

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Marriage Date Is Revealed At Informal Tea Sunday Afternoon

To announce the forthcoming marriage of her niece, Miss Melva Jo Speer, to George Conklin of Hereford, Mrs. J. B. Speer entertained with an informal tea at her home in Canyon Sunday afternoon.

A pink and white theme, chosen colors of the bride-elect was carried out in decorations with carnations and snapdragons. The receiving line was made up of Miss Speer, the hostess, the bride elect's mother, Mrs. Joe Speer of Flomont, and the groom-elect's mother, Mrs. Lee Conklin of Hereford.

A musical program was presented throughout the afternoon. The tea table was centered with a crystal bowl filled with pink blossoms reflected against a mirror background. White candles in crystal holders burned at either side. Miss Jimmie Speer and Miss Alice Speer, sisters of the bride-elect, presided at the silver tea service and at the brides cake. The wedding date was revealed with tiny diplomas significant of Miss Speer's graduation at mid-term from W. T. S. C., which read "Melva Jo and George, January 31."

Calling hours were from four to six with older friends invited the first hour and classmates at W. T. making up the guest list for the last hour.

The wedding will take place at the Presbyterian Church in Canyon next Saturday evening at six o'clock. Merlin Conklin, who will leave immediately after the wedding for Kelly Field, San Antonio where he will take basic training as a flying cadet, will be his brother's best man.

W. T. Grad



Miss Berdene Brunson who received her degree in Home Economics at West Texas State College, Canyon at mid-term. Miss Brunson is the daughter of Mr. and Mrs. F. W. Brunson who are engaged in farming near Hereford. She plans to teach school.

She was a member of the Home Economics Club, the oldest departmental club on the campus. All girls taking Home Economics are eligible for membership in the club which strives to furnish information not obtainable in class.

H. D. Club Sews For Red Cross

Instead of the regular meeting as scheduled, members of the North Hereford Home Demonstration Club met at the Red Cross Rooms for Red Cross work Friday, Jan. 16.

Topics of conversation mingled in with the defense activities dealt with the systematic help the club can offer in the defense program.

The next club meeting will be held on Feb. 6 at the home of Mrs. R. A. Fullwood.

Those attending were Mesdames Earl DeHart, Otto Olson, Charles Robbins, George Parker, Louie Olson, Pat Robinson, Fred Barrett, Oscar Vaughn, Fred Saltzman, R. A. Fullwood, C. A. Case, C. D. Kelton and Evelyn Bell.

Catholic Women Elect Officers

The Parish Council of Catholic Women met Sunday afternoon at St. Anthony's School in a joint session with St. Anthony's Guild

CARD OF THANKS

We wish to express our appreciation for the kindness of our friends and neighbors during the illness of Mrs. Dexter Schofield. Your many acts of helpfulness will always be appreciated.

Mr. and Mrs. Dexter Schofield
Mr. and Mrs. Jack Roberson
Miss Imogene Roberson

LOCALS

Paul Lyons, Floyd Ross, Jeff Burk and Jack Nicks left Sunday for Lubbock where they enrolled for the second semester at Texas Tech. They had spent the mid-term vacation here with their parents.

Mrs. Henry Hastings was called to Tulsa Thursday by the serious illness of her mother, Mrs. G. F. Tomlinson. Mrs. Hastings reported her mother's condition as about the same. She has been ill for several months.

Mrs. Alice Virden spent the past week end in Lubbock with her son, Charles Virden, and family.

Wanda Jean Smith, daughter of Mrs. Bessie Smith, returned Saturday from Lubbock where she attended school last semester. With Wanda Jean came her aunt, Mrs. Tom Sanders and son, Tommy, and a friend, June Agee, who returned Sunday to Lubbock. Wanda Jean will attend school in Hereford this semester. **Tiefels Move To Marshall**

Mrs. Alvina Tiefel and daughter, Mary, left this week for Marshall, where they will make their home. Another daughter of Mrs. Tiefel, Mrs. Luther Weber, lives in Marshall.

and the Girl's Sodality and Christian Mothers Confraternity.

Mrs. Felix Urbanczyk, retiring president, presided over the meeting and new officers were named. Those chosen were Mrs. Ed Dzik, president; Adeline Koelzer, vice-president; Mrs. Gene Loerwald, secretary-treasurer; Helen Reinart, parliamentarian.

Mrs. Pat Filbin gave a report on the Diocesan Convention held at Big Springs recently.

Plans for a Catholic Action Rally to be held Feb. 1 at St. Anthony's School were discussed.

Members of the group were urged to take part in the Red Cross activities planned for the group.

Mr. and Mrs. B. H. Hopkins and baby daughter and Mr. and Mrs. Dewey Reed of Amarillo, all former Hereford residents, visited the W. L. Davis family and other friends here Sunday.

Rev. James Aiken, Jr., and Mrs. John Olson are representing the

Amarillo district at the annual church meetings this week. They left Tuesday and attended a meeting held in Canyon that night and from there Mrs. Olson, president of the Amarillo Synodical, went to Waxahachie to attend an executive board meeting of the Synodical and Rev. Aiken

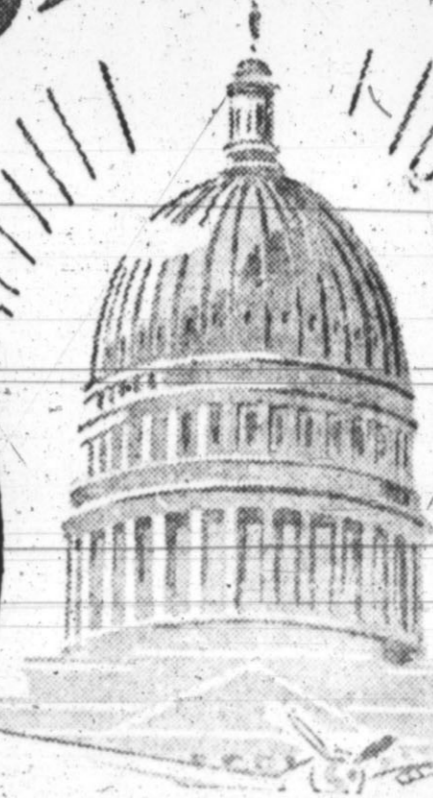
is attending the annual church Seminar at Dallas. Mrs. Olson planned to visit with a daughter, Vivian Olson, student at Trinity University, while in Waxahachie.

Mrs. F. E. Walters left for her home in Brownfield Monday after a brief visit here in the home

of her daughter, Mrs. W. J. Smith. She was accompanied to Lubbock by Mrs. Smith and daughter, Mr. Howard Turner of Boswell and Billy Smith who was completing arrangements for enrollment at Randolph Field.

Brand Ads Get Results!

Dance that others MAY Walk



President's Annual

Birthday Ball

FRIDAY, JANUARY 30th

2 BIG DANCES IN HEREFORD

"THE ARCADIANs"

From 9 P. M.

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AT THE CITY HALL

Some Tickets Good at CLUB HOUSE DANCE

Admission

90c plus tax

BUY YOUR TICKETS AT CLOSE DRUG STORE

Two Couples Are Supper-Party Hosts

Sandwiched in between Red Cross work and other defense activities are evenings of bridge, supper parties and other forms of entertainment to dot Hereford's social calendar for the past week.

One enjoyable mid-week affair was given by Mr. and Mrs. Grant Fuller and Mr. and Mrs. Sylvester Slagle at the Fuller home Thursday night.

A valentine theme carried out red and white colors for the supper party and for the games which followed. Mrs. J. W. Witherspoon and N. E. Milburn played high in bridge for score award.

Those attending were Messrs. and Mesdames J. C. McCracken, N. E. Milburn, J. W. Witherspoon, Meade Halle, Glenn Weir, George V. Stambaugh, Mrs. John Patton, Mrs. R. L. Craner and the hosts.

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By F. O. Alexander



MEMBER F. D. I. C.

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OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

We Have a New Supply of Defense Bonds

Thrift Week has a new meaning for all of us this year. We are at war. The nation needs fighting dollars as well as fighting men. Buy U. S. Defense Savings Bonds and Stamps. Be an American... Do Your Part!

SOCIETY

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Calliopian Club Has Program On Medical Science

Progress in Medicine and Surgery formed an interesting program subject for the Calliopian Club Thursday night when the meeting was held at the home of Mrs. John T. Sims.

Miss Robbie Foster discussed diseases and their treatment and general medicine and Mrs. Elizabeth Womble told of the newest developments in the treatment of surgical cases.

Mrs. W. C. Pitman, vice-president, presided in the absence of the president.

Those attending the meeting were Mesdames J. R. Allison, W. C. Pitman, David Rodgers, L. Davis, J. E. Kirby, Kellar Muse, John T. Sims, Elizabeth Womble, Misses Nancy Conkwright, Robbie Foster, Katherine Kirby, Lois McCaslin, Eloyse Pitman, Declinae Ramey and Ivy Chollar.

Council Discusses Conservation Plant

Discussion of a food conservation plant for Deaf Smith County and plans for a new home demonstration club in South Hereford were main items on the program when the Deaf Smith Council of Home Demonstration Women met in the county court room on Saturday afternoon.

Other business taken up was the reading and approval of the standing rules for the council.

An interesting note of the meeting was the exhibition of a jar of gooseberries, canned by Mrs. Dick Frye of Dawn. The gooseberries were grown from a variety recommended by the county home demonstration agent for this locality.

Those present were Mesdames Liston Wilson, G. E. Thiele and Ira Ott of Wyche; Paul Rudd, Joe Landers and Merlin Kaul, Westway; R. J. Coleman, Messenger; J. G. Fortenberry, Bip-pus; C. L. Bogle, Elmer Cook and Clayton Cook, Simms; F. D. Ferguson and J. E. Dyer, Ford; W. H. Russell, Louie Olson, Earl DeHart, John Kropff and Otto Olson, North Hereford; Aldon Hawks, Frilo and R. L. Campbell, Fairview.

Club Party Given

Following an Easter theme, pastel colors were used in flower decorations when Mrs. R. R. Wills entertained members of the London Bridge Club at her

home Thursday afternoon. An object of interest in decoration was a starched crocheted basket with wide flaring edges filled with sweet peas in all pale shades.

High score awards went to Mrs. Sherman Morgan and Mrs. J. T. Gilbreath, Jr. Mrs. W. A. Teter was a special guest.

Other club members present were Mesdames Ralph Roden; J. M. Posey, N. E. Milburn, Meade Halle, Ernest Medkief and the hostess.

24th Wedding Anniversary Is Celebrated

Four generations were present at the 24th wedding anniversary celebration held Sunday by Mr. and Mrs. W. J. Smith at their home. Mr. Smith and his father, Clarence Smith, his daughter, Mrs. J. B. Cocanougher and her small son made up the generation quartet. Other guests included the Smith's daughter, Mrs. Howard Turner of Roswell, N. M., Mrs. Smith's mother, Mrs. F. E. Walters of Brownfield, and Mrs. J. B. Cocanougher's family.

A turkey dinner was the order of the day at noon and in the afternoon open house was held for friends. The affair also served as a farewell party for Billy Smith, a son who has enlisted as a flying cadet at Randolph Field.

Bridge Dinner Is Courtesy To Friends

Completing a series of courtesies to friends, Mr. and Mrs. J. C. McCracken entertained a small group with a bridge-dinner party at their home Friday night.

Indicative of the spring season an arrangement of pansies flanked by white tapers centered the large table from which the meal was served. Talles for contract games featured red birds and spring scenes. Dr. and Mrs. R. R. Wills were the prize winners.

Those enjoying the party included Mr. and Mrs. Meade Halle, Mr. and Mrs. Sylvester Slagle, Mr. and Mrs. N. E. Milburn, Mr. and Mrs. Grant Fuller, Travis Dameron and the hosts.

Clifford Estes returned to A & M College Monday after spending the mid-term vacation with his parents, Mr. and Mrs. Cliff Estes.

Business Group Hears Talk On Defense Costs

Business and Professional Women's Club met for the regular session at the court house Monday night.

A short business meeting was held under the direction of Mrs. Lois Moore, president. Plans were discussed for the annual Boss' Banquet which will be held early in April.

Miss Mary Kate Brogherton gave a brief survey of "The Cost of National Defense to the Average Individual," mentioning taxes and the rationing of various commodities.

Attending the meeting were Virginia Bowsher, Barbara Roles, Mary Kate Brotherton, Lois Moore, Ethyl Robinson, Rebecca Singletary, Dyathia Bradley, Clara Wedel, Florence Wilkins and Virginia Bowman.

Kinship Group Is Entertained At Womble Home

Kinship Circle was entertained at the home of Mrs. Elmer Womble Saturday afternoon with Mrs. L. R. Brady as co-hostess.

The afternoon was spent making plans for the group to do Red Cross knitting and sewing.

Those attending were Mrs. W. T. Womble, Mrs. M. O. Meeks, Mrs. Jim Holly and Mrs. Maurice Mitchell and son, all of Amarillo, Mrs. Al White of Clovis, N. M., Mesdames Earl Phillips and daughter, Carl Williams and daughter, Robert Thompson and daughter, Doyle Rose, L. H. Shore, Lawrence Womble, Coy Phillips and daughter, Johnnie Womble, Baker Womble, Ernest May and Miss Ethel Womble.

The next meeting will be held at the home of Mrs. Earl Phillips.

Former Hereford Man Marries Sunray Girl

Announcement has been made of the marriage of Miss Billie Faye Emerson of Sunray to Mr. Ernest Schumacher, son of Mr. and Mrs. Clem Schumacher, also of that city.

The wedding took place in Amarillo on Wednesday, Jan. 21, at the Sacred Heart Rectory with the Rev. Father Schmidt reading the marriage service.

Attendants were Mr. and Mrs. Andy Schumacher of Amarillo. The couple plan to live in Amarillo where he is employed.

Mr. Schumacher is a former Hereford resident, having lived here with his parents most of his life.

Summerfield

MRS. JIM CLARK

The school children are complaining of spring fever, and are having thoughts of playing hooky (we are afraid) since these beautiful days began.

Seventy-one were in attendance at Sunday School Sunday morning. Several others attended the preaching services.

Those attending the associational Sunday School and Training Union Conference at the Baptist church in Canyon Friday were Wesley Coker, Tandy Legg, Rev. Rexrode, Mrs. B. E. Roberson, Mrs. O. B. Summer, Mrs. Jim Clark, Mrs. Ky Lawrence and Miss Jewel Clark.

Joan Waiser spent Friday night in Hereford with her grand mother, Mrs. R. A. Fullwood.

Mrs. O. B. Roberson returned last week from Los Angeles where she had visited her mother and other members of her family.

Miss Edith Neill, teacher at Bethel, accompanied by two pupils, Grace Louise Lust and Mary Elizabeth Givan, spent the week end with Mr. and Mrs. W. C. Neill. Miss Edith is the daughter of Mr. and Mrs. Neill.

Mrs. C. R. Waiser visited Thursday afternoon in Hereford with her mother, Mrs. Lance.

Miss Alma Fay Knox of Hereford spent Saturday night and Sunday with her grandparents, Mr. and Mrs. B. A. Atchley. Her parents, Mr. and Mrs. Bill Knox joined her in the Atchley home for Sunday dinner.

D. C. Waiser and Jack Streun took a load of cattle to Amarillo Sunday. Returning Monday for the sale were D. C. Waiser, C. R. Waiser and Neal Cross.

Patrons of the Rance School enjoyed a 42 party at the School Friday evening.

Mr. and Mrs. B. E. Roberson and family had as their guests over the week end, Mrs. B. C. Roberson of Hereford.

The George DeLoser family moved to the Rance community last week. The boys have entered school there.

Word was received here last week by Lee Curry that his father, J. C. Curry of Weatherford

had successfully undergone an operation in a Dallas hospital. Mr. Curry visits his son here almost every year and has many friends here who wish for him a speedy recovery.

Mr. and Mrs. Ross Baker and Juanita of Amarillo, were Sunday visitors in the home of Mr. and Mrs. Lee Curry. Mrs. Baker and Mrs. Curry are sisters.

Mr. and Mrs. Joe Story and daughters of Plainview were Sunday visitors in the homes of Mr. and Mrs. J. A. Noland and Mr. and Mrs. L. B. Lookingbill. Mrs. Story is the daughter of Mr. and Mrs. Noland and a sister of Mrs. Lookingbill.

Perry McMinn was in Amarillo Monday on business.

Mrs. Ky Lawrence, Mrs. Marcus Rexrode and Clydene Kendall visited in the home of Mr. and Mrs. Lee Kendall of Hereford.

Mrs. John Renfro called on Mrs. J. B. Noland one afternoon last week.

Dawn Items

By MRS. CARL WIMBERLEY

Miss Lora Beth Mariner visited with her grandparents, Mr. and Mrs. J. H. Mariner in Umbarger last week.

Mr. and Mrs. G. S. Gandy and son of Kelton and Mrs. Cora Julian of Plainview were visit-

ors in the J. R. Oglesby home last Sunday.

Mrs. W. C. Stewart visited with relatives in Byars last week end. Mrs. H. A. Odell of Berger visited in the home of her brother, L. A. Smith Saturday.

Mrs. Willard White of Plainview visited with her sister, Mrs. Dick Frye, last week.

Mr. and Mrs. Angel Gonzales and Dan Gonzales of Texaco, N. M. visited in the Hijino Ortega home Sunday.

When Hartland Caraway of Wyche was helping thresh on the W. C. Stewart farm, he lost his glasses and was not able to find them. Sunday several of the boys of this community were looking for them and James White found them and returned them to their owner.

Mrs. J. R. Oglesby and Mrs. Hazel Atchley visited in the home of Mr. and Mrs. J. G. Gandy in Wyche, Saturday.

The month of January is a very eventful time for the Will Caraway family, Sunday there was a dinner given at the Will Caraway home in honor of Mr. and Mrs. Will Caraway's thirty-fifth wedding anniversary, which was Jan. 27, Mr. and Mrs. Iverson Leake who were married five years the 1st of January and Mr. and Mrs. Hartland Caraway who were married two years the 26th and it also might be said that Hartland celebrated his birth-

day the 15th of January. They really had quite an eventful month.

Several people from Dawn have been taking the welding course in Canyon this past month. They took their first examination Monday night and several of them intend to continue the course during February.

The sale of defense stamps in the Dawn school is still at a very high level and we all hope it will continue to be so everywhere.

ATTEND HARDWARE CONVENTION

Attending the thirty-third annual convention of the Panhandle Hardware and Implement Association held in Amarillo Monday and Tuesday were S. P. Rossion, Homer Henslee and Mrs. A. H. Streu. Mr. Rossion was

elected president of the association.

H. E. Danforth and Chas. Danforth left Wednesday morning for Williamstown, Mo., to attend funeral rites held for John McKee, an old friend of the family. The brothers will visit with relatives there a few days before returning to Hereford.

Mrs. Harry Schulz arrived home last week after spending the past five weeks visiting her son, Rev. Ray Schulz, and Mrs. Schulz in Millport, Ala. On the way home, Mrs. Schulz visited a daughter, Mrs. Ben Kiser, in Fort Worth.

Mr. and Mrs. H. W. Melton and son, Waldron, on Monday went to Lubbock, where Waldron entered Texas Tech for the second semester's work. He has been attending Clarendon Junior College.

NEW DOG LICENSE

Now Here Get License for Your Dog at the CITY HALL

Large advertisement for Haile Drugs featuring various products like Hydrogen Peroxide, Olive Tablets, Anacin, Bezon, Dr. Lyons Tooth Powder, Lifebuoy Soap, Bayer Aspirin, U.S. Rubber Baby Pants, 30-foot Roll Wax Paper, All shades Flare Nail Polish, Hard Rubber Pocket Comb, Certified Cold Tablets, Ipana Tooth Paste, Ironized Yeast Tablets, 250 Yeast & Iron Tablets, P&G Soap, Gillette Blue Blades, Pond's Face Creams, Pinkham's Compound, Schick Injector Blades, Vitamin B-1 Wine Tonic, Mineral Oil, Stud Poker Cards, Kay-O-Vac Flashlights and Batteries, Epsom Salt, Kotex Sanitary Napkins, Olayfen Cod Liver Oil Tablets, Zinc Oxide Ointment, Heating Pads, Valentine Candy, Orlis Tooth Paste, Lifebuoy Shaving Cream, and C-L Ointment.

Advertisement for Fashion Dress Shoppe featuring 'Last Call on Fall Dresses and Coats' with 'Only 3 More Days' and 'Hats Regular \$3.98 Values while they last \$1.00'. Includes an illustration of a woman in a dress.

REGULAR 50c Size
Hind's Honey & Almond
LOTION 25c plus tax

Complete,
 Dependable
 Prescription
 Service!

Ask for S. & H. GREEN STAMPS at the
CITY DRUG STORE
 PHONE . . . 100

Naval Air Corps Gets 'Em All... From College Athletes To Beer Salesmen

This is a story of a plumber's helper who laid away his tools of a cabinet maker who turned away from his bench... of a night club empressario who sold out and a beer salesman who quit his route. They all had something in common. They saw wings in their sleep—they wanted to fly. They're working for their wings now at the Navy's University of the Air in Corpus Christi.

Some of their names you'll recognize: names that have been heard on college football fields or the cinder track. Like All-American Rudy Gmitro of the University of Minnesota, short, blond, halfback that steamed up Big Ten grid-irons a couple of years back.

Or Dick Gale of the University of Missouri another All-American and outstanding mid-west athlete. And before Boyce Gatewood entered training as naval aviation cadet, he had established a world's record in the shudde hurdles at the University of Texas.

Jack Moore of Stanford was a member of his school's world record-holding 2-mile relay team. Others became recognized for other achievements, like Bill Gunter, who was a tight rope walker in the Gainsville, (Tex.) civic circus.

Bill Baldwin, described in the music world's bible, Downbeat, as "one of the best piano beaters in the business," entertained in swank supper clubs before entering training.

Arne Havu spent 14 months in the Yukon with the United States forestry service, and hit headlines as one of the "mercy fliers" who brought food and rescue to a snowbound arctic colony.

Joe Marchel took vagabond trips throughout the world before the war became general and reported his adventures in a northern syndicate of papers. He was secretary to the lieutenant governor of Minnesota and was considered first-grade political timber in capitol corridors.

This is a story of bank clerks, butchers, prize fighters, farmers, mechanics and lawyers who wanted to fly for the Navy. Military flying has become grim business since they entered the Navy, but they take it in stride. A job must be done. They'll do it.

Frio News

MRS. J. M. DIXON
 A large crowd attended both Bible Study-Sunday night and Sunday School Sunday morning. Everyone is urged to attend these services every Sunday.

Mrs. H. M. Mobley and children were Sunday dinner guests of Mr. and Mrs. Sherill Mobley of Flagg. Raymond returned home with them after helping his uncle Sherill stack feed.

Mr. and Mrs. George A. Springer spent Sunday with Mrs. Springer's father, Lester Suttle, and sons of Summerfield. J. P. Jones of Amarillo spent Sunday with his parents, Mr. and Mrs. A. T. Jones and Dovie Jane.

Mr. and Mrs. Harley Dodd of Cleo spent Friday night with her parents, Mr. and Mrs. Jack Summers, and family.

Mr. and Mrs. Charles King and son of Harte Camp spent Saturday night and Sunday here where they visited relatives. They took Sunday dinner with her parents, Mr. and Mrs. J. E. Andrews and family.

Mr. and Mrs. W. S. Dixon and Mr. and Mrs. Emmett Dixon of Easter spent Sunday with their son and brother, Clarence Dixon, who is in the hospital at Clovis. Mr. and Mrs. E. B. Berryman and children, Mrs. A. Franks and son and Mrs. M. C. Lowry of Amarillo spent Saturday with Mr. and Mrs. W. C. Lowry. They are Mr. Lowry's mother and sister.

Rev. Leo Rudd of Hereford conducted church services at the Frio-school house Sunday morning.

George A. and W. A. Springer were Dimmitt visitors Friday. Mr. and Mrs. Elbert Summers have started building on their house which is located on the Cogswell farm.

Mr. and Mrs. Owen Jahnsen and children of Pampa visited his sister, Mrs. Haskel Benson, Sunday. Mr. and Mrs. Johnson and Mr. and Mrs. Benson and children visited Mr. and Mrs. Clayton Woolery of Easter in the afternoon.

Mr. and Mrs. Jack Summers spent Friday night with Mr. and Mrs. Ross Summers of Cleo. Howard Boyd, who spent the past week in the J. M. Dixon home, returned to his home in Sherman, Okla., Friday night.

Mr. and Mrs. W. B. Reynolds and children of Hereford spent the week end with Mrs. McReynolds' parents, Mr. and Mrs. Chester Lowry.

Miss Wanna Mobley of Flagg spent Sunday night with Mrs. H. M. Mobley and children.

Mr. and Mrs. Haskel Benson were in Amarillo Saturday. Miss Joyce Carter of Dimmitt spent from Wednesday until Saturday with Misses Lurline and Wanda Dixon in Hereford. They spent Saturday and Sunday night at their home here.

Mr. and Mrs. Owen Andrews and Haskel Benson were Amarillo visitors Monday.

Mrs. W. C. Lowry was an Amarillo visitor Monday. Miss Alta Mae Fortenberry of Bippus spent Friday night with her sister Miss Stella Fortenberry and they went to Amarillo Saturday.

Leo and Ivaline Rudd, Harry Fink and Mondelene Miles of Hereford were dinner guests in the W. C. Lowry home Sunday. The community regrets the loss of Mr. and Mrs. Jim Brooks who moved to the Wiley Roberson farm west of Hereford, Wednesday. We wish them happiness in their new home.

Miss Louise Lowry went to Amarillo Wednesday evening with the Home-Making Class and their teacher, Miss Davies. They took supper and afterward attended a show.

Mr. and Mrs. J. M. Dixon and Mr. and Mrs. Owen Andrews were Dimmitt visitors.

Mrs. Buford Nichols of Littlefield visited her sister, Mrs. Henry Andrews, Sunday afternoon. Mr. and Mrs. Littrell of Borger spent Tuesday night with Mr. and Mrs. Owen Andrews.

Those helping J. M. Dixon celebrate his birthday Sunday were Mr. and Mrs. Joe Hastings and Betty of Dimmitt, Mr. and Mrs. B. R. Dixon and Polly of Hereford, Mr. and Mrs. Alvin Hastings of Dimmitt and Miss Joyce Carter of Dimmitt.

H. D. Robbins has bought the old Oglesby farm and is now putting a new roof on the house.

Mr. and Mrs. Jim Hayes and Mr. and Mrs. Debbs Knox of Hereford were guests of Mr. and Mrs. Aldon Hawks last Friday evening.

Mr. and Mrs. A. T. Jones were Amarillo visitors Sunday. They met their son George Jones, who is stationed at Camp Bowie. WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

Ford News

BY MRS. TROY NEWMAN

Mrs. F. D. Ferguson and son Morris Earl, went to Hereford Saturday. Claudine Newman accompanied them. While there Mrs. Ferguson attended a Council meeting at the court house. Johnnie McMurry and Major Howard of Albuquerque, N. M., were here Friday on business.

Mrs. C. D. Carnahan shopped in Hereford Thursday. Mrs. R. A. Whitley attended the Vega quilting club Thursday. Elmer Reynolds of Hereford and H. D. Cluippeper of Walcott called at the R. A. Whitley home one day last week.

Mr. and Mrs. T. J. Mears, Ada, Zada and T. J., Jr., were Hereford shoppers Saturday.

Sam Waters of Hereford is visiting in the F. D. Ferguson home.

Mrs. George Benson and daughter, Elizabeth, made a business trip to Hereford Saturday.

Mrs. Floyd Benson is visiting her parents and her daughters, Adelia and Evelyn, at Ft. Stockton.

Mr. and Mrs. Webster Boone and daughter, Bette Belle, made a business trip to Dimmitt Saturday.

Mr. and Mrs. J. E. Medford and Bill Newman were in Hereford Saturday afternoon.

Mr. and Mrs. T. B. Cox and family of Ward visited Sunday with her sister, Mrs. N. W. Livesay, and family.

The Ford Home Demonstration Club voted to meet at the school house the first Wednesday in each month to do Red Cross Sewing. Everyone interested in this work is urged to come and take part.

Mrs. F. D. Ferguson called in the C. J. Paddock home at Hereford one day last week.

Mr. and Mrs. Andy Morgan

of Vera called in the H. D. Hill home Sunday afternoon.

John Dyer celebrated his birthday Friday night with a party. Those enjoying the occasion with him were Edwin Matthews, Lynn Harrell, John Robert Ballard and Horace Roark, all of Vega, and Homer Hill.

Ada Mears returned to school Monday after a three week's absence due to illness.

Mr. and Mrs. Ervin Frost of Amarillo visited her parents, Mr. and Mrs. Robert Hobbs, and family Saturday evening. Chas. Frost accompanied them.

Charles Frost moved to Amarillo last week to attend school. Charles has been staying with his aunt, Mrs. Sam Stapp and attending the Vega school.

Mr. and Mrs. Dewey Larson made a business trip to Vega Monday.

Mrs. Robert Hobbs attended

COUNTY FEDERATION BOARD TO MEET

A board meeting of the Deaf Smith County Federation of Women's Clubs will be held Saturday afternoon at 3 o'clock at the court house. All members of the

board are urged to attend the meeting.

A week end guest in the home of Mr. and Mrs. H. M. Benefield was their son-in-law, G. S. McLaughlin of Mexico, D. F., who was enroute home after a visit with relatives in Pocatello, Idaho.

Western Auto Assoc. Store
 announces removal of the
**HEREFORD APPLIANCE STORE'S
 RADIO REPAIR SHOP**
**INTO OUR STORE
 BEGINNING FEBRUARY 1st**
 Visit us For Complete Radio Repair Service!

WHY PAY MORE?
 Furr's prices are always low! Shop here every day in the week—all six days—and save on your grocery bill!
 We Reserve the Right to Revise Prices Downward!

REMEMBER
 Every purchase you make at Furr's is sold under a Guarantee... You MUST Be Satisfied!
 We Reserve the Right to Limit Quantities!

Furr's Finest Tested, as good as best—24 Lbs. 95c

FLOUR
SOAP Crystal White, large size **6 for 27c**
POST TOASTIES 11-Oz. **2 for 15c**
GRAPEFRUIT JUICE Deer Brand, large 46-oz. can **17c**

MILK LARGE CAN ARMOUR'S **3 for 25c**

Kremel PUDDINGS 3 pkgs. **13c**

FURR FOOD STORES
lower prices

SOUP, Chicken Noodle.	9c	JELLY	14-oz. Jar 13c	PICKLES	T. H. B., sour or dill — Quart Jar 15c
Large Can, American Beauty		GRAPE JUICE	Welch's, Quart Bottle 39c	KNOX JEL	Gelatin, pure fruit flavor 3 for 14c
CRACKERS	2-lb. 12c	WHITE KING	Granulated Soap — Large Box 27c	POP CORN	Pop-It, 10-oz. pkg. 2 for 15c
Blue Bonnett	Box	DOG FOOD	Dash, fortified with liver 3 for 23c	ALL BRAN	Kellogg's, small box 10c
CORN MEAL	5-Lb. Sack 12c	BLACKEYED PEAS	Thrift, tall can 3 for 25c	GRAPE JAM	Ma Brown 2-lb. 23c
COFFEE, Furr's Supreme	Taste tested, ground fresh — LB. 25c	PEACHES	Great Galua, Freestone, 2½ size 17c	VITA WHEAT	Package 4c
COFFEE	Gateway, economically priced, lb. 19c	FLOUR	Big "A", Guaranteed Sack 79c	CORN	Mayfield, No. 2 can 3 for 25c
SUPER SUDS	Concentrated, big blue box 2 for 39c	PANCAKE FLOUR	Harvest Time 3-lb. 15c	LIMA BEANS	American Beauty, No. 2 can 3 for 25c
SALT	Rock Crystla 1½-lb. Box 4c	CHILI	Gebhardt's with beans, tall 2 for 29c	SALAD DRESSING, Relish or Spread or 1000 Island—Quart	29c
MACARONI	Kraft Dinner 3 for 29c	TAMALES	Gebhardt's, tall can 2 for 25c		
TOILET TISSUE	Gauze 3 for 13c				

GRAPEFRUIT, large size Doz. **27c**
CARROTS, RADISHES 3 bunches **10c**
ONIONS, No. 1 yellow Globe 3 lbs. **17c**
CAULIFLOWER, snow white heads lb. **7c**
PEPPERS, fresh green lb. **7½c**
 (Produce Prices for Friday and Saturday Only!)

Extra Fancy Delicious **APPLES** Medium Size—Dozen **17c**

New **POTATOES** lb. **5c**
GREEN BEANS lb. **10c**

THE HEREFORD LAUNDRY
 offers People of this Community
Low Prices
 On Quality Laundry!

Our Pick-Up and Delivered Prices are actually lower than Cash and Carry Prices in Most Towns. Below you will find two of our Services, which pound-for-pound and service-for-service are Cheaper than other towns in this area.

THRIFTY FINISH Flat work finished, all Wearing Apparel Starched, ready to iron Shirts finished 10c each in this service!	SEMI-FINISH All flat work Beautifully finished Only Shirts finished 10c each in this service!
---	--

These Services are Called for and Delivered to Your Door... And Are Cheaper than Competitive Laundries by Actual Figures!

FURTHERMORE, we have recently employed a new Wash Man who has had years of experience and we are now in a position to offer you laundry service which is second to none.

Ask our Delivery Man about any of our convenient Laundry Services. He will be glad to explain them... or Call 298. **WE BELIEVE YOU WILL LIKE OUR WORK!**

Hereford Laundry PHONE 298
 A Home-Owned, Home-Operated Firm which Pays Taxes in This Community!

BACON **lb. 19c**
Loaf Meat **lb. 15c**
Pork Chops **lb. 19c**
VEAL CUTLETS breaded, seasoned, ready to fry, LB. **25c**
SUGAR CURED, HICKORY SMOKED, Half or Whole Slab. (not sliced), **lb. 19c**
DELICIOUS, seasoned and ready to bake!
CENTER RIB CUTS 27c lb. **lb. 19c**
END CUTS, small loins
SAUSAGE All Pork. In Cloth Sack — LB. **19c**

MEAT SPECIALS FOR FRIDAY AND SATURDAY ONLY!

BEAT TULIA Friday Night!

The Whiteface Round-Up

Ground Hog Day February 2nd



WHITEFACE ROUND-UP STAFF Editor-in-chief... Lilye London...

REPORTERS Juanita Morris, Georgianne Miller, Ellen Posey, Naomi Brumley...

Did You Ever Hear Of Anything Like It?

"Chopsticks, O Chopsticks, there's nothing like Chopsticks. This was a duet played by Arline Millard and Christine Smith..."

Amendment Carries

The amendment proposed by the sophomore representatives has been approved by the student body. This amendment to the council constitution provides for a vice-president which will be elected next week.

Eight Home Ec II Girls Dine At Herring Hotel

The Home Economics IIA girls went to Amarillo, January 21, on a field trip. The class has been studying formal dinner service at home and in public, and that evening they put to practice what they had learned.

HOME MADE CANDY HOT DOGS - COFFEE GOLD DRINKS A Big Line of SCHOOL SUPPLIES! Visit Us Often Candy Kitchen

BUSINESS AND PROFESSIONAL DIRECTORY A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County.

INSURANCE JNO. H. PATTON PHONE 50

ABSTRACTS Of all Deaf Smith County Land Titles DEAF SMITH COUNTY ABSTRACTS, Inc. Cliff Esten, Mgr.

Hereford Teeth Shown Through Camera Lens

What is that big machine for? Why are those men here? Who's that man with the milk? Why does he have milk at school? These were some of the remarks made by some of the students of Central and high school.

Dr. Heard, local dentist, discovered this unusual condition in his practice of dentistry in Hereford and Deaf Smith County over a period of years. He brought it to the attention of Dr. Ed Taylor, of the State Health Department of Dentistry, Austin, Texas.

These pictures will be shown to all nations except the Axis powers. Press Universal Reel Company states that an average of 80,000,000 people will see each release of this picture!

Several close-ups were taken of the teeth of Central and high school students and also of adults 74 years old or older. Even Advance Domino Mischief 34th (a Hereford bull, eighteen months old) had a chance to show his teeth before the camera.

F. H. T. To Have "Sweethearts on Parade"

Listen! Listen! This is the news of the year! The pencils that the F. H. T. members purchased in the month of October are still being sold. You had better buy today, for we have to save for defense tomorrow.

The "Sweethearts on Parade" party has been scheduled for February 12. You fellows had better take heed if you want to parade with the F. H. T. girls.

Mr. Reeves: "Name the five zones." Henry Perry: "Temperate, in-temperate, war, postal and o." Stranger: "How many fish have you caught?" Bob Morrow: "When I get another, I'll have one."

Driving license examiner: "What is a one-way street?" Marie Compton: "It's a street on which a motorist is bumped from the rear only."

DR. J. W. HENDRIX DR. JOHN CHANNER Chiropractors & Masseurs for Appointments Phone 341

Dr. C. D. Kelton CHIROPRACTOR 506 Jackson Avenue

Senior Personalities

Billy Davis was born in Howe, Texas, on March 22, 1925. Billy is that boy that is six feet-two and one half inches tall, weighs 155 pounds, has green eyes and brown hair.

As everyone knows, Billy likes brunettes (how about that, Mattie?) He dislikes English and he has no hobby. Billy was secretary-treasurer of his freshman class and vice-president when he was a sophomore. He belongs to Boys' Hi-Y and played right end on the football squad this year.

Harold Close, an alien from Wyoming, was born in Rawlins, Wyoming, June 27, 1925. Harold is five feet-eleven inches, weighs 145, has brown eyes and brown hair. He says he likes brunettes and dislikes blondes (one never knows, does one?) His hobby is "Snooker."

Harold is secretary of Boys' Hi-Y this year, and he was representative to the Athletic Association his freshman year. Harold played a good year of football in the position of full back.

Mildred Sheppard was born in Waco, Texas, October 31, 1924. Her hobbies are very interesting, for she collects salt and pepper shakers and novelty pins. She enjoys reading very much, good popular music with an accent on "popular," sleeping (who doesn't) and eating (we agree again!).

Ida Brock was born July 27, 1922, in Crosbyton, Texas. Ida is a blue-eyed blonde who weighs exactly 112 pounds and is five feet one inch tall which is just about the average size. She especially enjoys reading and sewing, and the latter is not a bad idea since the war is on.

Central Chatter

Central may not have any "Shirley Temples" or "Jane Withers," but several made it into the movies last week anyway. Cameramen who were representing the Universal Newsreel came to school last week to take pictures of our "perfect teeth."

The best citizens for the first term in Miss Bradley's 4th grade are: Marilyn Craner, Alex J. Schroeter, Joe Hershey, Ruth Marie Kropff, Elmo Rhody, Bobby Dollar, Milton Newell, Jerrold Daniel, Jeanette Scott, and Marilyn Matthews.

We had a "surprise" fire drill in school last Friday. The children marched out of the building in good order.

The Junior Band Mothers had a meeting the first Tuesday in January. A play was presented to them by some of the band members. Those included in the play were Joan Smith, Marie Williams, Don Bookout, Jessie Ann Buckner, Wayne Newsom, Jerreane Sowell, and Jack Brumley.

Jackie Wright in room 8B bought \$265.00 worth of defense bonds and stamps. This came from a saving account which she has accumulated from prizes she has won at the fair from her chickens. This will help her college fund.

Well, Well! Cupid is taking the spot light in school these days. Every room is planning a valen-

Freshmen Still Lead Honor Roll

The honor roll of the third six-weeks has more on it than the previous times this year. In fact, all classes are rather well represented, but the Freshmen still are in the lead with twelve. The Seniors and Sophomores each have seven; the Juniors, five.

Seniors on the honor roll are: Jack London, Lois Henderson, Mattie Lawhon, Lilye London, Mary Lookingbill, Nancy Olson, and Kent Rae Renfro.

Juniors are: Mary Ann Acker, Marie Compton, Ella Mae Parsons, Phyllis Radovich, and Nona Deen Rose.

The Freshmen are: Helen Acker, Wanda Allmon, Marcella Blue, Naomi Brumley, Betty June Euler, Doris Goldston, Lonidene Martin, Betty Jane Robinson, Patsy Sanders, Juanita Upton, Myers Hudson, and Billy London.

February Babies

- Cloetelle Pace 2 Wallace Huff 4 George Loerwald 4 Bettye Morton 6 Florence Wilhelm 6 Evelyn Walker 7 David Phillips 9 L. A. McBrayer 11 Mary Ann Acker 18 Louise Lowry 18 Texie Reynolds 18 Ruth Taylor 18 Verla Funk 19 Corene Hamilton 19 Leo Rudd 20 George Beach 22 Ellen Posey 23 Marjorie Malm 26 Juanita Beauford 27 Ruth Tucker 27 Agnes Albracht 28

Orchestra Presents Concert Miniature

Friday morning, the student body was entertained by the orchestra during assembly period. The first number played was a fast, stirring march in 6-8 time, called "Connecticut," then the tempo changed to a slow, graceful, movement in 3-4 time, as Marie Compton played a beautiful bell solo—"Barcarolle" from "Tales of Hoffmann" by Offenbach. She was accompanied by Paula Mae Edwards, who played the piano. A third time the tempo changed, as the orchestra played "Symphony Miniature" by Johnson, a miniature symphony in D flat after the style of the early eighteenth century.

Thurman Williamson, the distinguished French Horn player, learned a new musical phrase the other day when the orchestra was rehearsing for its assembly program. The orchestra was playing "Symphony Miniature" which has three movements. The second movement on

line box and every girl is looking forward to a love message from her best boy friend. Room 8B is among the ones planning to have a party. They are going to buy refreshments, with part of their treasury money.

We were glad to welcome Frankie Pinkert back to Central School from Carlsbad, N. M.

Miss Burkett: "Kenneth, use fascinate in a sentence." Kenneth Kelly: "My father has a coat with ten buttons, but he can only fascinate."

Some older students were discussing the Daylight Saving Bill the other day during recess. A younger student overheard the conversation and asked: "Is President Roosevelt going to change the sun?"

Be Quick To Treat Bronchitis

Chronic bronchitis may develop if your cough, chest cold, or acute bronchitis is not treated and you cannot afford to take a chance with any medicine less potent than Creomulsion which goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes.

Creomulsion blends beechwood creosote by special process with other time tested medicines for coughs. It contains no narcotics. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough, permitting rest and sleep, or you are to have your money back. (Adv.)

Choosing Friends

"O, Dad, you judge my friends as if they were cattle, by their pedigree and ancestors. All my friends are just as good as I even if some of their own people aren't so good as you and Mother. Why can't I choose my own friends?"

I imagine all of us have said something similar to this sometime. Even though we, as Americans, are supposed to be Democratic, etiquette demands that we choose our friends from our own "class." By doing this, we form what is called "cliques."

Listen to our dads even if they do condemn some of the friends chosen; they have lived a lot longer than any of us and know the rules of life. If we break the rules of health, we will lose our health; so will we lose our "social standing" if we break over the "caste custom."

I am sure many of you want to be able to have any friends you might happen to choose. We probably won't live long enough to do that ourselves, but we can "work" on it and maybe our children will have that lacking democratic thing to make life complete for them. How can we do anything? We can't ever do it by breaking the accepted customs swiftly and suddenly, but the best thing we can do is to try to block "cliques" in our school.

Let's all work and make America completely democratic. In our effort to blot out this corrupt custom, don't forget that we are judged by the company we keep. We should be cautious and go slow in this social work.

Thurman's copy of music was marked "tacet," and Thurman, not knowing what "tacet" meant, went ahead and played the third movement. When he got through with the symphony a movement sooner than the orchestra, he began to smell a rat. So, he asked Mr. Smith what "tacet" meant. It seems that "tacet" means that the player is not to play or to pass that movement. Now, since he's learned the meaning of tacet, Thurman finishes the symphony when everyone else does.

If you want to make Thurman angry, just call him Tacet, which is pronounced "tass-it."

A Brand Ad Will Sell It!

THE GREATEST DIVIDEND Any Investment Ever Carried! Liberty Freedom Justice Knowledge of a Job Well Done The First State Bank MEMBER F. D. I. C.

PERSONALS

Donald Roberson, son of Mr. and Mrs. T. W. Roberson has been going around on crutches since Friday. He fractured his right foot in a basket ball game at Sudan when the Hereford High School Basket Ball team was playing a game with the Olton team in a games tournament.

Mr. and Mrs. Earl Lance, Mrs. S. L. Walser and Mrs. Joe Kendall were shoppers in Amarillo Tuesday.

Mrs. Inez Carter Martin of Pampa and Mrs. Frank Mitchell of Amarillo were guests of Mrs. Sally Carter here Tuesday.

Supt. W. L. Edelman and family of Friona transacted business in Hereford Tuesday.

Business visitors in Amarillo Tuesday were Mr. and Mrs. Troys Carmichael, Jack Roberson and Jeff Roberson.

Mrs. C. H. Hales of Amarillo spent the past week end in Hereford at the home of Mr. and Mrs. Cliff Estes.

In Amarillo Sunday to visit his father, J. A. McCullough, were Mr. and Mrs. Ralph McCullough and family.

Second Lieutenant Dick McGowan of Las Cruces, N. M., A. & M. College has been visiting in the A. L. Manjeot home for the past two weeks. While here he received orders to report to Camp Wolters as a replacement officer.

Mrs. L. N. Lipscomb of Plainview and daughter, Mrs. Leo Baldwin who has been residing in California, visited friends and relatives here Friday. Mrs. Baldwin is the former Miss Lois Lipscomb and at one time made her home here with her parents. Rev. and Mrs. Lipscomb. Mr. Bald-

win is a pilot instructor in Detroit, Mich. and Mrs. Baldwin is visiting her parents briefly before joining him there.

Mrs. L. M. Fertsch of Austin, former resident of Hereford, arrived Wednesday to visit her brother, Hugh Witherspoon, who is ill.

H. D. Reed is recovering from an attack of pneumonia. He became ill ten days ago but had recovered sufficiently to be up yesterday.

Joan Moore, six year old daughter of Mr. and Mrs. C. F. Moore, has had a relapse of influenza and is back in bed again for the second time.

Mr. and Mrs. Lyle Blanton plan to leave Monday for Ft. Worth where they are taking their daughter, Lylabeth, for medical treatment.

The Music Study Club will meet Monday afternoon at 2:45 o'clock at the home of Mrs. R. P. Coneyway. Mrs. A. J. Schroeter will be leader of the program on "Color in Music."

Mr. and Mrs. Ed Loerwald were in Amarillo last week to attend the wedding rites held for her brother, Ernest Schumacher and Miss Billie Faye Emerson of Sunday.

Mr. and Mrs. R. J. Richardson returned Thursday from a visit in Alhambra, Calif. with his mother, Mrs. M. B. Richardson and other relatives.

Hospital Notes

Mrs. Henry Brarman, baby girl, Dolores Ann, January 28. Mrs. George Smith, Dawn, resting well.

Jimmie Guseman, resting well. Mr. Godwin, Friona, medical, Jan. 27.

Mrs. Dennis Barnard, Friona, medical, Jan. 25.



Know Your Hereford Boosters . . .

\$25.00 in Prizes!

1st Prize \$10.00
 2nd Prize \$7.50
 3rd Prize \$5.00
 4th Prize \$2.50

For the Most Correct, the Neatest and Most attractive Make-Up of the Firms and the Persons, named that represent each firm, in order as they appear.

Rules of the Contest

- 1—Follow the number by the side of the face on the page. In order starting with No. 1.
- 2—Take a sheet of paper, Cut out Face No. 1, paste it on the sheet of paper. Then find a body that will represent the business this party is in and paste it under the face to make the man or woman then by the side of the face name the person and their business. This must be correct.
- 3—Neatness and attractiveness will be considered by the Judges, so make your lay-out very neat.
- 4—The contest is open to all but owners of the paper and employees.
- 5—Duplicate awards will be given in case of ties.
- 6—All the answers must be in the office of the Hereford Brand by SATURDAY, FEB. 7th! The winners will be announced Thursday, Feb. 12th!
- 7—All of the contest entries become the property of The Hereford Brand.

On this page you will find 73 Boosters of Hereford . . . see how many you can name and then read the rules of the contest and start to work on your entry.

If there is an individual on the page that you do not know then we suggest that you go to the different firms until you find this person. Each firm listed on this page has a face from that firm and they will be very glad to help you with the face from that firm. But, we suggest that you go to each firm or business and see if you can contact the individual in that firm. You will find that it is a lot of fun and will help you get your answer correct. Remember that neatness and attractiveness counts in this contest.

Hurry and start to work on the contest as it will not last long, and if you start to work now you could win. Be sure that your answer is correct and that you have placed your name and address on your entry.

Copyright, 1942, McCormick Co.

- County Treasurer: Pitman Se...
- Carl McCaslin Lumber Co. Green's Se...
- County Clerk: Hereford C...
- A. O. Thompson Abstract Co. Milburn Se...
- Sheriff, Assessor and Collector: Magnol...
- Com. Precinct No. 2: Loerwald Bro...
- Com. Precinct No. 4: C. F. Kerr B...
- Ireland Motor Co. Fullwood Batter...
- Thompson Service Station: West Texas Fe...
- Olson Service Station: Alderson V...
- Kemp Lumber Co. Roberson B...
- Gulf Service Station: Charm-A...
- Packard Milling Co. Kerr Imp...
- Blanton Butane Gas Co. Davis-McCrack...
- Streu Hardware Co. Davis-McCrack...
- Hunter's Red & White: The Hendl...
- Rockwell Bro. & Co. Texas-New Max...
- Hereford Wrecking Co. Ike's Ye...
- Moore Ind. Oil Co. G. W. Brumle...
- Beavers Brothers Garage: Ray Bal...
- Phillips 66 Agent: Jack's Sh...
- Dr. C. D. Kelton, Chiropractor: Tom's Fe...
- For County Judge: Cream O'P...
- John McLean Insurance: Quality...



Behind The BOTTLE FRONT

In war, there are seventeen men behind the man on the firing line . . . seventeen men who produce the material he needs. In compounding prescriptions, there are many actions that take place behind the bottle front. Affixing the label is only the final act in defensive steps that go back to the raw state of the ingredients and on-up through processing and preparation to dispensing by the trained hands of the man on the firing line—our pharmacist. Over every step, your health is guarded with painstaking care. Bring your doctor's prescription to us!

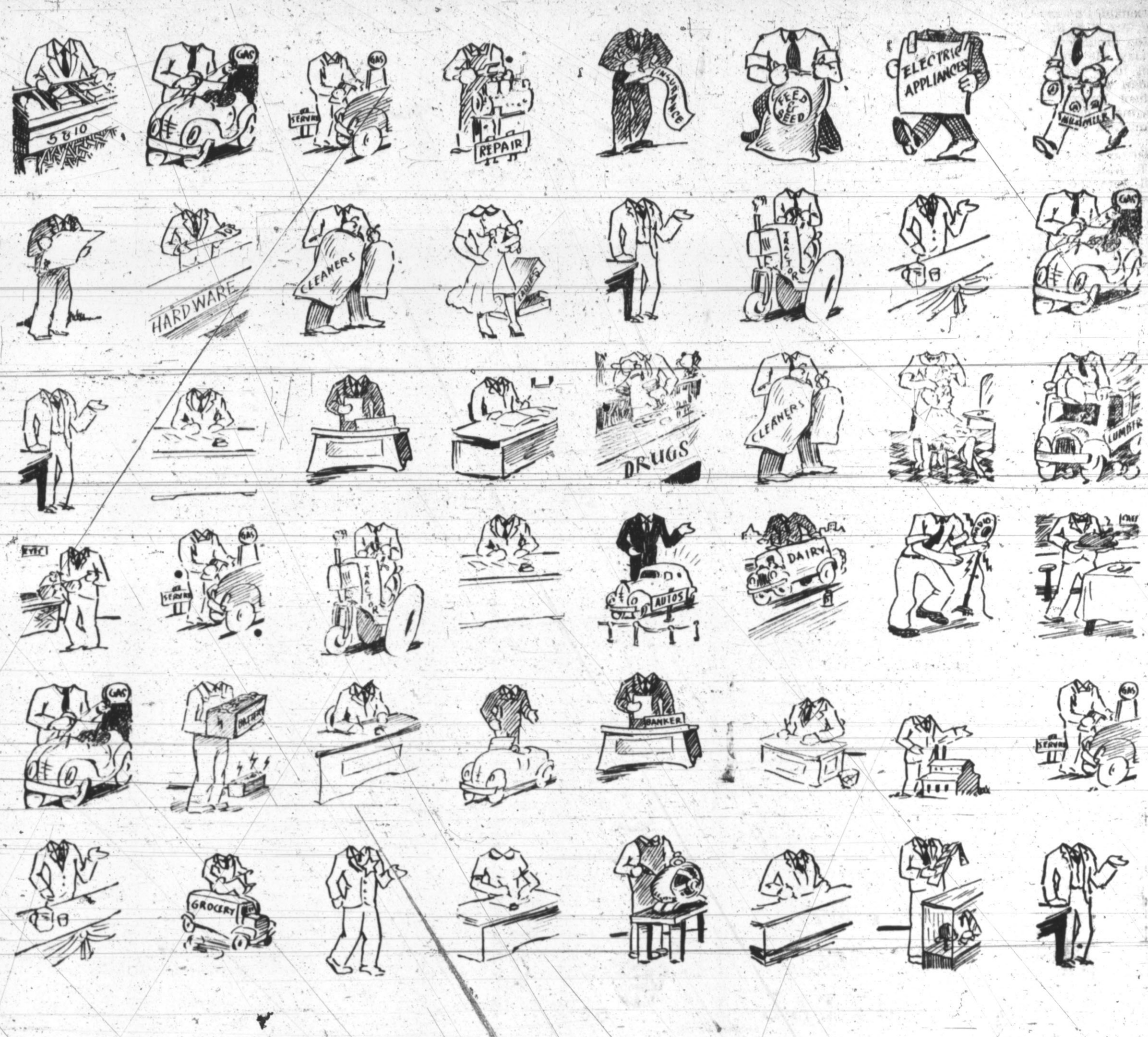
Be Sure to Ask for Your Purchase Coupons to Obtain a 42-Piece Set of

ROYAL DINNERWARE

- 1/2 Pint MILK MAGNESIA 39c
- 50c Antiseptic MOUTH WASH 39c
- Quart MINERAL OIL 89c
- SPECIAL RUBBER GLOVES 29c
- Blue Jay GOLD CAPSULES 35c
- Blue Jay CORN PLASTER 23c
- 60c SAL HEPATICA 49c
- 30c LYSOL 24c
- 39c and 49c LAST CHANCE!

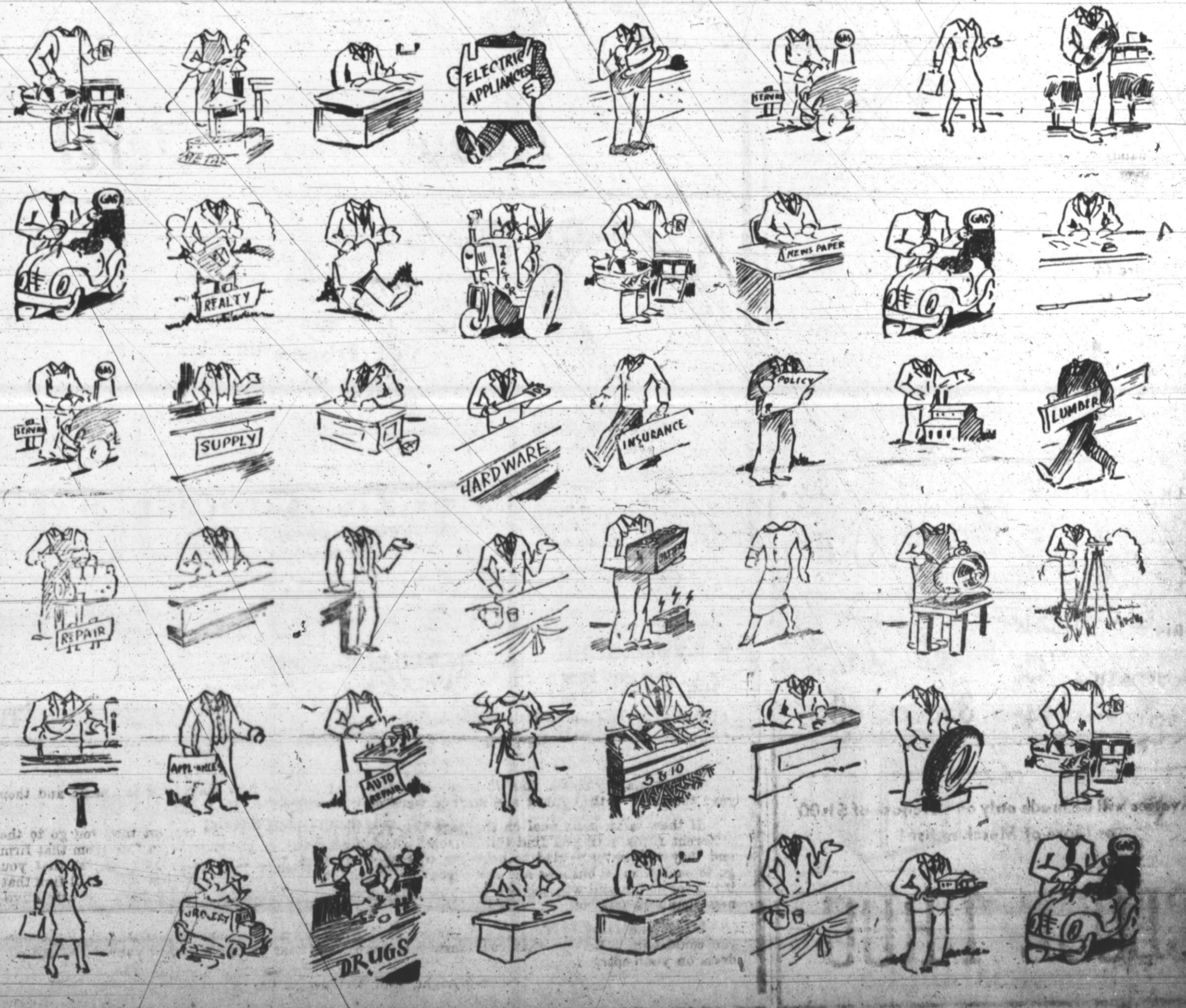
Deliveries will be made only on Purchase of \$1.00 or More of Merchandise!

CLOSE DRUG



Contest!

- Se Station J. C. Penney
- Se Station Kellogg's 5c to \$1.00 Store
- d Qery Co. Commercial Oil Co.
- Se Station Furr Food Store
- Se Station Furr Food Market
- rnolgent For Com. Precinct No. 1
- Brochine Shop Close Drug Store
- rr Ware Co. City Drug Store
- tter Elec. Station Conoco Agent
- us Fc Seed Co. Pitman Grain Co
- n Vw Store Fox Man's Shop
- Batt Electric Plains Insurance Agency
- n-Audio Weir's Super Market
- mpant Co. Miller Auto Store
- okenplement Co. Hill Rickatts Co., Realtors
- okenplement Co. McRight & Wilson
- end Clinic The First State Bank
- Max Utility Co. Fraser Milling Co.
- 's Fr Fraser Grain Buyer
- umleotor Co. Fraser Oil Co.
- al Vice Texaco Distributor
- ShShop Distributor Gulf Products
- 's Dairy Income Tax Consultant
- Store The Hereford Brand
- Elite Cafe



The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher
JIMMIE GILBERTINE Editor
MARY KATE BROTHERTON News 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.

Do You Remember?

Jan. 30, 1903
A fire starting at about 1:30 o'clock, Tuesday morning, Jan. 28, had destroyed "the row" (Dewey Avenue, the present Main Street). A sudden veering of the wind had prevented the complete destruction of downtown Hereford, but 20 buildings in the business district were badly damaged. Losses ranged from \$2,000 to \$100, with a comparatively small part covered by insurance.

Miss Vanderburgh had entertained the Christian Endeavorers with a party at her home.

Joe Clark and John Herod of Hereford College had returned from Clarendon to report on the organization of a Panhandle Oratorical Society, in which representatives of Hereford, Goodnight, and Clarendon Colleges would compete.

Jan. 31, 1918
Mrs. Charles Donald was leader of a meeting of the Delphian Society at the home of Mrs. Robert Elliott.

Lem Carlyle had opened "The Cashman's Grocery Store."

A front page editorial urged citizens to use more corn meal. The goal of the government was to save 1-4 of the wheat used in 1917 to send to the allies.

The senior class of Hereford High School had bought a \$50 defense bond.

The Exemption Board had

completed classification of the 307 men registered in Deaf Smith County.

Henry Wilkinson announced that the First State Bank would soon be housed in a new \$50,000 building.

Members of a county fair committee appointed by the chamber of commerce were A. M. Jones, C. H. Dyar, and Ray Barber.

Feb. 4, 1932
The tax collector's office announced that the 1750 poll taxes just paid had set a new record for the county.

District court was in session with Judge Reese Tatum on the bench, Horace Schloss as court reporter and Ben Richards, district attorney.

Fire Sunday had damaged the home of Mrs. S. E. Askren and one owned by Mrs. Askren and rented by Dr. W. A. Robinson.

Miss Francis Oberthier was married on Saturday, Jan. 30, to Mr. Theodore Brown Houston.

Mrs. H. W. Sherrieb was the new manager of the Hereford Business Mens Association.

Progressive News

BY MRS. HOWARD HIGGINS
Mrs. Owen Neel, Clyde and Wayne of Memphis spent the week end here with her mother, Mrs. J. W. Vick, and other relatives. The Neels recently moved from this community.

Mr. and Mrs. Clyde Russell and children, Robert, Doris and Linda, visited over the week end with friends at Tex Roy near Borger.

A. & M. Graduate



Allen Plummer, a rural sociology major at Texas A & M College has completed his work at mid-term and has volunteered in the United States Air Corps. He is stationed at Shepherd Field, Wichita Falls, where he will take his basic training.

Allen, who is the son of Mr. and Mrs. Bruce Plummer, has an industrious and energetic record behind him. He finished his four year course at A & M College with no assistance. Since his graduation from high school he not only has made his own college education possible, but assisted brothers and sisters in the home in a small way.

He took part in college activities while at College Station and was one of the first members of The Hereford Herd, campus organization for Hereford boys.

Mrs. Ira Ricketts visited at the Red Cross rooms Wednesday and obtained instructions on sewing for the Red Cross.

Mr. and Mrs. Marshall Wilson visited their daughter, Mrs. Raymond Douglas, Mr. Douglas and Darrell, Sunday, near Claude.

Progressive Workers Club met Friday with Mrs. C. V. Burgess. The group had intended sewing for the Red Cross but were unable to get material to work with and the time was spent visiting. A number of dainty gifts were presented to Mrs. Riley, after which refreshments were served to the following members: Mesdames A. S. Higgins, Dan Higgins, Clyde Russell, Orin Russell, Herman Drake, C. V. Burgess, V. E. Dodson, P. L. Carmichael, C. G. Robbins, Ray Hershey, Arnold Hershey and Mrs. Ira Ricketts. Visitors were Mesdames Cline Lundry, Stewart, Riley, Horace Hershey and D. Y. Edwards.

Mrs. Dan Higgins spent Friday night with Mrs. R. J. Richardson and family at Canyon.

Mr. and Mrs. V. E. Dodson were in Amarillo on business Wednesday.

Mr. and Mrs. Howard Higgins are the proud parents of a fine boy born Jan. 23. He has been named Darrell Blaine. The community extends congratulations and best wishes to the happy parents.

Mr. and Mrs. Ray Hershey entertained with a birthday dinner honoring Mrs. Arnold Hershey, Jan. 19. Present were Messrs. and Mesdames Horace Hershey and boys, Howard Hershey and children of Vega, Orin Russell and children, Dudley Bizard and children of Bovina, Arch Conklin and children of Hereford, Arnold Hershey and Marvin of Hereford.

Mr. and Mrs. Ira Ricketts made a business trip to G. H. Reeves at Wyche Friday. They also visited with their daughter, Mrs. Luke McBrayer, and family.

It seems that threshing is still the order of the day. There have been several using combines to thrash their grain, and the A. S. Higgins threshing machine has been running in the community for quite a while.

Mrs. Owen Neel and Wayne of Memphis visited Mrs. Howard Higgins and baby Sunday morning.

Several from the community, called at the hospital to make the acquaintance of Darrell Blaine and to see his mother.

Bethel Items

By MRS. FATE SHANNON
The county singing convention met at Bethel Sunday. Several communities were represented. The singing will meet next fourth Sunday at Big Square.

Mr. and Mrs. George Bagwell, Carolyn and Sue, left Saturday for Granite, Okla., where they will visit for a few days with her parents, Mr. and Mrs. McClung.

Misses Mary Elizabeth Givan and Grace Louise Lust were week end guests of Miss Edith Neill at her home at Black.

Glenn Ricketts is attending the mechanics school taught by Mr. McRight at the high school in Hereford.

WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

Roy Thruston spent the week end with his wife and children at Lubbock.

Mr. and Mrs. Bryan Sinclair, Albert and Ivan Earl and Frank Denson were dinner guests of Mr. and Mrs. Jim Givan Sunday.

Mrs. Norris Wesson and Billy Norris are spending a few days with her parents, Mr. and Mrs. O. M. James.

E. R. Rothwell and Billy Joe went Thursday to Dallas, where Billy Joe is entering a mechanical school. Mr. Rothwell returned home Monday.

Mr. and Mrs. Moss Howell were business visitors in Lubbock Monday.

Mrs. Kay Roberts and Marlene Rothwell were on the sick list this week.

Mrs. Ivor Bagwell is feeling better now.

Mrs. Rushings nephew, Albert Lemons of Springlake visited her last Wednesday. He was enroute to Los Angeles, Calif.

Mrs. Dunn of Hereford spent several days last week with her daughter, Mrs. Ivor Bagwell and family.

WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

HISTORY REPEATS ITSELF
Here's proof that history always repeats itself. In addition to Aviation Cadet Sam Houston

of Benton, Ark., the "University of the Air" has Ensign John Paul Jones of Atlanta, Ga., and Lt. Ethan Allen of Meade, Kan.

Income Tax Returns COMPILED
W. L. ALEXANDER
At the City Drug Store
1-11c

What a Difference!
Makes Shoes Last Longer!
Equipment and "know how" do make a difference in shoe repairing—see us for an expert job.
JACK'S SHOE SHOP
3 Doors East of the First National Bank

Comparative Statement

of Consolidated Receipts and Disbursements of
Deaf Smith County, Texas

for the Year January 1, 1941 to January 1, 1942

Property Valuation, Tax Assessment, Tax Rate, etc.

	Dec. 31, 1940	Dec. 31, 1941	INCREASE	DECREASE
Property Valuations	\$7,311,775.00	7,267,551.00		44,224.00
Tax Assessments	47,526.52	54,508.23	6,981.71	
Tax Rate	65	75	10	
Per Cent Tax Collections	54.61%	57.2%		2.59%
Delinquent Taxes Outstandings	19,378.71	14,659.27		4,719.44
County Indebtedness	32,712.00	29,712.00		3,000.00
Cash Receipts	138,421.36	111,756.48		26,664.88
Cash Disbursements	138,239.76	80,841.87		57,397.89
Cash Balance	42,916.74	73,831.35	30,914.61	

Cash Receipts and Disbursements for the Year 1941

January 1, 1940 Balance		42,916.74
Receipts		
Current Tax Collections	42,584.41	
Delinquent Tax Collection	13,265.28	
Automobile Registration	34,565.59	
Hospital Revenue	6,477.14	
Other Revenue	14,864.06	111,756.48
Total Receipts Balance		154,673.22
DISBURSEMENTS		
Juries, Sheriffs, Court Exp.	2,589.68	
County Officials Salaries & Fees	18,708.94	
Stationery, Office Supplies	1,508.04	
Lights, Water, Fuel, Tel. & Telg.	3,055.47	
Buildings Maintenance and Repairs	1,323.61	
Road & Bridge Maintenance	25,974.20	
New Road Machines	00	
Hospital Operation	12,873.64	
Welfare & Relief	1,184.16	
Library	1,380.98	
Insurance & Bonds	554.29	
W. P. A. Projects	337.14	
County Agricultural Agent	1,820.00	
County Demonstration Agent	1,292.50	
Bonds, Warrants Retired	3,000.00	
Interest on Bonds, Warrants	1,275.00	
Miscellaneous	3,964.22	
Total Disbursements		80,841.87
December 31, 1941 Balances		73,831.35
Total Disbursements Balance		154,673.22
County Indebtedness Jan. 1, 1941		
Deaf Smith County Hospital		
Bonds	24,000.00	
Deaf Smith County Park Warrants	5,712.00	
TOTAL		29,712.00

A Hereford Product...
where fine wheat grows!
PACKARD'S BEST FLOUR
... produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST!
Look in each sack for Chinex Dinnerware Coupons!
PACKARD MILLING CO.
HEREFORD, TEXAS

From **CLOTHES-BIN TO CLOTHES-PIN**
Automatically WITH A **BENDIX**
YOUR WEEK'S WASH
Automatically
WASHED • RINSED • DAMP-DRIED
Put your clothes in, set a dial and take them out—ready for the line! That's all there is to "washday" with a Bendix in the home. Your hands need never touch water—and clothes are clean and sanitary. Rid yourself of "washday"! You can buy a Bendix for the price of a good ordinary washing machine!
BENDIX
Automatic HOME LAUNDRY
Commercial Oil Co.
First Door North of The Chocolate Shop

An Expectorant for COUGHS

—that's a 'Honey'

Compounded from rare Canadian Pine Balsam, Menthol, Glycerine, Irish Moss and other splendid ingredients, Buckley's CANADIAN Mixture is different—more effective—faster in action. Get a bottle today—take a teaspoonful, let it lie on your tongue a moment then swallow slowly—feel its powerful effective action spread thru throat, head and bronchial tubes. Coughing spasms cease for right away it starts to loosen up thick choking phlegm and open up clogged bronchial tubes. Now you'll know why over 10 million bottles of Buckley's have been sold in cold, wintry Canada.
HAILE'S and your own druggist has this great Canadian discovery.

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

Scrap Iron Has Huge Capacity For War Work

There is enough scrap iron on American farms, if used together with other materials, to make:

1. More than twice as many battleships as there are in the world today, or
2. Enough 2,000 pound bombs to drop 3 per minute from Flying Fortresses incessantly for over three years, or
3. Enough 100 pound bombs to drop one every second of every minute of every hour of every day for over three years.

These figures are government authorized and are used by the United States Department of



AN EARFUL of Good Lighting News!

6 Assorted Sizes of G. E. MAZDA LAMPS

for Only **89¢**

During the month of January, for the convenience of our customers, Lamp Bulbs may be purchased on SPECIAL terms.

HERE'S WHAT YOU GET...

- 1 150-Watt Inside Frost Lamp
- 1 100-Watt Inside Frost Lamp
- 1 75-Watt Inside Frost Lamp
- 2 60-Watt Inside Frost Lamps
- 1 40-Watt Inside Frost Lamp

An assortment suitable for the average home

Ask any employee about our SPECIAL sale on G. E. Mazda Lamp Bulbs



Texas-New Mexico Utilities Company

LIGHT CONDITIONING protects precious eyes Better Light - Better Sight

"Sergeant York"



Gary Cooper, Joan Leslie and Walter Brennan are pictured in a scene from "Sergeant York," acclaimed by many critics as the best picture of 1941, with Cooper turning in a sterling performance as the backwoods youth, a "fighter and hell-raiser," who got religion, was at first conscientious objector to war, and then became America's greatest hero in the first World War. The picture has been breaking attendance records all over the nation. It will show Sunday, Monday and Tuesday, Feb. 1, 2, and 3 at the Star Theatre.

Agriculture to back up their plea for U. S. farmers to gather up every bit of scrap iron on their farms and sell it to scrap dealers who will put it into war channels.

Further government figures reveal that 12,000 pounds of steel are required for a three-inch anti-aircraft gun, that of this total 6,000 pounds of scrap can be used, and that there is enough scrap on farms today to build 416,667 guns. The figures also show that there is enough scrap to build 5 million 2,000 pound bombs, 20 million 500 pound bombs, 139 battleships, 35,000 ton size 377 heavy cruisers, 156,250 light tanks and 50 million 50 caliber machine guns. Scrap metal means production and production means victory.

Daniel News

BY RUTH MOORE

The farmers of this community are working very hard to get their feed hauled in while the sun is shining.

There were a large number at church Sunday.

Leland Gale Chilton of Amarillo spent the last week end in the F. E. Finney home. He visited with Billy Moore on Saturday.

Misses Pauline, Ruth and Wilma Moore have recovered from the mumps and have resumed their school duties.

Mrs. Floyd Tomlinson was a visitor in the homes of Mrs. Norene Smith and the former Hellen Morris near Hart and Arney Thursday.

Mrs. Frank Finney, Mrs. Joe S. Moore, and Miss Pauline Moore were Friday visitors in the Horace Chilton and Bernice Sweatt homes in Amarillo.

Anyone in the community who would like to buy defense stamps may buy them from Miss Vida Hicks at the Daniel School House on Wednesday of every week.

Mrs. Joe S. Moore and children were shoppers in Hereford Saturday and Pauline Moore visited in the Iverson Leake and W. P. Caraway homes.

Mr. and Mrs. Ed Rapstine were in Amarillo, Friday. David Frye and Carol Miller of Dawn visited in the J. T. Matthews home Saturday afternoon. Mr. and Mrs. W. R. Moore and

Vega News

MRS. D. E. MCKENDREE

The Auxillary of the American Legion entertained Legionnaires and their wives and guests with a 42 party in the Kiwanis Hall Friday night. After several hours of playing progressive 42, lovely refreshments were served to 24 guests.

Mrs. Mora Bell attended the district meeting of the Texas State Department of Public Welfare.

Mr. and Mrs. L. C. Durham and son, Bob, visited Mr. Durham's mother in Sayre, Okla., last week end. On their return home they also visited Mrs. Durham's brother and father in Shamrock.

W. H. Jones is in Amarillo where he under went a major operation on Tuesday. He is reported to be getting along nicely.

Gordon Waddill, who is attending school in Amarillo spent the week end in Vega with his parents, Mr. and Mrs. A. R. Waddill.

Rev. and Mrs. V. W. Allen attended the Workers Conference in Amarillo, Monday night.

Mrs. Sam Stapp and Claudus Newbill went to Mangum, Okla., to attend the funeral of Mrs. Stapp's nephew, who died Friday.

Mr. and Mrs. Ray Griffith of Muleshoe called on Mr. and Mrs. D. E. McKendree, Tuesday. Mrs. Griffith and Mrs. McKendree are sisters.

Mr. and Mrs. Cecil Kilbourne and family returned from Dalhart Friday night where they had been called on account of the death of Mr. Kilbourne's mother, Mrs. Minnie Killbourne. We extend to Mr. Kilbourne our deepest sympathy in his loss.

The Auxillary of the American Legion held a business meeting in the home of Mrs. E. L. Krahn, Tuesday night.

Mr. and Mrs. C. M. Raley returned Thursday night from San Antonio where they visited their daughter, Mrs. Roy Reynolds and family.

Mr. and Mrs. Duane Bull leased their cafe on the Highway to Dan Ehresman and left Friday for Littlefield where they will make their home.

Vega basketball teams played Price Memorial of Amarillo. They played three games Tuesday night in the local gymnasium. Vega losing all three games to the visitors.

Rev. V. W. Allen was called to Lelia Lake, Wednesday to preach the funeral of one of his former members at that place.

Members of the Woman's Christian Service enjoyed a social afternoon, Thursday, in the home of Mrs. Raymond Thompson, with Mrs. John L. Wilson, Jr., co-hostess.

Mrs. A. E. Roark entertained members of the Tongue and Thimble Club Tuesday night.

Mrs. Emma McNabb was in Amarillo Saturday.

Mr. and Mrs. W. A. Williams visited friends in Pampa, Sunday. The Worth While Home Demonstration Club held an all day

Heiselman News

MRS. B. A. WEST

Mr. and Mrs. T. E. Rohrback and son went to the caprock Sunday.

Mr. and Mrs. Cliff Ruff of Shamrock spent last week in the home of their daughter, Mrs. Alphon West.

Johnny Heiselman has been on the sick list for the past week. Mr. and Mrs. Harold Browning spent Wednesday evening in the R. D. Swanson home in Vega.

Mr. Hoffman finished threshing in this community Monday. He has gone to the Wisett farm in the Ford community to thresh.

We welcome Mr. and Mrs. J. D. Love and daughter to this community. They have moved here from Friona. Margaret Love started to Adrian School Monday. WANTED to give you complete Butane Service in bottles or tanks. Moore Independent Oil Co.

Ward News

MRS. CHARLES B. MILES

Mr. and Mrs. Roscoe Pinnell and children spent the week end at Pampa with relatives.

Carol Willoughby returned Monday from Canyon where he visited the past two weeks with his grandmother, Mrs. John Willoughby.

Henry and Walter Cooper of South Hereford are threshing this week for Mr. Whittaker and sons.

Irving Willoughby visited his mother in Canyon Monday.

Mr. and Mrs. Fred Moreman and daughters attended the Brotherhood Dinner at the Christian Church in Hereford Wednesday night.

Mr. and Mrs. P. C. Fox and Mr. and Mrs. T. B. Cox were in Amarillo Wednesday.

Mrs. Perry Vernon entertained Friday evening, honoring Mrs. John Johnson with a gift shower. Those present were Mesdames C. E. Hood, T. B. Cox, P. C. Fox, Fred Moreman, C. B. Miles, L. A. Buttfield, Jack Walker, Bill Nazper, Irving Willoughby, Garrett, the honoree and hostess. Several sent gifts who were unable to attend.

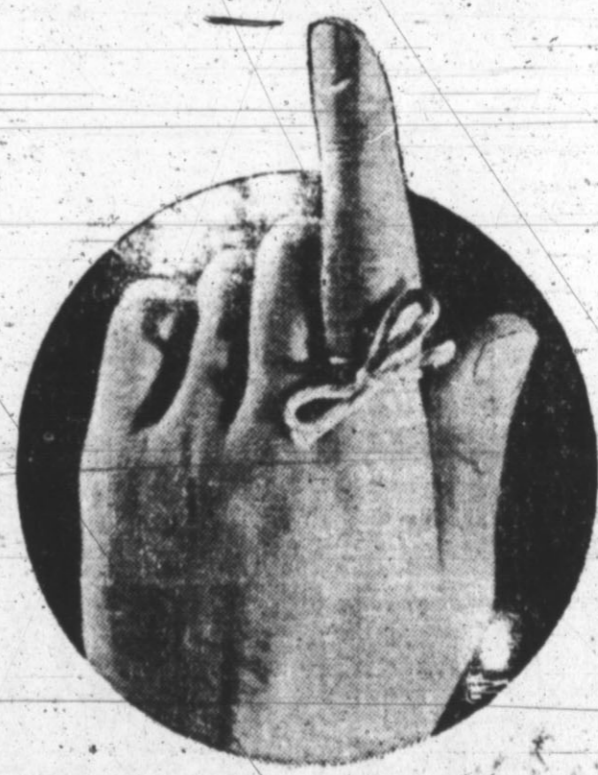
NOTICE!

Due to scarcity of merchandise in my line, I have moved my stock to be consolidated with that of the Amarillo Furniture Co. All accounts due me may be paid in terms of your contract . . . at

AMARILLO FURNITURE CO.
906 Tyler Street — Amarillo, Texas

I wish to express my appreciation for your patronage during my time in Hereford, and invite you to visit me at any time in my new location with the Amarillo Furniture Company.

Burk's Furniture
H. A. BURK



Remember...

In 1942... plan to do the four big jobs... cooking, heating, refrigeration and water heating... with Natural Gas. The ideal fuel for the four big jobs. Install automatically controlled and properly vented gas appliances today.

WEST TEXAS GAS COMPANY

FOUR MAGIC WORDS
SAVE WORRY AND MONEY



You can forget all about the problem of slow, hard starting this winter; if you remember these four words: PHILL-UP with PHILLIPS.

Phillips 66 high test works like magic, no matter how long your car has been standing out in the cold. Starts pronto! Warms up fast. Prevents excessive battery-drain and crankcase dilution.

Remember, the Orange and Black 66 Shield is High Test. Headquarters for car owners... because Phillips is the WORLD'S LARGEST PRODUCER of natural high test gasoline.



PHILLIPS 66 GAS

