednesday. Miss Lottie Allred came back with them.
Mrs. W. R. Moore has been staying in Amarillo with her sister, Miss Ruth Whitaker, during the biggest part of last week. Miss Ruth, who is in the Northwest

HAS "WHISTLING" EYE



Alongside the record of the man with the tick-lock head at Edward Jones, Jr., Memorial hospital near Chicago now stands the case of the man with the whistling eye. He is Henry L. Baker, pictured above being examined by Dr. Edward Wagner. A stethoscope applied to the eye records a low moaning sort of whistle. Doctors at the hospital said the trouble was caused by a tumor in the eye.

Hospital, is reported to be doing as well as could be expected.

Mr. and Mrs. Jimmy Allred, J. B. Harlin of Hereford, and Mr. and Mrs. Cecil Allred and Marilyn of Amarillo, were Thursday night visitors in the Clyde Allred home. Mr. Dick Allred, Mr. Gay, and Mr. Sam Thomas attended the wrestling match in Amarillo, last Thursday night.

The Wildorado basket ball club was defeated by Vega last Friday night, with a score of 31-14. Better luck next time, Wildorado!

Miss Glenna Lucille Moore spent Sunday with Alma Allred.

Rev. Lee Perry, wife and son ate dinner, Sunday, in the Clyde Allred home.

Mr. Dave Moore and family, were in Canyon, Sunday afternoon.

Mr. Clarence McBroom and little Wilma Moore were on the sick list last week.

There was a good attendance at the Valentine box and party given at the school house, last Friday afternoon.

Mr. Richard Moore, Miss Lovetta Pearl Finney, and Glenna Moore were in Canyon, Saturday night. Mr. and Mrs. E. T. Allred and Mr. Sam Thomas were in Amarillo, Saturday.

Miss Frances Gill spent the week end in Canyon.

Mr. Cecil Oglesby and Miss Lottie Allred of this community visited with J. B. Harold and Kitty Kloe Harlin, in Hereford, Saturday night.

Mr. and Mrs. Edwin Shugart and Carolyn were Sunday visitors in the Clarence McBroom home.

Mr. Frank Finney of Plainview, and Mr. Stafford of Red Springs, were visitors in the W. R. and A. D. Moore homes, last week.

Mr. Clarence Brown and family, were in Canyon, Saturday afternoon.

Mr. Clyde Allred and family called in the Luther Gant home, south of Canyon, Wednesday evening. Mr. Gant has been very ill.

Central School Honor Roll

HIGH

Peggy Barnard, Marie Williams, Joe Farrell Bishop, Geraldine Ballard, Madelle Beavers, Jessie Anne Buckner, third grade; Juanita Upton, Louline Martin, Naomi Brunley, Billie London, fourth grade; Billy Zo Smith, Arline Millard, Bobby Jennings, Tom Wilson, fifth grade, and Maxine Ballard, Phyllis Gene Radovich, Nona Dean Rose, sixth grade.

LOW

Lois Bell, Ann Rosson, Billie Jane Smith, Velda Vaughn, Rose Marie Grimes, Lydia Hopson, Paul Orr, Thomas Malm, J. B. Sowell, Duane Williams, Paul Andrew, N. L. C. Cress, Nino Hae Higgins, Alycene Malm, Jackie Wright, Hel-

F. F. A. TO PRESENT PROGRAM OVER KGNC

Tomorrow evening, Friday, at 7:30 o'clock, Hereford Future Farmers will present a radio program over KGNC, Amarillo station.

It will continue to 8:00, and will consist of various talks and musical numbers. Charles Spradley will give a brief history of Hereford; Jack Boydston will present a short resume of the F. F. A. program, and there will be other talks by Mr. Emmons, Bill Boyer and Roy Wederbrook. Troy Womble and Marvin Thomas and his string band will play, and Wayne Little and Kenneth Lisenbe will do a little harmonizing.

Charles Virden, chapter president, will announce the program.

Band Mothers To Sponsor Circus

The band mothers of the Hereford High School are going to sponsor the Cal Farley Circus here February 18.

Everyone is urged to come, as it will be a swell, and entertaining show.

The show will be in the high school auditorium, Friday night, at 7:30.

Admission is adult 25c and students 10c.

SENIORS LOOK FORWARD TO RECEIVING DIPLOMAS

As graduation time draws near the Seniors are interested in diplomas, invitations, and other subjects of immediate importance.

In the class meeting last Wednesday, diplomas were discussed, and the standard diploma was adopted.

The class accepted the challenge of a basket ball game—the Senior girls against the Junior boys, and the Senior boys against the Junior girls.

Junior Mothers Plan Banquet

The mothers of the Juniors met Tuesday afternoon, February 8, at the high school.

This meeting proved to be much more of a success than a previous one. Plans were really begun for the Junior-Senior Banquet. Mrs. O. T. Williams was elected as the general chairman. Mrs. Grant Fuller was appointed as chairman of the menu committee, with Mrs. Crosthwait, Mrs. Smith, and Mrs. Lee Conklin being the other members of the committee.

Seniors, it looks like you might get a banquet this year, although it was rather doubtful at first.

en Kelly, third grade; Marcella Blue, Patsy Ruth Sanders, Helen Acker, Juanita Buford, Barbara Ann LeGrande, LaVone Lindsey, Rose Mary Phillips, Betty Jane Robertson, Geneva Ware, Betty Ruth West, fourth grade; G. P. Owen, Billy Walker, LaNell Parmer, Ellen Louise Posey, Kathryn Acker, Betty Jean Prolock, Mary Ruth Russell, Mary Sue Whitaker, fifth grade; Helen Rutherford, Evelyn Walker, Mary Ann Acker, Billie Louise Crawford, Mary Helen Cross, Virginia Ann Dillehay and Janelle Potter, sixth grade.

Mrs. Josephine Lee of Abilene, visited Miss Ursalee Fridley last week. She also attended to business while in Hereford.

The Whiteface Round-Up

Vol. II—No. 17

HEREFORD HIGH SCHOOL, THURSDAY FEBRUARY 17, 1938

Page 6

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

Girls Win Over Friona While Boys Lose To Them

Saturday night the Hereford sextet smothered Friona 60 to 35. Hereford started slowly, but they soon began to play their usual game.

Friona scored first and remained ahead until late the first quarter when the Whitefaces pulled ahead 13 to 10. By the half time, Hereford was ahead 33 to 19. During the last half Hereford continued to pile up a score until they were 20 points ahead.

Lovelady massed a total of 33 points to take the individual honors.

Starting line-up for Hereford, was Atchley, Russell, Lovelady, Cawthon, Clayton and Kuper.

Starting line-up for Friona, was Frost, Taylor, Thompson, Parker, Robards and Garrett.

The boys were beaten by the Friona boys about as bad as the girls beat their opponents. The score was 21 to 36.

Friona scored first and scored almost continuously from then on until they had piled up a considerable lead. Hereford played Friona's second team the first part of the fourth period. They scored so fast that the Chiefs' first team was soon playing again. Hereford was able to hold their own from then until the end of the game.

Hughes of Friona was high scorer, with 13 points.

Vaughn, Nunn, Ashlock, Posey and Petersen was the starting line-up for Hereford.

Hughes, Short, Brookfield, Frost and Massey were the starters for Friona.

Students Make Posters

Hooray! The circus is coming to town. At least, one would draw this conclusion from the array of posters advertising that fact which may be seen in the seventh grade room. Mr. Cal Farley promised passes to the fifteen best posters advertising his circus which will be here February 18.

Miss Harris said that these posters were some of the best work she has received from her classes.

Some of the best posters were made by Rena Rae Renfro, Mildred Bowsher, Harold Close, John Estes, Rachel Ireland, Ruth Temple Hastings, Cleon Cawthon, Monteleen Miles, Clotell Pace, Seletta Robinson, Melba Sawyer, Larry Trimble, Eleanor Wilson, Mabel Henderson, Frances May, Helen Plummer, Verna Faye Hurford, Gloria T. Cress, Rue Wilson and Clifford Vaughn, from the seventh grade.

Lynwood Hallum and Theresa Smith from high school also submitted posters.

Frio News Items

(10 miles south of Hereford)

LURLINE DIXON

Mr. and Mrs. Lester Sparkman spent Saturday night and Sunday in Panhandle, visiting her brother. Lurline Dixon spent Wednesday night with Pauline Dixon. She also attended the F. H. A. meeting.

E. T. Brooks, James Dixon and J. M. Dixon, visited in Lockney, Thursday afternoon.

Mrs. H. D. Robbins returned from Tennessee, Friday, where she was called to the bedside of her father, Frank Martin, over a month ago.

Lurline Dixon attended a party

The Five Snavis

Snavi, the newest addition to the beautification of Hereford made its debut on Main Street last Saturday.

In case someone does not know Snavi by now, she is the limosine recently purchased by Helen Ann Snyder, Melvina Stewart, Viola Phillips, Nora Jeane Russell, and Mary Jane Morgan. When asked where they bought this "modern" T, they will tell the inquirer that they got it from the Culpepper Motor and Parts Company, but don't let that fool you—it's just the Wrecking Company.

As has been said, Snavi is the name. Their coat-of-arms is a jeep, their password "Piddi-larking," their theme song, "Never in a Million Years," the license number, 306-042. It would be hard to say what their favorite color is. From the looks of their car and their hands, it must be red-yellow-green-orange-silver-orchid.

Yes, all five of the owners drive the jalope, and right will like, too. Also, they can push. More fun!

Anyhow, everybody take notice of Snavi, and, if you be nice, maybe the five Snavis will take you riding sometime.

Visitors Compliment Library

The library of Hereford High School was indeed fortunate February 11, to have the privilege of having Mrs. Huggins and Mrs. Smiser visit our small library.

Mrs. Smiser is the Library Supervisor of this district. Mrs. Huggins is the Area Supervisor of all W. P. A. women's projects. They complimented our library in many respects. They were interested in finding some knowledge of our classification of books and our routine of work.

The librarians of Hereford High School were very glad to have these distinguished visitors and want to extend to them a hearty welcome to visit our library again.

LOCAL HI-Y WILL VISIT AMARILLO HI-Y

A return visit will be made by the local HI-Y to the Amarillo HI-Y on February 21.

They will give a program and play basket ball. A few weeks ago Amarillo HI-Y came to Hereford and beat them.

In Hereford, Friday night. She spent the night with Kathryn Henderson.

Mrs. C. R. Boyd visited Mrs. Harvey Marshall of Hereford, last Tuesday.

Mrs. Buck Ward and Mrs. Bill Easter of Dimmitt, called in the J. M. Dixon home, Friday afternoon.

The pupils of the Frio school, gave their teacher, Miss Mildred Barnett, a chewing gum shower, Thursday afternoon.

Mrs. Guy Smith spent Thursday in the Milka Cassel home. She is Mrs. Cassel's sister.

C. R. Boyd and Jim Goring of Amarillo visited in New Mexico, on business, Thursday and Friday.

Mr. R. L. Hance is on the sick list, with the flu.

Mrs. M. A. Springer and Mr. and Mrs. Deward Roberson of Amarillo, visited in the Earl Springer home, Sunday.

Mr. and Mrs. Frank Barber Jr., visited in the Clay Hughes home, Sunday.

The Frio Baptist Church called Rev. Medlin of Hereford, for their pastor. He will conduct services the third Sunday of each month.

Mr. and Mrs. Clarence Dixon and family of Dimmitt, Mr. and Mrs. Emmett Dixon and family of East-er, and Mr. and Mrs. Elmer Dixon and family of Sunnyside, spent Sunday with Mr. and Mrs. W. S. Dixon.

Church services were conducted both Sunday morning and night by Rev. Medlin of Hereford.

Mr. and Mrs. W. S. Dixon left Monday, on a fishing trip in East Texas, where they will stay for several weeks.

Visitors in the W. S. Dixon home, Sunday night, were Mr. and Mrs. J. M. Dixon and family, and Mr. and Mrs. Earl Springer and family.

Wanda Dixon spent Sunday night in the Earl Springer home, visiting Gwendolyn and Leta Dean.

Mr. and Mrs. Earl Springer visited in Amarillo, Saturday.

Helen Jones, who is attending school in Hereford, spent the week end in her home, here.

Mr. and Mrs. Harvey Dixon of

Band Will Attend Clinic At Canyon

The Hereford High School Band will attend the West Texas Band Clinic which is to be held at Canyon on the 17th, 18th and 19th of February.

A band clinic is a school for advanced musicians. In this school one might learn how to play something correctly that he had been playing wrong and it improves one's playing greatly. As everyone could not play in these bands the best ones were selected from all of the bands over the Panhandle. There will be two bands, a blue and red. Both bands will have about ninety pieces with as near complete instrumentation as possible. The Hereford High School Band has the honor of sending twelve members who will play in the clinic red band. Two bands were chosen in order that the numbers might be more evenly divided. The blue band will play all class A numbers, while the red band will play all class B, C and D numbers.

Those chosen from our band to play in the clinic band, are: Martha Nell Ewton and Orvela Hill, flutes; Jean Williams, oboe; Billy Jean Wilson, E flat clarinet; Helen Ann Snyder and Wanda Jean Reed, B flat clarinets; Billie Louise Barber and Betty Cockrell, French horns; Gertrude London, bass violin; Troy Womble, bass horn; Jack London, tympani; and Minnie Dea Smith, symbols.

Those band members will play under the direction of one of the most learned and accomplished band masters in the United States, Mr. Victor Jean Grabel, conductor of the Chicago Concert Band, Chicago, Illinois.

CORRECTION!

It was stated in last week's Whiteface Round-Up that Evelyn Lovelady had been playing basket ball five years. A mistake was made in saying that Miss Lovelady has been playing only four years.

NEW STUDENTS

Hereford High School was graded with several new students this week. Clydene Kendall, a sophomore, previously attended this school and has been attending school in Clovis, N. M. Her brother, Lawrence, has also entered this school. He is classified as a freshman. Kathryn Twiner, a freshman from Rochester, Texas, and Harry Finck from Canyon, are new members.

We all extend these people our heartiest welcome, and hope they will learn to love Hereford High School.

Lockney, visited his parents, Mr. and Mrs. W. S. Dixon, Thursday.

COURTHOUSE RECORDS

Warranty Deeds

Ruth Howard to Wirt Phillips, west half of section 22, T2, R1. Milton O'Rear et ux, to Ovid Pinkert, part of block No. 18, Mabry's Addition to Hereford, Texas.

J. H. White to Banner Securities Co., west half of section 22, T4, R2.

A. D. Smith et al, to Bennie Urbanczyk et al, north half of section 24, block K3.

Home Owners' Loan Corp. to J. C. Evans, northwest quarter of block 29, Welsh Addition to town of Hereford.

Inez Stambaugh and Geo. V. Stambaugh to Frank E. Givens, all of lots 11-12 in block 25, town of Hereford.

Administrator's Deed Sadie B. Schaeffer to Violet Bryan, east half of section 22, T3, R2.

Quit Claim Deed John I. Morris et ux, to Frank Ferry, Kent Chandler and Farwell Winston, trustees, northwest 160 acres of section 22, T5, R4.

New Automobiles Packard Milling Co., Feb. 11, Ford truck, Hereford Motor Co.

C. C. Danforth, Feb. 10, Ford coupe, Hereford Motor Co.

R. AND P. W. CLUB HEARS TALK BY REV. J. C. THORNS

Members of the Business and Professional Women's Club met Monday night in the County Library. Miss Erma Williams had charge of the program, and Rev. J. C. Thorns gave an interesting talk on "Buying and Selling Abroad."

The next meeting will be a social at the home of Mrs. Eunice Peterson on Feb. 28.

Stencils, ink and office supplies at Brand Office.

Stock Markets?

Yes, ALL CATTLEMEN Like To Hear the Markets! . . . Then Buy a New



1938 PHILCO

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Low Prices Too!

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Liberal Trade-In Allowance or Cash Discount!

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YOU ARE WELCOME TO HEREFORD! "HOME OF FINE HEREFORD CATTLE"

Hereford Implement & Appliance Co.

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HEREFORD, TEXAS

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TERMITES

Thousands of young Termites are starting out on new wings to find a new location. Will they locate in

MY HOUSE?

Where they stop, there they live, and there they get on your homes and buildings. — Let us inspect your house for you and tell you whether they should be treated against Termites.

INSPECTION FEE PER HOUSE \$1.00

R. H. Kemp Lumber Co.

HEREFORD, TEXAS

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Disastrous Results of A Fire Drill

"I suppose we will not get Italy notified today, because of this fire drill," remarked Mr. Willoughby last Thursday morning after the bell had rung at 9:35, interrupting his history class. So, we assume that Italy had to wait another day for its notification. Mr. Willoughby was terribly downcast about this catastrophe, and he thoroughly sympathized with him in the matter.

A particular typing student was attempting for the tenth time, to make a correct copy of "Education for Efficiency," and the bell interrupted her in the middle of the "education." When she resumed her typing, after having participated in the fire drill, she spaced between "educ" and "ation," thus entirely ruining the last word on the second page of the tenth edition. This only represents one of the many disconcerting results of fire drills in Hereford High.

Speaking of typing students—the entire first period class might have "typed" while Rome burned (at any rate while Hereford High School burned), if Genece had not informed them of the fact that the fire alarm had been sounded. Thanks, Genece, we'll do the same for you sometime.

B. S. A. PRESENTS ASSEMBLY PROGRAM

Last week was National Boy Scout Week, celebrating the 28th anniversary of the Boy Scouts of America. The Boy Scouts of Hereford presented an interesting program on February 8, in the high school assembly, pertaining to the activities of the club. Scoutmaster, Reverend Thorns, took charge with a discussion on the important activities of the Boy Scouts, while they did unrebursed acts accordingly. The subjects of scout signs, scout signals, map-making, cooking, first aid, safety and citizenship were brought out.

Mr. and Mrs. Dunlap were visitors in the assembly. Mr. Dunlap is assistant scoutmaster.

Wyche Items
 (1 1/2 miles south, 5 miles east)

MRS. R. A. VALENTINE
 Mrs. H. B. Elliston, who was in the Deaf Smith Hospital all week, was brought home, Friday. Mrs. Elliston is still confined to her bed. Mrs. Cantrell of Hereford, is with her.

Mrs. Mary Ott, who is recovering from a siege on bronchial pneumonia at the Godwin Sanitarium, is improving nicely.

Miss Peggy Valentine and Lucile Park called at the R. C. Valentine home, Sunday.

Mr. and Mrs. Braden have been busy improving the Mrs. Duff place, the post week, and will soon be in their new home.

Mrs. E. J. Boeskin and daughters, Betty Joe and Florella, visited in the Fred Henry home, Sunday.

Mrs. N. G. Elliston helped serve the dinner given in honor of Father Bravenure, Sunday.

Mr. Roe Hoffman is remodeling the house northwest of Hereford, owned by Mr. Eberle, and recently purchased. They intend to move there this spring.

Mrs. N. G. Elliston and Mrs. Ray Wilhelm called on Mrs. Mary Ott at the Godwin Sanitarium, Saturday.

Mrs. Joe Boeskin, Mrs. Ray Wilhelm, and Mrs. N. G. Elliston attended the meeting of St. Anthony's Guild, held in the home of Mrs. Joe Huckert of Hereford, last Wednesday.

Mrs. F. D. Ferguson called in the home of Mrs. Pete Carmichael and also Mrs. E. W. Whitley, last Thursday.

Robert Owen Elliston returned to school, Monday, after being on the sick list all last week.

The Catholic Bible Club will resume the Bible Study Club, next Sunday, February 20, in the first of the series. They will meet in the home of the president, Mrs. Ray Wilhelm.

Mr. Hussey and N. G. Elliston have been helping Mr. Wes Brady with the improvements on their place.

SENIORS ARE HONORED WITH A PARTY

The Senior Mothers Club honored the members of the Senior class with a party given on Monday night, February 7, at Mrs. J. W. Spradley's home.

The house was decorated with Valentines, the theme and motive being Valentine Day. Progressive games, Bingo, Alley Oop, Sticks, Hearts and Tiddle-de-winks, were played at different tables.

Refreshments were ice cream, white cake with a candy heart, and heart-shaped candy. They were served to thirty-seven members of the Senior class and their sponsors.

Mrs. Dunlap, Mrs. Foster, Mrs. Spradley, Mrs. Phillips, and Mrs. Glibreath were hostesses of this lovely entertainment.

Freshmen Question

What kind of an assembly program are we going to have? Whose "gonna" be in it? When are we going to have it?

In case you don't know what this is, it is just some more of the Freshmen questioning anyone that will answer them at the class meeting, Wednesday.

Seriously though, the Freshmen are going to have an assembly program the first Thursday in March. Thought what it is about, the class is not saying, just yet.

Freshmen, please pay your dues. The class treasury has hardly any money in it, and if you want that skating party that has been discussed, please pay your dues to June Dameron, the secretary.

La Fiesta Espanol Se Da

"Did the blue stick move?" "Look! I shot one in the 5000." "You're the old maid!" These are some of the sayings that were heard at the Spanish Club meeting, Friday night, February 11, in the home of Mr. Hudson.

After several games of "Tiddle-de-winks," "Marble Board," and "Old Maid," were played, typical Spanish refreshments were served. They consisted of very thick hot chocolate into which you dip butter fingers. (Virginia Newell tried dipping two). This was followed by ice cold orangeade.

The entire group enjoyed the meeting very much.

Spring Fever Affects Salesman

This early spring fever has affected nearly everyone. Even a salesman, who visited here tried to get permission from a hall keeper to go outside and play awhile.

The shorthand class got the fever, too, and wanted to have class outside. Mr. Muller did not think that they could take dictation as fast as he talked. Since he had to read from the shorthand, they assured him that they could. Do you get it?

HOME ECONOMICS RALLY IS CHANGED FROM WACO

The Home Economics Rally has been changed from Waco to San Antonio. This rally is to be the 4th, 5th and 6th of May, and four girls are to be sent from Hereford if the F. H. A. can make enough money to send them. This will mean there will be two girls from each class sent.

The way it is determined who will go, is by contests. There has been one contest held here so far. It was the wash dress contest. The winners were Margaret Higgins, first; Troyce Schambaugh, second; and June Dameron, third place. This does not mean, however, that any of these girls will get to attend the rally. It will be the four girls having the most points after all of the different contests are over.

CHORAL SPEAKING TO BE GIVEN AT FESTIVAL

A Speech Festival to be held in Amarillo, March 18 and 19, will be the occasion for part of the Public Speaking class to go to Amarillo.

The class members will give declamations and dramatic readings during the two days, and Friday night, the 18th, they will present an effective choral speaking number, "Justina's Temptation."

Justina will be characterized by Genece Standifer, with the other members forming the choir.

Eleven members will make this trip.

SOPHOMORES ELECT VIVIAN OLSON FOR NEW CLASS REPORTER

A new reporter for the Sophomore class was elected in class meeting February 9, to fill the vacancy caused by the resignation of Pollyanna Crawford. The new reporter is Vivian Olson.

Other business before the house was the planning of a party to be held in the near future. Several types of parties were suggested, but the bell rang before any could be voted upon. This question will be taken up at the next meeting.

A PEEP INTO OUR NEIGHBOR'S YARD

Every generation gets wiser, but to themselves.

Women seldom put off until tomorrow what they can say today.

The guy who thinks the world owes him a living, usually ends up bankrupt before he starts.

A lady's final opinion is very liable to differ from the one that immediately follows.

Greyhound-Tiger News.

"DON'TS" FOR FRESHMEN

If the Freshmen of '33-'38 wish to become ideal Sophomores of '38-'39, observe these "don'ts":

- Don't keep late hours.
- Don't act too childish.
- Don't fall in love with your upper classmen.
- Don't play hooky.
- Don't write too many notes.
- Don't try to be in too many clubs.

THE GADABOUT

Attention, all who would have strong muscles: buy a "tin-can lisle," and take your exercise by trying to crank it.—Owners of "Snavi."

Did you know that:

Dorothy Nell Trimble cries every time she laughs?—Several girls have a heart interest at Brooks' Drug?—Faye Crosthwait's brother bought her a box of candy for Valentine?—and so did Dorothy, Nell's brother.—Charles Virden is climbing the ladder to social success by learning a new dance step?

This department has heard rumors to the effect that Ray Nunn is spoiled and pouts. Oh, say it isn't so!

The Junior class is now a partied group. Half favored stone rings and half wanted metal—and the metal side won. Moral: Someone must be the loser, so be a good loser. You know, just don't buy a ring.

Viola Phillips and several others would like to know the meaning of this new finger sign that a certain group of girls have adopted.

WHAT IF—?

There were no sixth period study hall? . . . Kathryn Henderson, Margaret Higgins, Lurline Dixon, Maxine Beach and a few others could not be together all the time? . . . Miss Crawford had a set of papers with no inexcusables? . . . Jean France and Billy Lane were not able to be together? . . . Margaret Jones and Roy Wederbrook were separated? . . . Billie Louise Davis were really in love? . . . Dorothy Trimble did not have a mirror in sixth period study hall? . . . There were no Friday night basket ball games at which the Home Economics girls could sell candy? . . . Margaret H. could not read Kathryn's H.'s mind in English class and visa versa? . . . Raylan Evans ever grew up? . . . There were no Boy Scouts? . . . Well? What if?

F. H. A. GIRLS MEET AT HOME OF SPONSOR

The F. H. A. girls held their regular meeting Wednesday night at seven o'clock at the home of their sponsor, Miss Sullivan. The president, June Dameron, called the meeting to order. The secretary, Margaret Higgins, read the minutes and called the roll. Ways of making money were discussed during the business session. Some committees were appointed by the president, to aid in this campaign to raise funds to send representatives to San Antonio, where the State Rally is to be held.

A very interesting program followed the business session. Grace Bowen introduced the subject, "The Art of Living Together," with a short explanation of what that means. Maxine Beach played "Farewell My Love," on the piano. A very interesting discussion of the subject was led by Louise Oress and was followed by another piano solo by Billie Louise Davis, who played "A Gold Mine in the Sky." Virginia Brunson read a poem that followed along the same lines as the subject.

his bed for several weeks.

Mr. Wes Brady attended lodge in Hereford, Monday evening.

Mr. DuBols Walker motored to Amarillo, Friday.

Mr. and Mrs. Dock Roberson and Wilma and Weldon, Hart, Vera, and Kenneth Bea attended Junior McBrayer's birthday party, Sunday.

Mr. and Mrs. Jack Edwards and family of Dimmitt visited in the home of his parents, A. E. Edwards, and sister, Mrs. Bessie Mitchell, Sunday.

Wyche Club will have an all day meeting in the home of Mrs. Fred Henry, Thursday, February 17. Each one is requested to bring thimble, as quilting will be the order of the day. Also, each is requested to bring a covered dish. The next meeting will be in the home of Mrs. F. D. Ferguson.

Mr. and Mrs. E. C. Hewitt returned from a visit with relatives at San Angelo.

Rev. and Mrs. La Grone of Amarillo spent Saturday in the home of their daughter, also visited in the Elliston home. They all attended the Seven Day Adventist Church in Hereford.

Miss Mary Neje Mangum, Mildred Bailey, Mrs. Velma Sluder and Mrs. Myrtle Parker of Canyon and John Millin of Tech in Lubbock, spent the week end in the W. B. Saxon home.

Raymond Patzold from Amarillo, spent the week-end with his parents.

Mr. and Mrs. John Peatzold, Edward, Alice, Billie and Raymond spent Sunday in Groom with relatives.

The Wyche pupils had a Valentine box, Monday. To get their Valentines, they marched around a ring, the person stopping on a dot, drawn in the center, got his valentine first. Lesley Joe Valentine, Jack Mitchell and Clifton Elliston were visitors in the Primary room, Monday.

Mrs. Gordon Gold and daughters of Amarillo spent the week-end in the DuBols Walker home. Rack Elliston is on the sick list, this week.

D. L. Conner moved back to Messenger, Thursday. We are sorry to lose him from this community.

Miss Lucille Park called at her parents home in Progressive, Sunday afternoon.

Services at the CHRISTIAN CHURCH
 H. M. Redford, Minister
 Ellis Coombes, Supt.
 Bible School 9:45-11 a. m.
 Morning worship 11-12 a. m.
 Christian Endeavor
 Societies 6:30-7:30 p. m.
 Evening worship 7:30-8:30 p. m.
 Mid-week Church Family Night, Wednesday 7:30-8:30 p. m.
 The Bible School and worship services were well attended last Lord's Day. Much interest is being

manifested in the reading of the Gospel of Matthew. The Bible School is growing in attendance, interest, and quality of work done. Come and grow with us. The pastor will preach the third of a series of sermons next Lord's Day morning, on the theme, "Jesus' Scale of Values." At the evening hour, the subject will be "Open Their Eyes." Special music is being arranged for these services. We were happy to have a number of visitors from the Ward community last Sunday night. Mrs. James Blaine sang that beautiful selection, "Ye Must Be Born Again." We hope they will come again soon.

BUSINESS AND DIRECTORY PROFESSIONAL

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 25¢

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ABSTRACTS
 Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
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ADDING MACHINE
 PAPER 3 Rolls **25¢**
THE HEREFORD BRAND

DR. J. W. HENDRIX
 Chiropractor and Masseuse
 100 B Street—Just North of Mother's Park
 Phone 241 for Appointments

CHARLES COGDELL
 Auditor and Accountant
 Income Tax Service
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 Offices in the Courthouse

INCOME TAX REPORTS COMPILED
 Charges Reasonable
 Must Report by March 15th
W. L. ALEXANDER
 City Drug Store

WELCOME Cattle Breeders

Your business is "Linebreds on the Ranch"

We congratulate the breeders in this area upon the Association Sale and join them in Welcoming visiting breeders to Hereford—the home of Fine-bred Cattle. Enjoy your visit and plan to come back next year.

OUR Business is . . . **ZENITH**
 "A THOROUGHbred IN THE HOME"

Zenith Farm Radio

ZENITH 6J230—Operates either from a 6-volt Storage Battery or a 110-volt A. C. Line. American and Foreign Broadcasts; 6" Permanent Magnet Speaker, Tone Control, 6" Airplane Dial, Local Station Indicator, Foreign Station Relocator, (540-18,400 K.C.) \$59.95 18 in. high.

ZENITH 6J257—Operates either from a 6-volt Storage Battery or a 110-volt A. C. Line. American and Foreign Broadcasts; 8" Permanent Magnet Speaker, Tone Control, 6" Airplane Dial, Local Station Indicator, Foreign Station Relocator, (540-18,400 K. C.), 41 in. high. \$79.95

ZENITH 4F227—American Broadcasts; 6" Permanent Magnet Speaker, 4" Square Dial, may be used with an Air Cell or 2-volt Storage Cell, (540-1792 K. C.), 15 in. high. \$24.95

ZENITH WINCHARGER
 "Frepower from the Air"
 Use the world's greatest source of electric power FREE!
 De Luxe Model, Special Price . . . \$1750
 Regular List Price \$25.00
 Installation Extra if made by your Dealer.

AMERICA'S MOST COPIED RADIO . . . AGAIN A YEAR AHEAD

Work on HI-LINE or BATTERY

Your Choice—6 Volts or 110 Volts
 Zenith's new Hi-Line Switch converts from 6-volt storage battery power to 110-volt A. C. High Line with a flick of the finger. Should your district be electrified, or should you move to a high line area, your Zenith Farm Radio will work EQUALLY well.

Operates either from 6-volt Storage Battery or 110-volt A. C. Line. American and Foreign Broadcasts; 6" Permanent Magnet Speaker, Tone Control, Local Station Indicators, 4 1/2" Airplane Dial, (545-18,200 K. C.), 20 in. high.

See the **ARMCHAIR MODELS**

McCONNELL ELECTRIC COMPANY
 303 N. MAIN STREET ZENITH DEALER HEREFORD, TEXAS

Welcome To Hereford Breeders and Stockmen

Home of **ANXIETY 4TH HEREFORDS**

We are glad to see HEREFORD BREEDERS of this section taking a new interest in the breeding and improving of registered ANXIETY 4TH HEREFORDS. We extend congratulations to the HEREFORD BREEDERS for renewing the co-operative Spring Sale this year and welcome visiting breeders and Cattlemen to Hereford Saturday, February 19th.

An Institution Serving STOCKMEN - FARMERS

We feel that the HEREFORD BREEDERS Spring Auction of HEREFORD CATTLE will be a boost to the community and to Stockmen and Farmers of this community. This institution was built to serve farmers and stockmen and we specially invite you to visit our modern station, where special attention will be given your automobile in the way of Roadrunner Gasoline, Pennsylvania Motor Oils and expert greasing service, tires and accessories of all kinds.

FRASER OIL & GRAIN CO.
 ALTON T. FRASER, Owner

District Court Term Swings To Criminal Docket

JURY LIST FOR FOURTH WEEK PUBLISHED IN NOLLIGE SILL

District Court this week saw several jury cases tried with Judge Reese Tatum presiding over the court. The docket this term was reported as unusually light, and indications today pointed to the fact that the docket would be practically cleared during the term. The jury list for the fourth week, follows: M. D. Womble, Lee Conklin, John Olson, J. J. Paetzold, H. E. Hensley, Frank Wilde, H. V. Hennen, F. M. Houser, Frank Huckbert, E. E. Fridley, S. L. Harman, Jr., Jack France, E. D. Fox, J. H. Brooks, Henry Brorman, Arthur Thompson, W. F. Gillis, Ky Lawrence, J. C. McCracken, I. O. Crosthwait, F. J. Knabe, Orville Culppepper, Wm. Ohlig, Miles Robinson, Paul Foster, Chas. Brooks, A. B. London, Perry McMin, N. E. Gasa, Joe R. Kendall, E. T. Shreve, Joe Curtsinger, Gaylord Newell, H. Olin, E. L. Blacett and John Knoppf.

Two more weeks of court are scheduled, and jurors for the fifth week will be announced in the next issue of The Brand.

Mrs. Ollie Fox

Hereford in 1917, however, and since that time have made their home here. While still in her youth, Mrs. Fox became a member of the Methodist Church, and from that time devoted her life, in a large measure, to Christ. She was known here as a tireless worker in the church and its affiliated organizations. She also devoted much of her time to befriending the needy and to assisting friends in times of illness and stress.

Mrs. Fox through her activity in

Missionary and Church circles had many friends in this area, and over the Panhandle. Old timers who knew her as early as 1902, remember her as a friend and one who was ever willing to sacrifice for their comfort in times of need. Her death is mourned by hundreds of friends, who have known and loved her down through the years. She is survived by her husband, W. O. Fox, of Hereford; a daughter, Mrs. C. C. Acker, and three granddaughters, of Hereford; a sister, Mrs. D. M. Lawrence of Dawson, Texas; a brother, Roy French of San Angelo, Texas; an aunt, Mrs. J. T. Wilkes of Corsicana; two brothers-in-law, Homer Fox and Doug Fox. All attended the funeral except Mrs. Wilkes. Out-of-town relatives who also attended the funeral included Mr. and Mrs. J. A. Bowman of Amarillo, Mr. and Mrs. Glenn Webber of Brownfield, and Mrs. Tom Key, of Lamesa.

Funeral services were held at 10 o'clock, Monday, at the First Methodist church. Burial was in West Park Cemetery.

Milligan Will

(Continued from Page 1, Sec. 1)

grinder. He also lists a forge, press drill and bits, and lots of wrenches, shovels, pitch forks and similar items.

In the livestock division, he lists six mares, three horses, and a seven-month-old colt, seven milk cows, seven heifers, a Durham bull, a brood sow, and 60 New Hampshire red hens.

Free coffee will be served at the noon hour, and ladies of the Bovina Methodist church will serve lunch. Ray Barber will be auctioneer for the sale and Earl Eubanks will be clerk.

Reverend Father Salvator left Wednesday morning for his home in Carrizozo, N. M. He was here to assist in the first solemn mass singing of Reverend Bonaventure Koelzer, S. A. held Tuesday morning. He had charge of the Catholic church here several years ago and was a much loved citizen.

Farr Gives Tardy Handshake



Tommy Farr, left, shakes hands with Jimmy Braddock, who won a surprising ten-round decision from the Welshman at Madison Square Garden, New York, recently, as the two met in Promoter Mike Jacob's office. Farr, greatly disappointed over the result, said he had not seen Braddock coming over to shake his hand. Both were agreeable to a return 'bout.

Delegates From

(Continued from Page 1, Sec. 1)

agents, chairmen of county committees, vocational agriculture instructors, and secretaries of chambers of commerce. The occasion is sponsored by the chamber of commerce, county agent, vocational agriculture department, Deaf Smith County and the Soil Conservation Service.

Farmers To Make Tour The group started the tour with a brief inspection of irrigated farms, and then made a circuit of the Soil Conservation District. The tour was scheduled to be completed by 6 o'clock. Beginning at 6:30, the group will attend a steak dinner in the First Presbyterian church.

Banquet speakers will include Dean Lidelgh, who will talk on "Practices and Methods Tending Toward a Permanent Agricultural Program on the High Plains"; Mr. Ryan will talk on training for future farmers of this section, and Judge Earl W. Wilson will welcome the group to Hereford.

In the near future delegations of farmers from the three neighboring counties are also expected to come to Hereford and tour the projects.

Hereford Youths

(Continued from Page 1, Sec. 1)

Tyson was elected the publicity chairman for the next meet, which will be January or February, 1939. Those attending from Hereford,

were Clyde Oldham, Lottie Tyson, Carl Oldham, Betty Cockrell, Eugene Boggus, Anna Belle Robinson, Nola Margaret Bliss, Clifford Estes, Glenn Ricketts, Erna Faye Robinson, Basil McKinley, Ann Cockrell, Rev. H. M. Redford, Mr. and Mrs. Claude Ricketts.

Report Termites

(Continued from Page 1, Sec. 1)

ons damage to lumber with which they come in contact. An inspection will disclose the presence of termites, and by destroying them now, huge sums may be saved property owners.

The government reports 56 species of termites in the United States, and the type which now infests this area were said by Mr. Fuller to be of the most destructive species.

Sleet, Showers

(Continued from Page 1, Sec. 1)

ported in Hereford; light showers earlier in the week, and sleet on Wednesday.

Telephone lines to other communities in this area were down, due to the sleet. No communication was possible with Adria, and none was expected Thursday and possibly Friday. The same situation was reported by the telephone company on lines to Dimmitt; it was impossible to reach either point through Amarillo. Moisture was be-

lieved about the same as in Hereford.

Cattle were believed to be suffering little at the present time, but continued cold weather and sleet might prove dangerous, cattlemen said.

Although in need of still more moisture, wheat in this section was believed to have been materially benefited from the moisture which fell this week, and it followed with additional moisture prospects for good wheat yields were anticipated by farmers.

Traffic on highways and on city streets was seriously impaired, and state highway patrols warned motorists to show extreme caution while the sleet remained on the ground.

Weekly Auction

(Continued from Page 1, Sec. 1)

that buyers from over the entire Panhandle will attend.

He also asked co-operation of persons attending the sale in keeping the grounds clear adjoining the railroad. Numerous complaints have been voiced by the railway company because parked automobiles at past sales have blocked the right-of-way to the station and tracks. The company has warned that the entire area will be prohibited for parking unless a clear road is left to the tracks and station.

The auction next week comes on the heels of the largest weekly auc-

tion ever held here when the sale totaled \$2,300 on Tuesday, Feb. 15. Sponsors said that interest in the local sale is rapidly spreading over the Panhandle, and that buyers are coming here from New Mexico as well as from over West Texas. In addition to miscellaneous items, shipments of livestock are rapidly growing in size, including dairy cows, yearlings, horses, sheep, hogs and poultry.

Announcements Thursday morning reported that 50 head of White-face coming yearlings and heifers will be placed for consignment in the sale next Tuesday, along with other consignments of livestock, implements and miscellaneous items.

Around Town

(Continued from Page 1, Sec. 1)

the very day Nestor got out of the dry goods business and started farming in earnest, light showers fell in this area. It has been trying to rain ever since.

Tom Ivy visited The Brand Office, Wednesday, and expressed his congratulations on the printing job of the Hereford Breeders catalogue.

Frank Marrs and Cliff Estes spent Monday inspecting the new-fangled fishing tackle which was displayed in the trailer, which Gus Streu had imported for the convenience of local fishermen.

STAR

THURSDAY - FRIDAY

See Hollywood Behind The Scenes!

MASKS OF MERRIMENT... HIDE HEARTS OF SADNESS!

Adolphe MENJOU May ROBSON Andy DEVINE

SATURDAY

Two-Fisted Fury!

on a Four Legged Devil!

STAR THEATRE

Midnight Prevue Saturday

PREMIERE Showing!

For the first time, Hereford has been picked to see... the year's Outstanding Musical Hit - FIRST!

"THE BIG BROADCAST OF 1938"

Starring **W.C. FIELDS** with **MARtha RAYE** · **DOROTHY LAMOUR** · **SHIRLEY ROSS** · **BEN BLUE** · **BOB HOPE** · **LYNNE OYERMAN** · **RUFUS DAVIS** · **LEIF ERIKSON** · **GRACE BRADLEY** · **TITO GUZAR**

Specialties by **KIRSTEN FLAGSTAD** and **SHEP FIELDS**
A Paramount Picture Directed by Mitchell Leisen

On Our Stage:
HOLLYWOOD IMPERSONATION CONTEST
Be Here Monday Night at 9 o'clock to Pick the Winner!
See Your Favorite Screen Star Imitated!
TRY TO GET IN!

TUESDAY

Sparkling Adventure!

DUNNE HIGH, WIDE and HANDSOME

Randolph Scott
Dorothy Lamour
Akim Tamiroff

plus:
Sports Reel and Comedy

Read The HEREFORD BRAND For a complete Theatre Program

ON OUR STAGE:
THURSDAY... FEB 24TH

The original Arkansas Hill Billies, Ulanucky, baahful, Elmer, Percy and Zeke. They make music from anything! Put it on your must-see list!

Marshmallows
8-Ounce Package **8c**

SUPER SUDS
Concentrated - Large Size **21c**

OVALTINE
Chocolate Flavored - Can **34c**

CLEANSER
Lighthouse - 2 Cans **9c**

CRACKERS
Snowflake - 2-Lb. Box **15c**

SMOKED SALT
10-Lb. Can **79c**

WHY IT PAYS TO SHOP AT PIGGLY WIGGLY

1. EASIER, QUICKER, MORE CONVENIENT
2. CONSISTENTLY LOWER PRICES
3. NATIONALLY KNOWN QUALITY FOODS

BLACKBERRIES 10c No. 300 Can	CATSUP 10c 14-Oz. Bottle
COCOA 5c Justo-8-Oz. Can	COMPOUND 89c 8-Lb. Carton
PICKLES 15c Sour - 32-Ounce Bottle	BEANS 25c Cut Green, No. 2 Can - 3 for
MILK 15c Carton or Pet-2 Large Cans	WHEATIES 23c 2 Packages
TUNA FISH 15c Flat Can	SALMON 12 1/2c Brimful-Can
Cherries Red Pitted. No. 2 Can 14c	SPINACH 25c No. 2 Can-3 for
Coffee Polgers 1 lb. can 26c	Kraut No. 2 Can, 3 For 25c

FLOUR

PACKARD'S BEST
48-lb. sack **\$1.59**

Fresh MEATS

STEAK Loin or T-Bone - Lb. 20c	STEAK Good Beef - Lb. 15c
HAMBURGER Per Lb. 12 1/2c	PORK CHOPS Per Lb. 22c
SAUSAGE Pure Pork - Per Lb. 21c	BACON Gold Coin, slab - Lb. 26c
CHEESE Longhorn, full cream - Lb. 20c	BOLOGNA Per Lb. 14c
CURED HAM Half or whole - Lb. 24c	FRESH FISH and OYSTERS!

Fresh PRODUCE

LEMONS Large Size - Dozen 19c	ORANGES Peck 34c
CELERY Large Stalk 12c	LETTUCE Head 4c
SPUDS 10 Lbs. 19c	CARROTS 3 Bunches 10c
BANANAS 2 Dozen 25c	APPLES Med. size Winesaps, Doz 19c

LYE Rex high-test, 3 cans 25c	OYSTERS 3-Oz. Can 11c
GELATINE Foyal - Package 5c	Marshmallows 1-Lb. Package 15c
CORN Del Maize, Niblets or Mexl-Corn - Can 15c	WAX PAPER 40-Foot Roll - 2 For 15c
SOAP FLAKES Campy Toilet (Perfume Free!) - 3 Bars 37c	SOAP Campy Toilet (Perfume Free!) - Bar 21c
SALAD DRESSING Quart Jar 25c	PEAS Early June - No. 2 Can 10c

PIGGLY WIGGLY

ALL OVER THE WORLD

Prices Good FRIDAY and SATURDAY

Hereford Auctions Of Past Years Held Nation-Wide Interest

Huge Windmill Is Offered For Use On Irrigation Wells

FREE WATER IS HOPE OF H. M. BENSON IN NEW INVENTION HERE

It's an ill wind that blows no good, according to H. M. Benson and to prove the old adage, he is working on a special type of windmill to be used for the purpose of irrigation.

After 10 years of active work on the idea, Mr. Benson, who lives 15 miles north of Hereford, believes that he has worked out the invention. He has constructed a test model on his farm, and although it is smaller than the machine he proposes to build for practical irrigation, he reports that the model is doing exceedingly well.

Has Test Model

The test model has blades of wood, while he expects to construct the regular windmill blades of metal, through which he will run tubing similar to an airplane wing. Blades of the test model are 2 feet long, but on the regular machine, he expects to use blades 5 feet in length. Test model blades are only 12 inches wide, while those on the regular blade will measure 36 inches in width.

Among other features of the windmill is the fact that it has two points of suspension, and the mill pivots in the wind through the use of a track. When he applies the blades, the blades are turned edge-wise to prevent damage when not in use.

The reason, Mr. Benson explains, that his windmill has a different design is because the larger the blades, the farther from the tower the blades must be; therefore, his mill has the two-point suspension with the other suspension pole attached to a tower which moves on the circular track.

But that isn't all. The Benson windmill has governors on the blades. That's to keep the mill at uniform speed, otherwise in the high winds, the blades would whip around at speeds up to 250 miles an hour. In a 15-mile per hour wind, which is tops for the Benson windmill, the blades travel 15 miles an hour.

One Mill to 50 Acres

In a 15-mile per hour wind the Benson test windmill develops 3.8 horsepower delivered to the ground through gears, etc.

Mr. Benson estimates the 25-foot mill will develop 25 horsepower, and will irrigate 50 acres.

"Why not use all the natural resources we can," says the inventor. "We have free wind and water. And we already have the land, so why not put all three together and make a profitable use of these plants?"

There is water from 80 to 150 feet all over the Plains. With the 25-foot blades, the mill should pump 500 gallons of water per minute. (Continued on Page 8, Sec. 2)

Sugar Beet Test Results In High Content Reports

FLOYD COUNTY AGENT GIVES POINTERS ON BEETS

While considerable interest in the Hereford shallow water area is being manifested in sugar beets as a commercial crop, other points over the shallow water belt of the Panhandle are also taking steps toward securing concrete information regarding sugar beets.

A general report, taken from the Floyd County Hesperian, at Floydada, gives results on beets grown in that section, along with pointers by D. F. Brethauer, Floyd County Agent. The report, in part, follows:

High Sugar Content

"Sugar beets raised in this county last year gave such a high percentage of sugar when tested that the companies felt that it would be worth while to investigate this area further as a future source of supply and at the same time offer experimenters a chance to profit from their beet plots.

"Numerous requests are being received by County Agricultural Agent from farmers who wish to cooperate in the growing of sugar beets this year. It is the opinion of the county agent that if a hundred acres could be grown in this section ranging from one to not more than five acres on a farm that it could be worked into a profitable crop. If sufficient acreage is produced there is a possibility at present that interested sugar beet companies will give growers a contract purchase price for their beets at planting time.

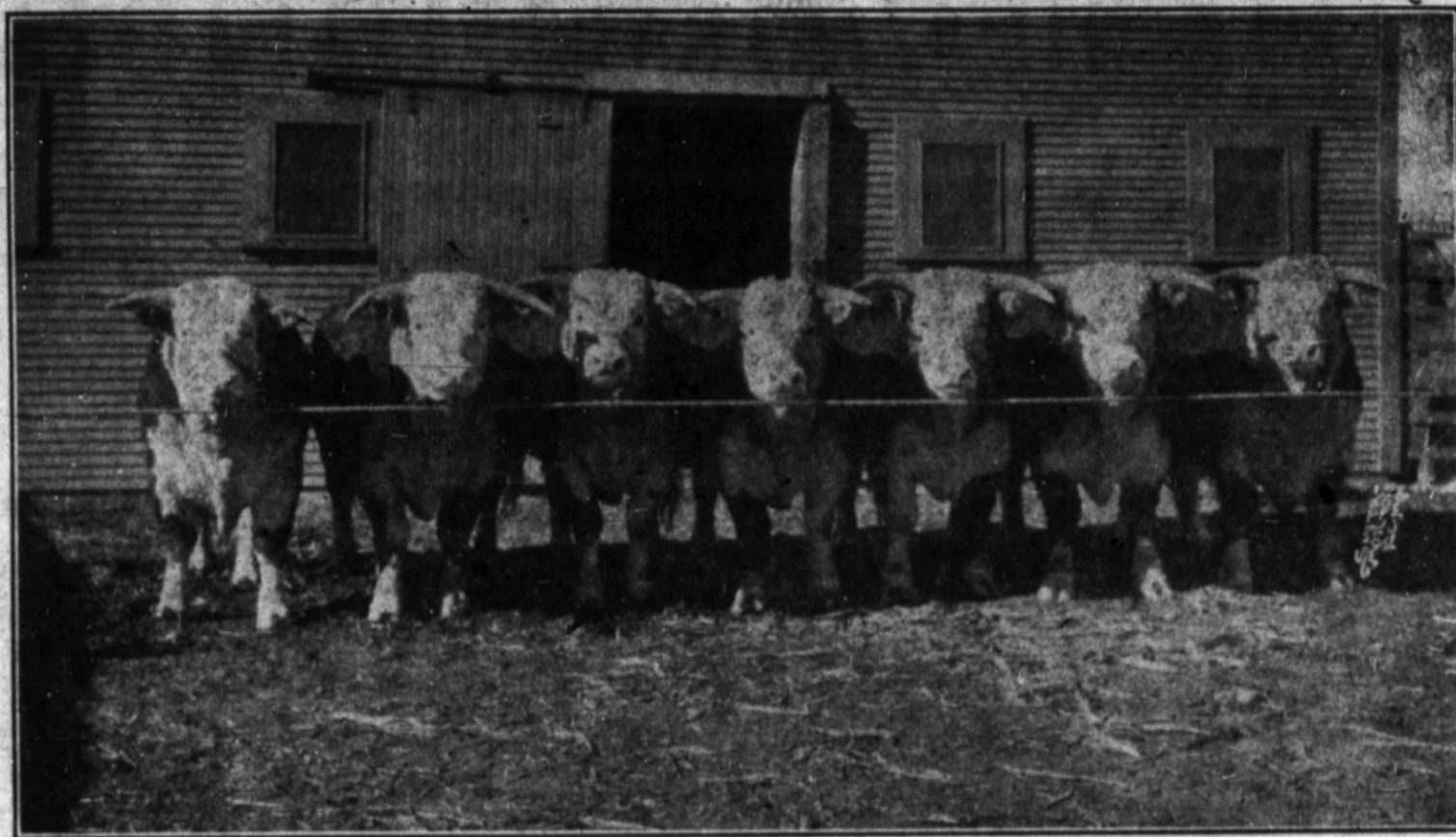
"The characteristic of soils are such that they can be made suitable for beet production, by proper preliminary handling. The light loams are best adapted to sugar beet culture as they are easily worked and are least subject to serious crusting.

"The beets should be planted close to the irrigation well on a smooth plot of ground if possible. If new alfalfa land can be had, use it and in cases where a plot cannot be had where green manure has been turned under, the next best to supply additional plant food in soil is to spread well-rotted barnyard manure at the rate of 12 tons per acre. After the manure has been spread over the plot it should be disked and thoroughly mixed into the soil before deep breaking or the land.

Need Fertilizer

As beets are extremely deep feeders and as they should grow in the (Continued on Page 8, Sec. 2)

Eyes of Cattle World Again Focus On Hereford Breeders Auction Saturday



Shown above are seven head of fine Hereford Bulls which were consigned to the Hereford Breeder's Auction here in 1931, a time when the entire United States turned to Hereford, Texas, for finebred Hereford cattle. The Hereford Breeders Sale scheduled here Saturday, February 19, includes 84 registered, Anxiety 4th Herefords, with 78 bulls and 6 females. Buyers from over the entire Southwest are planning to attend the Spring Auction of Bulls; the sale marks a revival of the Breeders Sales, after a lapse of six years.

Breeders Recall Records Set In Past Sales Here

FIRST HEREFORD HERD OF SOUTHWEST WAS HERE IN 1898

Recalling the days of old, 21 cattle breeders will Saturday hold the first Association Hereford Auction here since 1932. Old timers will recall that the first Association Sale was held in a garage building here in 1920, prior to construction of the Sales Pavilion in 1921.

While Deaf Smith County in more recent years has advanced agriculture, irrigation, and numerous other types of industry, the town of Hereford was named for the first Hereford herd in the Southwest—and for many years cattle provided the chief means of livelihood for this area.

First Sale Since 1932

"We have not been holding our auction sales in recent years, but that does not mean we have not continued to breed Anxiety 4th Herefords in both quality and quantity," breeders said in announcing the coming sale. This statement is supported by the fact that of 10 outstanding Hereford bulls in the United States in the latter 1920's, four of the animals were in Herds around Hereford, Texas. The blood of these fine bulls still surges through the cattle of the present day—and with the comeback of interest in finebred cattle, "Eyes of the Hereford World" are again turning to Hereford, Texas.

The following statement comes from J. H. Sheppard, field correspondent for Western Livestock Magazine, 1930: "A representative of this publication attended the annual auction sale held in the big, heated pavilion at Hereford, and many animals sold at record prices. Hundreds of others from many states attended this big sale on Jan. 30 (1930). Two world records were set at this sale."

Mr. Sheppard pointed to the sale of Donna Anna 66th at \$5,200, and Donna Anna 55th bringing \$2,000.

Good Cattle Country

A country well adapted to the breeding of cattle, the Hereford area has produced some of the finest Linebred animals in the United States. In addition to auction sales, the reputation of this area brought scores of individual buyers here annually to make private purchases from local herds.

While Hereford has been anxious to build up a reputation as an irrigation area, and was the first to secure Rural Electrification lines in the Panhandle—the cattle breeders of this area have continued to breed fine stock.

Next Saturday, much to the joy of local residents and old timers, an old industry is being revived. Again, scores of buyers from other (Continued on Page 8, Sec. 2)

Trench Silo Is Finding Favor Over Panhandle

RANCHERS OF NORTHWEST TEXAS CONSERVE FORAGE IN SILAGE FORM

"They build 'em big in the Panhandle," E. R. Eudaly, dairyman of the Extension Service division of the Texas A. & M. College, and Texas No. 1 trench silo disciple, says about the trenches that farmers and ranchmen of this section are filling.

A good grain sorghum crop in the Panhandle and South Plains is resulting in a big increase not only in the total number of trench silos there, but in the tonnage stored. "The number of trench silos in Dallam county has increased from 13 in 1936 to 30 this year, but the total amount of feed put down as silage has more than tripled," County Agricultural Agent Frank M. Stubbs, Jr., recently reported to Eudaly.

Evidence of the increasing popularity of trench silos can be seen in many instances. In Dallam County, Cecil C. Jones, farmer-stockman of Textline, put down a 200-ton trench in 1933, the first in the county. Jones this year has 2,200 tons of silage. R. C. Johnson, of Dalhart, is filling six trenches, each of approximately 500 ton capacity.

"The 65 counties in Northwest Texas last year filled 1,860 trench silos," Eudaly recently said. "The district agents who serve this area estimate that the 1937 total will be between 3,000 and 3,500." County agricultural agent J. T. Stovall has reported 129 trench silos in Castro county, of which 80 were dug in 1937. The silos have an average capacity of 100 tons.

A total of 32 trench silos, with an average capacity of 185 tons, have been filled in Stonewall county as of November 1, according to I. L. Sturdivant, county agricultural agent.

"The cost of digging and filling these trenches is very small as compared to the cost of building upright or pit silos," Eudaly has commented. "When I conducted a demonstration on the Joe Englebrecht place in Sherman county in October, Mr. Englebrecht told me that the cost of digging his 80-ton trench silo was only \$7.85."

"Feed stored in a trench silo cannot be damaged by wind, rain, fire, insects or rodents," Eudaly pointed out in the course of a meeting last October on the D. U. Hardin farm in the Gem community of Hemphill county. He brought out the fact that feed from one acre, when fed as silage, usually equalled that from two acres fed as burlap. "The feed in this 400-ton trench will be as good 10 years from now as it is today," he concluded. (Continued on Page 8, Sec. 2)

Model Ranch Plans Outlined Here By Cooperating Groups

REA Work To Be Resumed Here In Next Few Weeks

A notice from Rural Electrification Administration officials in Washington this week indicated that construction work on the lines in this county will be continued shortly after the bids are received here, Thursday afternoon.

The notice read: "Invitations to private contracting concerns to bid on construction of the second section of this project has been issued by the local cooperative. Bids will be opened in the office of the cooperative on Feb. 17, 1938."

"As soon as the bids have been opened, tabulated and scrutinized by REA, a construction contract will be negotiated with the low bidder and actual work begun."

"REA has approved another requisition from the funds available for this project, this time for \$2,019.00. The money will be available for use as soon as the Treasury Department clears the voucher. This makes more than \$60,000, which has been advanced for the new lines. Most of the money in today's requisition is to be used for office expenses, salaries and supplies."

State Official Warns Against Measle Epidemic

AUSTIN, Texas—From reports reaching the Texas State Department of Health, it seems as though measles are quite prevalent throughout the State. Dr. Geo. W. Cox, State Health Officer, has the following to say in regard to this disease.

"Many persons still insist that measles are nothing serious and that children should get them early and get it over with. However, measles are a very widespread, highly contagious disease and over one hundred children in Texas die of them each year. Children generally have active disease seven to 14 days after contact with a person ill with measles. Children must be excluded from school for a period of 21 days from onset."

"One never knows at the beginning how serious the attack will be, so a physician should be called when measles is suspected. Most deaths from this disease occur in children under five years of age." (Continued on Page 8, Sec. 2)

(Editor's Note: This is the second of a series of articles, covering report of coordinating farm agencies, and deals with the "Ideal Ranch," as suggested by the group for this community.)

Ten sections—6,400 acres—is the suggested size for the "Ideal Ranch" in this area if we are to base our ideas on the findings of coordinating government agencies, assisted by reports from farmers and ranchers of this area.

Following a series of meetings, lengthy discussions and numerous contacts, the group met and figured details for the ranch out on paper.

Further findings of the group recommended that 5,850 acres of the 10 sections be allotted to native pasture; 50 acres were expected to be lost for homestead, fences, and waste land—the remaining 500 acres was scheduled to be planted to grain sorghums to feed out as forage.

Carrying their findings even further, the group recommended that an average of 25 cows per section per year be carried on the ranch, giving a total of 250 head.

In operating the ranch no regular labor was anticipated, and necessary equipment included nine head of work stock—five cows and horses, and four head of mules or plow horses; in addition, one tractor was recommended. Eighty per cent of the calf crop was recommended to be sold, at an average of \$25 per head. To complete the picture, the group also recommended two milk cows for home use, and 100 chickens.

Supplemental to operation of the model ranch was suggested the trench silo; a silo of large size to accumulate a reserve to be used in years when feed crops do not (Continued on Page 8, Sec. 2)

Grasshoppers To Infest Panhandle Areas This Year

COLLEGE STATION—Grasshoppers will return to plague Texas farmers this summer in even greater numbers than they massed the past year, R. R. Reppert, Texas A. & M. College Extension Service entomologist, has estimated.

Major hopper attacks can be expected in the upper Panhandle and in North and Central Texas, he said, with lighter raids in the middle valleys of the Brazos and Trinity Rivers. He said a minimum of 104 counties will suffer grasshopper infestation of some degree, seven of which may find from 75 to 100 per cent of their susceptible crops endangered.

Three species of grasshoppers will lead the attack—the long-winged migratory, the yellow and the jumbo, with the migratory species presenting the greatest threat.

Wide Survey Made

Reppert based his estimates on surveys made the past fall in cooperation with federal entomologists. (Continued on Page 8, Sec. 2)

Don't Shoot! It's Barnegat Pete



Barnegat Pete, a deer adopted by Barnegat, N. J., after it escaped a forest fire three years ago, is dressed in a red checked coat and red and white cattle necklace so that he will not be shot during the hunting season. The necklaces hold a plaque on which is engraved "This is Barnegat Pete—Barnegat, N. J., children's pet—Don't Shoot!"

Score One for Poland's Prexy



President Moscicki of Poland is shown here with the giant lynx he shot during a hunting trip in the Bielewicz state forest. The lynx was the largest ever brought to gun in Poland. Despite his seventy years, President Moscicki is one of the country's most ardent hunting enthusiasts and an excellent shot.

Conservation In Texas Reported Third Complete

COLLEGE STATION — Texas' fight for soil and water conservation, started some 25 years ago, has accomplished one-third of its objectives, according to the annual report of M. R. Bentley, agricultural engineer of the Texas A. & M. College Extension Service.

The figures are based on a survey made by county agricultural agents in November, 1937, Bentley said. The survey revealed that 20,390,492 acres of crop land are in need of protection against soil and water loss, while protection measures have been taken on 10,587,744 acres.

The work went forward at a steady rate in 1937, the report re-

veals. During the past year, 890,781 acres of crop land were terraced, 2,106,898 acres of crop land, contoured but not terraced, and 232,632 acres of pasture land were terraced, contoured, or protected in a similar manner.

Thus more than three million acres of crop land were added to the area previously terraced and contoured, while the 232,632 acres of pasture protected against loss of soil and water compared very favorably with the 100,000 acres so treated in 1936.

A major development during 1937 was the increased use of county and road machinery in the construction of terraces, Bentley pointed out. Of the total acreage terraced in 1937, terraces were built on 373,000 acres by county machinery. The arrangement applied to 170 counties in 1936, while commissioners' courts in 189 counties made county equipment available for use in 1937. The usual arrangement is

to furnish the equipment at cost of operation.

County agricultural agents continued training schools throughout the year, and there are now 9,261 men and 6,296 boys who are qualified to run terrace lines, the report shows.

Progressive News

(1 mile east, 6 miles north)

BY OLIVE PERKINS

Mrs. Leonard Clegg from Amarillo, visited Mr. and Mrs. J. L. Clegg, Thursday.

Mr. F. D. Perkins and Miss Olive spent last Sunday afternoon in the O. E. Sherman home.

Miss Agnes Hicks spent the week end with her mother, near Canyon.

Mr. and Mrs. Watson moved Monday to their new home 25 miles northwest of Hereford.

Rev. Barnes, pastor of the First Baptist Church at Hereford, preached before a large crowd at Progressive, Sunday afternoon. Mrs. Radovich and Mrs. Cecil Guseman of Hereford, were visitors.

Mr. and Mrs. Jeff Roberson and sons and Miss Eunice Caldwell of Hereford, visited in the C. P. Caldwell home, Sunday.

Mr. and Mrs. Edgar Russell are staying with her parents, Mr. and Mrs. J. E. Cockrell, since Mr. Russell has been working at Jacobson's blacksmith shop.

Arnold Powelson and Miss Wilma Higgins were on the sick list, Sunday.

Mr. and Mrs. Jasper Cockrell and Miss Audrey, visited Mr. and Mrs. Edgar Russell and W. C. Russell called in the Perkins home, Sunday afternoon.

Arnold Hershey was home over the week end.

Mr. and Mrs. Orpha Clegg and son returned from Lubbock, Monday, and visited his parents, Mr. and Mrs. J. L. Clegg. Mrs. Clegg is recuperating from a major operation.

Mr. W. Jenkins of Amarillo, called on Mr. C. P. Caldwell, Friday afternoon and also looked after farming interests in this community. He is planning to install an irrigation well.

Mr. and Mrs. C. P. Caldwell, Miss Eunice, Mr. and Mrs. Jeff Roberson of Hereford, went to Dawn Sunday afternoon to see the young daughter of Mr. and Mrs. Jess Caldwell.

Mr. and Mrs. Ray Coneway of Hereford called on Mr. F. D. Perkins and Miss Olive, Sunday evening.

The Literary Society will meet, Friday evening, February 18, at 8 o'clock. An interesting program is being arranged.

COWBOY LOU



Not Jack Dalton, but Lou Gehrig, iron man slugger of the New York Yankees, is shown above, as he appears in his first picture, "Rawhide." Lou portrays a two-fisted westerner hot on the trail of a gang of cattle thieves. And while his guns are coaling off, Gehrig rolls him a smoke—one-handed.

NOVEL WORM CATCHER



Dr. Carl Omeron, left, of Los Angeles, Calif., demonstrates his "vibro-helmintholator," a worm-catching device he recently invented, to his friend, Don Wilson. It consists of a steel rod and a corrugated wooden stick. When he puts the rod in soggy earth near a tree or pole and draws the stick across the rod like a violinist drawing a bow, the worms come out attracted by the vibrations.

Mr. and Mrs. J. E. Cockrell and Miss Audrey and Mr. and Mrs. Edgar Russell visited W. C. Russell, Sunday.

Misses Lucille Park and Peggy Valentine were visitors at Progressive, Sunday.

Mrs. Gregory, Miss Augustine, Millard and Jake, visited Mrs. O. E. Boyer and sons, in Hereford, Wednesday evening. Other visitors were Miss Virginia Bowman and Peggy Valentine.

Mrs. Ray Hershey called on Mrs. Howard Hershey at Hereford, last Tuesday.

Mmes. Owen Neel, Ed Botta, C. C. Bowman met with Mrs. Ray Hershey, Monday afternoon, to plan for a Literary program to be held the second meeting in March.

LEGAL NOTICE

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an alias Order of

Switch TO DODGE and Save Money!

Sufferers of STOMACH ULCERS HYPERACIDITY

DEFINITE RELIEF OR MONEY BACK

THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. **SOLD ON 15 DAYS TRIAL.** For complete information, read "Willard's Message of Relief." Ask for it—free—at

CITY DRUG STORE
312 Main Street Hereford

Protect What You Have INSURE

John McLean
Insurance Agency
Phone 578

Sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said Court on the 21st day of August, 1929, in favor of Catherine Schulz and against L. W. Hough, Walter A. Schulz, Roxana Schulz, R. M. Dunn, E. C. Brodie, Empire Gas & Fuel Company, Incorporated, Gates Rubber Company, Goodyear Tire & Rubber Company, Mrs. C. J. Puett, Henry J. Anderson, Marvin Puett and Roy Culbertson, and each of them, as defendants, numbered 1729 in such Court, such judgment being a foreclosure of a Vendor's Lien on the hereinafter described property as to and against each of said defendants, I did on the 9th day of February, 1938, at 8:40 o'clock, p. m., levy upon the following described land, situated in Deaf Smith County, Texas, as the property of Walter A. Schulz, and Roxana Schulz, to-wit:

The West one-half of Section Number 35, Block K-8, containing 320 acres, and located northwest of Hereford;

and the interest therein of each of said defendants, and on the 5th day of April, 1938, being the first Tuesday of said month, between the hours of ten o'clock a. m. and four o'clock p. m., of said day, at the Court House door in said County, I will offer for sale and sell at public auction for cash, all the right, title and interest of each and all of said defendants in and to said property, to satisfy an indebtedness in the sum of \$8,137.45 together with interest thereon from the 21st day of August, 1929, at the rate of eight per cent per annum, and costs of suit.

This the 9th day of February, 1938.

T. C. MATHIES, Constable of Justice Precinct Number One, Deaf Smith County, Texas.

7-31e

An actress must find or have a rabbit's foot given her; it is fatal to buy one. It is bad luck to whistle in the dressing room or put shoes on a shelf. An umbrella opened over the head is, of course, the worst kind of a thing—but it is all right to open it downwards.

Cats bring good luck, especially black ones. A potato in the pocket shields from misfortune. Next to breaking a mirror, bringing peacock feathers into the theatre is a calamity, and many an actor will grow faint at the sight of one.—Panhandle Herald.

"Thrift is the foundation of success in business; of contentment in the home; of standing in society."—Paducah Post.

A little explained, a little endured; a little forgiven and the

quarrel is cured.—McLean News.

Bees, on being transported from a cool climate to one of perpetual summer, will soon cease to gather food for winter, being content to live from day to day.—Lubbock Morning Avalanche.

Texas' half million dollar Memorial Museum, newest addition to the University of Texas, was dedicated December 19th, at Austin, by a ceremony in which officials of the University, State American Legion and government officials took part.—Community Weekly.

Woodstock, Ont. — A five-ton statue is being erected on a farm here in honor of a cow. The memorial, a life-sized metal statue of

a cow, will be unveiled to honor "Springbank Snow Countess," the world's greatest lifetime producer of butterfat.—Quilques Post.

Except for a few who should be locked up, we have concluded that other people are just as moral as we are, and that neighbors do whatever censoring is necessary, efficiently and economically.—Quannah Tribune-Chief.

A shatterproof glass that can be tooled like wood or metals has been developed in Germany. It dissolves in benzol, chloroform or alcohol.—Wellington Leader.

Stencils, ink and office supplies at Brand Office.

WELCOME CATTLEMEN!

To Hereford! We assure you of the most courteous service—Come in and let us service your automobile before you leave town. We specialize in washing and greasing! Try some of that good TEXACO Oil and Gasoline!

OUR SERVICE IS COURTEOUS AND EFFICIENT

TEXAS SERVICE STATION

GLENN SNYDER

PHONE 440

IRRIGATION PAYS!...

WHEN YOU USE A

Kimball Pump

How better can you determine the value of an irrigation pump than by comparing the pumps in use by your neighbors, and how do other makes compare with the KIMBALL!

KIMBALL PUMPS have got the job done, more water, with less fuel than any other pumps in this area; ask your neighbors about this statement and see if you can find one that is displeased.

KIMBALL PUMPS ARE CHEAPER IN THE LONG RUN
—More Water With Less Fuel

Baker Pump Co.

OF LOCKNEY

C. B. Thomas, Sales Agent—at Shreve Shop in Hereford

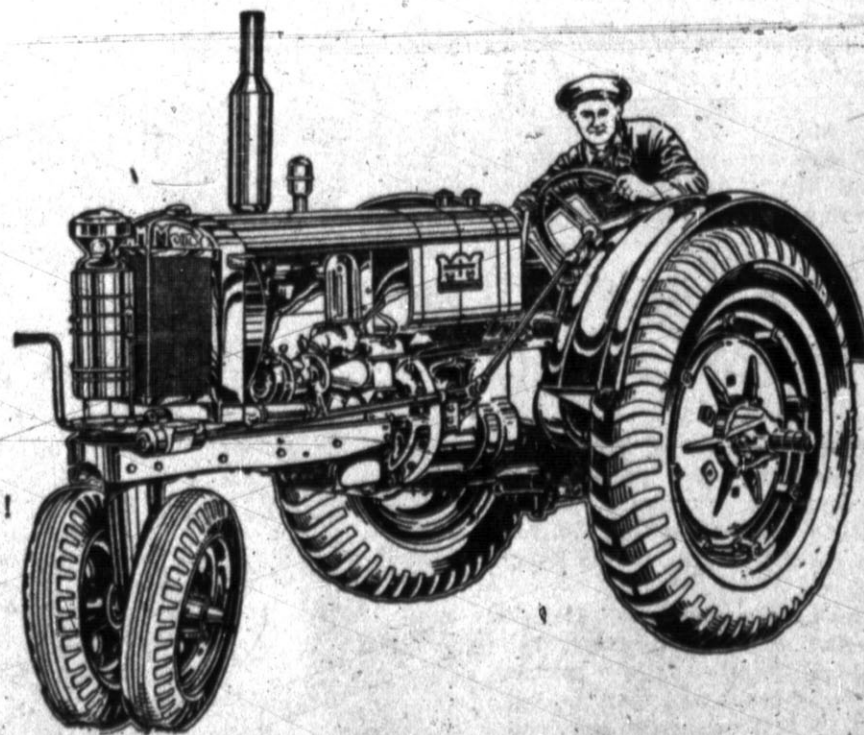
Welcome Cattlemen



To Hereford, the "Hub of the Registered Cattle Industry of the Southwest," where you will always find a welcome. Some of the finest cattle in the world are raised in this section, which has long been the stamping ground of fine Anxiety 4th Herefords... but when it comes to good tractors and farm machinery, you can't beat Minneapolis-Moline, a sure-fire favorite with stock-farmers in this section.

HEATED SALES PAVILION
HEREFORD, TEXAS

"WHERE YOU ARE ALWAYS WELCOME"



TRACTORS and FARM IMPLEMENTS

Make More Feed for BETTER HEREFORDS!

Davis-McCracken

MINNEAPOLIS-MOLINE FARM IMPLEMENTS

CONGRATULATIONS

TO THE

Hereford Breeders

The present auction sale marks the return of interest to finebred cattle in this area. The first Hereford Breeders Auction in six years—it represents a trend of progress by breeders of fine cattle. We congratulate you upon your initiative, and wish you every success in the sale.

WELCOME VISITING RANCHERS — TO HEREFORD

The Home

FINE CATTLE

PANHANDLE LUMBER CO, Inc
is Ranch Headquarters

Down through the years, the Panhandle Lumber Company has worked with and been a friend to the cattle breeders. Your corrals, your homes and the homes of your children have—in many instances—been built with materials from our yard. Our brand has always been: "A Square Deal to All," and for that reason we know that you will continue to make our office your headquarters.

Our Brand is A Square Deal to All!

FENCE POSTS — FENCE WIRE
BUILDERS' SUPPLIES — PAINTS — CEMENT

PANHANDLE LUMBER COMPANY, INC.

Social Security Card Holders To Correct Names

HOULDERS SHOULD NOTIFY DIVISION OFFICE OF NAME CHANGES

AMARILLO—Brides of 1937-38 who obtained social security account number cards before they were married were requested today by Dewey Reed, manager of the Amarillo office of the Social Security Board, to return their account cards with information as to their new names, to his office. This information is necessary in order that the social security account will show the wage earner's present name and prevent confusion in the keeping of the worker's wage accounts for Federal old-age insurance.

A card for this purpose, designated as "Employee's Request for Change in Records," is now available at the local office of the board, located at 1012 Oliver-Bakke Building, Amarillo, Texas. This card provides space for both the newly acquired name and that originally used in applying for the account number. The corrected account number cards will be returned to those who report their change of name.

Reed explained that since wage accounts are kept in the name the employer gives the employer, individuals who change their legal names should correct their records to insure the accurate recording of their wages. Wage information reports filed by employers and transmitted to the Social Security Board indicate that many employees have gone to work on new jobs under their new names without notifying the board of the change. This, it was explained, complicates the keeping of their accounts and might make it difficult to ascertain the full amount of the benefits to which they will ultimately be entitled.

Social Security account card holders may use this new application form also to correct misstatements as to age, or any other inaccurate declarations that may have been made.

Reed stated that while a new age declaration would be accepted without question, the acceptance should not be regarded as final, since an employee may be called upon to furnish proof of age on filing a benefit claim.

65-FOOT WASHINGTON



The largest portrait statue fashioned by mankind in modern times will honor George Washington when the New York World's fair opens on April 30, 1939, commemorating the first President's inauguration. The sculpture, shown above in a medallion by James Earle Fraser, will be 65 feet high, including a 15-foot base, and will be one of the principal decorative features of the mile-long central mall.

Easter Items

MRS. CARL FRYE

The past few warm days have caused the wheat to come out and fields everywhere are beginning to show green.

Rev. Gilpin had as his guest, Sunday, his parents, Mr. and Mrs. Gilpin of Amarillo.

Mrs. Chris Wagner and children of Ford, spent the week end with her father, H. B. Medley.

Mrs. Dan Allen and Wilma Parker, were in Dimmitt, Friday.

Miss Doris Kirsey, Ruby Faye Nolan, Carlisle Rae Frye and Evelyn Reynolds had parts in the operetta, "The Feast of the Red Cows," given in the high school auditorium at Dimmitt, last Thursday evening. The operetta was directed by Mrs. Coy, director of music in the school.

Several from Hereford and Sumnerfield attended the pie supper at Easter, last Friday evening. J. K. Gray of Westway was the auctioneer, and was very successful.

Jack Dale Smith, the small son of Mr. and Mrs. Harvey Smith, of Big Square, has been very ill this past week, of pneumonia, at the home of his grandparents, Mr. and

Mrs. J. S. Smith of this community.

Mesdames M. Sparkman, Harry Smith and Fred Walton were in Amarillo, Wednesday to attend a training school for the officers of the Missionary Society.

Mesdames I. W. Woolery and Tom Sanders and children, visited, Sunday, in the Clayton Woolery home.

Foster Beall and Ben Medley and Annie Mae Smith visited in the Dan Allen home, Sunday afternoon.

Mesdames Harry Smith and E. M. Allen, visited with Miss Vay Allen, in Hereford, Sunday afternoon.

Mr. and Mrs. Milton Carter are on the sick list this week.

Mr. and Mrs. George Chambless were dinner guests of H. B. Medley, Sunday.

Mr. and Mrs. W. A. Epperson are visiting in the J. S. Smith home, this week.

Mrs. George Chambless and Mattie Mae visited with relatives near Claude, Thursday and Friday.

H. H. Frye returned Friday, to his home at Davenport, Iowa. His son, Harland, remained here, and will operate the farm, this year.

There will be a community singing at Easter, the fourth Sunday afternoon in this month. There will be singers from Potter, Randall, Deaf Smith, and Palmer Counties. Everyone is invited.

Mr. and Mrs. Roy Durant of Flaggs, attended the pie supper, last Friday evening.

Ward News Notes

(9 miles north, 3 west)

BY MRS. CHARLES B. MILES

Mrs. George Suggs was on the sick list this week. She was confined to her bed with flu and tonsillitis.

Joe Bob Gardner of Amarillo, spent the week in the home of his aunt, Mrs. Bill Hutson.

Mr. and Mrs. Robert Veigel and children, spent from Wednesday until Saturday with her parents, at Plainview.

Mr. and Mrs. Arlie Dean and Mrs. Bill Hutson were Amarillo shoppers, Wednesday.

Paul Faith of Plainview spent the week end here visiting in the home of his sister, Mrs. Robert Veigel.

Mr. and Mrs. Hurford of Promeressive, visited Friday night with Mr. and Mrs. Ernest Signor.

Mr. and Mrs. C. B. Miles visited Mr. and Mrs. G. C. Snell, Thursday.

Mrs. George Lewis was a dinner guest in the Fred Moreman home, Sunday.

The community was glad to learn of the improvement in health

of Mr. Bill Armstrong, who has been at Tulsa for some time, taking medical treatment.

Rev. H. M. Redford was a visitor at school, Tuesday.

Mrs. George Lewis went to Muleshoe, Tuesday, and brought home Mr. Lewis, who has been there for some time, under a doctor's care. Mr. Lewis is much improved. The community wishes to thank Mr. John Olsoa of Hereford for the nice Bible he presented the Ward Sunday School.

Mr. and Mrs. James G. Blaine spent the week end at Claude.

Those attending services at the Christian Church at Hereford, Sun-

day, were Mr. and Mrs. Fred Moreman and daughters, Marie and Ruth, Mr. and Mrs. Bill Hutson, Mr. and Mrs. Robert Veigel, Mr. and Mrs. Berry Miles, Mrs. George Lewis, Mr. and Mrs. James Blaine, Mrs. Blaine sang a solo at the services.

Mrs. John Higgins was in Amarillo, Saturday for treatment for her eyes.

CHURCH OF CHRIST

E. M. Borden, Minister

Bible Classes 10 a. m.

Preaching 11 a. m. (Subject: "Foundation and Membership of the Church of Christ")

Lord's Supper 11:45 a. m.

Bible Drill 7 p. m.

Sample Question—"What Ruler Made a Decree that the Jews Should Return to Jerusalem and Rebuild the Temple?"

Preaching 7:45 p. m. (Subject: "What Must the Sinner Do to Be Saved?")

Ladies' Bible Class 2:30 p. m.

Wednesday Evening Program 7:30

Several visitors were present last Sunday. Glad to have you. You will be welcome to come again.

Come Sunday evening at 7:30 and hear the sermon on "What Must the Sinner do to Be Saved?"

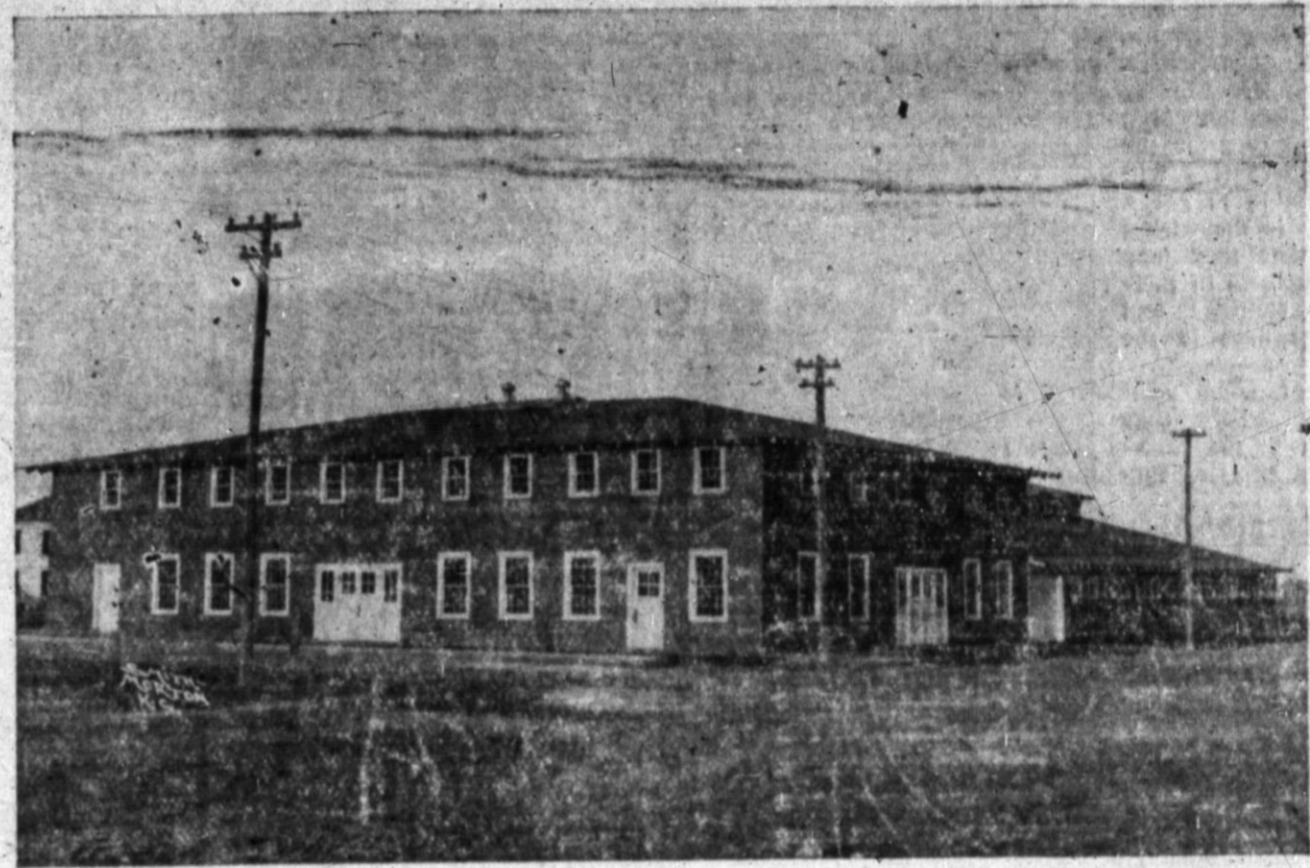
BOARD MEETING

The board of directors in the Deaf Smith County Federation of Women's Clubs will meet Saturday afternoon, February 19, at the court house at 3 p. m. All members are urged to attend this meeting.

In fifty secondary schools of Harris county the school officials have selected students from 730 applicants to work on part-time School Aid jobs allotted by the National Youth Administration. These students are earning part of their school expenses working on projects planned and supervised by their own teachers.

Spring Bull Sale!

—:—HERD BULLS —:— FARM BULLS —:— RANGE BULLS —:—
Hereford, Texas--Saturday, Feb. 19th



The Hub of the Registered Cattle Industry of the Southwest!

Hereford, Texas has long been a breeding ground for ANXIETY 4th HEREFORDS, in fact a pioneer in the production of "better Herefords." A casual observation of the pedigrees of the cattle consigned to this sale will disclose an offering of richly bred cattle, but breeding alone is not sufficient, individual excellence is also a requisite. If you are in need of a few choice bulls where breeding and individuality are combined, then we urge you to be with us on sale day!

Cattle Consigned from These Well Known Texas Herds:

L. R. Bradley Estate	Hereford, Texas	C. T. Guseman	Hereford, Texas
B. E. Brumley	Hereford, Texas	W. R. Higgins	Hereford, Texas
E. L. Bradley	Hereford, Texas	O. G. Hill Jr.	Hereford, Texas
G. W. Brumley & Sons	Hereford, Texas	J. R. Lipscomb	Hereford, Texas
R. L. Cocanougher	Hereford, Texas	T. E. Major	Hereford, Texas
R. L. Campbell	Wildorado, Texas	S. P. Rosson	Hereford, Texas
W. E. Dameron	Hereford, Texas	Miles Roberson	Hereford, Texas
R. W. Elliston	Hereford, Texas	W. M. Stewart	Hereford, Texas
W. M. Emmons	Hereford, Texas	Geo. M. Suggs	Hereford, Texas
Alton T. Fraser	Hereford, Texas	J. M. White	Hereford, Texas
		W. T. Womble Estate	Hereford, Texas

Welcome, Cattlemen and Breeders

The HEREFORD BREEDERS again extend a hearty welcome to cattlemen and breeders from all over the country to the Spring Auction of Bulls on February 19th. Remember the "good old days" when you came to Hereford and bought bulls or a few choice females—we have continued to breed ANXIETY 4th HEREFORDS in both quantity and quality... Don't miss this Sale!

78 Bulls «««» 6 Females

The offering this year includes a few herd bull prospects—but there are plenty of choice range bulls. These bulls have been well grown out, but not fed through a long period of time on strong feed. They are not fat—they will be in the most practical condition for your use—in fact, they will just suit you! These cattle are herd improving in both type and blood!

SALE STARTS PROMPTLY at 12 NOON, SATURDAY, FEBRUARY 19th

Write for Catalog and Other Information!

The Hereford Breeders

HEREFORD, TEXAS

Sale Staff:

COL. EARL GARTIN, Auctioneer.
FRANK FARLEY, American Hereford Journal
MASON KING, Amarillo News-Globe

O. R. PETERSON, Daily Drover's Telegram
FRASIER BIGGS, Western Livestock

Cattle Breeders

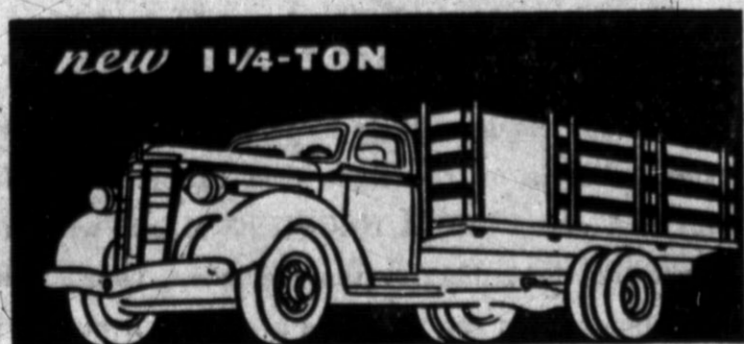
WELCOME TO HEREFORD
THE HOME OF
FINE HEREFORD CATTLE

We are glad to have you back. Although Hereford hasn't held its Auction in recent years... the Hereford Breeders have continued to produce fine cattle in both quantity and quality. We join them in welcoming you — and invite you to visit with us during your visit.



TRUCKS

FOR
Ranches
AND
Stock Farms



Your Hereford Farm will profit with a GMC—for these trucks, whether a Pickup or a 3-ton job, are designed to give long years of service at economical cost of operation. Everywhere, cattlemen are turning to GMC as the answer to their transportation problems... everywhere, the words CATTLE and GMC go hand-in-hand. Come in today and look over the GMC line.

BUICK-PONTIAC

For Passenger transportation, you can't beat PONTIAC and BUICK — the cattlemen's old standby!

Norton Motor Company

BUICK — GMC TRUCKS — PONTIAC

Non-Fiction Volumes Added To Library

The following books have been added to the County Library. It was today announced by Miss Lillie Hostetter, librarian:

Fiction—Prouty, "Stella Dallas," Non-Fiction—Bercovic, "Story of the Gypsies"; Clark, "John Deere"; Hughes, "Legends of Texas"; Ken-sella, "Music on the Air"; McKl-ney and Anderson, "Discovering Music"; Strouse, "Automobiles and to Valve Repair"; "Life of George Washington."
Juvenile—Foster, "With Ethan Allen at Ticonderoga"; Greer, "Early in the Saddle"; Madison, "Daughter of the Union"; twelve picture books for tiny tots.

Westway Items (10 miles west)

MRS. MERLIN KAUL
A large crowd attended the sale of Mr. and Mrs. Lindsey, Friday afternoon, which was held at their home, six miles southwest of here, where they lived for the past nine years. They are leaving the farm because of Mr. Lindsey's health, and will locate in Lorensa, where, with his son, Jessie, Mr. Lindsey will have a filling station. Mrs. Lindsey left immediately after the sale, for Lubbock, where they will live until they are able to get a house in Lorensa. It is the wishes of the community that they may find success and happiness in their new home. R. L. Gollihar and family will move at once to the Lindsey place.

Mr. and Mrs. R. M. Gunn went to Olton, Saturday, where they visited until Monday in the homes of John and Henry Taylor, cousins of Mr. Gunn.

Mr. and Mrs. M. S. Roe attended a "42" party at the John Robinson home in Hereford, Saturday night.

Jerry Ray Landers of Hereford, was a week end guest at the home of his uncle, Joe Landers.

Gomer McCoy of Canyon, was a guest at the F. W. Dodson home, Saturday night and Sunday.

Mr. and Mrs. A. C. Pierce were dinner guests of Mr. and Mrs. Walker Nicks in Hereford, Sunday.

Mr. and Mrs. Henry Allmon, Mr. and Mrs. Moody Stephens and Margaret Rose and Mr. Lynn Wolfington, attended a Layman and Ministers Conference of the Baptist Church at Plainview, Tuesday. They were guests at the home of Rev. and Mrs. Henry Burrow.

Al Werner went to Panhandle, Friday, to visit his brother, Henry Werner, and to accompany him to Woodward, Okla., on a business trip.

R. F. McConnell of Happy was a visitor at the Al Werner home, Saturday.

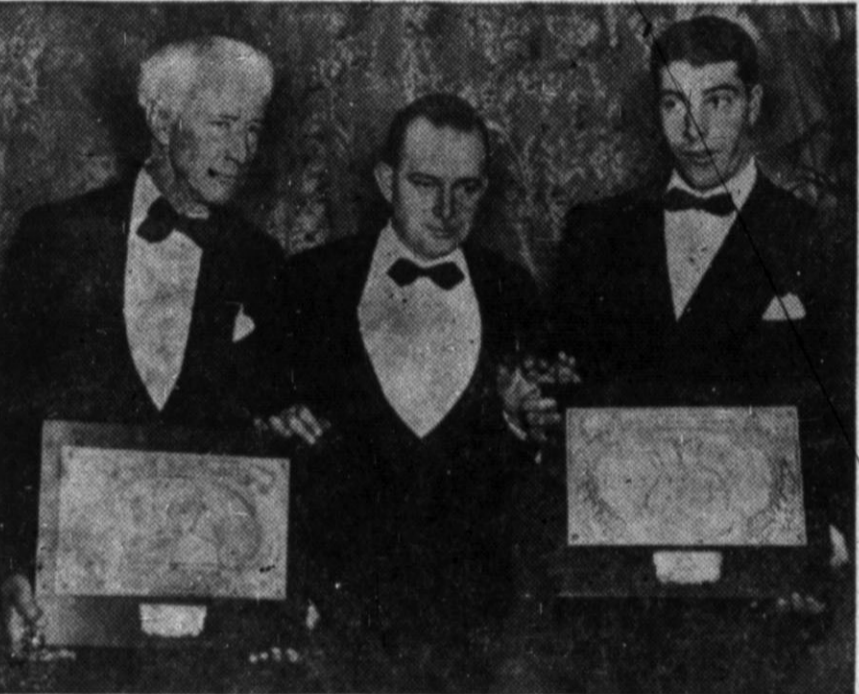
Mr. and Mrs. Cecil Thomas of Plainview, were guests of Mr. and Mrs. F. W. Dodson, Friday night and Saturday. Mrs. Thomas formerly taught with Mr. and Mrs.

Looks at Record Between Dips



Far from the sidewalks of New York and minus his brown derby, Alfred E. Smith, former governor of New York, is pictured reading his newspaper between dips in the briny at a popular resort club at Palm Beach, Fla. The "Happy Warrior" enjoys an annual mid-winter vacation in the South.

Awarded Plaques for Baseball



Tom Meany, president of the New York Chapter of Baseball Writers, center, presents plaques to Judge Kenesaw Mountain Landis, left, and Jo Di Maggio, New York Yankees' slugger, for their activities in the baseball world. Judge Landis was honored for his services to baseball, while Di Maggio was honored as the "player of the year" for 1937.

Dodson, when they were teachers Thursday. Mrs. J. M. Thomson, at Flagg, formerly Martha Ellen Dodson, of Mr. and Mrs. F. W. Dodson went to the Lubbock Sanatorium, last her mother, Monte Max Dodson

stayed at Olton with his grand-mother, Mrs. A. T. Walthall.

Mr. and Mrs. Bud Hopson, Mrs. Hughes Millard, Mr. and Mrs. Ellis Wilson and family of Hereford, were dinner guests at the Grady Wilson home, Sunday.

F. W. Dodson refereed a basket ball game between Hereford and Friona at Friona, Saturday night.

E. C. Cox, father of T. B. Cox, and Mr. Wicker of Lockney, were guests at the T. B. Cox home, Sunday afternoon and night.

Earl Little accompanied Jim Harrison on a business trip to New Mexico, Sunday night.

Mr. and Mrs. William Ponder spent Thursday and Friday at Lubbock.

Mr. and Mrs. G. C. Hartman visited at the Buddy Witherspoon home, Sunday afternoon.

Mrs. W. P. Gregory, Millard and Miss Augustine, called at the Glenn Rutter home, Saturday night.

Mr. and Mrs. Jim Lipscomb, Mr. and Mrs. Glenna Rutter and family played "42" at the A. A. Head home, Tuesday night.

The sand table in the primary room has been arranged to illustrate the story of "The Three Bears." There is a woods where the three bears went for a walk, the kitchen and the bedroom with cardboard furniture.

Howard Lomax had perfect spelling lessons all last week.

The primary room is decorated with Valentines and Valentine pictures.

"Mr. Reddy Pantall" has a new bowl presented to him by Paula May Mathers.

Miss Emily Minter spent the week end in Amarillo and Clovis.

Miss Georgia Lomax is visiting her grandmother, Mrs. G. C. Ritter, at Groom.

Mrs. H. C. Matteson and Paul, S. J. and Loy Cook, were Sunday dinner guests of Mr. and Mrs. John Funderbury at Hereford, Sunday.

Mr. and Mrs. L. O. Gore and family, were Amarillo shoppers, Saturday.

Mr. and Mrs. L. O. Goré, Miss Stella Mae Gore and Jack Flowers went to Tucumcari and Clovis, last Sunday.

Howard Gore was a guest of Walter Reeves in Amarillo, Saturday night.

Mr. and Mrs. J. J. Otts and family left last Thursday to return to their former home at Parnell. Mr. and Mrs. Otts have been living at the O.-G. Hill place.

Mr. and Mrs. Ted Iribeck of Umbarger, were guests at the V. Skypala home, last Thursday.

Leon Hartman is working for Paul Mathers.

Mr. and Mrs. Henry Allmon en-

tertained the following guests to dinner, Sunday: Mr. and Mrs. Clayton Williams and Glenn, Mr. and Mrs. J. G. Davis, Mr. and Mrs. Jim Bagwell and family, and Mr. and Mrs. Ivor Bagwell and son, all of Bethel.

Mr. and Mrs. Paul Rudd were visitors in the W. F. Rudd home at Spring Lake, Thursday. In the afternoon they, accompanied by Mr. and Mrs. Ralph Rudd and Bill Rudd, attended the Meeks' Auction Sale, at Earth.

Mr. and Mrs. J. D. Carter, Mr. L. Carter of Dallas, were week end guests of the A. R. Carters. Mr. L. Carter is the father of J. D. and A. R. Carter.

Gomer McCoy of Canyon, was a dinner guest of Mr. and Mrs. Guy Lawrence, Sunday. Other guests were Jerry Ray Landers of Hereford, and Mr. and Mrs. M. S. Roe.

Miss Mary Turrentine has been elected captain of the hockey team at Mary Hardin-Baylor College, where she is a student.

Mr. and Mrs. Francis Carthel of Lockney, were week end guests of their daughter, Mrs. Maurice Tanahill.

Maurice Tanahill went to Amarillo, Monday afternoon, to get pump repairs.

Mr. Jake Street of Fort Worth, visited Sunday with his nephew, Maurice Tanahill and Mrs. Tanahill.

Teachers and pupils received a surprise Valentine party, Monday afternoon, at the recess period, when several ladies of the district came to the school house and brought a treat of cookies and punch. When the bell rang for recess and the pupils marched into the hall, they were handed refreshments. Then pupils from both primary and intermediate rooms met in the assembly room, where the Valentine boxes were opened. Postmen for the primary room were Nina Beth Hartman, Loar Joan Brashear, E. H. Little, Paula Mae Mathers and Weldon Stephens, and for the intermediate room, Martha Lee Rutter, Wanda Marie Allman, Elvin Wilson and Kenneth Rudd. Miss Minter treated her room with candy Valentines and Mrs. Kaul

gave cooky Valentines to the intermediate room. Mrs. Dodson gave her Valentine treat Tuesday. Visitors present were Mrs. Henry Allmon, Mrs. Moody Stephens and Margaret Rose, Mrs. Grady Wilson, Norma Sue, Larry and Donald Dean Wilson, Mrs. E. B. Osburn and Bobby, Mrs. Vina Edmonson, Mrs. Everett Talbot, Mrs. T. B. Cox, Mrs. Morris S. Roe, Mrs. Paul Mathers and Bobby, Mrs. A. C. Pierce, Mrs. Al Werner, Mrs. Joe

Landers, Monte Max Dodson and Mrs. Kaul.

An NYA project affording part-time employment to needy youths assist in the operation of the public library at Vega, Texas, has been approved by J. C. Kellam, State Youth Director. These youths will assist in cataloging and indexing books, filing, typing cards, repairing volumes, and other general-library work.

FINE FOODS REASONABLE PRICES

AT FOSTER'S CAFE

Delicious Dinners served by Foster's Cafe are the result of careful combinations of high grade foods and excellent, tasteful preparation.

Whether it's steaks, chops, roasts or a vegetable menu—every meal you eat at Foster's Cafe is always of prime quality, carefully selected and kept uniformly refrigerated until served.

TASTY — DIFFERENT — SATISFYING

Cattlemen, Breeders

You Are Always

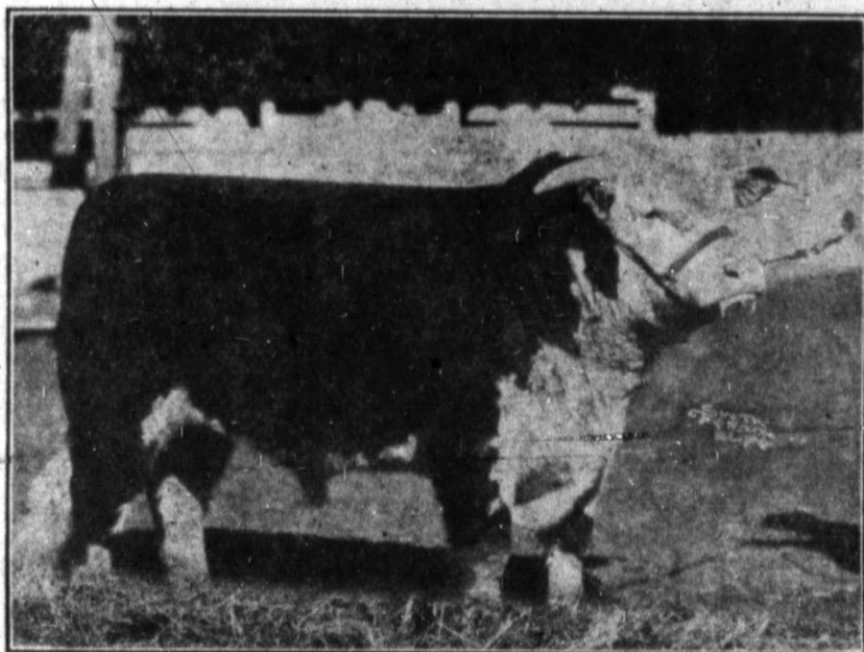
WELCOME

TO HEREFORD AND TO OUR CAFE

Foster's Cafe

PAUL E. FOSTER, Owner

Congratulations



HEREFORD BREEDERS

We wish to express our appreciation to the HEREFORD BREEDERS of Hereford, Texas, for bringing back to our City the annual SPRING AUCTION Sale of Anxiety 4th Hereford Cattle.

The splendid offering of Anxiety 4th Bulls and a few choice females gives breeders and cattlemen of the Southwest an opportunity to buy range bulls and herd bulls at their own price. Let's all help make the Hereford Breeders Sale on February 19th, one of the greatest sales ever to be held in Hereford.

CATTLEMEN

We Welcome You to Hereford

"HOME OF ANXIETY 4th HEREFORDS"

Pitman Grain Co.

PHONE 1

HEREFORD, TEXAS



BLOOD-TESTED

Baby Chicks

ANY BREED OR TYPE

8¹/₂ EACH ... by the hundred

We can furnish you any breed, type or any number of day-old Baby Chicks you may desire. Come in today and see us about them! The chicks we sell are purchased from only reliable hatcheries and are guaranteed to be in good condition when delivered to you! Place your order NOW!

BABY CHICKS

WILL BE KEPT IN STOCK AFTER THIS WEEK AT OUR MILL!

We are installing a brooder at our Mill and after this week, we can deliver your baby chicks right here at the mill, any breed or any number can be furnished from our stock. Now is the time to start your Spring chicks so as to have early fryers. Remember we stand behind the chicks we sell.



PURINA

Poultry and Dairy Feeds

Your baby chicks will do better if they are started off right, that is on the right feed ration. PURINA STARTENA and PURINA GROWING MASH will furnish just the right diet for those chicks. Your chicks will be bigger, stronger and have a greater livability if fed PURINA STARTENA and GROWING MASH!

CATTLEMEN

YOU ARE

WELCOME

To Hereford!



Feed STARTENA the only Chick Feed in America that contains PUR-A-TENE

PURINA CHICK STARTENA

Packard Milling Co.

H. E. DANFORTH, Manager

HEREFORD, TEXAS

Baby Chicks

ALL BREEDS Any Number ON 1-Day Service

These baby chicks are guaranteed to be healthy and in first class condition when delivered to you. Place your order NOW!



Chick Starter FOR BEST RESULTS!

Cattlemen YOU ARE WELCOME To Hereford

WEST TEXAS FEED and SEED PHONE 265

Person Named
Physical Ed
Instructor

AN MARCOS, Texas—W. B. [Name] of Hereford, Texas, has been employed as physical education instructor of physical education, civics, and [Name] in the high school at [Name], Texas. [Name] assumed his new duties last week. He is a mid-year graduate of Southwest Texas Teachers College here.

Adrian-Simms

(18 miles north, 9 miles west)
Messrs. Jack Slaughter and Floyd Pittman shopped in Hereford, Saturday.
Mr. and Mrs. C. A. Walker and children, visited Mr. and Mrs. R. A. Freeman near Adrian, Sunday. Freeda Brown spent the week end with Fern Pittman.
Alpha Phillips is absent from school with the measles.
Miss Josabel Rice and Miss Frances McDoogie visited with Mr. and Mrs. J. M. Chapman and family, Sunday.
Mr. and Mrs. Paul Obrecht of Panhandle, visited with Mr. and

Mrs. J. M. Chapman and family, last week end.

Among those attending the football banquet at Adrian High School, Friday night, were Mr. and Mrs. Hollibaugh, Mr. and Mrs. Blassingame, Mr. and Mrs. Hetzler, Mrs. Jim Chapman, Mr. and Mrs. Fortenberry and John Morris.
Mr. and Mrs. C. A. Walker and children were Hereford visitors, Thursday.
Mrs. Zerrill Thomas visited last Thursday afternoon, with Mrs. Jim Chapman.
Mr. and Mrs. Duncan and young son have again returned to Adrian, where he is employed on Highway bridge work on Highway 66.
Mr. and Mrs. Tom Buchanan and Olaf, were Sunday guests of Mr. and Mrs. R. A. Freeman near Adrian.
Mr. and Mrs. C. A. Walker went to Amarillo, Monday.
Mr. and Mrs. Jack Slaughter shopped in Adrian, Thursday.

OPEN CHAMPION



Johnny Thompson, professional from Pennsylvania, who won the recent Los Angeles Open golf tournament with a low score of 175. The champion is shown checking over his score after the victorious finish. Some of the country's most noted golfers participated in the tournament.

Helen Ruth Thompson, Vera Davis, June West, Martha and Marie Workman, all of W. T. S. C.
A wolver roast was enjoyed, Saturday night, by Miss Eula Margaret Townsend and her guests from Canyon, Mr. and Mrs. H. E. Barnes and a number of young people of Dawn.
Mr. and Mrs. Ted Friemel visited her parents, Mr. and Mrs. J. E. Nelson of Nara Visa, N. M., Saturday and Sunday.

Messenger News

(27 miles west)

BY MRS. J. N. MESSENGER
Mr. and Mrs. Wells and daughter, Lahonda, left Friday evening, after school, for Oklahoma, to visit over the week end with friends.

There was a good attendance at Sunday school, of which we are thankful. It means so much to this community to keep the Sunday school going.

Mr. and Mrs. George C. Messenger's little daughter, Nancy Kay, has been sick the last few days.

Dorothy Nell Guinn was ill, Saturday and Sunday, and was unable to attend Sunday school.

Miss Mary Louise Lloyd, teacher at Messenger, went to Vega to visit over the week end with home folks.

The school children have been very much enthused over Valentine. They have been making some, and bought a few to give the teachers and other pupils.

There has been lots of traffic going by every day, hauling bundle feed from north Friona to Garcia Lake, to Mr. Willis' cattle, which are feeding at that place.

George C. Messenger and his mother transacted business in Hereford, Friday, and drove to the Lindsey sale in the afternoon.

Mr. and Mrs. Ray Coleman and family, spent the day, Sunday, at Friona, and attended services. George Nell sang a song at the Methodist Church.

Two new pupils started to school last week, Sarah and George Mc-Camey. Their father is a well drilled at Garcia Lake.

J. C. Kellam, State Youth Director, has announced that an NYA Work Project has been approved for Tarrant county, employing 12 youths daily in county institutions for dependents assistings in the preparation and serving of food and in orderly service.

Office supplies, typing paper, and typewriters for sale at The Brand office.



Take a Tip,
Have Your
Entire Laundry
Done with Our
New
Thrifty Service

... who are thrifty housekeepers and have to save both time and money, this is the service for us. All flat pieces are carefully ironed and folded—wearing apparel returned damp, ready for you to iron.

15 Lbs. 60c

Shirts finished in this service for ten cents each.

Our Helpy-Selfy Laundry

... is growing daily. A car will call for and return you and your laundry home, anytime. Try this service.

Welcome Cattlemen!

WE ARE GLAD TO HAVE YOU HERE!

HEREFORD LAUNDRY
AND DRY CLEANERS
Phone—298

Bethel Items

(22 miles south)

MRS. E. R. ROTHWELL
Messrs. John and Leland Smith and Franklin Smith were in Amarillo, on business, last Monday.

Vernon Williams is visiting with his uncle in Slaton.

The Rev. and Mrs. E. C. Armstrong of Sudan, were visiting in the Earl Last and J. G. Davis homes, last week.

George Bagwell and family are visiting Mrs. Bagwell's parents in Granite, Okla., this week.

Mr. and Mrs. Jack Baker and Mrs. Benvers and children, visited in Terrell, Okla., and Denton, and Fort Worth, last week.

Mr. and Mrs. Roy Sterling and four children of Conway and Mildred Lust from Canyon, were visitors in the home of Mr. and Mrs. Earl Last, Sunday.

Mrs. Baker Eubanks visited with Mrs. Jack Baker, Saturday.

Mr. and Mrs. Kay Roberts were in Clovis, Friday.

The Bethel Home Demonstration Club met with Mrs. Bryan Sinclair Friday.

Christine Bagwell and Pauline Rothwell from Plainview, were home this week end.

We are all happy to welcome little Miss Patricia Sue Howell into our community.

Those from Bethel visiting in the Henry Allman home of Westway, Sunday, were Mr. and Mrs. Jim Cangel and family, Mr. and Mrs. J. C. Williams and family, Mr. and Mrs. Ivor Bagwell and son, and Mr. and Mrs. J. G. Davis.

Mr. J. L. South and some of his F. F. A. boys gave a demonstration

GAVE EYE TO BOY



John Wesley Amos, sixty years old, of St. Joseph, La., who gave his left eye to Frank Chabina, nineteen years old, in a rare operation recently, that he might save the lad's failing sight. Amos and Chabina became friendly in a hospital in New Orleans where they were patients.

on culling chickens at the Bethel school house, Thursday.

Mr. and Mrs. H. G. Rothwell and Mariene visited Mr. and Mrs. J. H. Cryer of Flagg, Sunday.

Mrs. Jim Bagwell and Mrs. J. G. Davis were in Plainview, Friday.

Mrs. J. G. Davis, Mrs. Jim Bagwell and Mrs. Earl Last were trading in Hereford, Wednesday.

Dawn Items

(13 miles east)

BY MRS. CARL WIMBERLEY
Mr. and Mrs. W. E. Stewart reported a fine time of their recent trip to Seymour, Wichita Falls and points nearby, particularly Byer, where they formerly lived.

Those visiting Mrs. Jess Caldwell and daughter, in Canyon, Monday, were Mrs. W. P. Caraway, Mrs. Jim White, Mrs. Mary O'Neal, and Miss Sybil Smith.

Mrs. Ruth Womble and Mrs. Edith Burum were co-hostesses of a Valentine party, Tuesday afternoon, at the home of Mrs. Womble. Games were directed by Wilda Womble, and the Valentine box, when opened, revealed a lovely surprise shower, honoring Mrs. Walter Gabley. Guests from Hereford, were Mesdames Ralph White, Jeff Roberson and Clea Reeves.

Mrs. L. M. Harris made a recent trip to New Mexico, to visit her daughter, and look after business interests.

H. E. Barnes and C. C. Gammill played on the Rural Teachers basketball team, which defeated the Town Teachers, Tuesday night.

Mr. Iverson Leake is the owner of a new Chevrolet truck.

Wiring of Mr. Lester Galley's home and barns for electricity, was completed this week.

Mrs. A. T. Frye was in Amarillo, Friday.

Drilling was begun Friday, on an irrigation well on the place where Mr. W. P. Caraway lives.

Splendid attendance at school is reported at the present. Work for the Interscholastic League meet is in progress. Mr. Gammill is one of the directors of the county meet. Baseball practice began this week.

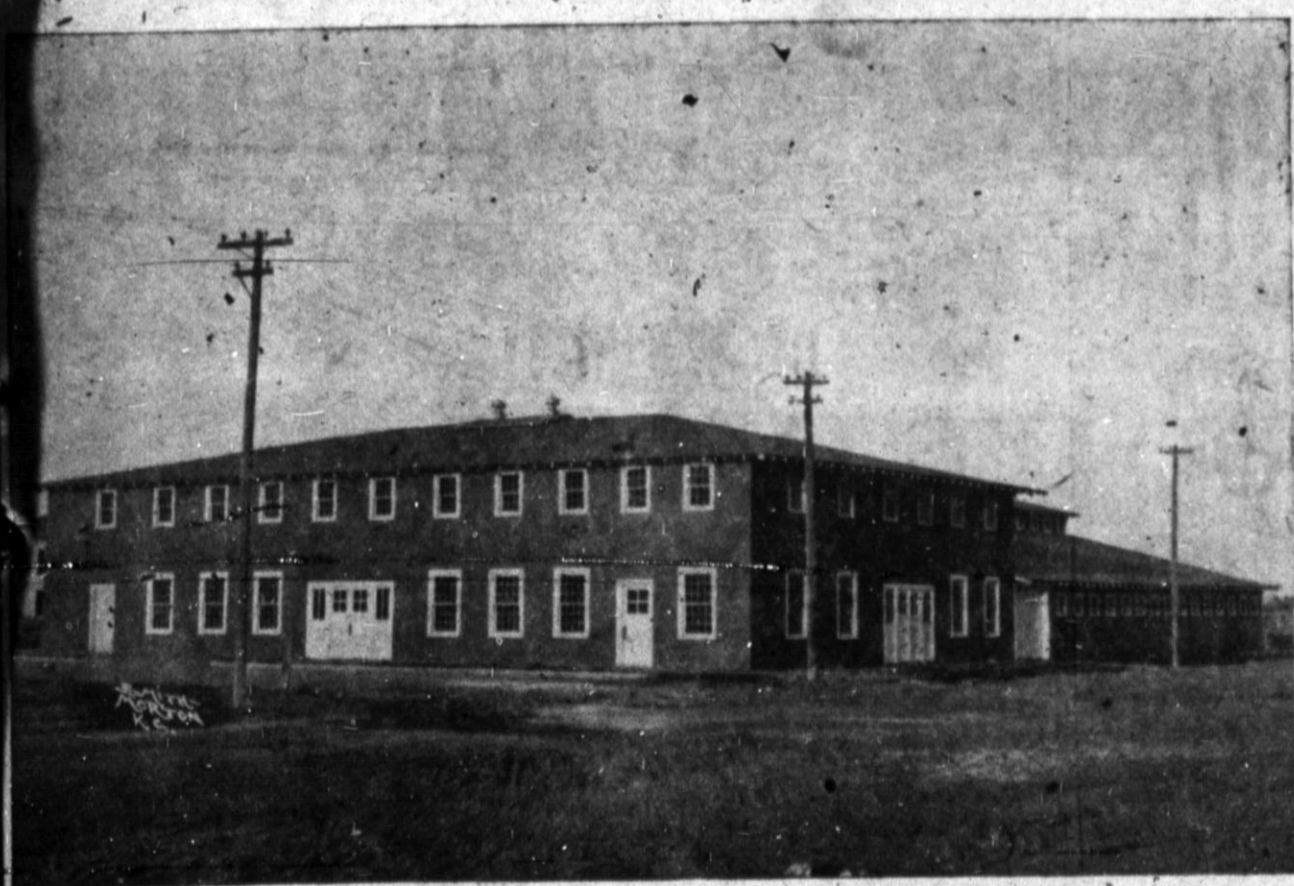
Mr. Baker and Johnny Womble started their new irrigation wells this week.

The Happy-Go-Lucky Club enjoyed a Valentine program at its meeting, Friday afternoon.

Amarillo visitors, Saturday, were Mrs. W. O. Caraway and Mrs. Alleen Leake, Mr. and Mrs. H. E. Miller and family, Mr. and Mrs. H. E. Barnes and Miss Townsend.

Mr. and Mrs. W. W. Wimberley visited Mr. and Mrs. V. H. Baker of Hereford, Saturday.

Rev. W. E. Barnes, Baptist pastor at Hereford, visited in the homes of L. A. Smith, H. E. Miller and Ernest May, this week.
Mr. C. C. Gammill visited at Lubbock over the week end.
H. E. Barnes called on Deputy State Superintendent J. B. Speer in Canyon, Saturday. They were school mates, years ago.
Miss Eula Margaret Townsend had as week end guests, Misses



Welcome....
TO HEREFORD
The Home Of Fine Bred Cattle!

This firm is glad to join the Hereford Breeders of this section in extending you a welcome to the Auction Sale. We are glad to see you back in Hereford, and we feel sure that you will find the cattle you desire, for some of the finest linebred Herefords in the world are produced at Hereford. Plan to come again in 1939.

CATTLEMEN
prefer CHEVROLET TRUCKS ... "the Thrift Carriers for the Nation"

BRUMLEY-WOODFORD MOTOR CO.
SALES — Oldsmobile — Chevrolet — SERVICE

Congratulations



HEREFORD BREEDERS

UPON BRINGING BACK TO HEREFORD, THE ANNUAL HEREFORD SALE

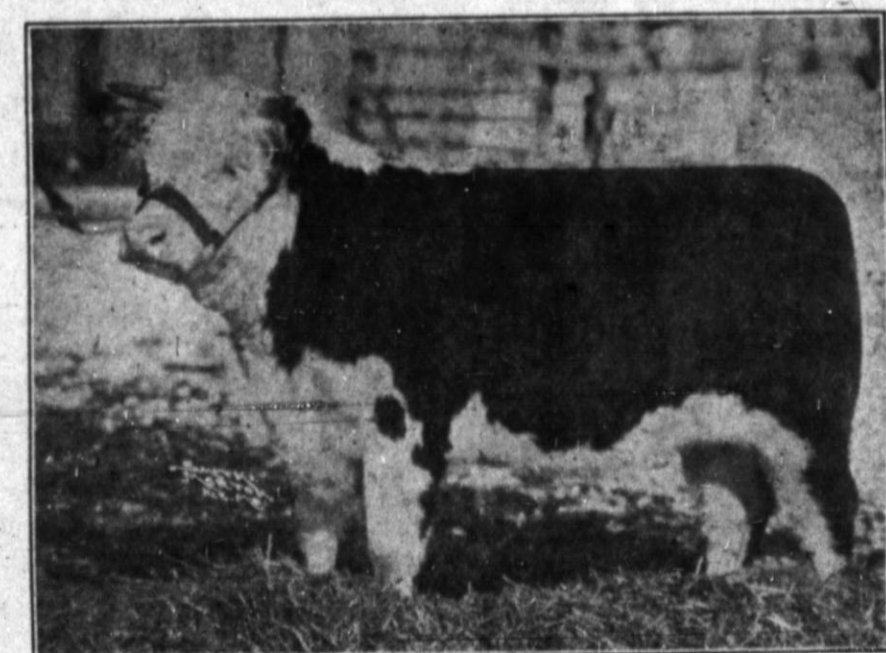
We welcome Cattlemen and Breeders of the Southwest back to HEREFORD, Texas, "The Registered Hereford Cattle Center of the Southwest." We are proud of the HEREFORD BREEDERS of this territory for the fine offering of Anxiety 4th Registered Herefords consigned to the Spring Bull Sale!

We are distributors for the KIMBELL'S high quality, livestock and poultry feeds, Thrifty Cattle Cubes, etc. We can save you money on feeds—Get our prices and compare them with other feed prices!

K. B. ALL-MASH CHICK STARTER	\$2.75
Per Cwt.	
K. B. ALL-MASH CHICK PELLETS	\$1.50
50 Lbs.	
K. B. EGG MASH	\$2.20
Per Cwt.	
KIMBELL'S BIG 5 EGG MASH	\$2.05
Per Cwt.	
KIMBELL'S BIG 5 EGG PELLETS	\$2.05
Per Cwt.	
THRIFTY SWEET FEED	\$1.25
Per Cwt.	
THRIFTY SWEET CATTLE CUBES	\$31.00
Per Ton	

KIMBELL MILLING CO.
J. B. WHITLOW, Mgr. HEREFORD, TEXAS

WELCOME



Cattlemen - Breeders

To Hereford and to Our Store

We appreciate the fact that Hereford Breeders today are bringing back to Hereford the Annual Spring Sale of Anxiety 4th Herefords, but more than anything else, we appreciate the way in which these breeders have continued to breed and improve Anxiety 4th Herefords, from the bloodlines handed down to us by our forefathers.

The cattle industry and Shallow-Water Irrigation go hand-in-hand. Cattle, giving an irrigation farmer a happy medium for disposing of his feed crops at the highest possible price, and the fact that irrigation eliminates the fear of a shortage in feeds and makes this community one of the best for feeding cattle, creating an important industry that is one of the best assets a community can possess.

We want Cattlemen and Breeders to feel at home in our City, Store and Home, and we feel certain you will enjoy your visit in Hereford.

For the past 16 years, Universal Mills, Inc., Fort Worth, Texas, have built feeds which have added thousands of satisfied customers to their list. Try one sack of our Lone Star Feed and let the animal be the judge.
Lubbock Cotton Oil Co., Lubbock, Texas — Ask any customer who has used our Lubbock cube cake, meal, screenings, etc., for your own information.

"A FEED STORE FOR YOUR NEED — WHEN YOU NEED IT!"

ROSS FULLER'S FEED STORE

IN HEREFORD POULTRY and EGG BUILDING

"Flu" Causes Alarm In Texas

AUSTIN, Texas — Influenza, while not of such prevalence as last year, is still occurring frequently enough to cause alarm, according to Dr. Geo. W. Cox, State Health Officer.

In its present form, its symptoms may range from a common cold to high fever, backache and prostration. However, pneumonia as a complication represents the real hazard. And, as is well known, pneumonia is an exceedingly dangerous flu. The remedy is bed on first appearance of cold, and remaining there until advised by the physician that one can safely get out of it.

Everyone should realize that in its mildest form influenza can easily become a very serious matter. Of course, prevention is better than cure. While influenza seems to be no respecter of persons, the careful observance of a few common sense rules will materially strengthen one's resistance to an attack. Some of these rules:

Insofar as possible, avoid intimate contact with members of the family who have colds or influenza.

Keep the feet dry. Wash the hands thoroughly before meals.

And if you do develop influenza, see your doctor at once.

Friena News

(22 miles west)

BY ELLA MARIE LANDRUM

Misses Orna White, Alice Guyes, Gladys Settle, Ann Johnston, and Eva Settle drove to Lubbock, Sunday afternoon, for a short visit with their friend Miss Lela Goodwine, who is employed in Lubbock, and to return Miss Eva to her school work as a student in a commercial college there.

Mr. and Mrs. George McLean drove over to their ranch in New Mexico, one day last week, and while there, Mr. McLean had the opportunity of assisting in putting out an old-fashioned prairie fire.

Mr. and Mrs. J. N. Lunsford of Farwell, were Friena visitors, last Tuesday.

Nancy Ruth Shackelford, who has been confined to her bed at an Amarillo hospital, for the past four or five weeks, is gradually improving.

Mr. Erle W. Sherman, vice-president of the Sherman Machine and Iron Works of Oklahoma City, was a business visitor here, Tuesday.

Work on surfacing Highway 33-60, through Parmer County, has been steadily progressing with satisfactory speed during the past few weeks, and grading of roadbed has now extended from the Deaf Smith County line to the Frio Draw, west of Friena.

Mrs. A. A. Craw, and son and daughter, Clyde and Juanita, of Abernathy, were in Friena, Tuesday, visiting friends and relatives.

Messrs. Tom Galloway and P. L. New were in Clovis on business, Tuesday.

Mr. and Mrs. Oscar Pope, who have been visiting relatives in Crane, returned home, last week.

Mr. E. R. New was on the sick list the first part of the week, but is able to be about again.

Mr. M. Lacy of Lubbock, was in Friena, Thursday.

Mr. and Mrs. Jerry Blackwell were business visitors in Amarillo, Friday.

Miss Thelma Chronister of Hereford, was a Friena visitor, Thursday afternoon.

Mr. and Mrs. W. B. Wright of Lubbock, were business visitors in Friena, a few days this week.

Mr. Jim Griffith was a Hereford visitor, Thursday.

Mr. Dan Ethridge visited in Lubbock, Saturday night, and Sunday of last week.

Messrs. L. B. Redwine and Obe Thurman of Hereford, were Friena visitors, Wednesday night.

Chester Sheets left Thursday morning for Oklahoma City, with a truck load of cattle for the market.

Mrs. James Bragg underwent a tonsil operation at Hereford, Monday, and is doing well.

Mrs. R. H. Belew spent Wednesday at Dimmitt, visiting her sister, Mrs. Odie Barker.

R. H. Kinsieu was on the sick list a part of this week.

Mr. and Mrs. J. R. Parr were Amarillo visitors, Monday. They attended the Hardware Convention.

Mr. Jack Wayland of Hereford, was a business visitor in Friena, Friday.

Misses Ella Marie Landrum, Benab Burton and Lucille Routh visited friends in Lubbock, Sunday.

Mrs. C. C. Wells left for Kermit, Thursday, for a visit with her son and family.

Mrs. Vivian Strong of Dimmitt, is visiting her mother and sister, Melba, in Friena, this week.

Mr. Gene Wade of Amarillo, visited his family here, this week.

Mr. John Chronister visited in Hobbs, N. M., last week.

Mr. and Mrs. Frank Griffith were Amarillo visitors, Thursday.

Mr. F. S. Truitt was called to Greenville, Wednesday on account of the illness of his brother.

Mrs. C. R. Hurst and daughter, Cleola, visited in the home of Mrs. J. L. Landrum, one day this week.

Messrs. Carl Newberry and Glen Sullivan of Amarillo, were business visitors in Friena, Friday.

Vega News

(23 miles north)

MRS. H. R. SHIELDS
Mr. and Mrs. Jess Giles, left Wednesday morning for Hot Springs, N. M., for Mrs. Giles' health.

Mrs. Raymond Thompson taught Monday and Tuesday for Mrs. Virginia McGee, who was ill.

Mrs. J. E. Hall was a business visitor in Vega, Monday.

Miss Rachel Shields and Mrs. H. R. Shields were Hereford, visitors, Sunday afternoon, meeting Miss Edith Shields in the Spradley home.

Harley Artz attended business in Memphis, Friday.

Mr. and Mrs. Guy Barnett attended a banquet given for Im-

plement dealers of the Panhandle, in Amarillo, Tuesday night.

The Vega P. T. A. observed Founders' Day, Tuesday, with a candle lighting ceremony at their regular meeting, Tuesday afternoon. The president of the group, Mrs. A. E. Roark, presided over the meeting.

Mrs. John Halliburton and Mrs. Joe Scott entertained the Worth While Home Demonstration Club, with a Valentine party, Friday, at the Halliburton home.

Shirley Jean Morris is quite ill, this week.

Nineteen farmers were guests of the Kiwanis Club at the regular luncheon, Wednesday. P. C. Bennett, head of the Soil Erosion work, was the main speaker.

The Young People's Elora Freeman Union, met at the Methodist Church, Thursday night. Representatives from Wildorado, Adrian, Canyon, Amarillo and Happy were present.

Mrs. N. E. Wiseman attended the funeral of a relative in Hereford, Wednesday.

W. O. Priest left Wednesday night for Dalhart, where he has accepted a position.

Mrs. C. R. Gault and son, Charles, Mr. and Mrs. Chaffin Glasscock, and John Glasscock were called to Cordell, Okla., on account of the serious illness of their mother.

The Altar Society of the Catholic Church, met with Mrs. Frank Smith, Wednesday afternoon. Lovingly refreshments were served to 14 members.

Joe Shields of Amarillo, was in Vega, Monday afternoon, attending to business.

The Oldham County Council met in Wildorado, Tuesday night. Each Parent-Teacher Unit furnished two numbers for a very interesting program. Members from Vega and Adrian were present. The host city served refreshments to the members and visitors.

Those from Vega who attended the all-day Missionary meeting in Amarillo, Wednesday, were Mrs. Roy Ivy, Mrs. Lydella Rhea, Mrs. R. L. Thompson, Mrs. Marshall Howard and Mrs. D. W. Clark.

Mrs. Hunsaker of Amarillo, is the guest of her brother, Conrad McPherson and his wife, this week. Clyde Rea is visiting in the J. W. Thnett home, this week. Mr. Rea and Mrs. Stella Thnett were Hereford visitors, Sunday.

Those attending the Kiwanis inter-club relations banquet in Amarillo, Tuesday night, were Mr. and Mrs. C. C. Wimberley, Mr. and Mrs. J. C. Ebersole, Mr. and Mrs. Raymond Thompson, and Mr. and Mrs. W. A. Williams. The San Jacinto Club members were hosts.

Mrs. J. R. Terry and son of Floydada, spent the week end with Mr. and Mrs. Lawson Stevens.

Mrs. Vernon McEntee and daughter, of Amarillo, were guests of Mr. and Mrs. J. W. Thnett, Sunday.

Mrs. George Caviness is teaching as a substitute for Miss Rachel Shields, who is spending a few days with her brother, Joe, in Amarillo, with bronchitis.

Mr. W. A. Williams spent a few days in Lubbock last week.

Floyd Benson was in Vega on business, last Friday.

Mrs. Roy D. Swanson and Miss Irene Stewart were Amarillo visitors, Saturday.

The wheat checks for the 1937 farm program have begun to come in, so to accommodate the farmers, the First State Bank did not take

Lincoln's birthday for a holiday. Mr. and Mrs. O. O. Schulz were business visitors in Amarillo, Saturday afternoon.

Mrs. A. M. Miller is on the sick list, this week.

Mrs. W. A. Pulliam is visiting

her mother, in Crowell, Texas. Mr. and Mrs. W. A. Williams were in Amarillo, Friday.

A group of NYA youths in Callahan county have assisted the county agricultural agent in construct-

ing 10,302 feet of check dam measuring 694 acres of farm land and running terrace lines on 600 acres. C. P. Little, Jr., county supervisor, has reported to J. Kellam, State Youth Director.

Now Open For Business

The New Modern

TEXAS HOTEL

—: Running Water —: Private Bath —: Moderate Price —:



WELCOME CATTLEMEN!
MAKE THIS HOTEL YOUR HEADQUARTERS
While in Hereford!

—: WATCH FOR THE FORMAL OPENING! —:



Welcome Cattlemen

TO

HEREFORD

"THE HUB OF THE REGISTERED CATTLE INDUSTRY OF THE SOUTHWEST"

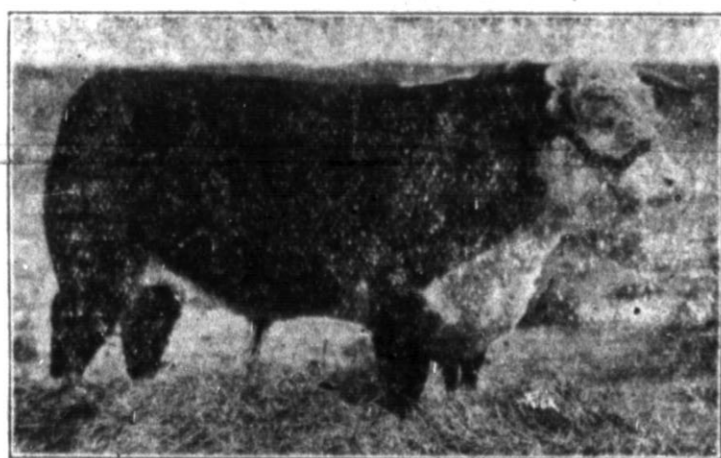
Cattle Breeders, from far and near, will always find a welcome at Hereford — the home of fine bred Anxiety 4th Hereford Cattle. Breeders in this section boast some of the finest cattle in the world, many of them receiving National recognition for the fine cattle they produce — we know you will enjoy your visit to Hereford.

Make Arrangements to Attend the Hereford Breeders Sale of Anxiety 4th Herefords, Saturday, February 19, at the Sales Pavilion!

Congratulations--- Hereford Breeders

HEREFORD has long been the "Hub of the Registered Cattle Industry of the Southwest." In fact the town was founded and named for this thriving industry, which has made it famous. Throughout the years Hereford Breeders have continued to breed and improve Anxiety 4th Herefords. The Brand extends congratulations to Hereford Breeders of this section for bringing back to Hereford a great co-operative Spring Sale, and wish them every success in their undertaking.

We Are Gratified.....



Welcome Cattlemen

We are grateful to the HEREFORD BREEDERS of Hereford, Texas for bringing back to Hereford, the most traditional Hereford sale of all times, the annual Sale of Anxiety 4th Herefords at the sales pavilion of February 19th.

We extend a cordial welcome to cattlemen and breeders of the Southwest to Hereford and invite you to visit this friendly bank!

—: HEREFORD—THE HOME OF FINE ANXIETY 4th HEREFORD CATTLE —:



FIRST STATE BANK

THE HEREFORD BRAND

Job Printers

Office Supplies

Publishers

SOCIETY

JOHN McLEAN, Society Editor Phone 181-W

President Entertains With Dinner-Party Thursday Evening

With Conkright, president of the Bay View Club, entertained members of the club with a dinner-party at her home, Thursday evening.

W. M. Emmons, J. C. McCracken, Jack Wayland, C. C. Rockwell, W. L. Davis, Jimmy Gillentine, Miss Floyd Wilson, who was a guest of the club, and the hostess.

LONDON BRIDGE CLUB IS ENTERTAINED

Members of the London Bridge Club were entertained at the home of Mrs. Lee Morgan, Thursday afternoon.

Members attending were Mesdames J. T. Gilbreath, Jr., O. C. Holt, Nelson McRight, N. E. Milburn, Sherman Morgan, Frank Cogdell, Ernest Medkief and the hostess.

WOOD-JASTER

Miss Iona Wood and Mr. Carl Henry Jaster were united in marriage on Friday, February 4, at Canyon, Texas, with the Rev. J. R. Hicks, pastor of the Baptist Church, officiating.

Mrs. Jaster is the daughter of Mrs. C. H. Wood of this city. Mr. Jaster is the son of Mr. and Mrs. Lee Jaster of Amarillo. The young couple plan to live here.

M. E. CHURCH CLASS HAS VALENTINE PARTY

Miss Alberta Davis entertained members of her Sunday School class with a Valentine party at her home Friday afternoon.

Valentine games and "Fiddlesticks" were enjoyed and a Valentine box was featured.

Refreshments were served to Gladys Shreve, Marian Plummer, David Neal Beavers, Thurman Williamson, Dennis Lomas, Nona Dean Rose, Betty Ann Dunlap and Cornelia Hamilton.

POLLY DIXON HAS CLUB PARTY

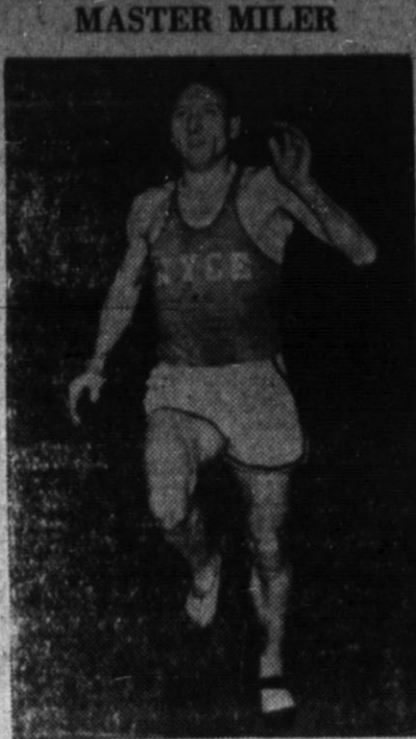
Members of the T. C. B. H. Club were entertained at the home of Polly Dixon, Saturday afternoon.

Table games were played and later the group enjoyed outdoor games. Refreshments were served to Rachel Ireland, Mattie Louise Lawhon, Nadine Newell, Lois Agnes Gilbreath, Rue Wilson, Eleanor Wilson, Ruth Temple Hastings, Mary Ellen Henslee and the hostess. Rena Rae Renfro, a member of the club, was unable to attend.

INTERMEDIATE CHRISTIAN ENDEAVOR MEETS AT CHURCH

Talks were made by June Dameron, Mattie Louise Lawhon, Katherine Henderson and Larry Trimble at the Intermediate Christian Endeavor meeting, held at the Christian Church, Sunday evening. "Making a Choice for Every Day," was the program subject.

MASTER MILLER



Glenn Cunningham of the New York Curb exchange winning the K. of C. mile, in 4:13:8, before a packed house in Boston Garden. The so-called master miller was supreme in the inaugural cup test of the floor card campaign, defeating Archie Roman, his Curb exchange colleague, by 12 yards. Gene Venzke of the N. Y. A. C. finished third. Glenn won with a pulverizing sprint in the final furlong and shared major honors of the seventeenth annual Prout Memorial games with Don Lash, who won the Larrivee two-mile event.

Mrs. H. M. Redford, sponsor, led the lesson discussion. Those present, were June Dameron, Rena Rae Renfro, Lois Agnes Gilbreath, Gertrude London, Baxter London, Dorothy Coombes, F. L. Lucas, Billy Dameron, Richard Petersen, Mary Jane Jordan, Virgie Lee Sparks, Jack London, Wayne Phillips, Larry Trimble, Margaret Higgins, A. J. Robinson, Mrs. H. M. Redford, and A. Petersen.

HABITS DISCUSSED FOR CHILD STUDY CLUB

"Habits in Young Children," was the subject for members of the Child Study Club at the meeting held Thursday afternoon at the Methodist Church.

Mrs. C. F. Moore led the discussion and gave illustrations and examples of results of allowing children to form bad habits while very young. She also stressed the need of establishing food-habits for children. Mrs. R. P. Conaway talked on "Truth and Falsehoods."

Mrs. Sylvester Slagle presided over the short business meeting, when plans were made for the group to hold open house in the form of a Tea, which will be given soon. An arrangement committee was appointed, consisting of Mesdames C. F. Moore, Cecil Lady and R. P. Conaway.

Those present at the meeting, were Mesdames Jno. Robinson, Cecil Lady, J. B. Cocanougher, C. F. Moore, Sylvester Slagle and R. P. Conaway.

NOTED WRITER IS VISITOR HERE

Dr. Angie Debo, whose recent book, "The Rise and Fall of the Choctaw Republic," has received wide acclaim, was a guest of Miss Mattie Swisher here, Saturday. Miss Debo, who was formerly an instructor at W. T. S. C., was accompanied to Hereford by Miss Novella Goodman and Miss Mary Moss Richardson of W. T. S. C., at Canyon.

Dr. Debo is now in Norman, Okla., getting together the material for a sequel to "The Rise and Fall of the Choctaw Republic," which will also be a historical novel based on the Oklahoma Indians. Miss Debo has chosen "As Long As The Waters Run," as the title for the new book, and as soon as she has gathered together the necessary data, she will return to her home in Marshall, Okla., where she will complete the story.

CHRISTIAN ENDEAVOR HAS INTERESTING PROGRAM

Wanda Jean Reed was leader of the program at the meeting held by the Christian Endeavor at the church, Monday evening. The lesson theme dealt with "Long Ropes and Strong Stakes," with relative topics of Stewardship, Missions and Social Issues being discussed. Erma Faye Robinson told her impressions of the World Fellowship meet held in Pampa last week.

During the business session, plans were made for the group to present a play at the next All-Church Young People's meeting, which will be held February 25.

GUESTS ARE ENTERTAINED BY CLUB

Guests played with members of

High score prizes went to Mr. and Mrs. Mont Baker and the cut prize went to Mrs. Jack Rose. E. B. Hedrick played high for the traveling prize.

Couples attending were Messrs. Rose and Mesdames Glenn Weir, Jack Rose, Mont Baker, Chris Renfro, M. D. Womble, H. A. Close, E. B. Hedrick, James W. Witherspoon and the hosts.

NO-HOSTESS BRIDGE-LUNCHEON AND GIFT-PARTY GIVEN

A Valentine motif in decorations, place cards and favors was used at a delightful no-hostess bridge-luncheon and gift-party held at the home of Mrs. Travis Dameron, on Wednesday of last week.

All appointments carried a red and silver color theme. Red roses and red sweet peas combined with silver candles in silver holders formed attractive table decorations. Guests formed foursomes at small tables for the luncheon where lacy Valentines were used as place cards. A surprise element was an added feature of interest, when Mrs. Ernest Medkief found herself the winner of high score prizes, in games of bridge, following the luncheon. The prizes consisted of lovely gifts for a new home.

Those present, included close friends of the honoree. They were Mesdames Nelson McRight, R. R. Wills, J. T. Gilbreath Jr., O. C. Holt, Sherman Morgan, Frank Cogdell, N. E. Milburn, Lee Morgan, Woodrow Ireland, Ralph Borden, Meade Halle, J. W. Hendrix, H. A. Close, J. M. Posey, Jim Black, Grant Fuller, Andy Elder and Wm. Trimble of Dimmitt, the honoree, and Mrs. Dameron.

LOCALS

Miss LaNelle Scheihagen, student at W. T. S. C., spent the week end at the home of her parents, Mr. and Mrs. W. R. Scheihagen.

Miss Mildred Stewart of Amarillo, was a Hereford visitor over the week end.

Mr. and Mrs. J. G. Evans and son, Raylan, visited in Abilene the past week end. They were guests of their son, Wayne Evans, who is a student in Hardin-Simmons University.

Fred Mulkey of Amarillo, visited relatives and friends here, Sunday.

Miss Edna Daughetee returned

DANGEROUS
It is dangerous to sell a SUBSTITUTE for 666 just to make three or four cents more. Customers are your best assets; lose them and you lose your business. 666 is worth three or four times as much as a SUBSTITUTE.

Bronchial Coughs Need Creomulsion

Just a common cough, a chest cold, or a bronchial irritation of today may lead to serious trouble tomorrow. They may be relieved now with Creomulsion, an emulsified Creosote that is pleasant to take. Creomulsion is a medicinal combination designed to aid nature in soothing and healing infected mucous membranes by allaying irritation and inflammation and by aiding in loosening and expelling the germ-laden phlegm. The Medical Profession has for many years recognized the beneficial effect of Beechwood Creosote in the treatment of coughs, chest colds, and bronchial irritations. A special process was worked out by a chemist, blending Creosote with other ingredients and now in Creomulsion you get a real dose of genuine Beechwood Creosote which is palatable and can even be taken frequently and continuously by both adults and children. Creomulsion is one preparation that goes to the very seat of the trouble to help loosen and expel the germ-laden phlegm. When coughs, chest colds and bronchial troubles—due to common colds—hang on, get a bottle of Creomulsion from your druggist, use it as directed and if you are not satisfied with the relief obtained, the druggist is authorized to refund every cent of your money. Creomulsion is one word—not two, and it has no hyphen in it. Ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief that you want. (Adv.)

TRAVEL IN COMFORT AND SAFETY

RIDE THE TRAIN

Santa Fe

LOW ONE-WAY FARES EVERY DAY

2c Per Mile
GOOD IN COACHES AND CHAIR CARS.

3c Per Mile
GOOD IN ALL CLASSES OF EQUIPMENT

Reduction on Round Trip Tickets

Liberal Limits and Stop-over Privileges.

For complete details of any trip. Call— Or Write—

J. E. BEYER, Agent Hereford, Texas
M. C. BURTON, General Passenger Agent Amarillo, Texas

I'M SO NERVOUS I COULD SCREAM

YOU HAVEN'T USED THAT NERVINE I BOUGHT YOU

DR. MILES NERVINE helps to Relax Tense Nerves

Do you feel tense and keyed-up? Do the care of the home and children, the obligation of social or community life, the worry of finances, "get on your nerves?"

"NERVES"

May spell the difference between happiness and misery for you and your family.

If you are Nervous, Sleepless, Irritable, Restless, it may be due to an overwrought nervous condition. If so, you will find Dr. Miles Nervine a real help.

Your Druggist has Dr. Miles Nervine both Liquid and Effervescent Tablets. Why not get a bottle or package and start taking it today?

Large bottle or package \$1.00
Small bottle or package .25

THE CITY OF HEREFORD

is glad to again

WELCOME

Out-of-Town

Cattle Breeders

back to

HEREFORD, TEXAS

The Home of

ANXIETY 4th HEREFORDS

The City of FINE SCHOOLS, CHURCHES and PARKS

Electricity in RURAL HOMES, from 176 Miles of REA Lines!

We know you will enjoy the HEREFORD BREEDERS SALE

BECAUSE

It Will Be in the Comfortable

Gas Heated Sales Pavilion

We wish to congratulate the HEREFORD BREEDERS of Hereford, Texas, for bringing back to us the Annual Spring Sale of Anxiety 4th Herefords, and welcome cattlemen and breeders from the Southwest to Hereford, the "Center of the Registered Cattle Industry of the Southwest."

GAS

A Clean, Economical, Dependable Servant

There's nothing like GAS for . . . Heating . . . Cooking . . . Refrigeration . . . Industrial Power. We know you will enjoy the Sale at the Hereford Pavilion in comfort — it's heated with GAS!

West Texas Gas Company

"GOOD GAS WITH DEPENDABLE SERVICE"

W. C. Fields Is Smash Hit In New Film

BIG BROADCAST OF 1938 ATTRACTS ATTENTION OF MOVIE GOERS

Add Hollywood success stories: the life of W. C. Fields, the bulbous-nosed comedian, now hale and hearty after a protracted siege of illness, who returns to the screen in the starring spot of Paramount's "The Big Broadcast of 1938," which opens at the Midnite Prevue and runs through Sunday and Monday at the STAR Theatre, with Martha Raye, Dorothy Lamour and Shirley Ross heading the big supporting cast.

Tears were shed when Fields left the vaudeville stage for motion pictures. Tears were shed again when sound came to the screen and critics felt that Fields' peculiar type of dialogue would never get by. And more tears were shed when Fields' illness forced him to retire for more than a year. "He'll never perform again," they wailed.

But Fields recovered so completely that his health is better than it has been in many years and his keen mind is as razor-edged as it was in the days when he started.

When Paramount announced that he would be starred in "The Big Broadcast of 1938" the gloom boys shook their heads mournfully. "He's been away too long," they insisted.

But then Fields accepted an offer of a guest spot on a national radio show — and the American public was so tickled at having his verbose and florid personality back again that the sponsors of the radio program were forced to let Fields virtually write his own ticket for a permanent starring spot.

And now, as the star of "The Big Broadcast of 1938," headed for even greater success than ever before, Bill Fields again confounds the wisecracks who, in the past, have shed such copious alligator tears over his supposed professional grave!

Breeders Recall

(Continued from Page 1, Sec. 2)

states will come here and buy fine-breed cattle—animals such as have not been outstripped in the Southwest.

Revival of interest in fine Herefords of this area is equal to the establishment of a large factory in this area; it is the revival of an industry, which in recent years has not been pushed due to the depression and drought. Breeders are planning at the present time to hold the sale annually, and increase it in size each year. The offering this year of 78 bulls and six females was made possible by the following breeders, who have consigned animals to the Saturday sale: L. R. Brady Estate, R. E. Brumley, E. L. Brady, G. W. Brumley & Sons, R. L. Cocanough, R. L. Campbell, W. E. Dameron, R. W. Elliston, W. M. Emmons, Alton T. Fraser, C. T. Guseman, W. R. Higgins, O. G. Hill, Jr., J. R. Lipscomb, T. E. Major, S. P. Rosson, Miles Roberson, W. M. Stewart, Geo. M. Suggs, J. M. White, and W. T. Womble Estate.

Sugar Beets

(Continued from Page 1, Sec. 2)

soil instead of protruding out of the soil when matured it is necessary that extreme pain should be taken in preparing the seed bed. After the barnyard manure has been applied and it has been thoroughly mixed into the soil by use of a disk plow, the next step is to break the land with a mold board plow to the depth of 10 inches or more, the deeper the better. Immediately after breaking the land should be harrowed and continued to harrow or disk as regular intervals until the soil is prepared and worked to a fine texture. The soil must be leveled down until the plot is uniform all over.

At this time it will be necessary to give the plot a very heavy irrigation to thoroughly soak the soil. As soon as the soil is dry enough it should be harrowed again. If the plot is not perfectly smooth, it might be necessary to do additional work such as rolling, harrowing or disking as the success of the crop lies 75 per cent in the preparation of a good seed bed.

The next step will be to furrow out with a cultivator making furrows not over 12 inches apart, preparatory to irrigation. Then furrow out rows 40 inches apart with cultivator, being careful not to make the furrows over 1 1/4 inches deep. Then sow the seed in the furrow by hand, at the rate of 8 pounds per acre with 40 inches apart. Be very careful not to cover the seed more than 1 1/4 inches, as the young beet is very slender and delicate, it will be impossible for them to come through the soil if the seed are covered deeper.

The seed should be planted after the danger of all frost is over and as early as possible, so as to give them a long growing season.

Immediately after the seed is covered straddle the row with the cultivator making a furrow 10 inches on each side of each row, using only one sweep on each beam, these are irrigation furrows, then irrigate again just enough to sub, so as to thoroughly soak the seed.

Useful Pointers

As soon as the beets begin to come up and rows can be seen, cultivate lightly, just enough to break the crust, being careful not to throw any dirt on the row.

Cultivate once a week or after each rain, until the beet plants have 4 to 6 leaves. At this stage the beets are ready for thinning. Use a hoe not over 8 inches wide, striking entirely across the row, cutting out the block as wide as the hoe, leaving a block of beets two inches wide, then cut out another block, then by hand, pull out all but one good plant, if two plants are left neither one will do any good, dirt should be pulled up around this lone beet to protect it from the sun and help hold it up. Immediately after this thinning is done the beets should be cultivated again leaving an irrigation furrow 10 inches on each side of each row and then irrigate right away.

Huge Windmill

(Continued from Page 1, Sec. 2)

ute, and the supply, so far as is known, is inexhaustible. "We can irrigate the Plains with free power—the wind."

Can Grind Grain

In addition to pumping the water, the mill, at the same time, could be used to grind grain and generate electric power, thus bringing cheap rural electrification to the Panhandle.

Mr. Benson estimates the windmills will cost from \$750 to \$1,000 each. More than half of this amount would go for labor. So, in mass production the mills' cost should be brought down considerably.

May Harness Wind

He is looking for financial backing at the present time, and hopes to harness Panhandle winds to the extent that they will make possible irrigation on every tract.

Provided Mr. Benson's machine is adapted in the manner he expects, winds which have heretofore wrought general erosion damage and rendered thousands of acres useless, may be utilized for advancement rather than destruction.

Grasshoppers

(Continued from Page 1, Sec. 2)

gists and county agricultural agents. Scientists know they can expect severe hopper infestation the following summer if they find as many as eight egg pods a square foot along ditches or fence rows or two pods a square foot in exposed areas. The pods may contain as many as 75 grasshopper eggs.

Hopper control measures hinge upon setting out poisoned bait, usually a mixture of brand and sodium arsenate, as the hoppers emerge and before they have time to spread and multiply. Unfavorable weather may act as a controlling factor in grasshopper development, but the winter to date has been favorable to insect life, experts have pointed out.

To Use More Poison

Severity of the probable 1938 infestation is shown by estimates that Texas will require 14,000 tons of bait this year or six times the amount used in 1937. This bait will cost approximately \$280,000.

The federal government appropriated \$2,000,000 for purchase of bait material throughout the country the past year, and a like sum is included in the budget now being considered by Congress. Farmers who use government bait material must match it with an equal contribution of their own. "The willingness of farmers to co-operate is evidenced by the fact they contributed materials beyond the point required of them," Reppert said.

Dallam County was expected to face the largest percentage of infestation in this area—with 100 percent infestation expected. State agricultural leaders foresaw an infestation of 33 per cent in Deaf Smith County, 45 per cent in Potter County, 47 in Randall, and 18 per cent in Ochiltree County. No report was given for Castro county.

Model Ranch

(Continued from Page 1, Sec. 2)

made good yields. Ranches were urged to place dams or other watering places about one to each two sections.

Since 25 head of cattle were suggested, they anticipated that the ranch would, not be overstocked, and therefore deferred grazing was not recommended.

Included in the group who submitted the plan for the model ranch were: Alex R. Bateman, county agent; J. A. Pitman, Mal

Stewart, Jim Lipscomb, Robert Campbell, Wirt Phillips, C. S. Perin, Paul S. Mathers, A. C. P. Committee; S. O. Wilson, representative Texas Agricultural Association; O. T. Williams, S. C. S. Project manager; Elvis Burch, Farm Security Administration; Wiley Roberson, Conservancy District; Jack Rose, Commissioners' Court; W. M. Emmons, vocational agriculture; Geo. L. Muse, Farm Credit Administration; A. O. Thompson, President Chamber of Commerce.

Trench Silo

(Continued from Page 1, Sec. 2)

The farmer with a few animals finds the trench silo as practical as does the ranchman with hundreds of cattle, according to Eudaly, who pointed to the success of a ton trench that was filled at the Plainview fair grounds last year. In Gaines county, 50 farmers recently attended a demonstration at Seminole, staged by the county agricultural agent, at which a two-ton trench was filled. This will be opened next year during the county fair, Eudaly said.

State Official

(Continued from Page 1, Sec. 2)

If you have a baby or very young child, your first consideration must be to keep him out of houses where measles exist. Prevent him from playing with children who, you think, may have the disease.

"If your child shows signs of measles, running nose, sneezing, eyes red and watery, put him to bed at once. While waiting for the doctor, see that the child is kept warm. The room should be well ventilated, but glare and draughts prevented. Give him a light diet of milk, soup, and cereal. Keep him in bed until the doctor permits him to be up. When recovering from measles he is less able to withstand other diseases. The doctor should see the child two or three

times in a year following recovery, to guard against bad after effects." At the University of Texas 742 students were selected from 1,898 applicants by school officials to earn part of their college expenses working on parttime NYA College and Graduate Aid jobs. J. O. Kellam, State Youth Director, said.

Regardless of who is president there is always some prospering lying around loose, if you want to go out and get it.—Floyd Coyne, Hesperian.

Congratulations HEREFORD BREEDERS

UPON BRINGING BACK TO HEREFORD THE ANNUAL HEREFORD SALE

We extend a welcome to out-of-town cattlemen to Hereford and we believe you will like our city and enjoy your visit here. The Hereford Breeders of this section are to be congratulated upon returning to us the Annual Spring Sale of Anxiety 4th Herefords, after a lapse of several years. Though the sale has not been held in the last few years — they have continued to breed and improve their herds — and we know you will like the splendid individuals they are offering for sale. Visit our store for fine home furnishings.

COME TO HEREFORD FOR FINE ANXIETY 4th HEREFORDS

COME TO BLACKS FOR FINE FURNITURE

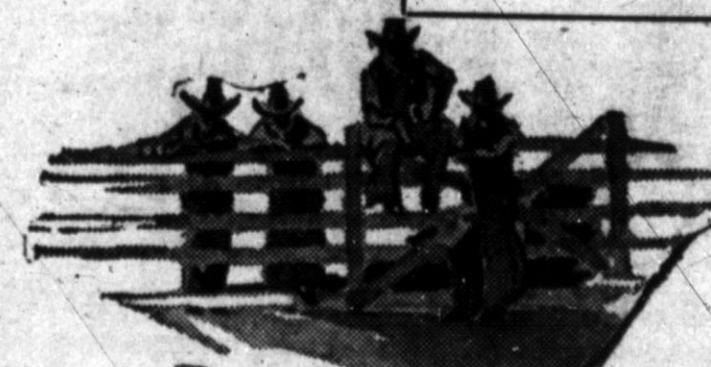
E. B. BLACK Co.
The Big Store With The Little Price

CATTLE BREEDERS

We Join the Local Breeders and the People of This Area, in Saying

Welcome to Hereford

"HOME OF FINEBRED CATTLE"



We are glad to welcome you to Hereford, and we know that you will be pleased with the type of cattle which our Hereford Breeders offer you. We know that you will be so well pleased that you will come back to other sales and to make private purchases from time to time.

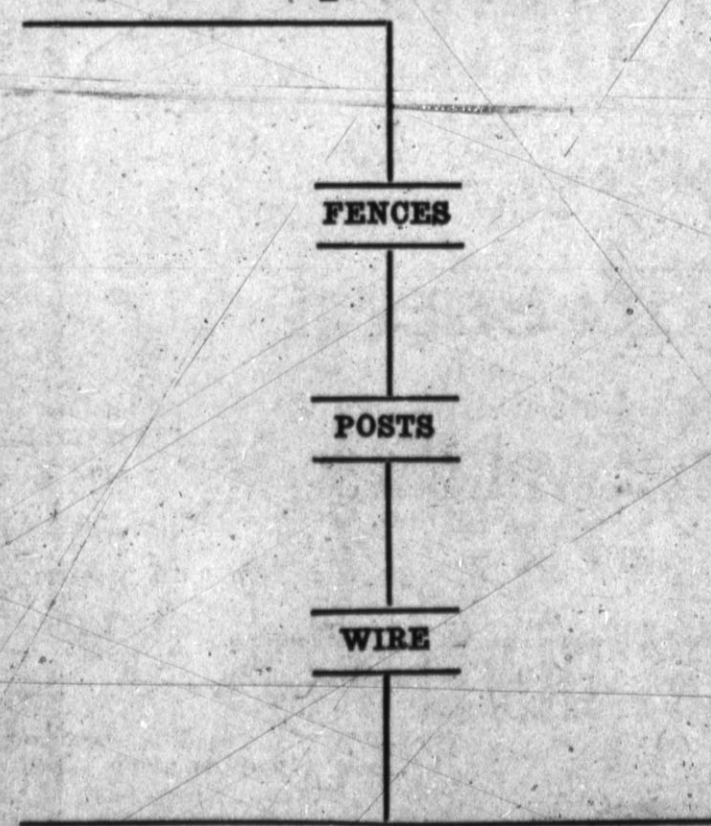
We also wish to extend our congratulations to the Hereford Breeders upon sponsoring the Association Auction of Spring Bulls. As the world sees the fine animals produced here, we know that the reputation of this area will spread—and Hereford will continue to remain in the Spotlight as the Home of Finebred Herefords.

Headquarters FOR Ranch Needs

Just as this area is Headquarters for Fine Cattle, so is the R. H. Kemp Lumber Company Headquarters for Ranch and Farm needs. Down through the years it has been the pleasure and policy of this firm to serve Ranchers and Cattle Breeders of West Texas and Eastern New Mexico.

Since the early days, we have furnished materials and supplies for cattlemen . . . many of you have built homes from our large stock! Corrals, and the coming of barbed wire and woven fences also brought another need to the cattleman — and we were there to answer that need with quality merchandise.

Today, just as in days gone by, we feel a solemn obligation to the Cattleman and the Hereford Breeder. Today, we know that it is equally important to furnish you with quality merchandise at reasonable prices . . . a policy we started when we opened our yard, and one which is foremost in our minds today. We invite you to visit us at any time—and to call upon us when in need of building materials.



Welcome Cattlemen



TO

Hereford

We are again glad to welcome cattlemen and breeders of the Southwest back to Hereford for our big annual Spring Sale of Anxiety 4th Herefords. Visit our store while you are in Hereford. We congratulate the Hereford Breeders of this section, who have consigned fine Herefords to the sale. We are proud of the interest that is again being manifested in this great industry that has made our city famous all over the world for the fine cattle they produce!

GET YOUR FARM and RANCH

Hardware Needs At Streu's!

Streu Hardware is at your service, keeping in stock at all times a complete line of Farm and Ranch Hardware needs. When in Hereford come to our store and inspect our stock. Below is listed a few items you are always needing on Ranch and Farm, come to our store for them.

- Windmill Supplies
- Nails . . . Staples . . . Pipe . . . Halters . . . Ropes . . . Saddles . . . Tools

Harness
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