

AROUND TOWN

Under construction this week is a rural home of distinction. It is being built by E. H. Shinn, four miles north and two west of town, and includes basement, six rooms and bath.

The S. E. Walkers hoped to occupy their temporary home at the corner of Sixth and Schley Streets.

The J. C. McCracken's also hoped to occupy their new home either Saturday or Monday. The house only lacked a few finishing touches early this week.

While many bouquets have been dispatched during recent days, there is perhaps none to equal that received this week by Lola Faye and Ona Faye Smith.

Mrs. C. L. Morgan, 1810 W. 1st Street, Santa Anna, Calif., sends The Brand a four-page letter seeking to locate her dog, "Teddy Boy."

The University of Southern California writes: "Miss Herta Baer of Hereford was among 56 co-ed's pledged by 15 social sororities on the USC campus."

From Texas Tech, Lubbock—Stanford Knox, freshman agriculture student is one of the 70 band members selected to make a three-day concert-clinic tour through several towns.

Opening of a modern display room for wallpaper was this week announced by Fred Hood, manager of the Panhandle Lumber Company.

In announcing the new department, Mr. Hood stated that the company has just received a big shipment of new spring patterns which are now in stock and which will be shown at the formal opening of the display room this week-end.

John Wood New Oliver Dealer For This Area

Following appointment of John Wood as Hereford dealer for Oliver farm implements, he said today that the firm, located at 301 East Third Street, will in the future be titled John Wood Farm Equipment.

LEAGUE MEET WILL BE HELD MARCH 24-25

With the Deaf Smith Interscholastic League meet scheduled to be held here Friday and Saturday, March 24-25 directors today said that much interest is being advocated in the meet.

Heart Attack Is Fatal To Artis Daniel Tuesday

Funeral services for Robert Artis Daniel, 62-year-old pioneer resident of this community, were held Wednesday afternoon, March 15, at 4 o'clock from the First Baptist Church, conducted by Rev. W. E. Barnes, pastor.

He was born in Kentucky on October 27, 1876, and at the time of his death was 62 years, five months and 12 days of age. He came to this county in 1902 from Cook County, Texas, and during the past 27 years has made his home in this community, being in several different types of business.

When Mr. Daniel came to this area as a young man in 1902, he was first employed in the old Hubbard Grocery Company. His mother, Mrs. Molly Daniel, who died in 1932, will be remembered by many. She operated the old Hereford Hotel, which stood in the location now occupied by the Carter Real Estate office, and later the Cottage Hotel, located approximately where Streu (Continued on page 12)

DEMONSTRATION OF CASE TRACTORS TO BE HELD FRIDAY

That the Skelton Implement Company will sponsor a demonstration of 1939 tractors Friday March 17, was today announced by Mrs. C. A. Skelton, manager.

In announcing the demonstration, she said that company officials will be on hand throughout the day, and invited the public to attend the demonstration. Sandwiches and coffee will be served at the noon hour in the location on north Main St., following which the place and exact time of the demonstration will be announced.

Highway Work Is Expected To Start Here Soon

Arrival of equipment and several foremen this week indicated that work on the State Highway 51-bridge will begin in the near future. County Judge A. J. Schroeter, however, said that no official statement has been released as to when actual construction will begin.

Work on the road was scheduled to begin earlier, but due to the fact that the Santa Fe signal box and railroad crossing will have to be changed a few feet, work has been delayed until proper arrangements could be worked out between the railroad company and the State Highway department.

Spradley Youth Buried March 4

Funeral services for John Davis Spradley, 12-year-old son of Mr. and Mrs. J. W. Spradley of this city, were held Saturday afternoon, March 4, from the First Methodist Church, conducted by Rev. M. M. Beavers, pastor.

He was born here in August 18, 1926, and spent his entire life in this community, being a student in the Hereford Schools at the time of his death. John Davis has many friends in this community and his popularity among classmates was testified gathered to pay final tribute to him.

Streu Sponsors Canning School

A Home Canning Demonstration will be held March 17 and 18, at 2:00 p. m. o'clock at the Streu Hardware Company, conducted by Mrs. Sylvia Gray Ashe.

Every woman is invited to attend this meeting. The canning of meat, poultry and the preparation of same into delicious dishes will be the feature of the demonstration.

DRIVERS MUST HAVE NEW TAGS BY APRIL 1st

With only two weeks remaining in which to secure 1939 auto license tags without penalty, notice from the tax collector's office today said that the new tags must be on cars by midnight of April, 1939.

Marionette Show Will Aid Central School Cafeteria

That they have all prepared Marionette Theatre to be presented in the high school auditorium Tuesday, March 28, was this week announced by the Junior Pioneer Club.

The story of the Russian Marionette Theatre is largely the story of its Russian originator, the wood sculptor, Basil Milovoroff, and Georgia Taylor, his wife and American collaborator.

The inception of the Russian Marionette Theatre may be dated from the period of Milovoroff's graduate work. For years he had carried on his work as a (Continued on Page 12)

HEREFORD GIRLS TO COMPETE IN VOICE CONTESTS

Nine Hereford girls Thursday morning entered the voice contest of the Panhandle Music Festival in Amarillo. All of the girls are students in the Mattie Mae Swisher Studios of Singing.

Those representing Hereford are: Adeline Koelzer, Nellie Jo Shreve, Nadyne Newell, Bobby Jennings, Bessie Frances Caraway, Joyce Homer, Christine Smith, Jacqueline Newell, and Patsy Ann Slagel.

Trustees To Be Elected By Voters April 1

On Saturday, April, two trustees in Hereford and nine will be elected in a state-wide trustee election.

Funeral Is Held Here Monday For Mrs. J. Pickett

Funeral services for Mrs. Jessie Wortham Pickett, 48, post-mistress at Hereford, were held Monday afternoon, March 13, from the First Baptist Church, conducted by Rev. W. E. Barnes, pastor.

Mrs. Benson Is Buried Tuesday

Funeral services for Mrs. Roxie May Benson, 48, were held Tuesday afternoon from the Black Funeral Chapel in Hereford, conducted by Rev. M. M. Beavers, pastor of the First Methodist Church.

Fishing Season Open This Area Until April 1

A ruling by the Game, Fish and Oyster Commission of Texas this week stated that the fishing season in Deaf Smith County will be open during March, but will be closed during April and May.

Publication of closed seasons in daily papers, Field and Stream magazine and other sources led to much discussion here and H. E. Hensles wrote to commission. The reply read: Deaf Smith County has a closed season on bass and crappie during the months of April and May only.

TULIA BOXERS TO COME HERE FRIDAY NIGHT

That winners in the boxing matches here will meet the Tulia Champions in 10 matches Friday night, was announced today. The fights will be staged in the high school gym, and will begin at 8 o'clock.

Postmistress Dies Sunday As Result Brief Illness

Funeral services for Mrs. Jessie Wortham Pickett, 48, post-mistress at Hereford, were held Monday afternoon, March 13, from the First Baptist Church, conducted by Rev. W. E. Barnes, pastor.

Church of Christ History Written

Minister E. M. Borden, pastor of the Hereford Church of Christ, this week received copies of "A History of the Church of Christ," which he wrote and recently had published.

Deck Wells, Ray Dickson Accept Invitations to Annual C-C Banquet

Plans were today complete for the annual Chamber of Commerce banquet to be held at the First Baptist Church Friday evening, March 24, according to D. H. Alexander, secretary.

Flu Epidemic On Decline In This Section

As scores of influenza victims this week showed definite improvement and others completely recovered, general belief pointed to the fact that the epidemic which swept this community is lessening.

County Sends 57 4-H Club Boys To Stock Show

A delegation of 57 boys, representing the new formed 4-H Club organization of Deaf Smith County last week attended the Fat Stock Show in Amarillo as honor guests.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford. Table with columns: Day, Max, Min, Moist.

MARBLE TOURNAMENT SATURDAY AFTERNOON

With first rounds of the Lions Club Marble tournament set to begin at 2 o'clock Saturday afternoon, March 18, announcements this week indicated that approximately 200 entries are expected to compete for the championship.

New Frigidaires Now On Display

Public inspection of the complete line of new 1939 Frigidaire electric refrigerators and ranges to be shown in Hereford will start at once, it was announced today by the Hereford Appliance Co., local Frigidaire dealer.

"The new Cold Wall Frigidaire will be the center of attraction," said Mr. Womble, "for this new refrigerator contains the first forward step in the basic principle of food preservation since the electric refrigerator was made available to the public more than a quarter of a century ago.

"I returned recently from a review of the complete line and I had an opportunity to inspect these new models closely. Without question the Frigidaire line this year is by far the most outstanding in the company's history. Not only have many improvements been made to existing models, but the Cold Wall Frigidaire is destined to meet the full approval of the modern homemaker."

Mr. Womble indicates that the complete line of 1939 Frigidaire, household refrigerators includes the three basic series known as the Special, the Master and the Cold Wall series. These are all exclusive of another new model called the Super-Value six which sells for less than \$150 retail, a new low for a genuine Frigidaire of six cubic foot capacity, equipped with the famous meter-mixer compressor and freezing unit.

Bethel Items

(22 miles south)

MRS. E. R. ROTHWELL

Bethel Sunday School had as visitors Sunday Misses Ewing, Barnett and Estes from Dimmitt; Miss Ethel Womble from Hereford, Kathleen Rothwell from Dimmitt, Paulene Rothwell from Plainview, and Miss Lois Branson from Phoenix, Ariz., who has been visiting her sisters, Mrs. Earl and Mrs. Vern Lust for some weeks.

Speaking of sand storms, we had one Saturday that will be remembered. Some fields of wheat are all gone.

Ivor Bagwell, who was quite sick with flu last week, had to be taken to Amarillo for treatments Wednesday.

Mrs. Harry Rothwell has been having dental work done in Hereford the past week.

Lola Shreve who was sick in Plainview last week, is home this week. We hope she will soon be able to return to school. Mary Evelyn Byrnes of Dimmitt spent the week end with Mary Jo Smith.

Glen Smith and family were shopping in Hereford Friday.

Mr. and Mrs. Albert Clubb and daughter of Petersburg spent Saturday night in the Jim Bagwell home.

Mrs. Clubb is Mrs. Bagwells sister.

Moss Howell and family visited friends at Hart Sunday.

Harry Sinclair and family visited in the John Smith home Sunday.

Mrs. J. B. Smith, mother of Glen Smith, celebrated her eighty-sixth birthday Sunday. She has had flu the past two weeks, but still she is as active as most of the younger persons. She is never happy unless she is busy. Those helping at the lovely birthday dinner prepared by Mrs. Glen Smith were Mrs. John Smith and Franklin, Dr. Harkins and Mary Evelyn Byrnes from Dimmitt.

Mr. and Mrs. E. R. Rothwell and Billy Joe.

Jim Bagwell and family visited with her sister, Mrs. Henry Allman, at Westway Sunday.

Mrs. J. G. Davis honored her husband and Mrs. Ray Roberts Sunday with a birthday dinner. Those present were: Mr. and Mrs. Kay Roberts, Mr. and Mrs. J. C. Williams and Glen, Mr. and Mrs. Cleo Richardson, Mr. and Mrs. Harry Rothwell and Marlene, Misses Helen Estes, and Ethel Womble.

Miss Norma Ewing, Miss Barnett, Kathleen and Paulene Rothwell, and the host and hostess.

Progressive News

(1 mile east, 6 miles north)

IRA JEANNE RICKETTS

The community was rather inactive this week at the flu epidemic took its toll here. School attendance was cut to about one half.

Miss Bille Zoe Smith spent the week-end with Miss Barbara Robertson in Hereford.

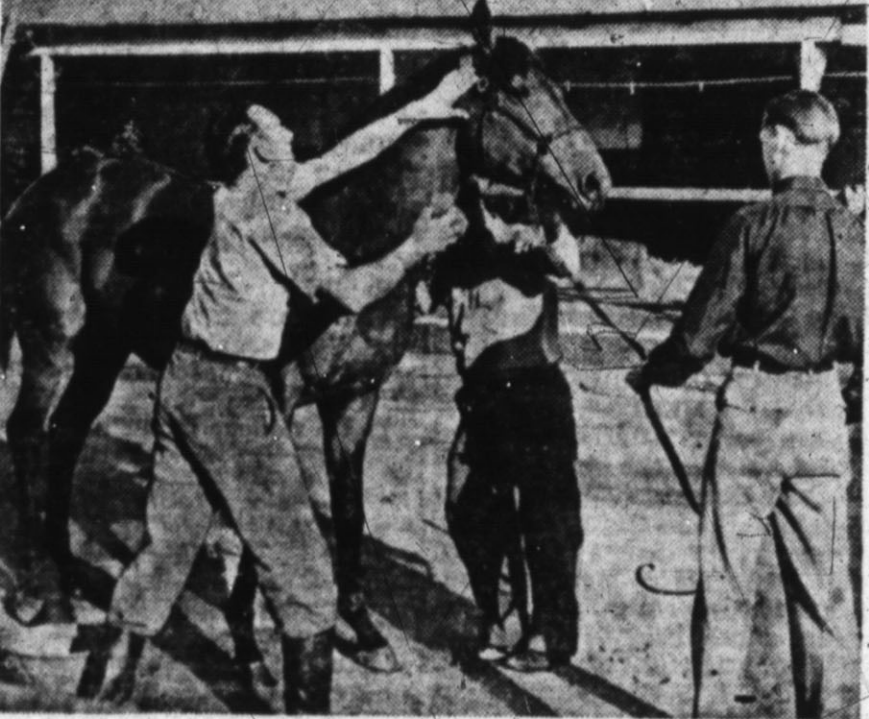
A. C. Edwards, father of D. Y. Edwards of this community has been confined to the hospital

Aimee Semple McPherson Returns



Not even during the lush days of the silent screen was a reigning star given a warmer welcome than that accorded Aimee Semple McPherson when she returned recently to Los Angeles from the tropics, where, she said, she rested, relaxed, and inspected her outposts. Huge crowds greeted her at the railway station.

American Turf Champ Gets Rub-Down



Seabiscuit, American turf champion, is Charles S. Howard's chief hope for the \$100,000 Santa Anita Handicap in March. The Biscuit was handicap favorite in 1937, but finished behind Escomont. A favorite again last year, he finished behind Stagehand. His greatest triumph was a three-length victory over War Admiral at Pimlico.

with pneumonia, but last reports were that he is holding his own.

Mr. and Mrs. C. V. Burgess visited Mr. and Mrs. Merlin Kaul and son at Westway Sunday.

Ira Ricketts, Ira Jeanne and Glenn, drove to Silverton Sunday to see Mrs. Rickett's father, A. J. Hughes. Mrs. Ricketts, who has been with her father for the past two weeks, returned with them. Mr. Hughes is somewhat better.

Mr. and Mrs. H. M. Smith and family spent Sunday with the V. T. Glenn home at Vega.

Sunday School attendance dropped considerably Sunday with only 27 present. The drop was due to the great amount

of sickness in the community. Sunday School meets each Sunday afternoon at 2:30. Every one is welcome.

Vernon Burgess of Clovis, N. M. spent last week in the home of his parents, Mr. and Mrs. C. V. Burgess.

It is believed that there was very little wheat to blow in this community Saturday, when probably the worst dust of the season hit this community.

The Progressive Literary Society met Friday night at the school house with an interesting program given under the direction of Troys Carmichael, Charles Green and C. P. Caldwell. The next meeting will be held March 24, at 7:45 p. m. with

David Boyer and Noel Higgins in charge of the program. The public is invited.

Most of the men in this community are cooperating with the Pioneer Day committee by being rather lenient in the use of their razors. A number of different styles are being demonstrated.

There was only a small number present at Singing, Sunday night. Singing is held at 7:30 each Sunday night.

Mr. and Mrs. J. L. Pevely of Hereford visited in the Ira Ricketts home Monday afternoon.

Noel Higgins of Ward spent the week end with his parents, Mr. and Mrs. A. S. Higgins.

Clyde Neel and Glen Ricketts attended the Fat Stock Show in Amarillo last Wednesday with the 4-H Club boys.

Miss Ira Jeanne Ricketts spent Wednesday with Mrs. Edgar Russell in Hereford.

Ward News

(9 miles north, 3 west)

MRS. CHARLES B. MILES

The worst dust storm in two years blew here Saturday afternoon.

Mrs. Geo. Suggs and children have been ill this week.

Mr. and Mrs. G. N. Fox and children visited Sunday in Amarillo with their brother and son, Rev. William Fox and family.

Mrs. Wesley Higgins attended the teachers conference in Canyon Friday.

Mr. and Mrs. Irving Willoughby and son, Lewis Carrol of Canyon visited Sunday night in the home of her mother, Mrs. Ida Lewis.

Miss Opal Kittrell of Flagg spent Thursday night with Mrs. Wesley Higgins.

Alvin Ward and Ewell Fox spent the week end at Amarillo visiting friends.

G. T. Higgins returned to his school at Spearman Sunday evening after spending the week end here in the home of his parents, Mr. and Mrs. Bob Higgins.

Noel Higgins spent the week end with his parents in Progressive community.

Ervin and E. Ward were in Amarillo Tuesday on business.

There was good attendance at Church Sunday every one is invited to attend next Sunday and hear Rev. Merle Grigsby.

Mr. and Mrs. Jack Hutson visited Rev. J. A. Hornbeak in Hereford Monday evening.

Margaret Higgins of Hereford and Wanda Comer of Clovis, N. M., visited Saturday morning in the Bob Higgins home.

Mrs. Wesley Higgins returned to Flagg Sunday evening to her school work.

Mrs. Chester Hodge and daughter returned Friday from Clarendon, where they visited the past week.

Marie and Ruth Moreman attended a Sunday school party in Hereford Friday night.

Mr. and Mrs. Robert Viegel and children visited Friday at Plainview with relatives.

Mr. and Mrs. Fred Moreman visited Friday evening in Here-

ford with Mr. and Mrs. G. M. Suggs.

The entire community was saddened by the death of Artis Daniel in Hereford Tuesday morning and extend sympathy to the family.

AN EXTRA ROOM? TRY A WANT AD

BAYVIEW CLUB MEETING CALLED OFF

Because of illness among club members the Bayview Club meeting which was scheduled for this afternoon was called off. The regular meeting will be held Mar. 30.

1939 Auto Plates

MUST BE ON ALL CARS BY MIDNIGHT OF APRIL 1st, 1939, OR OWNERS WILL BE SUBJECT TO A FINE AND HEAVY PENALTY.

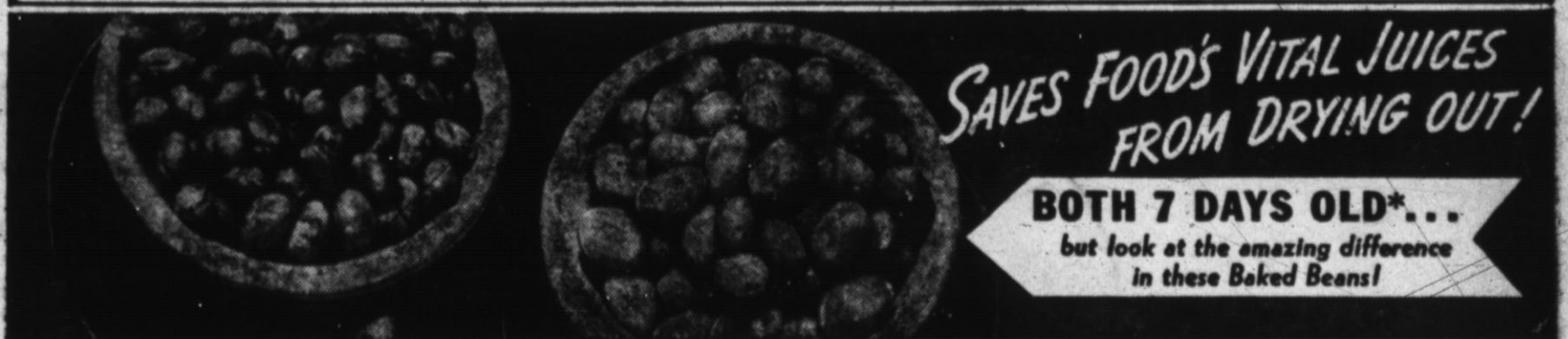
OWNERS MUST REGISTER THEIR CARS OR TRUCKS IN THE COUNTY IN WHICH THEY RESIDE.

THE PLATES ARE READY AND MAY BE PLACED ON CARS AND TRUCKS NOW!!

J. O. Newell

SHERIFF, ASSESSOR AND TAX COLLECTOR
DEAF SMITH COUNTY

NEW FOOD-KEEPING MIRACLE...NOW AT OUR STORE



SAVES FOOD'S VITAL JUICES FROM DRYING OUT!

BOTH 7 DAYS OLD*... but look at the amazing difference in these Baked Beans!

*Reproduced from certified, unretouched photographs of identical foods, refrigerated, uncooked, at comparable temperatures.

SEE THIS NEW 1939 Frigidaire...World's First 'Cold-Wall' Refrigerator!

MADE ONLY BY GENERAL MOTORS

BUILT ON AN ENTIRELY NEW PRINCIPLE

Come in. See how the new "Cold-Wall" principle preserves even highly perishable foods days longer than ever before. Prolongs their original freshness—retains rich nutritional value—saves peak fresh flavor. Food is not dried out by moisture-robbing air circulation.

Only Frigidaire gives you this revolutionary advancement. And puts you years ahead in every way...with elegant new modern styling...new MEAT-TENDER for fresh meats...new SUPER-MOIST HYDRATORS for freshening vegetables...Genuine QUICKUBE TRAYS for releasing cubes instantly...Yet it costs no more than ordinary "first line" refrigerators! Convince yourself in 3

minutes. Don't buy till you see our Demonstration. Come in today.

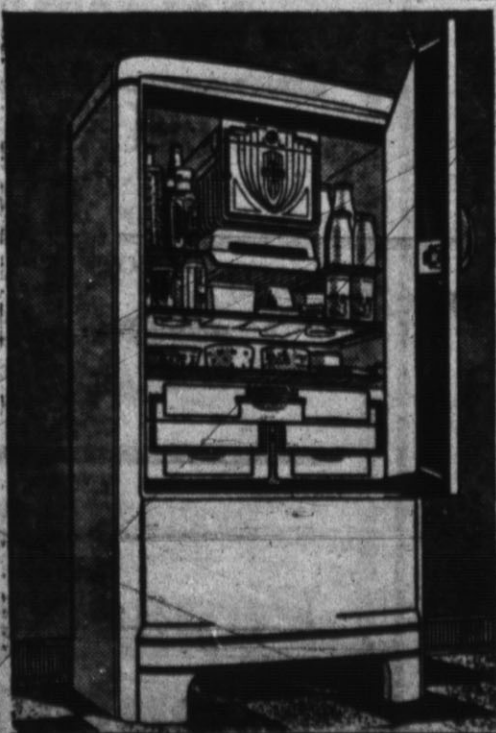
SEE A DEMONSTRATION NOW!

ONLY FRIGIDAIRE has the METER-MISEE

CUTS CURRENT COST TO THE BONE—for it's the Simplest Refrigerating Mechanism Ever Built...and when parts aren't there, they just can't use current or water. Uneven, trouble-free, completely sealed in a permanent bath of oil. Comes to you with 3-Year Protection Plan backed by General Motors.



CONVENIENT TERMS AS LOW AS 25c A DAY



3¢ Sale OF NOTIONS

LOOK AT THE REGULAR 5c and 10c ITEMS YOU CAN BUY FOR 3c

- SNAP FASTENERS..... 3c
- 36 BOB PINS..... 3c
- SHOE LACES..... 2 Pr. 3c
- PEARL BUTTONS..... 3c
- NEEDLES..... 3c
- SAFETY PINS..... 3c
- HANDKERCHIEFS..... 3c
- HAIR CURLERS... 2 for 3c
- POCKET COMBS..... 3c
- CHANGE PURSE..... 3c
- WASH RAG..... 3c

And Many Other Desirable Items!

SALE STARTS SATURDAY

KELLOGG'S

5c TO \$1.00 STORE

HEREFORD APPLIANCE CO.

L. L. Womble, Owner

Hereford, Texas

Phone 451

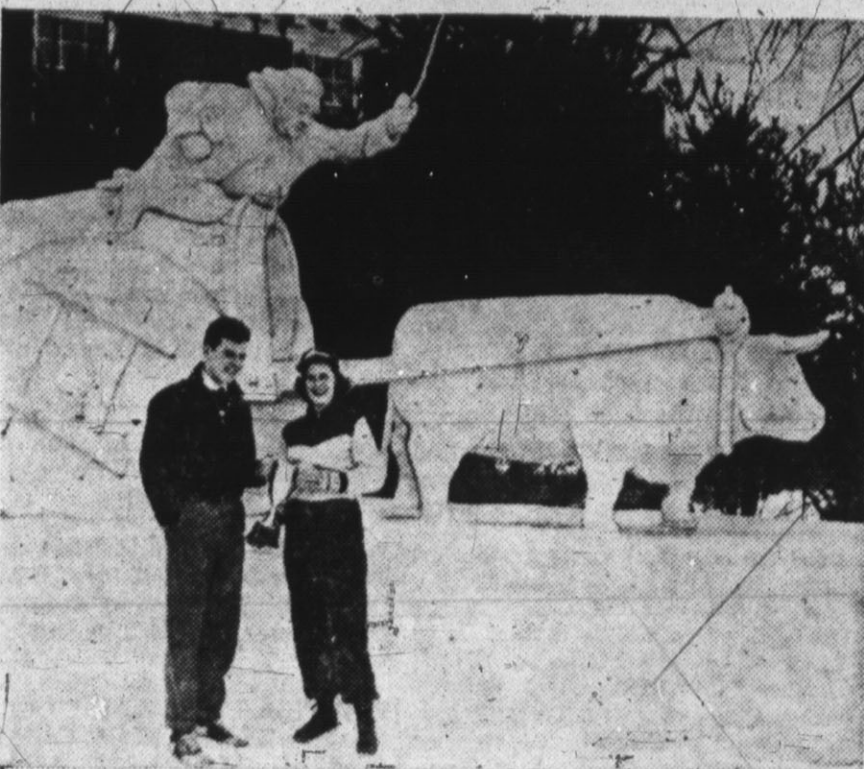
Dawn 4-H Girls Will Give Play

The Dawn 4-H Club met at the schoolhouse on Wednesday, Mar. 8. Business considered included the selection of a sponsor and plans for the District meeting in June.

Westway Items

(10 miles west) MRS. MERLIN KAUL
Mr. and Mrs. Moody Stephens, Weldon and Margaret Rose, visited Sunday afternoon in the Carl Lee home at Summerfield.

'Eleazor Goes to Town'—At Dartmouth



Entitled "Eleazor Goes to Town," this snow sculpture won first place at the Dartmouth college winter carnival recently.

'Dizzy' Confident Arm Is in Shape



Take it from Jerome "Dizzy" Egan, his "arm" is all right. He also stated that the shoulder which was injured last season has been given a complete rest all winter.

threshing for Mabe Mobley and the Burdines. L. F. Tennison has been working on his wind mill.

Adrian News

(40 miles northwest) MRS. ALLAN BELL

The one act plays of the Oldham County Interscholastic League contest were postponed from March 9, to March 23, because of illness in the various communities which has necessitated in the temporary dismissal of the Wildorado schools.

Calvin Tennison and Curtis Barclay are entering the Marble Tournament in Hereford Saturday. Helen Jones spent Thursday in Hereford with Ida Belle Hicks and attended the Junior Senior Banquet.

Messenger News

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

Several bad dust storms were in this community during the past week. Mr. and Mrs. Wilson Wyle announce the birth of a son, James Allen.

Mrs. Jodie Benson of Amarillo called in the A. T. Jones and Haskel Benson homes Sunday. Mr. and Mrs. Troy Welty of Shamrock visited in the C. R. Boyd home Tuesday evening.

The Home Demonstration club will meet with Mrs. Maurice Tannihill on Thursday, March 23 where a cutting bed will be started.

Visitors at the Merlin Kaul home Sunday included: Ralph Durstine and son Kenneth of Black and Mr. and Mrs. C. V. Burgess and family of Progressive.

Dora Lee Burgess was a caller at the F. W. Dodson home Sunday afternoon.

Frio News

(10 miles south of Hereford) HELEN JONES
Mr. and Mrs. Howard Roberson, Mr. and Mrs. Deward Roberson and Emma Roberson of Amarillo and Mr. and Mrs. T. L. Sparkman visited in the Albert Springer home Sunday evening.

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
DEAF SMITH COUNTY MAPS... 25¢ MEMBER

INSURANCE
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Dr. J. W. Hendrix
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Phone 341 for Appointments

ABSTRACTS
Of All Deaf Smith County Land Titles
DEAF SMITH COUNTY ABSTRACTS INC.
ONE ELM, Hereford

SWAP!
Through the WANTEDS

CHEVROLET

The only low-priced car combining "All That's Best at Lowest Cost"

You can pay more—but you can't get more quality!

ALL CHEVROLET PRICES ARE MUCH LOWER!

SEE YOUR LOCAL CHEVROLET DEALER
Brumley-Woodford Motor Company,
Hereford, Texas

ings family who were here over the week end on account of the illness of Mrs. Hastings were two sons, Roy of Dimmitt and Ralph of Panhandle and Mrs. Ralph Hastings, a brother, Frank Hastings of Bovina and Mrs. Hastings brother, Jim Tomlinson of Tulla. A daughter, Mrs. Newt Gilliland of Kilgore arrived last week. Mrs Hastings who has been seriously ill with pneumonia is improving.

Protect What You Have
INSURE
John McLean
Insurance Agency
Phone 275

DISCUSSION GROUP
Last Friday night the Discussion Group listened to an instructive lecture by Rev. James Aiken on "Present Day Trends in Germany." An unusual discussion followed. Those present voted to recess until Friday night, March 24, at which time they expect to hear Travis Dameron.

Relatives Here
Relatives of the Henry Hastings family who were here over the week end on account of the illness of Mrs. Hastings were two sons, Roy of Dimmitt and Ralph of Panhandle and Mrs. Ralph Hastings, a brother, Frank Hastings of Bovina and Mrs. Hastings brother, Jim Tomlinson of Tulla. A daughter, Mrs. Newt Gilliland of Kilgore arrived last week. Mrs Hastings who has been seriously ill with pneumonia is improving.

FLEXIBLE Gas
THE MODERN FUEL
You can "Tune in" any temperature. Countless variations at your finger tip.

★

COOK WITH GAS
for SURE RESULTS

West Texas Gas Company

Land Conservation Urged By County Agent For This Area

"STRIP-CROPPING" POINTED OUT AS IMPORTANT FOR LOCAL FARMERS

By A. R. Bateman Deaf Smith County Agent

Suppose we look back several years for a little early history of the Plains. Land agents went into the North and organized excursions for prospective buyers, who came in with the idea of possibly purchasing one-fourth to one-half section of land.

Good Old Days Were Never Like This



The Pony Express was just as thrilling, but not quite as fast, according to James Donnelly, an old Indian fighter and a scout in the days of the early west, as he sat at the controls of a modern transport plane in Miami. Donnelly greatly enjoyed his first ride.

The AAA program started in 1933, wherein each farm with a previous wheat history could be plowed under government wheat contracts—whereby the producer would be eligible to procure payments provided he would reduce his acreage, varying from 5 to 15 percent during the AAA program.

reme-Court held the land law was unconstitutional and rendered its decision on January 6, 1936.

A new law was enacted in 1936, known as the Soil Conservation and Domestic Allotment Act, which is vague at present. Under this law, producers have begun to restore their soil to a state of control in some cases, but due to some who disregard proper methods and practices we are faced with continued erosion.

After close observation anyone may see the solution to soil control. No one may be a consistent producer of any single commodity. Diversification and livestock farming is the salvation of this community and this country. Each producer should plan his farming operation to

a reasonable degree of safety and security.

Each producer should use a three-way system in his plan; that is one-third to grain sorghums, one-third to wheat, and one-third to summer fallow practices. Wheat should be bordered with grain sorghums or sudan, and planted in strips with grain sorghums or sudan. Several large farms have been planted in strips of grain sorghum and wheat and have not blown. They were among the worst in the county before adopting the new practices.

Jumbo News

(13 miles southwest) MRS. ULLMAN HUNTER

Mrs. Ovid Pinkert of Hereford visited Mrs. Dewey Owens Tuesday.

Monday at 2:30 P. M. in Dimmitt, W. M. U. met with Mrs. Dewey Owens as a guest.

Quite a few in this community are still ill with flu. M. L. Simpson, Jr., Bernard Wilder and Bob Baird of W.T.S.C. spent the week end at home.

Miss Pauline Mathews and Mrs. Porter Stone attended the teacher's meeting in Canyon Friday and Saturday.

Mr. and Mrs. Harry Smith of Easter spent Sunday with her sisters family, Mr. and Mrs. Sam Hunter.

Mr. and Mrs. Jesse Dempsey spent the week end in Dimmitt with his parents, Mr. and Mrs. Dempsey.

Mr. and Mrs. David Myers of Memphis, called on Mr. and Mrs. Ullman Hunter Sunday evening. Mr. and Mrs. Myers formerly taught school here when Mrs. Myers was Miss Florence Curry. At present they are teaching in the Memphis public schools.

Fred Axe and Buster Sullinger attended the Stock Show in Amarillo Wednesday.

The Auxillary of the Presbyterian Women met with Mrs. Ullman Hunter Thurs. at 2:30. Those present were Mesdames: Jesse Dempsey, R. L. Stephens, M. L. Simpson, Sam Hunter, and the hostess.

Mr. Ozro Stephens of Dimmitt called on Mr. and Mrs. Robert Stephens Sunday afternoon.

R. W. Baird was taken to the hospital in Hereford Sunday, suffering from flu complications.

Rev. J. R. Sharpe preached here Sunday and later was a guest of Mr. and Mrs. Ullman Hunter.

Mrs. Ben Fortner, Miss Katie Mae Burks and Mrs. E. C. Burks

Vol. III—Number 23

Hereford High School, Thursday, March 16, 1939

Page 47

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

Juniors Give Seniors Annual Banquet

Speech Class To Attend Festival

CLASS REQUESTED TO PRESENT CHORIC SPEAKING AT RECEPTION

Thirteen members of the public speaking class will compete in the Panhandle Speech Arts Festival at the Baptist Church in Amarillo March 17.

The speech department of Hereford High has been requested by the schools of the Panhandle to give their Choric Speaking selections at an informal reception for all the speech teachers and pupils which will be held Friday night.

Juniors Elect Their Annual Staff Wednesday

In their meeting, Wednesday, March 1, the juniors elected their class staff for the purpose of entering the class paper contest.

As it is the custom for the Whiteface Round-Up staff to sponsor an annual paper writing contest among the classes, they are sponsoring the '39 contest in April. The Junior Class paper will come the third week in April.

High School Honor Roll

The following students have made a record of "A" or "B" on every subject taken during the fourth six weeks period.

Eleventh Grade: Elizabeth Rice, Jeane Williams, Erwin Herr, E. B. Posey, Floyd Ross, Tenth Grade: June Botsford, Ann Cockrell, Pollyanna Crawford, Louise Cress, Orvella Hill, Vivian Olson, Francis Young, George McLean, Mary on Morgan, Ninth Grade: June Dameron, Wilma Higgins, Nell Spradley, Virgie Lee Sparks, Troyce Stambaugh, Bobby Davis, Raylan Evans.

The only student on the high honor roll was Grant Fuller, Jr., a senior.

JUNIORS AND SENIORS AWARDED DIPLOMAS IN FOO-OLOGY

Guess What! Did you know that Seniors have already received their diplomas? Yes—and so have the Juniors and the faculty members.

The diplomas were awarded them in the form of program and menus at the annual Junior-Senior banquet which was given by the Junior class in honor of the Seniors, Thursday, March 9, at the First Baptist Church.

The theme of the program and decorations was "Commencement." The processional was used as the means of finding place cards. Those present soon discovered their diplomas and favors.

The invocation by Mr. McCollum; Salutory address by Vivian Olson; Valedictory address by Paul Foster; Class Will by Minnie Dea Smith; "School Days" by Dorothy Nelle Trimble and La Wanda Jean Reed, with Edith Jackson as accompanist; the commencement address by Pollyanna Crawford; awards to Seniors by Paul Lyons; and the benediction by Mr. Kinard.

Have You Flu?

It may sound ungrammatical to say, "Have you Flu?" but it is really a very timely correct question. Many, many of the students are absent from school because of colds, influenza, or pneumonia. This epidemic, old timers say, is about the worst since 1918.

NOTICE!!!!

Everyone attend the boxing bouts between Tulla and Hereford Friday, March 17, 1939, at 7:45 P. M. in the high school gymnasium.

A visitor in high school Monday was Mr. J. Fred Horn, director of School Plant Division, State Department of Education.

Paul Lyons gave awards to many of the deserving Seniors, such as those who had received the most number of hours, those who were always late to classes, the most talkative girl, the girl and boy with the widest smiles, the youngest of the class, those with the largest and smallest feet, and the faculty member who had grown the best beard.

Demonstration Agent in the Courthouse.

Council Meeting

Six Council members from five demonstration clubs braved the sandstorm on Saturday March 11 to attend Council. They were: Mrs. Ott, Mrs. Guinn, Mrs. G. A. Frye, Mrs. R. A. Frye, Mrs. Rudd, and Mrs. Boeskin.

Council will meet on March 18 at 2:30 in the County Court Room.

GIRLS' HI-Y MODELS DRESSES

Tuesday night meeting.

The Girls' Hi-Y met March 7 in room 23 for their regular Tuesday night meeting.

Miss Crawford read a letter she received from Plainview about the Hi-Y conference. The club voted to send cards to all girls and their parents who were ill. Then the assembly program was discussed.

The program leader was Mary Louise Dean. The group sang the club song, "Living for Jesus," and Lois Agnes Gilbreath read the Scripture. Pollyanna Crawford then led the prayer.

The topic of the program was "Correct and Incorrect Ways of Dressing." Evelyn Benson modeled a correct school dress, followed by a discussion of school dresses. Margaret Ann Miller gave a correct model for an evening dress, and Edith Jackson gave a sample of incorrect evening dresses for girls.

After further discussion, the meeting closed.

H.D. News

"Wholesome Milk on Texas Farms" is the newest publication relating to the Home Food Supplement which has been received at the office of the County Home Demonstration Agent.

It was preceded by "Keeping the Family Cow on the Job." When milk is handled in the right way it usually is a pleasure for each member of the family to consume at least one quart of wholesome milk daily. The amount is essential in the main-

tenance of an optimum state of nutrition.

The moderate cost adequate diet costs \$125.00 to \$135.00 per person per year.

Copies of the bulletin, "Wholesome Milk on Texas Farms," may be secured from the office of the County Home Demonstration Agent in the Courthouse.

Small Type Brooder

"There has been a very definite need for a small type brooder where a person could brood 75

to 100 chicks without going to the expense of constructing a large type brooder house. This small oil lamp brooder is serving that purpose," writes George P. McCarthy, Extension Poultry Husbandman.

With the assistance of M. R. Bentley Extension Agricultural Engineer, he has prepared C-141 (Home-made Lamp Brooder) which includes a drawing as well as directions for constructing the brooder. Copies may be secured at the office of the County Home

MAKE YOUR LETTERS IMPRESSIVE!

DEMAND

Peerless BUSINESS PAPERS

Peerless assures you of highest quality permanence... prestige and the plus advantages of a rag content bond. Use it once — for pen or typewriter and enjoy the difference!

THE HEREFORD BRAND

KITE FLYING TIME IS HERE...

and BOYS, we want you to have your fun

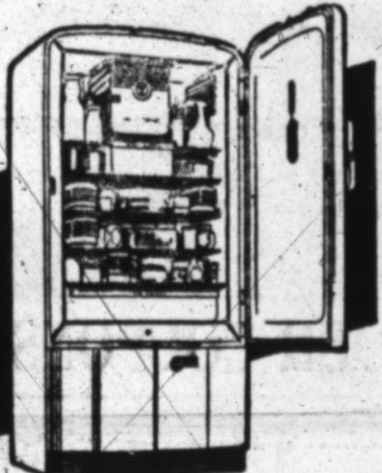
...BUT—IT'S DANGEROUS

to fly your kite near an electric line. It's DANGEROUS to use wire of any sort for string. It's DANGEROUS to recover your kite that becomes tangled in electric wires. Call our lineman and he will help get your kite back. That's fair, isn't it, boys?

Texas-New Mexico Utilities Company



Switch TO DODGE and Save Money!



For LESS THAN 20¢ A DAY

You can BUY and OPERATE a new 6 cu. ft. Westinghouse Pacemaker*

Any employee will be glad to explain our convenient terms on the Westinghouse Economy-Six*

Texas-New Mexico Utilities Company

DOUBLE
S. & H. Green Stamps
EVERY THURSDAY!

DURA GLOSS
NAIL POLISH 10c

Give Whitman's
Candies for Easter

1 Bar Of Woodbury's Soap Free with
Purchase of Jar of Woodbury's
Cold Cream for 50c

CITY DRUG STORE
PRESCRIPTION DRUGGISTS
PHONE . . . 100

Whiteface Round-Up

Hereford High School, Thursday, March 16, 1939

Page 48

Member
PANHANDLE HIGH SCHOOL
& PRESS ASSOCIATION

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cas, Elma Shugart, Mary Nicks,
Bur Slay, Rena Rae Renfro,
Elizabeth Rice, Wanda Whitaker,
Geraldine Kendall.
Sponsor . . . Miss Rigler

HUMOR
G-Man: "Got away did he?
Did you guard all the exits?
Constable: "Yes, but we think
he must have left by one of the
entrances."

Englishman: "My great grand-
father was made an earl by the
king whose likeness you see on
this coin."
American: "That's nothing.
The Indian whose head you see
on this coin made an angel out
of my grandfather."

First Girl: "I'll never play
bridge with Socko again."
Second Girl: "Why, what hap-
pened?"
First ditto: "He always leads
with a club."

Boy: "Daddy, do teachers get
paid?"
Father: "Yes, son."
Boy: "It isn't fair; we do all
the work."
Albert: "Mother, may I go out
in the street? Father says there
is to be an eclipse of the sun."
Mother: "Yes, but don't get too
close."

"You say you pay a low price
for this apartment?"
"Yes, but I'm going to move."
"Gracious, what has come over
you?"
"An opera singer."

Cakes, pies, cookies, for sale at
Piggly-Wiggly and Furr's this
Saturday. Sponsored by high
school Glee Club.

**LOOKING OVER
THEIR SHOULDER**
Seven new members were
chosen by the faculty of the
Carlsbad High School for the
honor society. These students
represent 15 percent of the 88
graduates this year and come
from the highest 25 percent in
scholarship.

A new student in the 7th grade
is Florence Lloyd, formerly of
Tucumcari.

THROUGH THE CAMERA LENS



"They're my potato chips, and
I won't divide," Barbara Broth-
erton seems to say as she munches
on the dainty morsel, unaware
of the all-seeing camera eye.
Baby take a bow. We wonder
whose persistent finger is posed

HONOR ROLL FOURTH
SIX WEEKS

Sixth Grade
High Honor Roll
Arline Millard, Billie Zoe Smith,
Low Honor Roll
G. P. Owen, Kathryn Acker,
La Nelle Parmer, Gladys Pot-
ter, Nettie Hood, Ellen Posey,
Mary Sue Whitaker, Christine
Smith.
Fifth Grade
High Honor Roll
Naomi Brumley, Oleta Fannin,
Londene Martin.
Low Honor Roll
Marcella Blue, Juanita Upton,
Billy London, Rosa Lee Nunn.
Fourth Grade
High Honor Roll:
Jessie Ann Buckner, Maddelle
Beavers.
Low Honor Roll:
Paul Andrews, N. L. C. Cress,
Alva Hurford, Duane Williams,
Lois Bell, Nina Mae Higgins,
Marie Williams, Ruth Moreman,
Lorraine Morton, Helen Ann Pit-
man, Peggy Jo Probasco, Joan
Smith, Iona Whittington, Jackie
Wright, Joe Farrell Bishop, May
Jackson, Helen Kelley, Allyeene
Malm, Velda Vaughn.
Third Grade
High Honor Roll:
Eloise Walker, Cecilia Guseman.
Low Honor Roll:
Louise Young, Jeareen Sowell,
nne Morgan, Mary Beth Scott,
La Nelle Lindsey, Minnie Opal
Elliston, Barbara Ann Burney,
Bobby Niel Millard, J. L. Mc
Farling, Jack Brumley, James
Perry Cayton, Cordelia Hutche-
son, Jeannine Singleterry.

Freshmen Attend
To Weekly Business

The Freshmen Class met Mar.
1, 1939, and voted to go and
see the show "Huckleberry Finn,"
which Mr. Roberts had ask them
to attend free of admission.
They also elected their staff
members to fill the place of the
regular staff for one week. The
editor-in-chief is Rachel Ire-
land; the business manager, Ben-
ny Womble; the typist, Freddie
Rutherford; the copy reader,

son and Billye Self; the humor
editors; John Estes, and Polly
Dixon; and the reporters for
the different clubs and classes,
Donald Ray McCullough for the
senior reporter, Lillye London,
Mary Lookingbill for sophomore
Larry Trimble for the freshmen,
Nadyne Newell for the F. H. T.,
Dorothy Banner for the Pep Club,
Henry Ford for the F. F. A.,
Richard Ireland for the Student
Council, Harold Close for the
Boys' Hi-Y, Helen Plummer for
the Girls' Hi-Y, Richard Peter-
sen for the Athletic, Jack Lon-
don for the exchange editor,
Billy Davis for the Boys' Glee
Club, Madonna Morrison for the
Girls' Glee Club, Mildred Bow-
sher for debate, and Betty Jo
Kendall for the band and or-
chestra.

Mr. Roberts has invited the
various classes to the show with-
in the next month. The Fresh-
men will see "Huckleberry Finn,"
the Sophomores will see "Gunga
Din," the Juniors will see "Men

Girl Scouts Take
Foot Jaunt

The Girl Scouts of Hereford
had their first hike Wednesday,
March 9. Mary Elizabeth Hicks,
Phyllis Radovich, Evelyn Benson,
and Mary Jane Jordan blazed
the trail; but due to a mis-
understanding, the troop was
unable to follow the trail. A
nature study was held.

The cooking was done over
an open camp fire in the OCC
Park. The meal included apric-
ots, pickles, weiners, potato
chips, bread, apples and milk.

Those enjoying the hike were:
Miss Robbie Foster, Winona Gid-
eon, Billye Self, Madeline Miles,
Betty Jo Kendall, Mary Jane Jer-
dan, Margaret Higgins, Evelyn
Benson, Gloria Cress, Mabel
Henderson, Katie Jean Cress,
Frances Maye, Troyce Stain-
baugh, Lois Agnes Gilbreath,
Jean France Melba Sawyer, Mat-
tie Louise Lawhon, Idabelle
Hicks, Maxine Beach, Mary Beth

Hicks, Rena Rae Renfro, Claud-
ine Newman, Kathryn Danforth,
Madonna Morrison, Adella Ben-
son, Bess Hagar, Imogene Ander-
son, Verna Faye Hurford, Phyl-
lis Radovich, Billie Louise Davis,
and Aline Ford.

Boys Try to Please
Miss Rigler Miss
Rigler is Pleased

Did you, too, notice how nice
all the boys in English IIIB class
looked Thursday afternoon?

An afternoon or two previous
to that memorable day, Miss
Rigler made the remark that she
thought boys who wore ties
looked ever so much better than
those who did not. Then she
commented on the fact that on
that day two boys in that class
wore ties.

On Thursday, the boys decided
to show Miss Rigler that they
really did have ties, for all but
five of them wore ties to school.
It is to be remembered that
Thursday was an especially hot
day.

said, "I am gratified to know
that the boys think enough of my
opinion to heed my wishes like
that. I think they are to be
congratulated."

Jack Knox said, "I'm going to
wear this tie all day even if it
kills me."

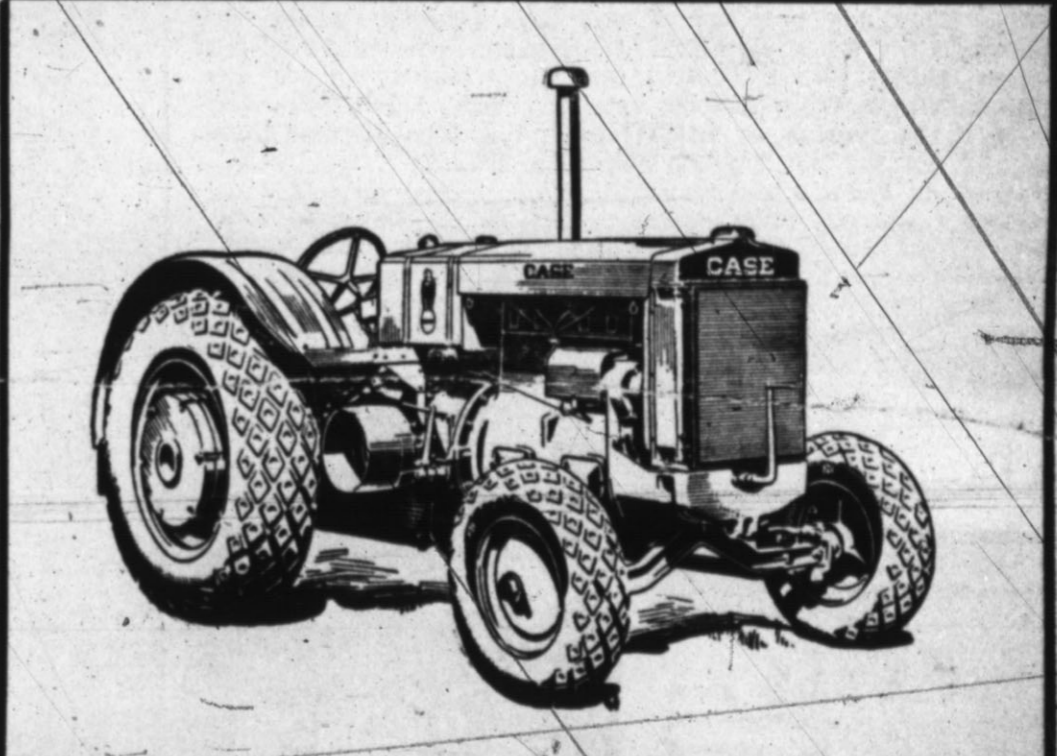
J. C. Vaughn said, "All boys
who did not wear ties should
be ducked."

GIRLS DISSAPPOINT
GAME SPECTATORS

Did you see those basketball
games last Wednesday night?
Well, if you did not, you really
missed something because every-
one thought the girls would win.
The boys wore boxing gloves and
played according to girls' rules,
but still they won. The junior
boys defeated the senior girls
with a score of 25 to 11. Then
the senior boys turned around
and trounced the junior girls
by the score of 25 to 11. I think
the boys framed the girls; say-
way they had the same score.
You people who missed these
games missed more fun than you
will ever have.

CASE MACHINERY . . .
DEMONSTRATION
FRIDAY, MARCH 17th

Time and Place for
Field Demonstration
Of The New CASE
RC and CC TRACTORS
WITH
TOOL BAR EQUIPMENT
Will Be Announced At Lunch Time



See the new Case Tractor do all the farm jobs. See the proof of how CASE TRACTORS are faster at actual work, easier to start and to steer, how they turn short with full load and the many ways they are handier and more comfortable to work with. Tee Case has cut farm power costs to the lowest levels in tractor history. Find out the truth about tractors by seeing this demonstration.

TO MAKE THIS DEMONSTRATION MORE INTERESTING FOR YOU—WE ARE GOING TO GIVE AWAY

FREE!
FIRST PRIZE -- \$100.00
3 PRIZES of -- \$50.00

\$250.00
CREDIT ON MACHINERY

GOOD ON NEW CASE TRACTOR
OR COMBINE

GOOD ON NEW CASE TRACTOR
OR COMBINE

These Credits Are Transferrable, But Only One May Be Used On A Single Purchase! They Must Be Redeemed By April 10th!
All You Have To Do Is Register!

SANDWICHES AND COFFEE WILL BE SERVED AT NOON! WE ARE EXPECTING YOU!!!

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CASE FARM IMPLEMENTS HEREFORD, TEXAS SALES—SERVICE

**Close Drug
STORE**
Nyal 2 for 1 Sale

NOW GOING ON COME IN AND
SEE THE MANY DRUG ITEMS YOU
CAN SAVE ON—BRING A FRIEND

WE ALSO MEET ANY AND ALL ADVER-
TISED DRUG SPECIAL PRICES NO MATTER
WHAT DRUG ITEM YOU WISH—VISIT OUR
STORE AND WE GUARANTEE YOU THE
CHEAPEST POSSIBLE PRICES—

MAKE ONE STOP AND SAVE!

The Hereford Brand

Published Every Thursday
Our Slogan—More People—More Farm
STREUD HARDWARE CO. HEREFORD, TEXAS
DEAK SMITH COUNTY, TEXAS
TELEPHONE 656

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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.

HEREFORD

BEHOLD!

Bill, the worm, has turned, however, they are not pulling their heads off. Here's a sample of what my mail looks like every morning.

Many, we want to put you straight about this cowgirl garb. First, we aren't trying to look like your grandmother, and furthermore we had no figure on looking any piece of you or wearing any polka-dots from the parlor. Now, don't get us wrong, we know your grandmother must have been alright, and you aren't so bad yourself, you just need to listen to the other fellow a little more. Maybe we have copied after Zane Grey's characters instead of your grandmother, but we caused Homer Fox so much trouble getting this rig, that he says he'll balk on getting buddies. You know how two of them would crowd his place. And another thing, Jimmy, we'd better continue wearing this cowgirl rig that's causing so much talk—and let the older women who seem to know more about the proper pioneer dress, iron five or six petticoats to go with the bonnet and bustle and come down town for "an hour." I think that any business woman who would wear bonnet, bustle and petticoats and get to work on time every morning should be given a good prize. How about it, and I don't think that a show ticket could be used for the evenings are going to be filled up with the laundry work on these petticoats.

I heard it straight from the shoulder that a bunch of these old town girls ranged up in the beauty shop the other morning and spent a whole hour writing the above letter. I think that their criticisms are really hurting them, and they right out admitted they are too lazy to wear bonnets and bustles. However, they don't care how much men have to scratch and worry with whiskers.

Here's another one that I appreciated a lot more than the first one. I was wondering if anyone would spot this point. Dear Mr. Gillentine:

"In this week's Brand I noticed that you say concerning what the women are to wear to advertise Pioneer Day. The hats and shirts are better than nothing. Now I most certainly agree with you, but I do want to know who has been advocating that women wear nothing."

An interested, but anxious Woman Reader.

There are several schools of thought along this line as a survey of the 1939 calendars will disclose. However, I am personally a strong advocate of bustles and bonnets and the weather being what it is, I propose that we drop the subject until it gets warmer.

I have paid off two theatre tickets on bustles and bonnets, and if the wind hadn't been blowing so hard, I think there would have been more. The offer is still open next Saturday. Any woman, any age who, dressed in bustles and a bonnet, stays in town as long as one hour, and comes by the office gets a free ticket to the State Theatre.

Every woman who is so anxious that she jumped the gun and a hair-gelon syrup ball. She sold bobby pins at a

nickle a throw and cleaned up, fooling over half of the people around town with her garb. She sure did have that Pioneer Day look, folks. I was really proud of her, and she had a bushel of fun. Saturday Mrs. M. L. Steele turned out in an old bustle dress which she has had 54 years. She even fooled me, first telling me that she lived out at Summerfield. She looked like a million dollars, a picture of genuine femininity if I ever saw it. She supplemented her bustle with an old fashion "Fits-U" in front, and even had sandpaper on her knees.

"We used to always put sandpaper on our knees so it would sound like satin rustling when we walked," she declared. Mrs. Steele sure has lots of nerve, and she attracted more attention in one minute than a bright shirt and 10-gallon hat attracts in a whole hour.

She also gave us a few tips on whiskers. "John Patton's whiskers are just exactly like those the sheep herders wore," she declared. "Back in the good old days, the young men wore sideburns and sometimes a mustache, the old men sometimes wore chin whiskers—and when you saw a man with whiskers all around, you knew right off that he was a sheep herder. I remember how they would run into the bushes when we passed in saggies. The first one I ever saw was when I was seven years old, and my father told me that was how to tell a sheep herder." She says every time she sees John Patton she thinks of that first sheep herder she ever saw. For her sake, I hope she don't happen to catch a fleeting glance of Dubs Pitman.

Mrs. L. L. Cannon from out at Summerfield came in for a hat band and said that the ladies out there are coming out all dressed fit to kill next Saturday. I also hear via the grapevine that Mrs. Clay Ridgeway tore up a whole mattress making her bustle and that she is liable to be in Saturday. Be sure and come

OPEN AN ACCOUNT WITH US

PAYMENTS CAN BE MADE SO SMALL...

YOU'LL HARDLY MISS THEM...

MILLER

by the office, Ladies, I have a lot of theatre tickets ready and waiting for you, and I'll guarantee you won't feel any sillier than some of the men do with their long whiskers.

Some of you old cowhands remember the lice fights they used to pull when the boys gathered around on Sunday afternoon with nothing much to do. I think that one of these old fashioned lice fights might be in order on the Pioneer Day program. The boys took lice from different bodies and put them on a big silk kerchief. When they got tangled good, they sure did fight. I don't know where we can get the lice though, unless some of the cowgirls will go far enough to accommodate us. They're the ones wearing the cowboy garb, and they ought to go all of the way. How about it girls?

I know how a school teacher feels when one of her students becomes an outstanding leader in some field. At least, I think I know.

The reason I say this is because my old boss, H. Deskin Wells from down at Wellington, is president of the Texas Press Association and is going to be principal speaker at the Chamber of Commerce banquet

here Friday, March 24. Of course Deck more or less taught me what little I know about the newspaper business—but somehow, my heart kind of swells up with pride when I think about him coming out here as speaker. I think that must be how a teacher feels about a student who makes good—even though Deck was the teacher and I was the pupil. Anyway, I am going to put my personal OK on his speech. Long before I went to work for him, I heard him speak at Austin on a program with Senator Tom Connally, with the president of the University of Texas, and with the Editor of the Christian Science Monitor and a lot of other big shots. Well, everyone I knew said he made the best speech of the entire day.

Folks, don't expect Deck to be a big shot. He's just an old country boy. He was reared on a Collingsworth County farm. He raised chickens and hogs and saved his money to go to school. Some of his readers say he would still make a better farmer than an editor—but since the editors of all weekly and daily papers in Texas have made him president of the biggest press association in the world, I think they're wrong. Plan now to attend the banquet and hear him. You'll miss something if you don't. This

is the first time in history that Hereford has ever been host to a president of the Texas Press Association.

GROUP ATTENDS CHURCH MEET IN BOVINA

A group of young people representing the local Methodist Church attended the regular meeting held by the Prairie Rustler's Union in Bovina last Thursday night. Those attending were Martha Lee Montfort, Mozelle Shreve, Margaret Ann Miller, Nelle Jo Shreve, and Mrs. E. T. Shreve and small daughter. Miss Nelle Jo Shreve is the

president of the organization and presided over the business session.

The next meeting will be held at Dimmitt Circuit, at Easter time.

Genuine Cookery Parchment Package... 15c

—at—
The Hereford Brand

FREE Canning DEMONSTRATION

Mrs. Sylvia Gray Ashe
Home Economist for BALL BROS. GLASS CO.

Correct and economical methods for preserving Meats, Fruits and Vegetables in...

BALL JARS

No Metal Taste

Individual canning problems solved

MARCH 17 and 18 at 2:00 P. M.
STREU HARDWARE CO.
Hereford, Texas

NOW ON DISPLAY new WALLPAPER for spring



*It's smart
It's clean
It's colorful*

We have just completed our new Wall paper Show Room and we are as proud as peacocks. It's nice, clean—and has plenty of light. We want you to visit this showroom, and most of all to see the Hundreds of New Spring Wallpaper Samples now included in our big stock. All of this paper is right here in Hereford, ready for delivery. It just arrived—and we can boast that Every Single Pattern is New. We didn't have a single pattern in stock when we remodeled this spring. We invite you to visit us and to see these new Spring Patterns, whether you plan to repaper or not. You'll be thoroughly surprised and delighted with the offering—and our prices are surprisingly reasonable!

ALSO A COMPLETE LINE OF SHERWIN-WILLIAMS PAINTS AND VARNISHES

Next to fresh Wallpaper, a little paint here and a dab of Varnish there will do more toward brightening your home and enhancing its value.

We carry the Famous SHERWIN-WILLIAMS line of paints and Varnishes. You know the name and you know the quality. See our complete line of paints. Ask for a Free Color Chart. We are always glad to have you visit our Modern paint and varnish department—and our new Wallpaper Room!

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NO RED TAPE!
3 YEAR STOPAY!

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KITCHENS benefit from bright, cheery patterns—and so do house wives. See our really huge selection of "gloom-chaser" patterns and styles!

SOCIETY

MRS. JOHN McLEAN, Society Editor

Phone 181-W

SUMMER AND FALL LOWERING BULBS ARE CURSED

Summer and Fall Flowering bulbs was the subject of an interesting discussion given by Harry L. Rice, local authority of the Garden Club meeting held at the home of Mrs. N. E. Gass Friday afternoon.

Mr. Rice who has several thousand bulbs under cultivation annually gave timely information concerning preparation of the soil and the care and propagation of a variety of bulbs, giving special attention to Amabilis, Tube rooted begonia, rose and the caladium. Generally speaking Mr. Rice said the soil in this area has a tendency to alkaline and recommended the use of sulphur to counteract this condition.

GLADIOLAS

In speaking of the gladiola he gave his plan of propagating by planting the bulbets very early in the spring, planting the first bulb around April 1, the second May 1 and successive plantings two to three weeks apart. Bulbs should be planted 5 inches deep, 5 inches apart in rows 16 to 18 inches apart. The deeper the large bulb is planted the fewer the bulbets. At cutting time leave at least four leaves on the stem of the plants and after the flower has bloomed and the stalk starts dying it is time to cut them down and bulbs may be dug at any convenient time. Bulbs should be stored in shallow boxes until dry then treated with bi-chloride of mercury to prevent disease. A good proportion is one ounce of bi-chloride of mercury to 8 gallons of water. Bulbs should be soaked in this solution in a non-metal container, over night.

For thrips in the out door garden a good spray is made with the heaping table spoon arsenate of lead or paris green. 3 pounds brown sugar and 3 gallons of water.

DAHLIA BEDS

Dahlia Beds should be spaded very deep and bulbs planted in the full sun from May 1 to June 1. Bulbs should be planted 6 inches deep, 2 feet apart in rows 3 feet apart. Cover with only 3 inches of soil and fill in as the bulb sprouts. When plants are 8 or 12 inches high it should be topped to force side branches for better blooming. If left alone the dahlia will grow straight up with one blossom. For best results dahlias should be cut in the cool of the evening, placed in deep water immediately. The next morning clip off the end of the stem under water and place in fresh water.

When the first killing frost comes tops should be cut away immediately, later they may be dug and the whole clump stored in a dry, cool place and covered with soil for the winter. Care should be taken in dividing the clump for spring planting and

it is well to remember that as healthy plants and as large blossoms may be had from small bulbs as large ones.

Mr. Rice recommended 1 tea spoon of nicotine sulphate in 1 gallon of water as an all around spray for leaf hoppers.

Mrs. Ralph White gave the "Biography of Luther Burbank." His interesting life story and his wonderful flower developments were discussed.

During the business session members voted to buy selected dahlia-type zinnia seed and sell at reduced prices. The zinnia is the Garden Club Flower and spring gardeners are urged to plan for them in their flower gardens.

From time to time informative discussions will be presented on Garden Club programs and as a service to home gardeners a portion of these discourses will be printed in the Hereford Brand.

CHILD STUDY CLUB HAS HEALTH PROGRAM

Members of the Child Study Club met Thursday afternoon at the Methodist Church for a program on "Health." An article "Checking up on Health" by Evelyn L. Coolidge, M. D. was reviewed by Mrs. Gordon Witherspoon who stressed the necessity for a complete physical check up at least once a year for every child. Necessary precautions against prevalent diseases were discussed and general health instructions explained.

The next regular meeting is scheduled for March 23, at the Methodist Church. Those interested in child psychology are invited to attend the meeting.

Members attending included, Mrs. Gordon Witherspoon, Mrs. John Robinson, Mrs. Cecil Lady, Mrs. Drew Ridgeway, Mrs. C. P. Grimes and Mrs. Elmer Patterson.

MISCELLANEOUS SHOWER IS GIVEN FOR BRIDE-ELECT

Miss Odessa Long, bride elect of Lester Garner of Spur, was complimented with a miscellaneous shower Friday afternoon at the home of Mr. and Mrs. H. E. Danforth with Mrs. Danforth and Misses Helen and Anna Mae Danforth as hostesses.

A variety of games were enjoyed for entertainment and appropriate vocal selections were presented by Mrs. Carl Mountz accompanied by Mrs. A. J. Schroeter.

A St. Patrick's motif was carried out in decorations. White clay pipes tied to four leaf clovers which bore the inscription "Odessa-Lester-March 12 1939" were given as favors.

Refreshments repeating St. Patrick colors were served to Mesdames; R. A. Daniel, Arnold Long, Jasper Cockrell, Liburn Ray, Carl Mountz, A. J. Schroeter, W. J. Smith, C. J. Troxall, W. A. Long, Hughes Millard,

Phone

160 Stambaugh

DRY CLEANING

KNITS BLOCKED

Bachelor Hairdresser Adopts Baby Boy



Happy indeed are Sydney Guliaroff, 30-year-old Hollywood bachelor, and Jon, the 10-month-old baby boy he has adopted. Guliaroff says he is the nation's highest paid hairdresser, and, as far as he knows, the only bachelor in the nation to adopt a baby. He took the boy when he was six days old because he likes babies.

MRS. McRIGHT IS CLUB HOSTESS

Mrs. Nelson McRight was hostess Thursday afternoon to members of the London Bridge Club and guests.

Those playing included Mesdames; Sherman Morgan, Ernest Medkief, R. R. Willis, Peers Wheat, J. W. Witherspoon, George V. Stambaugh, Grant Fuller, and J. M. Posey.

Mrs. Peers Wheat played high for score prize. A salad course was served after the games.

SUMMERFIELD W. M. S. HAS WEEK OF PRAYER PROGRAM

The Woman's Missionary Society of the Baptist Church of Summerfield featured missionary programs at the week of Prayer observances held at the church last week.

Subjects discussed were Train-

ing an important part in the Great Commission, Christian Schools in the homeland and afar. The necessity for Church schools, Seminars and Training Schools and new plans for W. M. U. training schools.

Bible topics discussed were The School of the Prophets and The Apostles at School with Jesus. Mrs. Tandy Legg was leader.

ENDEAVOR PROGRAM

Lots Agnes Gilbreath led the program for the Intermediate Christian Endeavor meeting Sunday evening. The meeting was held at the church. Those taking parts were: Rena Rae Renfro, Larry Trimble, Billy Davis, the leader and A. Petersen, sponsor.

The group welcomed Mrs. H. M. Redford back as a sponsor. Mrs. Redford has been ill for the past two months.

MISS ODESSA LONG AND LESTER GARNER MARRY SUNDAY

Miss Odessa Long, daughter of Mr. and Mrs. W. A. Long, became the bride of Lester Garner, son of Mr. and Mrs. H. J. Garner of Spur, Sunday, March 12, in a quite ceremony at Sudan, Texas.

The wedding took place at the parsonage of the Baptist church with Rev. Dickinson, pastor, officiating.

Relatives attending the wedding were Mr. and Mrs. F. D. Stephens of Sudan, Mr. and Mrs. Amel Long of Corpus Christi and Mrs. and Mrs. Arnold Long of Hereford.

Mrs. Garner has lived in Hereford for several years and is a graduate of Hereford High School.

The young couple will make their home in Spur where he is employed with the Spur Independent Oil Company.

Mr. and Mrs. H. E. Danforth went to Springlake Sunday to visit her sister, Mrs. Felix Graham, who has been ill.

Miss Mary Kate Brotherton visited former classmates at W. T. S. C. in Canyon over the week end including her former roommate, Miss Mary Helen Stalls of Wheeler.

House Plantings Planned By Ladies

"Roots grow from nodes (joints) on the stem and from end of a stem cutting," stated the Agent, on March 9 when the Messenger Home Demonstration Club met at the home of Mrs. R. E. Bussell. "Stems made in to cuttings in 1939 should have grown in 1938" was a further statement.

House plants are often propagated by softwood cuttings. These do not dry out if placed in a Forsyth cutting pot such as the one containing geraniums in the Agent's office at the Courthouse.

Plants usually grow from cuttings by those present, were cotton wood and willow trees, and roses.

A committee was appointed to plan entertainment to be presented on Pioneer Day. Mrs. J. T. Guinn, as 4-H Club sponsor and committee member, will coordinate the plans of the two clubs.

Those present were Mrs. J. L. Smith, Mrs. Lewis Smith, Miss Marie Smith, Mrs. J. T. Guinn, Mrs. R. J. Coleman, Mrs. R. R. Bussell, Jewel Bussell, and Miss Oliver.

Miss Edna Daughtee left for Pampa Thursday after receiving word of the death of an uncle in Coldwater, Kansas. Her parents, Mr. and Mrs. W. D. Daughtee went to Coldwater and Miss Daughtee returned to Canyon to attend the Teachers meet held there Friday and Saturday.

Mr. and Mrs. H. H. Jackson and children of Dalhart visited in the Bonnie Brumley home here over the week end. Mr. and Mrs. Jackson are both teachers in the Dalhart public schools. Mrs. Jackson and Mrs. Brumley were classmate at W. T. S. C. Canyon.

Mrs. R. B. Miller has been quite ill in St. Anthony's Hospital in Amarillo the past week.

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 25 Years Experience!
 Reasonable Rates!
 City Drug Store

MASONIC BULLETIN
 Hereford Lodge 68
 Stated meeting second Monday in each month.
 School of instruction each Thursday night.
 Ed Boggess, W. M.
 E. L. Brady, Secy.

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Dump Winter-fouled oil. Whatever you do, drain and refill now with something. But drain and refill with Conoco Germ Processed oil and then your engine's OIL-PLATED. Then it's got more than swell fresh oil down in the crankcase—it's got another big plus all the way up... It's got fresh surfacing... OIL-PLATING. That comes from the actual union of this patented oil direct with inner engine surfaces. Conoco Germ Processing gives this oil so much "power attraction" that it cannot drain down and leave engine parts bare, though your car stands by the hour or speeds by the hour.

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