

## AROUND TOWN

Sights and Faces Seen

When it comes to patriotism, students in the Hereford schools are well advanced, according to E. Baskin, who offered 50 cents to the first two students in the seventh grade who would recite perfectly Lincoln's "Gettysburg Address." David Neal Beavers and Margaret Olson qualified almost immediately for the prizes, having recently studied the famous oration in school. Mr. Baskin decided to make the same offer in the fourth grade; these two prizes went to Madelle Beavers and Myers B. Hudson, each of whom had made letter-perfect recitations.

The Hereford Civic Chorus presentation of a program of sacred music has been postponed until a later date, according to Miss Mattie Mae Swisher, director, who said the date will be announced in *The Brand*.

"There's something different about *The Brand* this week, I don't know just what—but it's something." The statement came from scores of inquisitive subscribers after the paper was issued last week. For your information, the difference came from addition of a complete font of new 8-point type, which is chiefly used for straight-matter and body type in all articles. The new type is of the most modern available, having the technical name of "Ionic."

Saturday morning the Vocational class will send a dairy judging team to the Texas Tech contests at Lubbock. At present, the entire class is conducting a contest locally to determine the personnel of the team to represent the school Saturday. They are judging dairy cows on the B. E. Brunley, O. L. Rutherford and P. M. Houser farms.

Ralph McCullough has recently been employed as mechanic in Ireland Motor Company.

Here are some more students from Hereford, who are making good in college. From Mary Harbin-Baylor at Belton, comes the following: "Miss Mary Turrentine, a sophomore, was on the honor roll at the college for the final semester. She was one of 10 students who made A in 15 hours of work. Miss Turrentine is the daughter of Mrs. Al Werner of Hereford."

The Hereford Schools were featured on the "Know Your Texas Public Schools" radio broadcast over Station KGNC, Amarillo, Thursday afternoon, between 4:30 and 4:45 o'clock. (Continued on Page 12)

## Mrs. Skelton Is Now Case Dealer

Announcement was made this week of the appointment of Mrs. C. A. Skelton as Case Implement and Machinery dealer in the Hereford territory, succeeding her late husband. Mrs. Skelton said that every effort will be made to continue operation of the firm along the same lines as during the past 19 years, under management of Mr. Skelton. The same employees are being retained by the firm, and the same type of service will be maintained under the new management.

## COUNTY 4-H CLUBS TO ORGANIZE IN MEET HERE NEXT SATURDAY

A meeting of all boys eligible for 4-H Club work will be held in the courthouse Saturday afternoon at 2 o'clock, according to the chairman, county agent, who said today that around 200 boys are expected to attend the session. Mr. Estman pointed out that the boys will be divided into four groups and will be honor guests at the Amarillo Stock show on March 6-7-8-9, when they will visit a packing plant and make an inspection tour of a refinery. "All boys under 19 years of age

# Preliminary Plans Outlined For Pioneer Day

## PIONEER DAY

A Proclamation by Mayor C. J. Paddock

WHEREAS, a special Pioneer Day Committee has selected Thursday, May 11, as official Pioneer Day commemorating the great service rendered this community by residents of early days, and proposing a city-wide celebration in their honor, and

WHEREAS, the event has through custom become an outstanding occasion of the year, at which time the entire community and surrounding territory enters into a day of celebration;

I, THEREFORE, as Mayor of Hereford, proclaim Thursday, May 11, a day of festivity, to be entered into and observed by the citizens of this community, keeping in mind the spirit that originated this occasion and to whom it was first dedicated, and to conduct themselves accordingly.

(Signed)  
C. J. PADDOCK, Mayor.  
City of Hereford, Texas.

## MEN ARE ASKED TO GROW BEARDS IN COMING CELEBRATION

Preliminary plans were formulated Monday afternoon at a meeting of the Pioneer Day Committee, at which time Thursday, May 11, was selected as the day for official Pioneer Day, in 1939. The committee is composed of D. H. Alexander, H. A. Close, A. H. Streu, C. J. Paddock, A. J. Schroeter, Mrs. Dyalthisa Brady, Mrs. Cecil Williams, Fred Brown and Mrs. Seth B. Holman. "A second meeting is to be held Thursday afternoon, Feb. 23, at which time committees will be named, and more detailed plans will be made for the occasion," the committee declared. "We are anxious that the entire community co-operate toward making this celebration outstanding in the history of the community."

Chief among the preliminary plans was advancement of a proclamation that all men in the community start growing beards on March 1, 1939, and continue with the beards through Pioneer Day. The committee said that the growing of beards will do much toward advertising the occasion of Pioneer Day in Hereford, as well as over the entire Panhandle.

"The beards must be ornamental," they pointed out. "Merely growing whiskers will not suffice—but they must be grown in the form of mustaches, sideburns, Van Dykes, and the like—depending upon the choice of the individual person. The committee also pointed out that a means of public punishment will be established, probably a public ducking tank or some similar form. Further discussion indicated that entertainment will follow along similar lines to the first two years of the celebration, offering a huge parade, and general program to be determined. Time will be arranged for old timers to get together and exchange yarns of earlier years."

## LOCAL BOYS TO ENTER ANIMALS IN 4-H SHOWS

That several entries from this county will enter the 4-H Club Contests in connection with the Amarillo Stock Show, March 6-7-8-9, was today announced by W. M. Emmons, vocational agriculture instructor in Hereford schools.

Donald Henslee will enter two lambs, according to Mr. Emmons, who believes the lambs will go far in the show. Henslee bought three lambs as a vocational agriculture project four months ago; the animals weighed 70 1-3 pounds each. They now weigh 110 pounds, showing a gain of more than 10 pounds per animal per month. Mr. Emmons says, "They were dry-lot fed, and according to College Station figures have shown an exceptional gain."

Four boys from this area will compete in the calf show, entering five calves. Mr. Emmons said that C. G. Hill, Jr. will enter two calves; Harold Lindsey, Raylan Evans and Anderson Aze will enter one calf each. Harold Parsons will also enter two pigs in the show, according to Mr. Emmons. All of the boys have worked hard with their animals, which they have maintained as projects.

## District Court Adjourns Early

The January term of district court was dismissed here last Friday, one week short of the usual four-week session. Pettibone stated that this week were previously notified that they would not be needed, due to the fact that most of the docket was cleared early in the third week. Since all possible civil suits were cleared from the docket and all criminal suits were disposed of, the adjournment was proclaimed. It is the first time in several years that the term has been so short.

## LONG WHISKERS

WHEREAS, we the undersigned are members of the Pioneer Day Celebration Committee, and it falls our duty to promote the interests of Pioneer Day, May 11, 1939, we have decided that the men of this community shall grow beards, fitting with those worn in Pioneer Days, and

WHEREAS, it will not suffice to merely grow whiskers, the beards must be of an ornamental nature, of unique design, we are hereby offering a prize of \$10 for the best adjudged beard.

THEREFORE, we set March 1, 1939, as the date for starting the growth of beards, and designate that any man in this community not conforming to this proclamation will be severely punished in a public manner, deemed practical by this committee.

## PIONEER DAY COMMITTEE

- D. H. ALEXANDER, H. A. CLOSE, A. H. STREU, A. J. SCHROETER, MRS. DYALTHISA BRADLY, MRS. CECIL WILLIAMS, FRED BROWN, MRS. SETH B. HOLMAN.

## Amateur Boxers To Compete for Titles In Nine Classes At Bull Barn March 1-2

Featuring around 25 amateur boxing matches, the Hereford Band Parents Association and the High School Athletic Association will jointly sponsor a series of bouts to determine the championship in nine divisions, according to announcements this week. Matches will be held Wednesday and Thursday nights, March 1-2, at the Bull Barn. "Forty-five boys have already entered the tournament," said Tommy McCollum, athletic director, today. "Competition will be confined to boys in good standing in the high school, and we are looking forward to some exceptionally good boxing."

The first division will be for boys less than 100 pounds in weight, while the other eight divisions will include weights up to the light-heavy class. Entries have already been made in all divisions, and sponsors have ordered miniature golden boxing gloves as awards to champions in each of the nine divisions.

Most of the boys have been practicing for several weeks, and will go in the ring in good physical condition. Sponsors will secure qualified officials and are taking every precaution to insure safety of the boys.

According to present plans, between 10 and 12 preliminary bouts will be fought Wednesday night; semi-finals and finals will be featured in the championship bouts, Thursday night.

Jack London is in charge of promoting the tournament, and said that if it meets with the success which is anticipated, the champions in the Hereford matches may later compete with (Continued on Page 12)

## WOMAN SEEKS SISTER, LOST 28 YEARS AGO

In a letter to the Sheriff's office this week, Mrs. W. R. Mullins of Brownfield, Texas, sought to identify and locate her sister, who was adopted by Adam Wiseman in 1911. Before her adoption, the child was Annie Gertrude Berryhill.

Mrs. Mullins said the girl was taken out of the Juliet Fowler Orphan Home by Adam Wiseman of Clarendon, Texas, sometime between 1911 and 1916, and that Sheriff Guy Pierce believed the family later moved to Deaf Smith County. However, Fred Baird of the local office, reported that no trace of Adam Wiseman could be found on the tax rolls of this county.

Mrs. Mullins, who was also adopted from the home, wrote: "I found my father's and mother's people during the last year through co-operation of newspapers and tax offices, but can find no trace of my missing sister. Finding my sister means a lot to me. If you know of any Wiseman family that resided here, please notify Mrs. W. B. Mullins, Sr., 513 E. Hill Street, Brownfield, Texas."

## Tax Collections Total \$71,373.31

Reporting a decline of \$3,137.09 in county, state and district school tax collections on Jan. 31, 1939, as compared with Jan. 31, 1938, Fred Baird, deputy tax collector, today said that most of the decline occurred in January collections. Total collections reported on Jan. 31, 1938, were \$74,510.40. Mr. Baird stated, while total collections reported on January 31, 1939, were \$71,373.31.

## DELINQUENT TAX SUITS WILL BE FILED HERE BY COMMISSIONERS

In a statement entitled, "An Open Letter to Property Owners of Deaf Smith County," the Commissioners' Court of Deaf Smith County this week stated their intention of bringing tax suits against property owners who have delinquent taxes, and who are making no effort to pay them. In making their statement, the court pointed out that around 50 percent of the property owners in this county are meeting their tax payments, some at con-

## City Will Save \$44,975 On New Bond Structure

SERIES OF BONDS CALLED AND RE-ISSUED ON NEW RATES

Due to re-issuance of two groups of outstanding bonds against the City of Hereford, it was this week estimated that \$44,975 will be saved by the City. Announcement of the action was this week made by Mayor C. J. Paddock.

Until the bonds were called in and re-issued, the City had \$114,500 in bonds carrying 6 percent interest, and \$8,000 in bonds carrying 5 percent interest. The bonds would have matured in 1967.

Through arrangements with bonding companies the bonds were re-issued in two groups, one of \$58,000 bearing 4 per cent interest, and another of \$76,500 bearing 4 1-4 per cent interest. The new bonds will mature in 1960, but officials said that the savings offered under the new plan will make the payments approximately the same as originally specified. The saving to the City was said to be \$44,975.

"For some time the city has been endeavoring to re-issue these bonds," Mr. Paddock said, "but bondsmen refused, declaring the condition of the municipality did not justify the calling and re-issuing of the bonds. The lower interest rate can also be attributed to cheaper money at the present time."

"The city has been meeting all obligations promptly and taking cash discounts on bills when (Continued on Page 12)

## Lions Plan For Marble Tournery In Near Future

Planning, among other things, a big marble tournament to be sponsored over this entire district for boys under 14 years of age, delegates from District 2 of Zone 2-T of the Lions International gathered in Dalhart Wednesday for a general meeting. Around 750 Lions attended, including the following from Hereford: Mr. and Mrs. O. T. Williams, Mr. and Mrs. Harold Close, John Roberts, C. F. Moore, Ralph Smith, D. H. Alexander, Lyle Blanton and John McLean.

Mr. McLean, who is chairman for this district, said that plans for the marble tournament were made at the business meeting during the afternoon. According to the plan, a series of local marble tournaments will be held for boys under 14 years of age, the winners of which will be allowed to enter the district tournament in Amarillo next April. Included in the district tournament (Continued on Page 12)

## Weather Chart

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

Day	Max.	Min.	Note
Thursday	59	21	0.00
Friday	37	21	0.00
Saturday	51	33	0.00
Sunday	46	30	0.00
Monday	38	11	0.00
Tuesday	45	10	0.00
Wednesday	61	18	0.00

## Court Selects Voting Judges Ten Precincts

The Commissioners' Court, in a regular meeting last week, appointed election judges in the 10 precincts in this county to serve until a replacement of the post is made.

- The following judges were named: Hereford, Precinct 1 — J. H. Head and B. E. Brunley. Hereford, Precinct 2 — Knox Kinard and J. C. Ricketts. Roe Residence, Precinct 3 — J. A. Roe and Herman Gray. Simms School, Precinct 4 — C. S. Ferrin and J. G. Fortenberry. Fairview School, Precinct 5 — R. L. Campbell and A. B. Norman. Ford School, Precinct 6 — H. M. Benson and W. M. Stewart. Dawn School, Precinct 7 — H. H. Miller and August Frye. Messenger School, Precinct 8 — J. T. Guluh and Ben Bates. Bippus School, Precinct 9 — Geo. Bippus and E. J. Steen. Daniel School, Precinct 10 — C. L. McClroom and Ervin Shugart.

### Ford Club Hears Windbreaks Talk

The Ford Home Demonstration Club met in the home of Mrs. Earl Dyer, Wednesday afternoon, Feb. 15, at 2 o'clock. The meeting was called to order by Mrs. Dyer, president, and Mrs. H. M. Benson acted as secretary.

After the opening session, the meeting was turned over to Miss Sadie Lee Oliver, who gave an interesting discussion on the importance of planting windbreaks. She used a blackboard to illustrate the arrangement of windbreaks already planted and to be planted in Deaf Smith county.

Mr. and Mrs. Dennis Barnard are planning a windbreak for their home in the Ford community.

The Home Demonstration club ladies will serve lunch to the farmers who attend the Free show and tractor demonstration next Thursday, Feb. 23, in Hereford.

The March meeting will be in the home of Mrs. H. M. Benson, at 2 o'clock.

### Adrian News

(40 miles northwest)  
MRS. ALLAN BELL

Mr. W. J. Brown, Ray and Earl Brown, Lloyd Balding and Truman Fincher went to Fort Worth last week to the State AAU Boxing Tournament. Earl and Truman entered the tournament as champions from Pampa and Amarillo, respectively. Earl is a welterweight and Truman middle weight, both lost after winning several preliminary fights.

Mr. Wilson, Mr. Arden and Mr. Roberts accompanied by Mable Stephenson, LaNelle-Schelhaugen and Mrs. Jack Balding of Amarillo were at Sunday school Feb. 19, as delegates of the Methodist Flying Squadron. They visited the Sunday school to attend the young peoples meeting Feb. 20.

J. C. Baker had his father from Canyon as a guest last week-end. Miss Clemmons, J. C. Baker, Charles Bell and E. L. Hammitt went to Canyon Sunday afternoon to take Mr. Baker's father home.

Mr. and Mrs. Norman Jacobson were called to Lubbock last Wednesday on account of the serious illness of Mrs. Jacobson's niece. She was in the hospital with pneumonia.

Mrs. Zerrell Thomas entertained Wednesday at the school in honor for her son, Wayne's 11th birthday. Children of the fifth and sixth grades were invited to play games in the gymnasium. Cake, fruit jello, and strawberry pop were served to 16 children. The hostess was assisted by Mrs. Jim Chapman and Mrs. Levl.

### Progressive News

(1 mile east, 6 miles north)  
IRA JEANNE RICKETTS

Mr. and Mrs. V. E. Dodson spent Sunday with her brother, Mr. and Mrs. Ira Scott, near Happy.

Rev. W. E. Barnes of Hereford, called in the Lynn Powelson home Monday afternoon.

Mrs. Borden of Clovis, N. M., spent the week-end in the home of her brother, C. V. Burgess and family.

Mr. and Mrs. David Boyer attended the funeral of Mrs. Earl Russell in Canyon, Sunday afternoon.

The Progressive Workers' Club met Wednesday with Mrs. Luke McBrayer, for a social meeting, with Social Committee No. 3 in charge. The afternoon was spent in playing star checkers.

Refreshments of jello, cocoa, and cookies, were served to the following: Mesdames E. T. Brookes, Charles Green, Lynn Powelson, C. P. Caldwell, Lewis Harvey, Ray Hershey, and visitors Arnold Hershey and Jim Ricketts and Misses Eunice Caldwell and Ira Jeanne Ricketts.

Mr. and Mrs. Allan Powelson of Hereford, spent Sunday in the home of his nephew, Lynn Powelson and family.

Mr. and Mrs. J. E. Blakemore and son, took dinner Saturday in the Ed Peacock home at Dimmitt, honoring Mrs. Peacock's birthday.

Ira Ricketts, Ira Jeanne, and Glenn and Mrs. Jim Ricketts and sons, drove to Silverton Sunday to get Mrs. Ira Ricketts who has been helping care for her father, A. J. Hughes, for the past two weeks. Mr. Hughes' condition is about the same.

Mr. and Mrs. Ralph Bracher of Oklahoma, and Mrs. Alice Fair of Kansas, called in the Lewis Harvey home, Friday.

Mrs. E. T. Brookes, Mrs. Lynn Powelson and Miss Eunice Caldwell attended the tea given by the Pioneer Study Club in Hereford, at the Baptist Church, on Tuesday afternoon.

The community is grieved to learn of the death of Mrs. Jane (Grandma) Elrod of Stephenville, Texas. Mrs. Elrod was the mother of Mrs. J. W. Vick and is well known here by those who met her when she visited her daughter. The community extends its sympathy.

Mr. and Mrs. Ray Hershey and Mrs. Jim Ricketts and sons took dinner Friday with Mrs. Arch Conklin in Hereford.

Mr. and Mrs. Lynn Powelson took dinner Tuesday with his uncle, Mr. and Mrs. Allan Powelson, in Hereford.

Mrs. Arch Conklin and daughter Julia, of Hereford and Mrs. Ray Hershey and Mrs. Jim Ricketts took dinner Wednesday with Mr. and Mrs. Arnold Hershey.

Ira Ricketts, Ira Jeanne and Glenn took dinner Thursday with his father, W. A. Ricketts in

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**A CAR A DAY GIVEN AWAY EVERY DAY IN MARCH IN OLDSMOBILES' NATIONWIDE PRIZE CONTEST!**

So that you may get to know the new Olds Sixty better, Oldsmobile is staging a great nationwide prize contest. Enter today and you may win an Oldsmobile free. What you do is take a trial drive, fill out an Official Entry Blank and mail it to Oldsmobile at Lansing, Mich. Your entry will then be considered for the day's prize corresponding to the date of its postmark.

**BIG SIXTY 2-DOOR SEDANS** are the prizes, remember—one for every day of the month. You have nothing to buy and you incur no obligation. You simply drive—and write down the things that impressed you most about America's newest low-priced car.

**ENTER NOW! COME IN FOR COMPLETE RULES & ENTRY BLANK!**

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Hereford, Texas



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**THE WRONG WAY** to remedy the trouble is to yank the choke until a pool of gasoline gathers underneath the car... jump up and down on the starter until the poor battery gives up the ghost... burn your fingers pouring hot water into the radiator.

**THE RIGHT WAY**, the easy way, is to keep the tank filled with Phillips 66 Poly Gas, which is extra high test without extra cost. This high test does the trick every time, because any engine in good mechanical condition will start provided that the gasoline in the tank is "hot" enough.

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**Phill-up with Phillips for Instant Starting**



Hereford.

The Progressive Literary Society meets Friday night at 7:45. The program will be under the direction of the following committee: Glenn Ricketts, Howard Higgins and Calvin Edwards.

Mr. and Mrs. C. P. Caldwell, Miss Eunice and Pete spent Sunday with Mrs. Jeff Roberson and family and Mrs. Cecil Hodges and family in Hereford.

There were 50 in attendance at Sunday School. There was no preaching and the community is sorry to hear that Rev. Grubbs of Hereford will be unable to fill his regular appointment from now on. Sunday School meets at 2:30 every Sunday afternoon. Everyone is welcome.

There was a large number at singing Sunday night. Mrs. Clayton, Mrs. Marion Rut-

ter and Miss Nedra Clayton, all of Hereford, were visitors. Singing meets every Sunday night at 7:30. Everyone is invited.

### Ward News

(9 miles north, 3 west)  
MRS. CHARLES B. MILES

Thirty-five attended Sunday School and heard Rev. Merle Grigsby deliver a fine sermon after Sunday school.

Mr. and Mrs. T. B. Cox and children spent Sunday night visiting her mother, Mrs. L. B. Hooten at Vega.

Mrs. Orle Gruthery and children of Amarillo, visited Friday in John Higgins home.

Marie and Ruth Moreman and Junior Ward were absent from school Monday with colds.

Mr. and Mrs. E. C. Smith of Amarillo, were here Sunday looking after their land and having it plowed.

Mr. Frank Stiver and Paul Prabasco are confined to their beds this week.

Ervin Ward returned home Tuesday from Quail, Texas,

where he has been visiting for the past two weeks.

Mary Lee Hood of this community was with the high school band that broadcast from KONO in Amarillo, at 4:30, Thursday evening. She is a violinist in the orchestra.

Mr. Thompson is here from Summerfield plowing his land this week to prevent blowing.

E. Ward was in Amarillo, last Tuesday.

Mr. and Mrs. N. G. Fox and children attended church in Hereford, Sunday morning.

Mr. and Mrs. Fred Moreman and daughters attended church in Hereford, Sunday morning.

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

Miss Lilly Hutson of Vega is visiting her parents, Mr. and Mrs. Jack Hutson, this week.

Joe Bob Gardner of Amarillo spent the week-end here visiting in the home of his aunt, Mrs. Bill Hutson and family.

The entire community extends sincere sympathy to Mrs. Lewis and Gladys, in loss of Mr. Lewis; he was a pioneer of this community.


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The financial side of farming is important. Good management in money matters is as essential as good crops in promoting agricultural prosperity.

We are trying to do our part by devoting our facilities and our efforts wholeheartedly to the farmers of this section.

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JIMMIE GILBERTINE

Publisher  
Editor

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### NOTICE TO PUBLIC

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

## Land Restored In This County

**COLLEGE STATION** — When the wind gets up steam and takes out across the Upper Texas Panhandle, oftentimes one small patch of uncovered ground can load the air with enough shot to blast the crops off whole sections of the country. With this in mind, farmers of twelve Texas Panhandle counties retired more than 130,000 sub-marginal acres from cultivation and returned this soil to the protection of permanent vegetative cover, in the AAA's land restoration program of 1938, according to records compiled at Texas A. & M. College headquarters of the AAA. These farmers will receive 50 cents an acre, or approximately \$65,000 in all, from the federal government, for thus checking the perennial hazard of wind erosion on this part of their land. Land restored in 1938, by counties: Dallam, 58,165; Deaf Smith, 20,436; Hartley, 15,436; Moore, 15,211; Sherman, 8,826; Hansford, 5,253; Ochiltree, 2,872; Oldham, 1,651; Lipscomb, 1,189; Randall, 702; Roberts, 368; and Carson, an amount undetermined at present. Charles L. Thomas of Pampa, member of the State Agricultural Conservation Committee, said the AAA has set 550,000 acres as the Texas land restoration goal. The 50-cent payment per acre is an annual reward for a period not to exceed three years, Thomas explained. The program is voluntary, with the county committee recommending what's best to keep the retired land from blowing. In

certain cases, a cover crop is prescribed; some reseeded is done. But most of the land, Thomas said, was tied down simply by allowing natural vegetation to become more dense.

### Vega News

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

Mr. and Mrs. L. G. Thuet and Mr. and Mrs. L. G. Thuet, Jr., of Post, spent the week-end with Mr. and Mrs. J. W. Thuet. Joe Shields of Amarillo, was a guest in the Shields home, Sunday afternoon. Mrs. R. O. Sellars, Mrs. Roy N. Ivy, Mrs. F. J. Newberg, and Mrs. John Halburton attended the officers training course for Missionary Societies in Amarillo, Wednesday, at the Polk Street Methodist Church. Mr. and Mrs. L. W. Cotter and daughter, Sue, are visiting relatives in Skarda, this week. Mrs. J. C. Moore of Amarillo, is a guest of Mrs. L. L. Stevens at the Rafter O Ranch this week. Mrs. Merle Wood had a number of ladies in her home Tuesday; the day was spent quilting. Miss Virginia Corbin spent last Tuesday and Wednesday with relatives in Amarillo. Rev. and Mrs. Rex Kendall are in Dallas this week in a special meeting of ministers of the Southwest area. Mr. and Mrs. G. A. Peters bought the Artz home and moved in the first part of the week. Roland Loyd returned Tuesday after a brief visit with relatives in Kansas. Mrs. V. E. May had as dinner guests Monday, Mrs. L. B. Hooten and Mrs. Verge Shields. Mrs. E. C. Chapman of Adrian,

who is Parent-Teacher education chairman of the eighth district, was guest speaker at the "Founders Day" program in Vega, last Tuesday afternoon. Mrs. Bernice Harris entertained a group of young people in her home Tuesday night with a Buffet supper; among those present, were Mr. and Mrs. Earl Roark, Mr. and Mrs. Tom Kinsey, Mr. and Mrs. Jack Roberson, Mr. and Mrs. Bob Armitage, Mr. and Mrs. Guy Barnett, Mr. and Mrs. Wilber Eastman, Mr. and Mrs. Bill Swanson, Mr. and Mrs. John Ivy, Mr. and Mrs. Fant Hittson, Mr. and Mrs. Graham Bell, Mr. and Mrs. Bob Cotton, Mrs. C. A. Thuet, and J. T. Singleton. Mr. and Mrs. W. A. Jinks visited relatives in Amarillo, Monday. The Inter-Club relations committee, with Clifford Wimberly in charge, put on the program at the Kiwanis luncheon Wednesday. Robert Boshen of Pampa was the main speaker for the occasion; Jack Johnson, also of Pampa, put on a Charlie McCarthy act; there were eight visitors present. Bob Mathis, son of R. L. Mathis, is quite ill with lobar pneumonia, but is reporter some better today. Mrs. Ed Mitchell of Plainview was a guest of her parents, Mr. and Mrs. Roy Lady, last week. Mr. and Mrs. A. F. Linger of Canon City, Colo., visited L. A. Linger and family, Saturday. Mr. and Mrs. Sam Stag of Fritch, spent the week-end with Mr. and Mrs. Allen Stag. The Vega Longhorns won the County Championship at Adrian last Friday night. High point men were Johnson for Vega, and Chapman for Adrian, in the Vega-Adrian game. In the game between Vega and Wildorado, McCoombs was high-point man for Vega and Smith was high man for Wildorado. Mr. and Mrs. Fant Hittson spent Sunday with friends in Tucumcari, N. M. The fifth grade was entertained by their room mothers, Mrs. C. H. Roark and Mrs. O. M. Jacobs, Tuesday afternoon during the afternoon recess period. Mrs. Tom Kinsey and Mrs. T. D. Ledbetter spent Monday with friends in Hereford. Miss Nedra Richardson of Amarillo, spent Sunday with her parents, Mr. and Mrs. J. T. Richardson. The negro minstrel, sponsored by the Kiwanis-Anns, was put on

by members of the Kiwanis Club Friday night. The Vega girls played Dalhart and Hereford at the Tulla District Tournament last week-end; they lost both games by a small margin. The Junior class will present a comedy play Friday night, Feb. 24, in the school auditorium, "You Wouldn't Fool Me." The cast includes Roy Taylor, as Andy Davey a stuttering lover; Clarence Taylor as Hugh Cameron, overbearing toward everyone but his wife; Margaret Loyd as Ivy Cameron, Hugh's wife; Rowena Larson as Grandma Cameron, who is deaf; Kathryn Linger as Nancy Cameron, a spoiled darling; Alwilda Denny as Agatha Golden, secretly married; H. L. Hooten as Victor Golden, an author; Marie Ballard as Lucy, a negro maid; Gerald Horrell as Charles, the Cameron chauffeur; Charles Houseman as Bruce O'Mara, Nancy's lover. Born to Mr. and Mrs. Bill Leslie, a baby girl last Wednesday. W. S. Bennett and Bill Williams attended the Fat Stock Show at Fort Worth, this week.

### Jumbo News

(13 miles southwest)  
MRS. ULLMAN HUNTER

Mrs. Lucy Alexander of Memphis, visited her sister, Mrs. Clem Gilliam, Thursday. Lawrence Matthews attended the F. F. A. Tournament at Springlake, Friday and Saturday. Mr. and Mrs. H. C. Baird and Ullman Hunter attended the C. A. Skelton funeral last week. Leon Matthews was in Canyon Friday taking part in the basketball tournament. Members of Mrs. Ullman Hunter's Sunday School class were guests at a checker party at her home, Monday evening. Refreshments of cocoa, sandwiches salad and cookies were

served to Misses Nila Stephens, Virginia and Margaret Simpson, Pauline Owens, and Messrs. Leon and Merle Matthews, Fred and Ray Axe, John Hardy Wood and Orval Pierce. J. P. Wood of Hereford, is visiting his daughter's home, Mr. and Mrs. Clem Gilliam. Mesdames M. L. Simpson, W. W. Wilder, C. E. Leasure, R. L. Stephens and Dewey Owens attended the Silver Tea at the home of Mrs. Earl Springer of Frio, Tuesday afternoon. Merle Matthews celebrated his birthday Sunday by having the following as dinner guests: Billie Simpson, Jr., Leasure, Billye Carthev, C. C. Hunter, Jr., and W. A. Hardin. This community extends sympathy to the Hardin and C. C. Hunter families in the loss of their father and grandfather, W. H. Wilkerson. Mr. Wilkerson was nearing his 84th birthday and had resided here 21 years. He was known as a fair and honest man, and a great home lover. He was buried in the Dimmitt Cemetery beside his wife, who passed away in April, 1935. Mesdames H. C. Baird and Ullman Hunter attended the tea at the Baptist Church in Hereford, Tuesday, when the Pioneer Club was hostess to all the federated clubs in the county. Mr. and Mrs. L. A. Matthews visited in Canyon Friday, with Mr. Matthews' cousin, Mr. and Mrs. Jeff Wallace. Mr. and Mrs. Ullman Hunter and Phyllis and Frances, attended church in Dimmitt, Sunday, at the Baptist church, and were guests of Mr. and Mrs. James Cox for dinner. Miss Pauline Matthews went to Hart, Monday evening, to a meeting of Castro county teachers. Mesdames Woodson Harris and J. B. Cocanougher complimented Mrs. Bill Bowman, who before her marriage was Miss Hope Adams, Saturday with a shower, at

the home of Mrs. M. C. Hancock. Mrs. Bowman received many pretty gifts. A salad course was served to Mesdames Ben Golding, Lynn Axe, H. C. Baird, C. E. Leasure, Dewey Owens, Louie Olson, Porter Stone, W. W. Adams, Adam Flowers, M. C. Hancock, Sam, Finis and Ullman Hunter, and Miss Marie Hardin, the honoree, and hostesses. Dent Bradley of Dimmitt was a guest of Leon Matthews last Thursday night. Rev. Sharpe of Canyon, preached here Sunday and was a guest in the H. C. Baird home.

**BIGGS ON KANSAS MARKET**  
Kansas City, E. R. Biggs, Deaf Smith county farmer, was represented on the Kansas City Market this week with 179 head of 79-pound feeder lambs. Ship-

pers purchased them at \$7.75 per cwt. **A Three Days' Cough Is Your Danger Signal** No matter how many medicines you have tried for your common cough, chest cold, or bronchial irritation, you may get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with any remedy less potent than Creomulsion, which goes right to the seat of the trouble and aids nature to soothe and heal the inflamed mucous membranes and to loosen and expel germladen phlegm. Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained. Creomulsion is one word, ask for it plainly, see that the name on the bottle is Creomulsion, and you'll get the genuine product and the relief you want. (Adv.)

## FHA FARM LOANS

We will make 80 Percent Loans to buy a Farm Home; to make farm improvements; to refinance present farm indebtedness; long-time, small annual repayments. Also 90 Percent to buy or build new homes, in any town in the Panhandle; loans for repairs or refinancing as high as 80 Percent!

## Potter County Abstract & Title Company

215 Oliver-Eagle Building Amarillo, Texas  
PHONE - - - - 7945

# ANNOUNCING....

## MRS. C. A. SKELTON ... as Case Dealer for the Hereford Territory

Following arrangements with the J. I. Case Implement Company this week, Mrs. C. A. Skelton has been named as dealer for the Hereford Territory, succeeding her late husband. In taking over the agency, Mrs. Skelton stated that the firm will continue to operate under the title of Skelton Implement Company, and that it will be the policy of the new management to operate along the same lines as in the past, following as closely as possible with the policies maintained by Mr. Skelton during the 19 years he held the agency. She said that the same employees will be retained by the firm — and that every effort will be made to maintain the same dependable service as in the past.

### Remember:

We trade for Horses, Mules, Cows—or anything on the farm.

We invite you to visit us and see the new 1939 CASE TRACTOR, now on display in our show rooms. The new model is equipped with generator, self-starter, and many new features. See it today! The finest Tractor Case ever made!

See the Tractor with PROVED Economy... PROVED in More than a Million Hours of Operation to Give the

# LOWEST POWER COSTS IN TRACTOR HISTORY

See the Secrets of Construction that Have Cut Upkeep Costs for Many Case Owners to Less than One Cent an Hour



**CASE**

## Spring Tonic—for taking right now



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

ONE of these days you're going to take steps about that new car you've been dreaming of. You're going to walk into your dealer's and start talking delivery dates — and you'll feel better just to have done something definite. What we want to know is—why not get a good lift while you're at it—and get it now? As things stand at the moment, we can put a staunch, steady, sprightly-stepping Buick at your command in almost no time at all! We can seat you behind a great Dynafash straight-eight whose very song will be tonic to your soul—we'll send you whistling on your happy way in the comfort of Buick's Springing that's soft and gentle as your own bed! We'll brighten your outlook—with visibility stepped up as much as 412 square inches! We'll ease your driving with a gearshift out of knee-way and Knee-Action that banks turns for you. We'll lift your spirits, soothe your trouble, treble your joys—and do it quickly if you take action now! But when spring comes to our showroom, it's going to come with a rush of buyers wanting quick delivery, just as they did last fall. Shop early and you avoid this rush. Prices, we repeat, are lower than a year ago—lower than you'd expect—lower even than on some sixes. Name the model you're interested in and we'll show you just how much lower.

### NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- \* DYNAPLASH VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- \* BURCOIL TORQUE-FREE SPRINGING \* GREATER VELOCITY
- \* HANDSHIPT TRANSMISSION \* ROOMIER UNSTEERED BODY BY FISHER \* TORQUE-TUBE DRIVE \* TIPODS HYDRAULIC BRAKES \* CROWN SPRING CLUTCH \* "CATWALK" COOLING
- \* OPTIONAL REAR AXLE GEAR RATIOS \* SELF-BANKING KNEE-ACTION FRONT SPRINGING \* FLASH-WAY DIRECTION SIGNAL



## "Better buy Buick!"

NORTON MOTOR COMPANY  
317 North Main Street Hereford, Texas

## SKELTON IMPLEMENT CO.

J. I. Case Tractors — Machinery — Implements

# ABOUT ADVERTISING!

Newspaper advertising is merely the salesman that talks to more prospects than any other salesman can.

No merchant would think of employing his star salesman on the floor hit and miss — a day now and a day next month, giving him a job whenever he happened to feel in the mood. Every merchant wants his star salesman on the job regularly.

Smart merchants, who know how to make advertising pay, keep their advertising, which talks to more prospects than all their salesmen put together, many times over, on the job regularly.

An advertisement in The Brand reaches more people than any other advertising medium in the county.

**THE HEREFORD BRAND**



# Pasture Furrows Increase Grass Yields In This Area

GRASS FORAGE IS DOUBLED BY O. G. HILL DURING PAST TWO YEARS

Following a series of drouths and wind storms which swept the high plains country from 1932 to 1935, the 130-acre pasture on O. G. Hill's farm, six miles west of Hereford, was almost completely depleted of native grasses. Mr. Hill had been using this pasture as a large corral for the cattle brought in from his ranch during the feeding-out period of winter and early spring. Mr. Hill is a breeder of Anxiety pure-bred Herefords, and, incidentally, the man who presented the late Will Rogers with Big Jim, 3320-pound steer.

**Pasture Stages Come-Back**  
Due to the years of scant rainfall and the large number of cattle which were placed on this pasture certain periods during the year, the stand of buffalo and grama grasses was very poor at the beginning of the growing season in 1936. With the coming of the soil and moisture conservation program, the owner of this pasture decided to contour furrow it. In the spring of 1936 a portion of the pasture was furrowed with an ordinary two-row lister, 3 1-2 feet spacings, leaving intervals of 14 feet between the series of furrows, and intervals of 40 feet on the rest of the pasture. These furrows caught and held much of the water from seasonal rains. Due to the remarkable improvement in the growth of grass on and immediately above the furrows, additional furrows were made with a one-row lister in the early spring of 1937. Since additional furrows have been added to the pasture, it has been observed that there is very little run-off. Mr. Hill has worked out a range management plan whereby he does not place any more cows on this pasture than it can carry. It is his opinion that he is now getting at least twice as much grass forage on this pasture than he has ever been able to obtain.

**Yields of Grass**  
This is further substantiated by grass clippings made by the Soil Conservation Service in the fall of 1938.

Measured plots were clipped, the grass dried and weighed and calculations made on the acreage basis, which showed the following pounds of cured grass per acre, according to Mr. R. W. McCall, Agronomist on the Hereford Project.

	Per Acre
Over double furrows	1901 lbs.
Over single furrows	1289 lbs.
Untreated portion above furrows	485 lbs.

Since the area involved in each class is approximately the same

the average of weights listed above, or 1225 lbs. per acre, is taken as a pasture average.

The untreated portion of the above pasture above the furrows, on which the water was not retained, compares favorably with the average range land in Deaf Smith County on which the AAA requirements for range payments is 17 acres per animal unit. The weight of forage from this type of land was 485 pounds per acre, while the pasture average, shown above, was 1225 lbs. per acre, or two and one-half times as much. This would mean where once the 130-acre pasture would support approximately 8 cows, it will now support 20.

Since not all of the run-off from rains of high intensity is retained by the present furrows, it is only reasonable to assume that the run-off is held and made to go into the ground for the production of grass, the amount of grass produced on the pasture will be increased.

## Frio News

HELEN JONES  
(10 miles south of Hereford)

Miss Ramey entertained her room Monday afternoon with a Valentine party and box. The Valentine motif was carried out in room decorations, games and refreshments. Special guests included Mrs. J. E. Springer, Franklin Springer, Mrs. Mike Cassels, Jimmy Cassels and Mrs. E. Ramey of Hereford.

The Good Citizen Club of the Frio school presented an interesting program Friday afternoon. Lyla Robbins, Leta Dene Springer and Mary Nell Cassels were on the program committee. Gwendolyn Springer and Marcia Robbins were appointed on the program committee for February 24. All parents are invited to the programs each Friday afternoon at 3:30 p. m. Each week the students choose the best citizen for the past week. Virginia Benson was chosen best all-around citizen for last week.

The P-TA is presenting its entertainment Friday night, Feb.

at 8 o'clock. A melo-drama, "He Ain't Done Right By Nell," is being directed by Mrs. Mike Cassels. Come and bring your friends. Free admission.

Mrs. W. A. Springer attended a Wyche party given in the Legion Hall, Saturday.

Miss Oline Ramey attended a Valentine party in the Burl France home in Hereford, Monday night.

Mr. and Mrs. Elmer Jones and Mr. and Mrs. T. L. Sparkman, Jr., spent Sunday in the J. E. Andrews home.

Mr. and Mrs. Earl Springer and children visited relatives in Olton, Sunday.

Miss Oline Ramey spent Sunday with Mr. and Mrs. Mike Cassels.

Mr. and Mrs. S. J. Barclay and children visited Monday with E. H. and Jim Barclay, at Ford.

Mr. and Mrs. Elmer Jones and Mrs. A. T. Jones and two daughters were in Amarillo, Friday.

Helen Jones and George A. Springer attended the senior party in Hereford, Monday night.

Mr. and Mrs. T. L. Sparkman spent Sunday in the A. T. Jones home.

A dinner was given in the V. C. Hodges home, Sunday, for five birthdays, including those of Ruby and Howard Boyd, Mr. and V. C. Hodges and S. J. Barclay. Those attending were Mrs. Clarence Williams and children of White Deer, Mr. and Mrs. W. N. Hodges and daughter, Mr. and Mrs. John Johnson and daughter, Mr. and Mrs. S. J. Barclay and children, Mr. and Mrs. C. R. Boyd and children, and Mrs. Geo. Brown of Olton.

Several in the community have received word from Mr. and Mrs. Will Dixon that they are having a very enjoyable time. At present they are at Rock Port, Texas, where fishing is good, and the oysters are fine. They reported also that the scenery of South Texas isn't quite as beautiful this year, due to the drouth late last summer and fall. The community is very happy to know that they are enjoying their winter vacation and hope that some of our dust storms here don't reach them.

Miss Catherine Couch, HDA,

met with the various demonstrators of the Frio Club last Friday to discuss and plan work for the year. Mesdames T. L. Sparkman, Sr., and Mrs. T. L. Sparkman, Jr., are kitchen demonstrators, while Mesdames W. A. and J. E. Springer are pantry demonstrators.

Frank Robbins and Ruby Boyd missed school Monday on account of bad weather.

Rev. Ab Posey of Hereford will preach out here Sunday. Everyone come and let's have a big crowd.

## Heiselman News

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

Mr. and Mrs. John Heiselman and family visited in Summerfield, Sunday.

R. W. Hobbs was in Hereford last Friday.

Mr. and Mrs. Lawrence Stewart of Amarillo, visited in the Homer Stewart home, Monday.

The school children enjoyed a Valentine party Tuesday afternoon.

Homer Stewart and O. W. Gardner were in Hereford Friday and Saturday, on business.

Mr. and Mrs. N. W. Livesay were Hereford shoppers, Friday.

Mrs. B. A. West was in Hereford, Tuesday.

Bud Stewart has been on the sick list this week.

A light sprinkle of snow with a great deal of dust, was the cause of much grief Thursday. The wind was so bad they did not have school.

George Hankins of Panhandle, was in this community this week.

Delbert Poindexter is staying in the N. W. Livesay home this week.

Mr. and Mrs. T. B. Cox and family were guests in the N. W. Livesay home, Sunday.

Clarence Taylor spent the week-end in the Livesay home.

## Messenger News

(24 miles west, 4 south)  
MRS. J. N. MESSENGER

The dust storm last Thursday wound up with a light snow, but not enough to do much good.

Mrs. J. N. Messenger suffered a set-back last week; her daughter, Mrs. Abbott of Bovina, came up to take care of her most of the week, and Roselle remained out of school to be with her grandmother until Mrs. Abbott arrived. Mr. and Mrs. I. R. Smith and Jewell Bussell visited her during the week.

Mrs. Dubbs Crooks has been ill, threatened with appendicitis. Stephen Messenger returned from Dallas last Wednesday where he was examined and received instructions for exercising his arm which has been fractured. He will return later.

A Valentine box at Messenger school Friday, was enjoyed much by students and teachers; a program was also rendered.

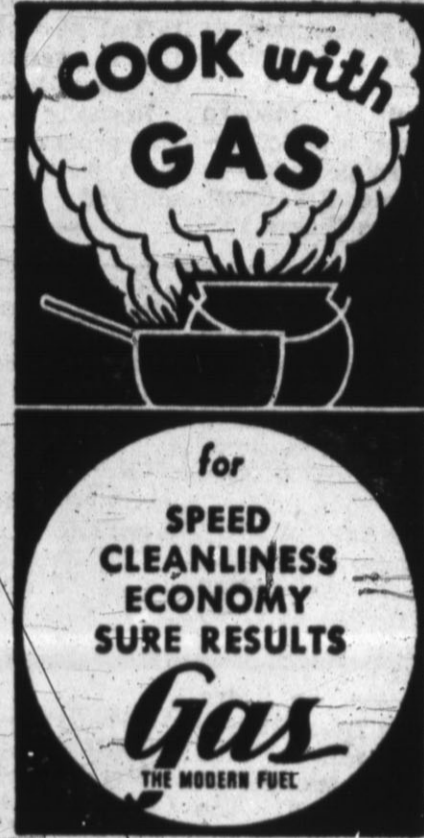
**Named Tax Representative**  
Mrs. D. H. Alexander, of Hereford, today was named chairman of a local unit of the National Tax Commission as women here moved to join the commission's "nation-wide crusade against taxes that penalize the consumer."

Her appointment was announced from the commission's national headquarters in Chicago.

**DISCUSSION GROUP**  
Last Friday night Mrs. Essie B. Cardwell gave the Discussion

**DON'T SLEEP WHEN GAS PRESSES HEART**  
If you can't eat or sleep because gas bloats you up, try Adlerika. One dose usually relieves stomach gas pressing on heart. Adlerika cleans out BOTH upper and lower bowels. CITY DRUG STORE.

Group an interesting paper on "Theories of Personality." A lively discussion followed. A program will be provided for next Friday evening at 7:30 o'clock, at the county library. Stencls, ink and office supplies at Brand Office.



West Texas Gas Company

## LAST CALL FOR Zig-Zag PLAYERS

Zig-Zag is played in 2 halves. You've started the 1st half right here... but there's still time to challenge your folks or pals to a contest at reading Zig-Zag. When you come to that—in the 2nd half—you simply follow the arrows instead of jumping back at the end of each line and getting started again—13 different times. Nor will you try getting started 13 different times when your engine's cold and there's Conoco Bronz-z-z in your gasoline tank. This Special Winter Blend is sure-fire and gives you longer jumps between pumps. Get the only Bronz-z-z—Conoco Bronz-z-z—  
—from Your Mileage Merchant today.

Are you King of ZIG-ZAG? Follow the arrows as you read this...

Zig-Zag is played in 2 halves. You've finished time still there's but... across over half 1st the to challenge your folks or pals to a contest at to come you've that Now Zig-Zag reading that—in the 2nd half—you're simply follow—the at back jumping of instead arrows the ing end of each line and getting started again—13 getting try you will Nor times different started 13 different times when your engine your in Bronz-z-z Conoco there's and cold is gasoline tank. This Special Winter Blend is between jumps longer you gives and sure-fire pumps. Get the only Bronz-z-z—Conoco Bronz-z-z today Merchant Mileage Your from—



### WHO'S THE CHAMP?

Mark actual Zig-Zag reading time—or estimate in Plans, Ind., 3rd, 4th, PLAYERS TIME OR PAGE

# CONFIDENCE

The banking business is built on confidence—your confidence that the bank will keep your funds safely and readily available for your use and the bank's confidence in the future of the community and the integrity of its citizens.

We have confidence in this area and its citizens and are proud of the fact that the people of Deaf Smith County have confidence in our services during the past years.

OUR SERVICES AND ADVICE ARE COMPLETELY AT YOUR DISPOSAL



The First State Bank

FIRST CALL FOR SURE WINTER STARTING

CONOCO BRONZ-Z-Z FROM YOUR MILEAGE MERCHANT



# HEREFORD



## BULL

By Jimmie Gillentine

Shades of Daniel Boone. If folks like somebody start something with this business of growing whiskers in advance of the annual Pioneer Day Celebration. I have heard it cussed and discussed so frequently that my head is going around in a whirl.

Personally, I am against it. However, if they want to start the foolishness, I will try to be good enough sport to grow the best set of whiskers I possibly can—and I guarantee they won't be any such weakling set like John Olson and Dubbs Pitman will sprout. These two gentlemen are really worried. They are afraid that their showings of fuzz will be so meager that they will get the "ducking pond"—whether they shave or not. In fact, I hear rumors around town that some people are laying money on me with 3-to-5 odds that I can grow more whiskers than anyone else in a given length of time. My wife just now said she will make the odds 4-to-6.

Note to R. R. Williams. I just talked to the committee and they said Hitler mustaches are out. You will have to grow a good old American set of whiskers of some description or other, Doc.

As stated, I am against this whisker growing campaign. It is over-worked and it's obsolete. It won't get to first base in getting publicity outside the community, because it's so old that the gag itself even has whiskers. I don't intend to criticize the efforts of good, honest people, working for the interests and welfare of our community. I appreciate their efforts—but I just simply don't agree with them. However, here is something that will click. If all the women will fix their hair in styles their grandmothers used, we will really have something. And further—

more, if they will discontinue the use of powder, rouge, lipstick and other artificial beauty preparations of modern design. I will personally guarantee that the town will get more publicity than any other Pioneer Celebration in the history of the State of Texas.

Beauty shops would flourish between now and May 11, for it is a tough job to do these old fashion hair dress styles—and the longer the hair got, the more need the women would have for professional assistance.

Some of the ladies could wear the once popular "Rats"—and no matter what age you claim, ladies, a lot of you can well remember the style. Others could adopt the long curls and "top twists." Then, there would be braids, and scores and scores of others. Of course, the lack of beauty aids might be hard on the complexion—but after all, men, is there any worse feeling than a growth of beard, long overdue on a tender face? If the ladies are willing to do this then I will be more than glad to give every whisker within my power to the cause of sideburns, a goatee, or Van Dyke.

Present plans are for the ladies to give their WHOLE-HEARTED co-operation by wearing a colored handkerchief or some other type of minor apparel during the interval I protest.

Gus Streu won't like what I'm saying here. He is really for this whisker business. He thinks it is a good chance for him to prove his power of growing whiskers. He thinks he will win first prize, but he won't. That's the only reason I am kinda for it, I just want to show Gus that I can beat him. I understand that he has already ordered four different brands of hair tonic to stimulate his whiskers by artificial means. He has also been dickering for one of those machines to grow hair on bald heads, thinking he can use it on his face as well as his head.

I am telling you right now, folks, when his whisker get out about a quarter of an inch, they'll turn white—I know his type, and you just mark my words.

It's boys like Bob Thompson, Alex Bateman and W. L. Alexander that you are going to

have to keep an eye upon. I will scratch Meade Halle right from the start, because I am depending upon Mrs. Halle making him shave them off within two weeks—and the same goes for Ernest Medkief and Doc Hendrix. However, J. Robinson is a formidable contender; likewise, Travis Dameron and J. B. Whitlow. I think Woodrow Ireland will fall into the Olson-Pitman class of non-producers, and I'll bet that John Roberts' whiskers will turn red. Homer Fox will start on about three different styles and wind up with a good ducking in the tank when Mrs. Fox speaks her mind.

Mayor C. J. Paddock calculates an Irish "round-the-chin" type, but Judge Major Schroeter will invariably hit the Olson-Pitman-Ireland level, and what few he does grow will turn a light pink. Carl Cockrell is a dark horse, and you had better watch him. Ira Foster is also liable to up and fool someone, but I think Knox Kinard is out. R. A. Miller and Charley Felts should hit the Olson-Pitman-Ireland-Schroeter class. Kellar Muse grows his whiskers in spots, but keep an eye on Ab and J. M. Posey and on E. B. Hedrick, too. Likewise, watch Cliff Acker, Miles Robertson, Ike Crosthwait and Alton Fraser. Prentiss Rosson will still look like a "Before" picture in a hair tonic ad, even after the contest is finished. You will never know that R. V. Miller and Jack Wright entered the contest, because they shave so seldom anyway. Bill Kerr is liable to turn out a real beard.

That should give you a good idea of the men you need to watch, provided this thing develops along proposed lines.

Meanwhile, here's something most everyone will probably enjoy. The Band Parents are going to join the High School Athletic Association in sponsoring a series of amateur boxing matches. The bouts will be fought at the bull barn next Wednesday and Thursday nights, March 1-2. The fighters will be from the high school only, and Tommy McCollum and Ox Emmons tell me that there are some real fighters in this offering. This is the very best, cleanest type of boxing in the whole country. It is all in fun, but those boys are going in there to win—and you'll sure get your money's worth. It may be a bit commercial to say

this, but the admission will be 25 cents—and I believe it will be worth every cent of it.

President Roosevelt, Jim Farley and a lot of other notables paid up to \$25 a seat to see the last Lewis-Louis bout, which lasted less than two minutes. I bet they would both rather have seen a good series of bouts like we are going to see for only a quarter.

E. C. Eubanks came in the other day and told me that he absolutely could not stand this sheep business any longer, since men like Bob Higgins had taken it up. "For the first time in 10 years," declared Mr. Eubanks, "I haven't had a sheep or even an interest in one."

Does it ever get too cold to snow? Some people say yes, and others say no. I don't think that it ever gets too cold, but I would like to have

this question cleared up by someone who really knows.

Mr. and Mrs. Alton Fraser are transacting business and visiting relatives in Fort Worth this week.

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

Mrs. Rusha Smith visited in the C. A. Skelton and C. C. Acker homes the past week. She returned to her home in Portales, Tuesday.

**New Arrival**  
Mr. and Mrs. Joe B. Elliston of Hollywood, Cal., have announced the birth of a son on Wednesday, Feb. 1. The new arrival has been named Daniel Grant Elliston. Mr. Elliston is the son of Mr. and Mrs. A. H. Elliston of this city, and Mrs. Elliston is the former Miss Estelle Burleson.

Roy Hastings has gone to Dimmitt, where he is employed with the Hill Construction Company.

# PENNEY'S SEMI-ANNUAL DOLLAR DAYS

## SPEND TO SAVE!

**BARGAINS**  
in every  
**Department!**  
**SHOP EARLY!**

**Women's Bemberg**  
**SILK-TRICOT PANTIES**  
One of the finest fabrics obtainable—not stretched or weighted—Color, Tea Rose  
**3 \$1 FOR 1**

**FEATURE! . . . The**  
**CRAFTSMAN SHIRT**  
Sanforized shrunk, NuCraft, non-will collars! 7-button fronts, Ocean pearl buttons, Fast color fabrics...  
**\$1**

**Money SAVER**  
**Men's VAT-DYED, SANFORIZED SHRUNK WORK SUITS**  
**SHIRTS** 7-button fronts, flap pockets, inter-lined collars and cuffs.  
**PANTS** Set on waistband triple stitched out-seam—full cuffs with 2-in. bottoms!  
**SHIRTS or PANTS**  
**89c ea.**

**Men's Felt**  
**DRESS HATS**  
New smart shapes and colorings! Super Values! So Hurry down for yours, now!  
**\$1**

**Boys'**  
**SWEATERS**  
A value in durable, ribbed stitched sweaters. Contrasting colors—Talon fasteners, slip-over models...  
**\$1**

**2 1/2-Lb. Quilted**  
**COTTON BATTS**  
Semi-bleached! Big Size Batts! Just in time to make winter bedding.  
**3 \$1 FOR 1**

**Novelty Rayon**  
**SATIN SLIPS**  
Choice of embossed, plain or dobby weave—Bias Cut—V Tape—Tailored  
**2 \$1 FOR 1**

**81"x99" Wizard**  
**SHEETS**  
This is an outstanding value—Quantity won't last long—so hurry down!  
**2 \$1 FOR 1**

**New Pattern**  
**LACE**  
**Tablecloths**  
**\$1.00 EACH**  
1939



**Tufted**  
**Bath Mat**  
**and LID COVER SET**  
**\$1.00 SET**  
1939

**A REMARKABLE BARGAIN!**  
**FULL FASHIONED**  
**Silk Crepe**  
**Hosiery**  
**2 \$1. Pairs**  
Genuine crepe silk stockings in the very newest colors for spring! They are ringless, first quality—especially lovely. With French heels, reinforced cradle soles and pilot tops. Don't miss them!

**Boys' Fancy Pattern**  
**Dress Shirts**  
**3 FOR \$1.00**  
1939

**Standard Quality, 36-in., Unbleached**  
**Muslin**  
**20 YARDS \$1.00**  
1939

**Big Thirsty**  
**CANNON TOWELS**  
Size 20x40, Double Thread—Choice of Colored Plaids, or White with colored borders  
**8 \$1 FOR 1**

**One Group Men's**  
**DRESS SHIRTS**  
A special Close-Out Group! Some real values here if you can find your size  
**2 \$1 FOR 1**

**Spun Rayon**  
**PANELS**  
Size 44x80", headed tops, choice of all-over pattern or shadow weave. Rich deep colors  
**\$1**

**Money SAVER**  
**Men's All Leather**  
**WORK SHOES**  
—Heavy Oak Soles!  
—Plain Toe for Comfort.  
—Sizes 6 to 11.  
**\$1.77**

**Children's Print**  
**WASH DRESSES**  
Beautiful, gay Spring Prints!—Ideal for school or play. Hurry for yours!  
**3 \$1 FOR 1**


**Beautiful**  
**BEDSPREADS**  
Choice of Cotton Colonial or Jacquard Rayon—Big double-bed Size  
**\$1**

"YOUR DOLLARS GO FARTHER AT PENNEY'S"

**SPECIAL VALUE!**  
81x99" TORN SHEETS **44c**

**MORE THAN 20 BIG BOXING MATCHES!**

**To Determine High School Champions IN 9 DIVISIONS**



Featuring contenders for Boxing Championships in Nine Divisions, more than 45 boys will be presented Wednesday and Thursday nights, March 1-2, by the Band Parents Association and the High School Athletic Association. Preliminaries will be held in all divisions Wednesday night, and Final bout will be fought Thursday night. If sufficient interest is shown, the Champions will be matched with teams in surrounding towns.

**Two Big Nights:**  
**WEDNESDAY and THURSDAY**  
March 1, 7:30 p. m.    March 2, 7:30 p. m.  
**Both Preliminaries and Finals — in the BULL BARN**

**Admission:**  
15c CHILDREN    25c ADULTS

**Sponsored by**  
BAND PARENTS ASSOCIATION  
HIGH SCHOOL ATHLETIC ASSN.

**ON HIGHWAY 66**

**A pair of mature Golden**  
**Boxing Gloves** will be awarded the champion in each division.











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PRESCRIPTION DRUGGISTS  
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# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

**VALENTINE PARTY GIVEN FOR CLASS**  
The Friendship Class of the Baptist Church was entertained with a Valentine party at the home of the teacher, Mrs. Ben Anglemuth, last week.

Valentine colors were used in decorations and old-fashioned Valentine games were played. Officers of the class are: Lois Standifer, president; Bernadine Phillips, vice-president; Theresa Smith, social chairman, and Louise Cress, chairman of the social committee.

Members of the class and guests present, were Margaret Higgins, Lois Standifer, Bernadine Phillips, Louise Cress, Jean France, Virgie Lee Sparks, Leota Mannin, Frances May, Hilton Higgins, Tim Sterner, Terrell Williams, O. G. Hill, Paul Lyons, Jeff Burk, Bert Sley, Clifford Estess and the hostess.

**LUTIE FOX CIRCLE HAS MEETING**  
Mrs. J. C. McCracken was co-hostess with Mrs. Colby Conkright for the Lutie Fox Circle meeting held at the Conkright home Friday afternoon. The circle is a division of the W. M. S. of the Methodist Church. Mrs. McCracken led the lesson on "Broadening the Horizons of the Home."

Mrs. Homer Brumley directed the Bible lesson on the book, "Songs of the Night." A round-table discussion was conducted with all members taking part. A report from the program committee was heard. Mrs. Brumley is chairman of the committee assisted by Mrs. McCracken and Mrs. R. R. Wills.

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**John McLean**  
Insurance Agency  
Phone 373

**Switch TO DODGE and Save Money!**

**AMERICAN LEGION**  
Post 192—Hereford, Texas

**MASONIC BULLETIN**  
Hereford Lodge 649

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**IN FOOD IN PRICE IN PLEASURE**  
That's our real purpose, that's our idea of what a restaurant should give its patrons—not just food! **TRY US!**  
**Midget Cafe**  
Across from Star Theatre

**House Wiring**  
**Witherspoon**  
Household Appliances  
102 W. 2nd St. — Phone 82

Announcement of the next meeting which will be held at Mrs. B. M. Wiltshire's home, was made, and Mrs. C. F. Moore was welcomed as a new member. Refreshments were served during the social hour.

**"BAD-TASTE" PARTY ENTERTAINS GROUP AT IRELAND HOME**

Appointments and entertainment features showed "Poor Taste" at the Sunday School class party given at the home of Mr. and Mrs. E. S. Ireland, Friday night. The group which included members of Mrs. H. A. Close's class of the Presbyterian Church and their guests came dressed to show decided poor taste in clothes for a party. All appointments were contrary to custom and good form and table games were played on the floor. Refreshments which were served from a table with no cloth carried out the party theme.

Officers of the class are: President, Rachel Ireland; vice-

president, Harold Clase, and secretary, Christine Olson. Those present included Rachel Ireland, Richard Ireland, Ruth Temple Hastings, Harold Close, Clotiel Pace, Estelle Pace, Christine Olson, Mary Louise Lookingbill, Billy Davis, Donald Henslee, Ida Brock, Nancy Olson, Nadine Newell, Delbert Kassahn and Mrs. Close.

**JENELLE POTTER AND WANDA JEAN WHITAKER ENTERTAIN WITH PARTY**

Jenelle Potter and Wanda Jean Whitaker entertained with a Valentine party at the Whitaker home, Friday night.

The theme for the entire party centered around the Valentine motif. Red hearts and balloons added a festive touch to decorations.

Games furnished entertainment to those present, including Nona Dean Rose, Phyllis Jean Radovich, Geraldine Kendall, Louise Lance, Billie Louise Crawford, Evelyn Walker, Texie Ruth Reynolds, Betty Ann Dunlap, Vernadean Wright, Mary Ann Acker, Helen-Rutherford, Glenn Smith, George L. LeGrand, Foster Hill, Billy Dameron, John

Douglas Pitman, Thurman Williamson, David Neal Beavers, Donald Roberson, Gerald Banner and the hostesses.

**WYCHE CLUB MEETS IN ROBERTSON HOME**

The Wyche Home Demonstration Club met in the home of Mrs. George Robertson, Feb. 16, at 2 o'clock, for a demonstration of Steamed Brown Bread, given by Mrs. F. D. Ferguson and Mrs. George Robertson.

Sandwiches and punch were served to the following members: Mrs. Fred Henry, Mrs. H. B. Elliston, Mrs. Reeves, Mrs. Ira Ott, Mrs. F. D. Ferguson, Mrs. Andrew Gilliam, Mrs. W. B. Saxon, and hostess, Mrs. Grace Robertson.

The next meeting will be in the home of Mrs. F. D. Ferguson, March 2. Miss Sadie Lee Oliver, CHDA, will be present, and will show how to cut slips and start them in soil.

**VALENTINE PARTY ENJOINED AT DAWN**

A lovely Valentine party, sponsored by Mrs. R. S. West and Mrs. August Frye, was enjoyed by

the pupils of the Dawn school Tuesday evening, Feb. 14.

Games of "Heart Hunt," Blindfold Target, and Pinning the Arrow, were enjoyed by all. Mary Olive Frye and Fred Frye won the prize in the "Blindfold Target" game. Sallie Womble and Paul Lawrence Conklin won in the "Pinning the Arrow" contest, and Ray Murphy found the most hearts and won a large "chocolate" heart.

Lovely refreshments were served by Mrs. Frye and Mrs. Iversen Leake for which the school extends hearty thanks. Wilma Jean Miller, Doris Smith, Lillian Burum, Marcella Luke and Mary Olive Frye served the refreshments. John Grady Coe and Herbert Goetsch served as postmasters, while Billy Burum, Bob Coe, Carrol Miller, David Frye, and Paul Lawrence Conklin served as city mail carriers. Glenna

Fay Finley, Fred Frye, Joy Miller and Jimmy Bagwell were special guests at the party. All present had a good time and each one received many nice Valentines.

Mr. and Mrs. Elster M. Halle left Saturday after visiting in the home of Mr. and Mrs. Jeff Gilbreath for several days. Mrs. Halle will spend several weeks in New York with her daughter, Virginia, who is attending Pratt Institute, and with a son, Shirley, who has been doing post-graduate work in Columbia University. Mr. Halle will return shortly to look after business interests here.

"Not Quite Such A Goose," H. S., Feb. 24th. 8-12c

Get **PURE PROPANE** Farm Gas Systems and Gas Appliances **No Money Down, Through F. H. A.** Let us fill your bottles and Butane Tanks! **Hart's Appliance Co.** West Side Square, Canyon

**SPRING CONDITIONED**  
By that we mean to let us check the lubrication of your car for Spring Driving. Check the oil in the crank-case, transmission, etc. When we lubricate your car you get a Genuine **TEXACO 40-for-1 Marfak Lubrication.**  
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**INCOME TAX RETURNS COMPILED**  
W. L. ALEXANDER  
25 Years Experience! Reasonable Rates! City Drug Store

**SPECIAL!**

**ON SALE**  
Friday & Saturday

**SHINOLA SHOE PASTE 6c**

Training Panties . . . 9c  
Chiffon Handkerchiefs . . . 25c

**10c CARD HOLLYWOOD CURLERS 6c**

Button, Buckle Sets 10c  
5 1/4-Inch Glass Bowls, 3 for . . . 10c

**10c CARD HOLD BOB BOB PINS 6c**

Facial Tissues . . . 19c  
Salted Peanuts, lb. . . 10c

**30c BALL Clark's ONT Mercerized 13c**

We Reserve the Right to Limit Quantities!  
**KELLOGG'S**  
5c. to \$1 Store

## An Open Letter To Property Owners Of DEAF SMITH COUNTY

**Mr. Property Owner:**

Are your taxes paid up to date? Most people pay their taxes promptly. About 80 per cent of the people of Deaf Smith County owe no taxes at all. The other 20 per cent owe something over \$100,000.00, all of which is past due and most of which could be paid at this time with but little inconvenience to the property owners. During the past year and a half the county tax collector has made numerous requests for settlement of these delinquent taxes. A great many property owners have paid; a great many have not; a very few cannot.

Your County Commissioners' Court is of the opinion that it is not quite fair to those property owners who pay their taxes many of them making considerable sacrifice to do so—to let others who are just as able to pay, go tax free.

It will therefore be the policy of this Commissioners' Court to order tax suits brought where the records show no effort on the part of the property owner to voluntarily meet his tax obligations. We believe this is the right thing to do and we feel sure that in so doing we have the approval and wholehearted support of at least 80 per cent of property owners who pay their taxes promptly.

This should serve as fair warning to those of you who have become negligent in regard to your taxes and we hope that you will save yourself the extra cost of tax suit by paying taxes now before suit is filed.

**Signed:**  
A. J. SCHROETER, County Judge.  
N. W. EWTON, Commissioner, Precinct No. 1.  
T. W. ROBERSON, Commissioner, Precinct No. 2.  
H. D. CULFEPPER, Commissioner, Precinct No. 3.  
E. T. ALLRED, Commissioner, Precinct No. 4.

