

## AROUND TOWN

Sights and Faces Seen

People in this section enjoyed the laugh they have had in years of the publication of the Amarillo News slogan, terming Amarillo as "Hereford Capital of the World." It looks like the big dig pits even the cubs now days— it is hard to make words stick when they are without fact.

Speaking of cattle, it filled a lot of hearts with joy Saturday when the crowd outdid itself in bidding the young bull consigned to the Hereford auction by O. G. Hill Jr., a high school boy. He realized \$265 from the animal after paying \$75 for it and feeding it a few months.

Mrs. Arch Conklin is a believer in publicity to maintain peace. In this critical period she believes people should write some articles for The Brand advocating peace. The Brand maintains a public opinion column—and will publish such articles, provided they do not more than 200 words in length and do not subject the paper to damages from libel.

This area will likely send three beef calves to the Amarillo show in March. The calves are owned by John Douglas Pitman, Byron Campbell and Frank Robinson. Charles and Orville Galley are also expected to consign prize pigs to the stock show.

March 10 the Lions Club plans to attend the Plainview Irrigation Congress in a group; other interested persons in this section were invited to attend the Congress on this date.

Dr. R. R. Willis is gaining a wide reputation for his ability to (Continued on Back Page)

## Teacher Meeting Here On March 2

Wednesday evening, March 2, the Deaf Smith County unit of the Texas State Teachers' Federated Association will sponsor a program in the auditorium of Central school. A special invitation was extended rural teachers to attend the meeting, and other interested persons were invited.

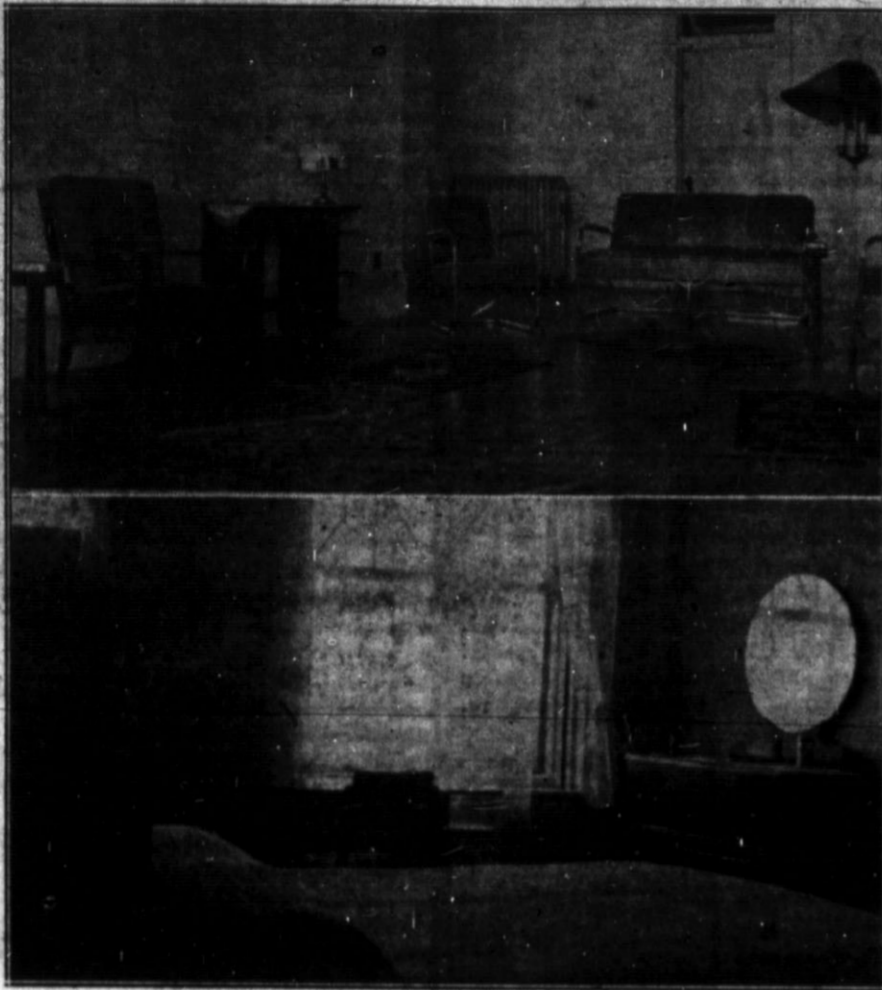
The program will include music by the children of the sixth grade, Miss Theima McMinn directing; Dr. A. M. Meyer, professor of education, West Texas State College, will be the principal speaker of the evening and his address will be followed by a business session.

## Kerr Implement Moves To Larger Quarters Monday

The Kerr Implement Company, John Deere dealers for this area, have moved to the Williams building, 223 Sampson Avenue, just south of the City Hall, where they will operate the implement company in the future. The Kerr Hardware will continue in its location just north of the post office.

The implement company, operated by C. F. and Bill Kerr, has for the past 11 years, had Bill Kerr as manager, having been in the location adjoining the present hardware (Continued on Back Page)

## Hereford Now Boasts One of Panhandle's Most Modern Hotels



Left Top: Comfort is foremost in Hereford's new Texas Hotel, although modernistic furniture adds to the attractive appearance of the lobby as seen in this view. New furniture, linens, and covers contribute to the hotel bedrooms, one of which is seen in the photograph at lower left. Directly above may be seen exterior view of the building, which has been remodeled throughout, and modernized in every respect.

## February Moisture Boosts Crop Hopes For This Territory

### Texas Hotel One Of Most Modern In West Texas

### NEW FURNISHINGS ADD TO COMFORT OF NEW HOTEL HERE

Following the opening of the Texas Hotel last week, Wilson Gyles, owner, today said that the building will be open for inspection Saturday afternoon and Sunday afternoon, Feb. 26-27. During the two afternoons the public was especially invited to inspect the new hotel.

Modern in every respect, the Texas Hotel stands as one of the most complete and attractive hotels in West Texas. The hotel has been completely remodeled, repainted and redecorated from the basement to the second floor, and has attracted much praise from those who have seen it. Hotel guests from Chicago and other large cities this week joined others in terming it one of the best hotels they have ever seen for a town the size of Hereford.

Upon entering the front door of the Texas Hotel on the ground floor the visitor is immediately impressed with the neat, attractive appearance of the lobby. The walls of the lobby have been done in ivory, while the ceiling is finished in brown pressboard. The lobby furniture is modernistic in design, featuring steel frames with upholstery in blue. The clerk's desk is located in the southeast portion of the lobby, and is also of new modernistic design. Venetian blinds complete the picture in the lobby, rendering it most attractive.

The hotel rooms, most of which are located on the second floor, are (Continued on Back Page)

### HEREFORD REPORTS 1.69 INCHES MOISTURE THIS MONTH

With a total of 1.69 inches of moisture already on record here for the month of February, 1938—and still four days to go with snow falling at the present time—the possibility of a new February moisture record was in the offing for this area. Up to Wednesday night the U. S. Department of Agriculture gauge showed .98 of an inch; Snow Wednesday night and Thursday morning measured .71 of an inch, bringing the February total to 1.69 inches.

Checking over weather records for the past 46 years—from 1892 to 1938, inclusive—it was discovered that 0.74 of an inch of moisture is the average of the area during the period. The present total of 0.95 inches places this area above the average by inches at the present time.

If figures don't lie about weather and crops, then the area has a good chance to make an excellent wheat crop this year, for during the entire period only 13 of the 46 years have seen more than one inch of moisture in this area in February; and in the 46-year period only three of the years have seen as much as two inches of February moisture, 1938 being the first since 1911. Years which have received more than one inch of moisture in February since 1892, are:

Year	Inches
1893	2.03
1894	1.15
1895	1.92
1903	2.33
1905	1.52
1911	2.85
1912	1.94
1915	1.60
1921	1.19
1922	1.44
1923	1.71
1928	1.11
1931	1.83

Since agriculture became important in this area, and wheat became one of the chief crops, it is needless to point out that the heavy February moisture years have been good wheat years. However, in some cases more moisture has been recorded in years which did not make bumper yields. According to averages over the 46-year period less moisture falls in this area in January and February than any other two months in the year—and moisture in either of the two months is a good start toward a good crop in this area.

The year 1931 will be remembered as the last bumper wheat year in this section and the total moisture that year was only 18.35 inches—but 1.83 inches in February, followed by 1.69 inches in March; 1.57 inches in April; 3.11 inches in May; 0.69 inches in June, and (Continued on Back Page)

### Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	21	19	0.04
Friday	35	11	0.23
Saturday	37	8	0.00
Sunday	38	23	0.00
Monday	35	16	0.13
Tuesday	35	19	0.00
Wednesday	41	25	0.00

## Trinity Choral Group To Sing Here March 9

When the Trinity University Choir takes their spring tour over Texas next month, Hereford will be included in the schedule, it was today announced by Rev. J. C. Thorns, pastor of the First Presbyterian Church here.

The choir is scheduled to visit Hereford Wednesday, March 9, and will sing in the high school auditorium at 9:30 o'clock, Wednesday morning. At noon they will meet with the Hereford Lions Club.

"Hereford is fortunate in being on the itinerary of the choral group," Rev. Thorns said. "This choir is composed of talented singers, who are students of Trinity University at Waxahatchie, Texas. Miss Elizabeth Ireland, daughter of Mr. and Mrs. E. S. Ireland of this city is a member of the choir. Every person in the community is cordially invited to hear the choir in the presentation at the high school. The night prior to their appearance here, the choir will sing a complete program at the Central Presbyterian Church in Amarillo."

## REA Contract Is Let At \$103,000

With 80 miles of REA lines already complete on the Deaf Smith project, H. V. Hennen, supervisor for the project, today announced that a contract for the construction of 96 additional miles of line has been tentatively let to Madison-Wallack Company, 336 Key Building, Oklahoma City, Okla. The company was low bidder at \$103,000, and contracts have been sent to Washington, D. C., office for approval.

Contract for Approval "As soon as the contract has

been approved in Washington, work is scheduled to begin on the remainder of the project," Mr. Hennen said, "and the work will be rushed to completion as rapidly as possible."

The first 80-mile stretch of lines has been completed by J. E. Morgan & Sons, contractors, who took the project on a bid of \$89,636.75. Line construction on the remaining 96 miles will be similar to that of the first project except that hard-drawn copper wire will be (Continued on Page 10)

## Emergency Crop Loans Available In This Section

### MAXIMUM OF \$400 IS SET TO ANY INDIVIDUAL THROUGH OFFICE

Applications for emergency crop loans and feed loans for 1938 are now being received at Hereford, Texas, by Carl Hill, Field Supervisor of the Emergency Crop and Feed Loan Section of the Farm Credit Administration.

The loans will be made, as in the past, only to farmers who cannot obtain credit from any other source. The money loaned will be limited to the farmer's immediate and actual cash needs for growing his 1938 crops or for the purpose of feed for livestock, and the amount which may be loaned to any one farmer in 1938 may not exceed \$400.

Farmers who can obtain the funds they need from an individual production credit association, bank, or other concern are not eligible for crop and feed loans from the Emergency Crop and Feed Loan Section of the Farm Credit Administration. The loans will not be made to standard rehabilitation clients whose current needs are provided for by the Farm Security Administration, formerly known as the Resettlement Administration.

As in the past, farmers who obtain emergency crop and feed loans will give as security a first lien on the crop financed, or a first lien on the livestock to be fed if the money borrowed is to be used to produce or purchase feed for livestock.

Where loans are made to tenants, the land lords, or others having an interest in the crops financed or the livestock to be fed, are required to waive their claims in favor of a lien to the Governor of the Farm Credit Administration until the loan is repaid.

Checks in payment of approved loans will be mailed from the Regional Emergency Crop and Feed Loan Office at Dallas, Texas.

## Hereford Auction Draws Large Crowd

### Sugar Beet Man To Come Here In Next Few Weeks

Prospects for a meeting in the near future to discuss commercial production of sugar beets in the Hereford area on a test scale were today outlined by H. V. Hennen, Chamber of Commerce secretary. "The production of beets on a small test scale has been advocated by companies and agricultural leaders," Mr. Hennen said. "Following a meeting here, we will contract to sell what beets we produce as a test and in addition to determining possibilities producers will also secure some income from the crop."

Mr. Hennen's statement followed receipt of a letter from H. M. Bainer, agricultural agent for the Santa Fe Railway.

"H. E. Knapp, agriculturist for the American Crystal Sugar Company, Rocky Ford, Colo., reports that their contract has not been agreed for the 1938 season, but that they are expecting it in the near future," Mr. Bainer stated. "He indicates that he will meet with the Hereford farmers as soon as the contract is let and that he will let us know when the meeting is practical."

"He asked about freight on experimental beets from Hereford to Rocky Ford, and I told him we (Continued on Back Page)

## J. F. Ward Farm Sale To Be Held Next Thursday

Following the sale of his place to Homer Brunley, recently, J. F. Ward today announced that he will hold a public auction at the old home place one and one-half miles south of Hereford, Thursday afternoon, March 3, at 1 o'clock.

In the sale Mr. Ward will offer a large variety of livestock, including three mares, one horse, three yearling colts, three good Jersey calves, 30 shoats, three gilts and two sows. He also has a large offering of farm machinery, listing two binders, three lists, three harrows, go-devils, cultivators, plows, two four-wheel trailers, a wagon, two mowers and a rake.

Of interest to many persons will be his offering of poultry equipment, safety incubators, brooder stoves, and similar items; he also lists a good separator, a 30-gallon water heater, harness, a saddle, an anvil and a grindstone. The numerous other attractions of the sale include special prices on Chinese films and Pouch trees.

### Hereford Breeders Last Saturday Took Their First Step Toward a Comeback, Which is Expected to Again Place This Section Foremost in the World of Fine Hereford Cattle

When they held their auction of Anxiety 4th Herefords, featuring a spring auction of bulls.

Eighty-two head of registered Herefords were sold in the sale here, Saturday, including 76 bulls and six females. The entire 82

### Tabulated List Will Be Found on Page 6

head brought \$9,927.50; the 76 head of bulls brought \$9,450—averaging \$124.40 a head, while six head of cows brought \$472.50—averaging \$78.75.

Of the offering here Saturday, a large portion of the bulls went to New Mexico cattlemen, who plan (Continued on Back Page)

## Mrs. Whitehead Opens Beauty Shop This Week

Mrs. Imogene Whitehead this week announced the opening of "Imogene's Beauty Shop" in the Whitehead Barber Shop.

Mrs. Whitehead, who has six years experience in beauty shop work here, will personally manage the shop, which opened for business Tuesday. The shop has a large space in the north side of the building and is separated from the barber shop by a partition. The beauty shop has been specially designed, and includes new, modern equipment.

## Little Out For Re-Election As State Official

G. H. Little, member of the Legislature of Texas from the 123rd Representative District, comprising the Counties of Armstrong, Carson, Deaf Smith, Oldham, Potter and Randall, was in Hereford today, and announced that he would be a candidate for re-election at the July Primaries. Mr. Little is serving his first term as Representative, and in making his announcement for re-election stated:

"I am deeply appreciative of the co-operation and support that I have received from the citizenship of the 123rd Representative District during my first term in office. It has been my aim and purpose to be of service to the best interests of our section of the State and the State as a whole, and to be in position to render this service, it is necessary to keep advised as to the needs, desires and wishes of the people of this District. I believe people generally are more interested in legislative matters than they ever have been. I have received many hundreds of letters from interested citizens, giving their views on many matters pending before the Legislature. I appreciate this interest and advice. I am completing my first term, and I am a candidate for re-election. The continued support and co-operation of the people of this district will be appreciated."

G. H. Little this week authorized The Brand to announce his candidacy for re-election as member of the State Legislature from the 123rd district.

## Insurance Credit Highest Possible

Hereford has been listed with a 25 per cent credit on fire insurance, with the maximum credit rating for the state and the highest credit possible. The notice came this week from Marvin Hall, state fire insurance commissioner in Austin, and the new rate will become effective March 1, 1938.

The new 25 per cent premium shows a gain of 10 per cent, the premium in Hereford having been 15 per cent credit in 1937. Needless to say, very few towns in Texas receive the maximum 25 per cent credit.

Commissioner Hall explained that once each year the Texas Fire Insurance Commission promulgates and publishes a fire record credit or penalty for all eligible Texas cities and towns. These fire records, effective for one year, are based on the loss ratio produced by a comparison of the fire insurance premiums written to the losses paid over a "fire record period" of five years. An average annual net fire insurance premium volume of at least \$1,500 over (Continued on Page 10)

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SMITH B. HOLMAN Publisher and Manager  
JIMMIE GILLENLINE 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.

## Hollywood Is Portrayed By Local Talent

Prize winners of the Star Theatre's Hollywood Impersonation contest Monday night, were Miss Aline Vest, as Martha Raye and George Albert Springer, as Bob Burns. Dorothy Nell Trimble and Martha Nell Burton also did a song and dance act which scored a big hit. Polly Anna Crawford and Charles Burden also scored big with Miss Crawford doing a W. C. Fields skit that would make the man look to his laurels and Burden appearing as Step-in-letchit in such a manner that the audience had to stop and wonder.

Junior prizes went to Bobby Jennings as Spanky McFarland; Charles Sanders as Alfalfa Swisher; Billy Boone Whitaker as Smiley Burnette, and Billy Bob Jackson as the Mocking Bird.

All parts were portrayed to a finale with the sparkling wit of Miss Mary Jane Morgan, master of ceremonies, dominating.

A series of additional amateur contests are planned in the near future.

## Terraces Boost Yields On Hall County Crops

### CONSERVATION PRACTICE SEEN FAVORABLY IN PANHANDLE AREAS

MEMPHIS, Texas — Terraces which held the subnormal rainfall of 1937 evenly over the field of J. W. Burk, located a mile east of Newlin, resulted in a 25 per cent increase in yields of cotton and grain sorghums grown in strips, the farmer has informed J. T. Reese, superintendent of the Soil Conservation Service demonstration camp near Memphis.

Burk reports that he has ginned 42 bales of cotton from 87 acres and that he harvested approximately a half ton of milo maize to the acre. These yields, the farmer says, are a gain of 25 per cent over the 1936 crops, when the field was farmed on the general contour.

"The farm, which is owned by C. L. Rushing, has a slope of from five to six per cent and has been in cultivation for 20 years or more, the owner says.

In 1936, Burk farmed the field on the general contour. He says: "My contour survey lines were too far apart and left the rows with high points which allowed the water to drain away. This resulted in dry spots while other parts of the field where the water had accumulated were too wet to plant."

When the farmer and land owner decided to adopt a program of soil and water conservation practices early in 1937 in co-operation with the Soil Conservation Service camp at Memphis, it was found that most of the top soil had been lost by wind and water erosion during the long years of cultivation.

The field was terraced in February, 1937. Erosion-resisting grain sorghums were planted on the terraces with non-erosion-resisting cotton planted in the intervals between the terraces.

Although the average annual rainfall in the Memphis area is approximately 20 inches, government rain gauges showed that Burk's field received only 14 inches of precipitation during 1937, and much of this came at inopportune times.

"Even with this inadequate rainfall, I noticed that all the water was held evenly on my field by the terraces and contour ridges," Burk says. "The furrows were full of water from end to end, while in previous years when I was farming only on the general contour, there were wet and dry spots which resulted in a spotted stand of crops and poor yields.

"I attribute my 25 per cent increased yields of the 1937 crops to terraces and other soil and moisture conservation practices," Burk says.

In addition to increasing his yields, Burk has found that contour tillage operations have halted wind and water erosion on the field and he now has a good grain sorghum stubble to protect the land against blowing this Spring.

Superintendent Reese of the Memphis Soil Conservation Service camp reports that scores of other farmers are terracing their farms this winter and will plant strip crops next Spring.

### TO THE VOTERS OF HEREFORD

Because of the insistence of local people, we, the present city administration of the City of Here-

ford, have agreed to offer our services for re-election to the offices of Mayor and City Commissioners, in the city election of April 9, 1938.

We have done our best to give Hereford a capable and economical administration, without denying it the advantages it should have and that we were in a position to provide. We set as one of our aims, continued reduction of the city's indebtedness. If you see fit to return us to these offices, we shall carry out the program followed during the past years of our term.

CHARLES E. PADDOCK, Mayor and City Manager.  
NESTER GASS,  
VERNE WITHERSPOON, Commissioners. 1tc

## Rev. Redford Speaks Before Local Group

The Discussion Group met at the library Friday evening, at 7:30, with a very good attendance. H. M. Redford gave a stimulating talk on "Fascism, Communism or Democracy—Which?" This talk was based on the manuscript of a sermon by Dr. Preston Bradley, delivered at "The Peoples Church," at Chicago, Ill.

Members of the discussion group have secured about twenty manuscripts of lectures given at Sinai Temple in Chicago, and of sermons by some of the best preachers in that city. Some of these will form the basis of future discussions. J. W. Witherspoon will talk to the group next Friday evening, Feb. 25, on "The Labor Organizations and Labor Situation."

## Moore Breaks Leg In Fall

M. R. Moore was today reported to be greatly recovered from injuries suffered when he slipped and fell last Friday, breaking his right leg.

Mr. Moore was going across the block to the Moore service station on Highway 60, when his foot slipped on the ice and he fell. He was confined to the hospital earlier in the week, and today was resting as easily as might be expected.

Reformed Thief  
Waco Tribune-Herald: "A re-

### A GOOD SCORE



Connie Mack, veteran manager of the Philadelphia Athletics, who recently celebrated his seventy-fifth birthday. The veteran baseball leader observed his birthday by "getting plans ready for next season," when he hopes to be in the thick of the pennant fight.

### SLOT MACHINE FOE



Mrs. Dan Kite, of Alton, Ill., who is reported to have smashed 13 slot machines in ten taverns with an axe and her strong right arm. Because of the Illinois attorney general's ruling that there are no property rights in gambling devices, no charges were placed against her.

formed thief wrote I. P. Atkinson, of Temple, a letter, without signature, that contained two \$1 bills. The money, he explained, was payment for a brace-and-bit he stole from Atkinson 25 years ago. He asked forgiveness.

Sauer Kraut By Carload  
A big cannery at Devine is turning out sauer kraut by the carload, shipping it to various points in the State. When cabbage prices get low around Devine the farmers convert the vegetable into sauer kraut.

T. C. MATHEIS, Constable of Justice Precinct Number One, Deaf Smith County, Texas. 7-37

# Congratulations to Wilson Gyles upon opening The New, Modern Texas Hotel



A new and modern Hotel is something that Hereford has long needed and we congratulate the City of Hereford and Wilson Gyles upon the opening of the TEXAS HOTEL. A modern and convenient Hotel like the TEXAS will be an asset to the town and community.

— Visit and Inspect the New Texas Hotel —

## Ireland Motor Co.

DODGE PLYMOUTH

# CLOSE DRUG STORE

J. B. B. Contest Will Close March 19th, at 9:26 P. M. Just Three More Weeks to Help Your Favorite Junior Friend!

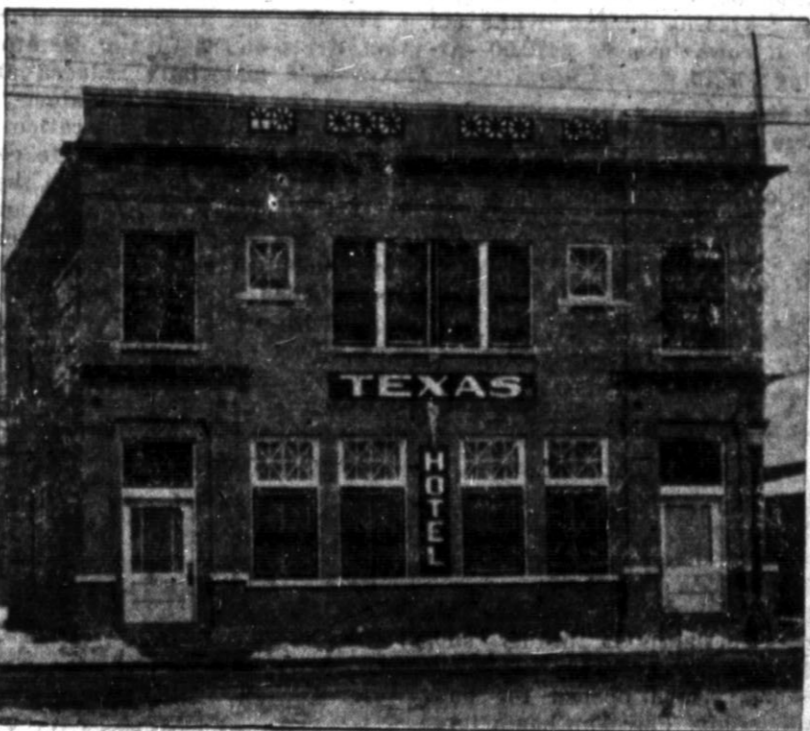
MANY BARGAINS ON DISPLAY AT OUR STORE and EXTRA LARGE J. B. B. COUPONS GIVEN ON EACH PURCHASE! SHOP HERE AND SAVE!

## SPECIALS

\$1.50 WATER BOTTLE ... 89c	NO. 116 KODAK FILMS ..... 29c
25c NYNAPS — 2 for ..... 35c	50c H & H COUGH SYRUP ..... 39c
\$1.00 WINE CARDUI ..... 98c	\$1.25 CREOMULSION ..... \$1.09
Red Arrow Penetrating LINIMENT ..... 50c	60c ALKA SELTZER ..... 49c
25c HAIR OIL ..... 19c	50c JERGEN'S LOTION 39c
60c SAL HEPATICA ..... 49c	35c RAGO LAVENDER SHAVING CREAM .. 29c
50c IPANA TOOTH PASTE ..... 39c	35c BROMO QUININE .. 29c
50c MILK of MAGNESIA 39c	(100 Tablets) BAYER'S Aspirin .... 59c
25c DE. WEST'S TOOTH PASTE .... 19c	Red Arrow NOSE DROPS ..... 19c
PINT Red Arrow ANTISEPTIC ..... 39c	50c DE. WEST'S TOOTH BRUSH ..... 39c
200 SHEETS KLEENEX ..... 13c	10c WOODBURY'S SOAP — 3 Bars ..... 27c
35c ORASOL TOOTH PASTE ..... 29c	1 L.B. Cadillac Paper and 50 Envelopes—\$1 val. 69c

# Congratulations

To Wilson Gyles and to



Exterior View of New Texas Hotel

## THE NEW TEXAS HOTEL

Wilson Gyles is due congratulations upon the completion of his new modern hotel. We are proud of the services we were able to render in the wiring and electrical contract work in this modern edifice.

McConnell Electric Company are both bonded and licensed electricians and when we do your electrical wiring you can rest assured we will give you the best you can get, at moderate prices. Call on us anytime for an estimate of your electrical wiring jobs.

Visit the New TEXAS HOTEL, SATURDAY, FEB. 26

BONDED LICENSED ELECTRICIANS

## McCONNELL ELECTRIC CO.



## Start A Savings Account

Surprised that owning your home is less expensive than paying rent? It's the truth nevertheless — and it's something worth your consideration.

Start a savings account at this bank today, and put away a little money until you are able to make a substantial payment on a home — then the rent takes care of the payments and in no time you'll own your home.



## First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

### Friona Woman Buried Sunday

Funeral services for Miss Goldie Nick, 34, were held Sunday afternoon, Feb. 20, at 2 o'clock from Friona Congregational Church, conducted by Rev. Dollar, pastor. Miss Stevick was born Jan. 4, 1892, in Ohio, and in 1908 moved to her parents to Farmer County where she has since resided. She had many friends in the Friona area, and was also well known in Deaf Smith County. She is survived by her mother, Mrs. S. O. Stevick; three brothers, John, E. C., and C. W. Stevick; and a sister, all of Friona. Interment was made in the Friona Cemetery.

### Bethel Items

**(22 miles south)**  
**MRS. E. R. ROTHWELL**  
 Everyone is thoroughly enjoying the rain and snow this week. Mr. and Mrs. Jack Baker spent Sunday afternoon in the Rothwell home.  
 Dorothy Wrenn Simmons spent the week end with Edna Earle Henderson.  
 Billy Joe Rothwell spent Sunday with Houston Lusk.  
 Bethel Missionary Society met with Mrs. Gilpin, Wednesday, and spent the day quilting.  
 E. R. Rothwell and family visited in the Byron Sinclair home, Wednesday night.  
 Mrs. Jack Baker and Mrs. Byron Sinclair attended council meeting, Thursday, in Dimmitt.  
 Marlene Rothwell spent last Friday night with Lorraine Henderson.  
 Mr. and Mrs. Jita Bagwell and children, Mr. and Mrs. Ivor Bagwell and son spent Sunday in Granddad and Grandmother Bagwell's home.  
 Mrs. Howell and son, Gaston, of Dalah, were visiting in the Moss Howell home, Sunday.

### Progressive News

**(1 mile east, 6 miles north)**  
**BY OLIVE PERKINS**  
 Mrs. Emmett Blakemore fell Friday and hurt her hip.  
 Mr. and Mrs. Roy Wagner and children attended the services at the Amarillo Cathedral, last Sunday.  
 Miss Agnes Hicks visited her brother, Mr. John Hicks and Mrs. Hicks, in Hereford, over the week end.  
 Mrs. Ray Hershey visited her daughter, Mrs. Arch Conklin, Saturday.  
 On account of the bad roads, a small crowd attended services at Progressive, Sunday afternoon. Rev. Dennis of the Assembly of God Church, in Hereford, delivered an excellent sermon. There was no singing, Sunday night.  
 Last Wednesday, the Progressive Workers' Club met with Mrs. Lynn Powelson. Six members and two visitors, Mrs. J. Beard and Mrs. L. A. Clay of Nevada, were present. Chiffon cherry pie and tea were served by Mrs. Ray Hershey and Mrs. Powelson. The next meeting will be with Miss Olive Perkins. A quilt for the club will be quilted.  
 Mr. and Mrs. C. P. Caldwell and family visited Mr. and Mrs. Jess Caldwell and daughters, at Dawn, Sunday.  
 Mrs. L. A. Clay of Nevada, visited her nephew, Mr. Lynn Powelson and Mrs. Powelson, last week.  
 Mrs. Arch Conklin and daughter, Julia, visited her mother, Mrs.

Ray Hershey, Tuesday morning. Miss Hershey and Conklin also called on Mrs. Clarence Conklin, Tuesday.  
 Mrs. C. C. Bowman visited her mother, Mrs. Annie Diebel, and attended the board meeting of the County Federation, Saturday.  
 Mr. and Mrs. F. H. Oberthier of Hereford, visited F. D. Perkins and Miss Olive, Sunday afternoon.  
 Mrs. Roy Wagner attended the meeting of the St. Anthony's Guild last Thursday afternoon.  
 Mr. and Mrs. Roy Wagner and family, Mr. and Mrs. Joe Broraman and family, and Mr. and Mrs. Henry Broraman attended the all-day meeting at the St. Anthony's Church, Tuesday.  
 Mr. Emmett Blakemore left Friday for Kansas City, Mo., with a load of cattle.  
 Literary Society met Friday night, with only a small crowd present. The program committee consisted of Messrs. Willard Gregory, David Boyer, C. C. Bowman and A. D. Hurlford. The next meeting will be Friday night, March 4, at 8 o'clock.

### Jumbo News

**(18 miles southwest)**  
 Mrs. Lee Oxford and Willie have been visiting the Beck families in San Antonio. The Oxforas are moving to Hereford.  
 Marvin Spencer and Curtis Adams have been gone to Sulphur Springs, Montana, where Curtis will continue work on a ranch. Marvin took them through in his car, and is working on the same ranch with Curtis.  
 Miss Vay Allen, who is working for Mrs. Bonnie Brumley of Hereford, spent the week end with her sister, Mrs. Sam Hunter.  
 Mr. Clem Gilliam, who has been in the Veteran's Hospital at Albuquerque, returned home, Tuesday. He is recuperating from an appendectomy.  
 Mr. and Mrs. M. L. Simpson and Mr. and Mrs. Sam Hunter were the only ones who attended the monthly S. S. Class party at the home of Mr. and Mrs. P.H. Dyer.  
 Miss Katie Mae Burks of Arney, is spending the week with her sister, Mrs. Addison Hunter.  
 Mrs. Clem Gilliam, in company with Miss Lucille Shults and Mrs. Gladman of Dimmitt, were in Amarillo, Saturday.  
 Billie Dyer and Virginia Simpson spent the week end at Mrs. W. A. Hunter's, in Hereford. They attended the basketball game.  
 This community received about four inches of snow.  
 Mr. and Mrs. H. C. Baird and Mrs. Ullman Hunter assisted the members of O. E. S. serve dinner at the Bull Sale in Hereford, Saturday.  
 The M. L. Simpson family spent Sunday with Mr. and Mrs. W. A. Hunter, in Hereford.  
 Lester Cooper was ill from influenza last week.  
 Mrs. Buddy Taylor of Umbarger, spent the week end with her parents, Mr. and Mrs. F. L. Pinkert.  
 The school children enjoyed a Valentine party at the school, Monday. Misses Bryant and Juleh served refreshments.  
 Miss Sarah Agnes Bryant attended the funeral of Mrs. Olive Fox, at Hereford, Thursday.

### COURTHOUSE RECORDS

**Warranty Deeds**  
 J. H. White to Banner Securities Company, north half of section 23, T4, R2.  
 Home Owner's Loan Corp. to

J. G. Evans: northwest quarter and 24, block 24, Hereford.  
 New Automobiles  
 M. T. Rutter, Feb. 22, Pontiac Sedan, Norton Motor Co.  
 Dr. F. W. James, Feb. 19, Lincoln coupe, Hereford Motor.  
 L. H. Woodford, Feb. 18, Oldsmobile sedan, Brumley-Woodford Motor Co.  
 Peckard Mills, International truck, Feb. 16, Clovis.  
 J. J. Clark, Feb. 14, Ford sedan, Hereford Motor Co.

### Easter Items

**MRS. CARL FRYE**  
 Because of bad roads, there was no Sunday School, Sunday. Next Sunday afternoon, there will be a community singing, if weather permits.  
 This community received as much as one-half to one inch of rain, before the snow started. It will be a great help to the wheat.

### SEE US...

if you want to buy or sell. Have good buys in city property, easy terms. Also prospective buyers for shallow-water land.

### HILL-RICKETTS COMPANY

REALTORS

Brass buys Texas Hogs  
 A Texas farmer, Henry C. Barlow, of Collin County, has sold and shipped 9 pure-bred Hampshire hogs to the government of Brazil. The shipment included 3 sows and 6 boars. Brazil will use the hogs to improve its native stock.

TRAVEL IN COMFORT AND SAFETY

## RIDE THE TRAIN

LOW ONE-WAY FARES EVERY DAY

2c Per Mile  
 GOOD IN COACHES AND CHAIR CARS.

3c Per Mile  
 GOOD IN ALL CLASSES OF EQUIPMENT

### Reduction on Round Trip Tickets

Liberal Limits and Stop-over Privileges.

For complete details of any trip. Call— Or Write—  
**J. E. BEYER, Agent** Hereford, Texas  
**M. O. BURTON** General Passenger Agent Amarillo, Texas

### Dollar Days Feature!



**Savings Galore!**  
**Men's Khaki Jean OUTFIT SHIRTS AND PANTS \$2.00**  
 A smart appearance at work pays dividends! Shirts and pants of sturdy khaki jean, Sanforized to fit! Carefully made for service!

## BARGAINS GALORE!

# PENNEY'S DOLLAR DAYS

Save Time — Save Steps — **SAVE MONEY!** Penney's DOLLAR DAYS are in full swing! Our shelves are brimming over with wide selections of fresh, new merchandise conveniently arranged to make your shopping at Penney's easier. Every item is Priced Low expressly for DOLLAR DAYS—bringing you Bigger Savings — and winning for Penney's a still greater reputation for Low Prices on High Quality Merchandise! Come to Penney's early — stay as long as you like! You'll find remarkable values for your home—for yourself and for your whole family!

**Smart Patterns!**  
**BOYS' DRESS SHIRTS**  
 3 for **1.00**  
 Sturdy fabrics, fully cut for comfort! Fast colors. Buy at a saving!

**Fast Colors!**  
**House COATS**  
 Of 80-Square Percale  
 Fast Color! **1.00**  
 Almost unbelievable at this price! They're very well made — smartly styled! In brand new photographic prints.

**Fast Colors!**  
**MEN'S DRESS SHIRTS**  
**1.00**  
 Broadcloth in dobbies, whites, solid colors. Also madras. All pre-shrunk!

### Dollar Days Feature!

**AVENUE VAT PRINT Wash Frocks 2 for 1.00**  
 New styles to make you smile! New patterns to put you in spring's gayest mood! And, two for only 1.00! Sizes 14 to 52.

STOP! YOU'RE DRIVING ME CRAZY  
 I LOVE TO SEE THE CHILDREN HAVE A GOOD TIME

Which KIND OF MOTHER ARE YOU

Do you "fly all to pieces" when the children are noisy, or when the vegetables burn, or when the jelly won't "jell"? Some mothers are just naturally cranky. Some mothers are cross and impatient because they are nervous.

If you are a natural crank, DR. MILES NERVINE won't do much for you. If you are irritable because your nerves are overtaxed, DR. MILES NERVINE will do a lot for you.

Do you suffer from Sleeplessness, Restlessness, Nervous Irritability, Nervous Headache, or Nervous Indigestion? Do you worry over trifles, start at sudden noises? Overtaxed nerves will cause all these troubles, and DR. MILES NERVINE will help you to relax those overtaxed nerves.

Why don't you give it a trial on our guarantee of satisfaction or your money back? Your druggist can tell you about DR. MILES NERVINE. He has been selling it ever since he started clerking in a drug store. Dr. Miles NERVINE comes in two forms—Liquid and Effervescent Tablets. Both equally effective in quieting overtaxed nerves. Both sell for 25¢ and \$1.00 depending on the size of the package.

**Rayon Pigment CREPE**  
 38-Inch washable crepes, in a choice of plain or printed patterns **3 FOR \$1**

**BIG THIRSTY Turkish Towels**  
 Extra Thick—12 For **\$1**

**Women's FRENCH LEG PANTIES**  
 Good quality, Rayon knit. **3 FOR \$1**

**RAYON and COTTON BED SPREADS**  
 Smart Cotton Ormike and Rayon Jacquard patterns, full size **\$1**

**UTILITY CAR ROBES**  
 Nice weight, generous sizes—A Real Buy—EACH **\$1**

Special Value!  
**LADIES' SILK DRESSES \$1.44**

Special Value!  
**RAYON MILL ENDS — Yard 17c**

**Ringless! Full Fashioned! Perfect Quality!**

**SILK HOSIERY**  
**2 PAIRS 1.00**  
 Sensational at this low bargain price! They're lovely 4-thread chiffons with silk picot tops—slender, fitted heels. Brand new spring shades!

**Special Prices on Remnants!**

**3-Pound Linter Cotton**  
**4 FOR \$1**

**BATTS** FOR **1**

**Ladies' Tuckstitch PAJAMAS**  
**2 FOR \$1**  
 Sizes 16 & 17, pastel colors

**MEN'S Work SHIRTS**  
 Good quality chambray, full cut 2 pockets, blue color, well made **3 FOR \$1**

**VACUUM BOTTLE and LUNCH KIT**  
 Pint Bottle keeps liquids hot or cold. Ventilated kit, name plate **\$1**

**Men Fancy DRESS SOCKS**  
 Colorful patterns, mercerized heels, tops and toes **6 FOR \$1**

**MEN'S COTTON UNION SUITS**  
 Full cut — Long sleeves — Ankle length — Good Quality **2 FOR \$1**

**Odd Lots Men's DRESS SHIRTS**  
 In fancy patterns and solid colors!—2 for **\$1**

Special Value! **TORN SHEETS**  
 Sizes 81x90 Inches **47c**

Special Value!  
**MEN'S WORK SOCKS—Pair 5c**

Dollar Days Special! **LADIES' BRASSIERES** Pastel Shades. All sizes **10c**

# PENNEY'S

Dollar Days Special! **Mens Work Shoes** Heavy, durable construction — Pair **\$1.55**

# Ford V-8 Owners Report High Gas Mileage

## Greater Mileage Is Claimed For New Ford Models

ECONOMY IS KEYNOTE IN CLAIMS FOR '60' H-P MODELS

While much stress has been laid on the new Ford V-8 '60' for 1938, a general trend of attention is now pointing toward the Ford V-8 '60' as stories of its amazing economy spread over the nation.

Drastically alike in most points, the two new cars are also different—along numerous lines, having been constructed for two different types of automobile users.

The two lines of cars have the same improved V-8 chassis, but their styling is distinctly different.

The deluxe cars are larger in appearance. The hood has been lengthened. Its nearly vertical front is carried in a "V" well down into the radiator grille, with familiar V-8 emblem at the tip of the "V." Horizontal lines of the grille bars and the louvres are set in a bright rustless steel band which is carried along the belt to the rear.

The new standard line cars also present a larger appearance, with a newly-designed front end, grille, hood and fenders. The front end is formed in a "V" with the horizontal grille bars extending unbroken along the hoodside to form the louvres.

Fenders in both cars are massive, formed over to provide more complete coverage of the running gear and extending farther back. Headlamps are again recessed in front fender aprons, new type tail lamps in the tips of rear fenders.

Interiors of the two cars are roomy and attractive, styled in keeping with the exteriors. The deluxe sedan interiors are larger.

Bodies of both cars are all steel. There is no metal-to-metal contact between body and frame, the result of thorough use of insulation. Safety glass is used throughout in windshield, doors and windows.

Luggage compartments in all cars is closed off by a wall from the passenger space, and locked with a separate key. The compart-

## 1938 Ford V-8 Standard Tudor Sedan



**M**OST popular of all the Ford V-8 body types is the standard Tudor sedan, shown above. A longer hood, more sweeping lines and newly-designed front end, grille, louvres, fenders and hubcaps are featured. The car is available either with 85 horsepower or 60 horsepower V-8 engine. Interiors are attractively appointed. The front seat is full width. The seat back is divid-

ed. The sections are hinged diagonally and swing inward as they are tipped forward so as to leave a wide passageway on either side for entrance to the rear seat. Like all Ford body types the Tudor sedan has a large built-in luggage compartment. The standard cars are engineered for owners who demand the maximum of economy in first cost and operating cost.

ment door hinges are concealed, the doors opening from the bottom.

A new feature of the rear deck design is a combination handle, license bracket and light, formed in the shape of an airplane propeller hub. Spare wheel and tire are carried in all compartments except in the convertible cabriolet. In this type, because of the rumble seat, the extra wheel and tire are mounted back of the seat.

The V-8 112-inch wheelbase chassis has been improved. Its features include "centerpoise" construction, rubber-cushioned engine, easy steering, softer springs, improved cable-controlled brakes, semi-centrifugal clutch, full torque tube drive and straddle-mounted rear axle driving pinion.

Refinements in the V-8 engines to provide better performance, particularly at lower car speeds, and brake improvements increase the ease of control by the driver. Riding is made more comfortable by the improved springs.

larger Ford V-8 Trucks so reliable. Frame, springs, and axles are designed with high reserve strength for the rated capacity of the unit. This has been achieved without penalizing operating economy by excess chassis weight. There is a body type for practically every need in the one-ton range—a Stake, Platform, Panel Express, Cab and Chassis and a Driveaway Chassis.

## Good Shops Are Source of Pride In Local Garage

### HEREFORD MOTOR BOASTS MODERN SERVICE DEPARTMENT

Boasting one of the most complete and best equipped shops in the Panhandle, the Hereford Motor Company specializes in repair and service of Ford passenger cars and trucks and offers superior repair work on other makes of cars.

"You will always find a good repair shop in a Ford garage," says Ernest Medkief, "and it is always easy to find parts for your Ford automobile because of the nationwide distribution of the cars.

"Our modern shops also make it possible for us to offer you R & G—Renewed and Guaranteed Used Cars; this is another nationwide movement which is being sponsored by Ford, and all guaranteed cars have to come up to certain specifications before we class them in this division."

While modern equipment plays a big part in the shops of the Hereford Motor Company, they also employ skilled and trained mechanics and regularly send these mechanics to special schools to keep in touch with all new developments in the automobile industry.

## Ford Announces New One-Tonner Truck Line Here

Ernest Medkief, Hereford Motor Company owner, this week announced the new line of Ford "One-Tonners." The one-ton trucks bridge the gap between Ford V-8 trucks on 184-inch and 157-inch wheelbases, and are planned especially to take advantage of the economical 60-horsepower V-8 engine, although they are available with the 85-horsepower engine, giving a choice of right power for hauling requirements.

The new "One-Tonner" has a 122-inch wheelbase. Because of the compact V-8 engine, standard length bodies have exceptionally roomy cabs or driver compartments. Built into this unit are the quality features that make the

a job we turn the machine on the car to determine if it is in perfect condition."

The Hereford Motor Company has recently opened a drive on Spring Repair work to result in more enjoyable driving and safer driving for all persons on the roads. Specials are being offered during the week, and attention was called to the importance of having your automobile checked after long, cold winter months of driving under adverse conditions.

## Ward News Notes

(9 miles north, 3 west)

BY MRS. CHARLES E. MILES

The snow and showers that fell here in the last week have been of great benefit to the wheat and pastures, as both were suffering severely from drought.

Mr. and Mrs. Webb Adrian of Bippus community, visited Mr. and Mrs. G. C. Snell, Sunday.

Mr. and Mrs. Commodore Davis visited, Saturday night, with Mr. and Mrs. T. B. Cox.

Mr. and Mrs. James G. Blainé visited Mr. and Mrs. Jack Hutson, Sunday.

Mr. and Mrs. Ernest Signor visited in John Higgins' home, Sunday.

Mr. and Mrs. C. B. Miles visited, Tuesday, with Mr. and Mrs. T. B. Cox.

Mr. and Mrs. Robert Veigel were Sunday dinner guests of Mr. and Mrs. Bill Hutson. Mesdames Arlie Deap and George Suggs called in the afternoon.

Mr. and Mrs. Fred Moreman and daughters, Marie and Ruth, visited Mr. and Mrs. Glenn Rutler and family, Sunday.

Mr. and Mrs. Charles Hood and family, visited Mr. and Mrs. T. B. Cox and family, Sunday.

## Bellview News

(45 miles northwest)

MRS. R. H. JOHNSTON

This community has certainly had the worst weather of the season the past week. Icy rain, sleet,

and snow. It snowed Thursday night, most of the day Friday, and again Saturday night and Sunday.

What is looking fine in this community and with the present moisture it should grow fast.

Mrs. Minnie Bidley left the last of the week for Borger for a visit with her daughter, Mrs. Ely Sharp.

Mrs. Rice took her to Ende, where she took the bus. Mrs. Claud Messenger has gone to Spur, Texas, for a visit with her sister.

Mrs. Lizzy Able is visiting a sick sister in Texas.

Will Fryar and son, James, went to Rabon, the past week and brought back Mr. Fryar's sister, for a visit.

Dee Reese and family are over from Hereford for a visit with home folks.

Mr. and Mrs. J. T. Reese visited their daughter, Mrs. Hutchins, in Clovis, Saturday.

## Summerfield News

(8 miles southwest)

MRS. ASA ATCHLEY

Miss Koma Hyatt of Happy, and Glenn Batcliff of Hereford were guests in the O. H. Butler home, Sunday.

Mr. Lee Curry and Mrs. Guy Walser and children met Mrs. Curry and Pearl Procher in Amarillo, last week end. Mrs. Curry and Pearl are returning from Clarendon, where they have been visiting for the past month.

There were 28 at Sunday School, Sunday.

This community received showers and a good snow last week. There was enough moisture to make the farmers feel better.

Mr. C. B. Thomas was a Friona, visitor, Friday.

Mr. Henry Kendall and family moved here recently, from Clovis. The W. M. U. and T. W. A. had their "Annie W. Armstrong" program at the church, Tuesday.

The school children had their Washington's Birthday program, Friday. There were a few parents attending.

Mr. and Mrs. C. B. Thomas were visitors in the Frio community, Friday.

Mr. and Mrs. James Gandy were in Wyche, Sunday.

Mr. and Mrs. W. A. Vines and children, are visiting in the O. Cross home, in Petersburg, this week.

Doyle Vines and Aubrey Bartley of Black, were in the J. G. Gandy home, Wednesday.

Glenn Roberson, Claud Greenon, and Otho Noland, were business visitors in Oklahoma City, last week.

## Adrian-Simms

(18 miles north, 9 miles west)

All we folks are rejoicing over the snow we have had during the past week. This will be good for the growing wheat.

Among those shopping in Hereford, Saturday, were Jack Slaughter, Floyd Pitman, Mr. and Mrs. Dawson Blasingame and children, Mr. and Mrs. Tom Bahanan and Ola, Mr. and Mrs. Jim Chapman, Mr. and Mrs. Cord Hammock, Mr. and Mrs. Zerrill Thomas and children, Mr. and Mrs. Glenn Heigler and Norma Lee, Mr. and Mrs. Claude Bogel and Guyeth, John L. Morris, Mr. and Mrs. E. A. Freeman, Mr. and Mrs. Alton Biggers.

Mr. and Mrs. Ashford and small daughter have returned to Adrian for several months. Mr. Ashford superintends the construction of bridges on Highway 66.

Mr. and Mrs. Floyd West were in Hereford, Thursday.

## MR. PROSPECTIVE PUMP BUYER

Do you know that there is one of the most complete lines of pumps and pumping equipment carried in stock here in Hereford, your home town, on which county, state, school and city taxes are assessed and paid?

Do you know that we have available at all times within a few hours notice repairs for most any pump we carry?

Do you know that we have a complete installation outfit for your convenience at all times, right here in Hereford?

Do you know that practically half of the pumps in operation here in this territory were sold and installed by us and that we are getting repeat orders from our former customers?

Please investigate the above facts before buying.

## HEREFORD-JOHNSTON PUMP CO.

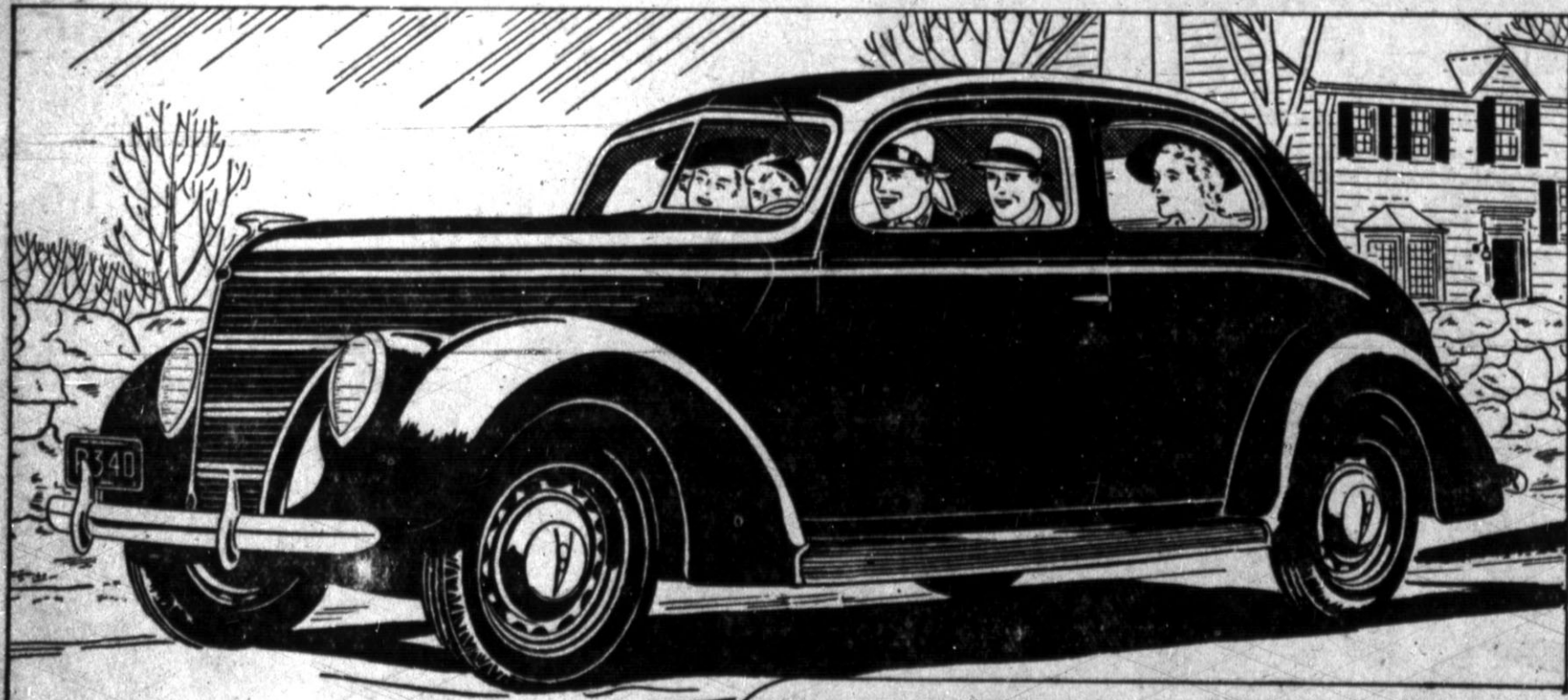
Wm. McGehee, Mgr.

Think of it—a Big, Smooth V-8 that gives, according to owners' reports,

# 22 to 27 Miles to the Gallon of Gas!



1938 THRIFTY "60" TUDOR SEDAN—BETTER LOOKING—LONGER HOOD—RICH NEW INTERIOR—ROOMY BUILT-IN LUGGAGE COMPARTMENT



DELIVERED IN

\$760.89

### EQUIPMENT INCLUDED

(State Taxes Extra)

Price quoted is for 60 h. p. Tudor Sedan illustrated, and includes transportation charges, Federal taxes, gas, oil, anti-freeze and all the following:

2 bumpers, with 4 bumper guards • Spare wheel, tire, tube and lock • 2 matched vibrator type horns • Cigar lighter and ash tray • Heat indicator and trip odometer • Foot control for headlight beams, with indicator on instrument panel • Built-in luggage compartment, with lock • Silent helical gears in all speeds • Oil bath oil cleaner.



The built-in luggage compartment with low floor and wide door is easier to load and has unusually large luggage space.

Interesting features of the new Thrifty "60" 112-inch wheelbase • 123-inch springbase • V-8 smoothness and Ford handling ease • 3 body types, choice of 5 colors • Low operating cost • New seat backs that swing inward as well as forward for easier entrance in Tudor Sedan.

**W**HEN it was introduced it was predicted that the Thrifty "60" Ford V-8 was "going to save America a lot of money." More than 300,000 motorists have bought this car since that time. Hundreds of these owners have reported "22 to 27 miles per gallon of gasoline" and "no need for oil between regular 2,000-mile changes."

This year, in addition to proved economy, the Thrifty "60" Ford V-8 offers still more style, size and comfort. It is a bigger, smarter car to look at. It is a finer car to ride in, with richer upholstery and appointments. Its smooth, quiet V-8 engine performance is matched with new luxury that belies its low price. See it at your Ford Dealer!

The New THRIFTY "60" **FORD V-8**

**GET YOUR CAR READY For Spring!**

LOOK FORWARD TO MILES OF ENJOYABLE DRIVING



Now is the time to get that Winter sluggishness out of your car and get a new kick out of driving! You may think she's behaving nice... but even if you bought her last Fall she's running like an ice wagon now, after bucking Old Man Winter—compared to what she can do and WILL DO if you give us a change to get her ready!

Let us put new pep in that engine—new smoothness in the way she handles—new power in getting away—new dependability in the brakes—new comfort—new quietness—new speed—new life in the car! Don't delay! Drive in to our modern shop today!

Thrifty "60" **Ford V-8** DeLuxe "85"

TWO POPULAR ENGINE SIZES FOR 1938  
Now on Display at our Showroom

**FORD V-8**

Trucks and Commercial Cars

New This Year!  
**THE FORD V-8 ONE-TONNER!**  
A unit that fills the gap between Ford Commercial Cars and the big Ford Trucks

**HEREFORD MOTOR CO.**

Ernest Medkief

### Mother-In-Law Day To Include Hereford Women

#### AND COUNTY FLOAT WILL REPRESENT THIS COUNTY IN PARADE

Privilege of riding on the world's longest float will be accorded 500 mothers-in-law, March 9, in Amarillo.

Places aboard the float are free, but cannot be obtained except by advance reservation.

If you are a mother-in-law and want to pass in review on the world's longest float, before Mrs. Franklin D. Roosevelt, please let me know at once and I will send you a reservation card," says Miss Louise Evans, in charge of arrangements for the first chartered club in Amarillo.

Special places have been reserved in the parade for the oldest and youngest mothers-in-law of the Southwest.

Who the oldest and youngest mothers-in-law are will be determined through a survey conducted by newspapers of the Southwest.

The High School band will represent Hereford in the big parade, and Deaf Smith County is entering a special Home Demonstration division with a float; this division is conducted by Miss Ruby Mashburn, district agent, and by Miss Louise Evans, Amarillo News staff writer.

#### Services at the CHRISTIAN CHURCH

H. M. Redford, Minister  
Ellis Coombes, Supt.

Bible School 9:45-11 a. m.  
Morning worship 11-12 a. m.  
Christian Endeavor Societies

Meet 6:30-7:30 p. m.  
Evening worship 7:30-8:30 p. m.  
Mid-week Church Family Night

Wednesday 7:30-8:30 p. m.  
Our Bible School registered an encouraging attendance last Lord's Day. The spirit of doing things together, is being manifested on every hand. Remember that we are reading the Gospel of Matthew together this month. Let us be ready to tell the superintendent that we have completed the reading of this Gospel next Sunday morning. At the morning hour the pastor will deliver the fourth and last sermon on the subject, "Jesus' Scale of Values." At the evening hour the theme will be "Things Unshaken." Come and discover with us the unshaken and eternal foundations of our faith.

#### LAYMAN'S LEAGUE

The laymen of the Christian Church met for their regular monthly meeting at the church last Thursday night, Feb. 17. W. A. Vaughn made the principal talk on "The Church." This was followed by a stimulating discussion on the relationship of the Church to the present trend toward war. A goodly number preferred to stay in their comfortable homes rather than come to the meeting, but the basement of the church was never warmer and the good fellowship as

well as the coffee and doughnuts added to the worthfulness of the meeting. The president, A. Petersen, declares it was the best meeting the laymen have had. Don't miss the next one.

### Lions Club Is Entertained By Local Students

Members of the Lions Club were entertained at the regular Wednesday noon meeting by Troy Womble and Miss Helen Francis Streu. Miss Streu played three saxophone numbers and was accompanied by Mr. Womble. The rendition was given popular acceptance by the club, two encore numbers being played.

Others on the program were Jack Little, State Representative, and Alex. O. Thompson.

### Tiefel Said To Be Improving

Jake Tiefel, local contractor, who underwent a major operation Saturday in Waxahachie, was today reported to be greatly improved. Leona, a daughter in Weatherford, and J. A. Fox, formerly of Hereford, were at his bedside.

#### JUNIOR DISCUSSION GROUP

The Junior Discussion Group met in the Library Monday evening.

#### CUE CHAMPION



Ruth McGinnis, the outstanding woman pocket billiard player of the world, shown practicing for a professional match in New York City. A protegee of Ralph Greenleaf, Miss McGinnis has lost only 29 out of 1,050 exhibition matches in the last three years. She is the only left-handed pro in the game and boasts a 600 to 114 victory over Babe Didrickson.

Feb. 21. Mr. Willoughby presented the subject of "The Ludlow Amendment, Its History and Present Status." While there was not a large attendance, there was an active discussion of the present peace situation.

### SOCIETY

#### YOUNG PEOPLES' FUN NIGHT SCHEDULED FOR FRIDAY NIGHT

The second of a series of "Fun Nights," when the senior young people of the city gather together for an evening of fun and frolic, will be held at the Presbyterian Church, Friday night. All members of senior young peoples' departments of the various churches and all other young people of that age whether connected with an organization are invited to attend.

Rev. John C. Thorns and his committee are making arrangements for the affair and leaders of groups in the different churches will be in charge of games, stunts, and general entertainment.

The first entertainment of this series was held at the Christian Church in January and the large attendance and interest shown caused sponsors to schedule "Fun Nights" regularly once each month.

#### INTERMEDIATE G. A. MEETING HELD TUESDAY

The Intermediate G. A.'s met Tuesday, February 22, at the First

### Two of Society's Favorites



George Vanderbilt and his wife are among the leaders of the society colony at Palm Beach, Fla., this winter. They are pictured taking a spin in their specially designed roadster.

Joyce Cross, Mrs. H. E. Perkins, Glennis Cockrell, Annie Jo Owens, Louise Cross, Bobbie Turner and Grace Bowen.

The group agreed that it would hold the next few meetings at the church and a committee was appointed to take care of refreshments.

#### Texas' 10-Year Gain In Oil Production

In 1927 Texas supplied but 26 per cent of the nation's crude oil production. In 1937 Texas supplied 44 per cent; California 15 per cent and Oklahoma 17 per cent.

#### New Causeway

Work on Galveston's new \$2,500,000 cement causeway is about one-third completed. It is to be three miles long, extending from the mainland, at Virginia Point, to the island proper.

#### Hunters Break Deer Record

Four days before the deer season closed, December 31st, hunters had placed in cold storage vaults at Kerrville 800 buck deer and 202 wild turkeys. The number of deer in storage exceeded last season's

## Furr Food Store Leads With Low PRICES

These Low Prices are Effective FRIDAY and SATURDAY!

### Karo

LIGHT or DARK 59c  
No. 10 Can

### Flour

EVERLITE 48-Lb. Sack \$1.59

### P-G SOAP

10 BARS For 35c

### Oxydol

Large Pkg 19c Giant Size 59c

### Beans

GREAT NORTHERN 2 Lbs. 9c

### Blackeyed Peas

2 Lbs. 10c

### Beans

CUT GREEN, No. 2 Can-3 Cans for 23c

### Spinach

STANDARD, No. 2 Can-3 Cans for 23c

### Peas

AMERICAN Wonder No. 2 Can-3 for 25c

#### Fresh Vegetables and Fruits

SPUDS	No. 1 White 10 Lbs. ....	15c
GRAPEFRUIT	Texas Seedless, 80 size-Dozen	25c
APPLES	Fancy Winesaps Small-3 Doz...	25c
CELERY	Large Stalk Each .....	10c
CARROTS	Three Bunches .....	10c
LEMONS	Sunkist, 360 size Dozen .....	21c

COFFEE	Admiration-Lb. Can .....	26c
COFFEE	Bright & Early-Lb. Package	20c
LUX FLAKES	Large Package .....	23c
TOILET SOAP	Lux-3 Bars .....	17c
BABO	Can .....	12c
CLEANSER	Sunbrite - 2 Cans .....	9c
WHITE KING	Large Box .....	29c

SYRUP	BUCKET BRAND 12-Ounce Bottle .....	21c
SYRUP	WAFFLEGOOD, 5-Pound Can .....	59c
TOILET TISSUE	NORTHERN, 3 Rolls .....	17c
LIMA BEANS	2 POUNDS For .....	12c
TOMATOES	NO. 2 CAN 3 For .....	23c
CORN	STANDARD, No. 2 Can 3 For .....	25c
MATCHES	Three Boxes For .....	10c
TOMATO JUICE	LIBBY'S 3 Tall Cans .....	19c
MACARONI	or SPAGHETTI, Skinner's, 3 Packages .....	20c
PRUNES	MEDIUM SIZE, Per Pound .....	5c
APRICOTS	CHOICE EVAPORATED, Per Pound .....	12c
RICE	CHOICE, Per Pound .....	4c
SHELLED Pecans	SELECT HALVES, Per Pound .....	35c

#### Finest Meats

SAUSAGE	All Pork, Per Lb. ....	15c
STEAK	Baby Beef, Per Lb. ....	15c
ROAST	Pot. Per Lb. ....	15c
BOLOGNA	or FRANKS, Per Lb. ....	15c
CHEESE	Longhorn, Per Lb. ....	19c
SALT JOWLS	Per Pound ....	12 1/2c
LAKE TROUT	Two Pounds .....	25c

PEANUTS	Raw or Roasted-3 Lbs. ....	25c
APPLE JELLY	White House-2-lb. jar .....	21c
CAKE FLOUR	Aunt Jemima-Large pkg. ....	23c
OATS	Crystal Wedding-large pkg. ....	19c
CORN FLAKES	Miller's-Large pkg. ....	8c
APPLE BUTTER	Libby's - 26-Oz. Jar .....	15c

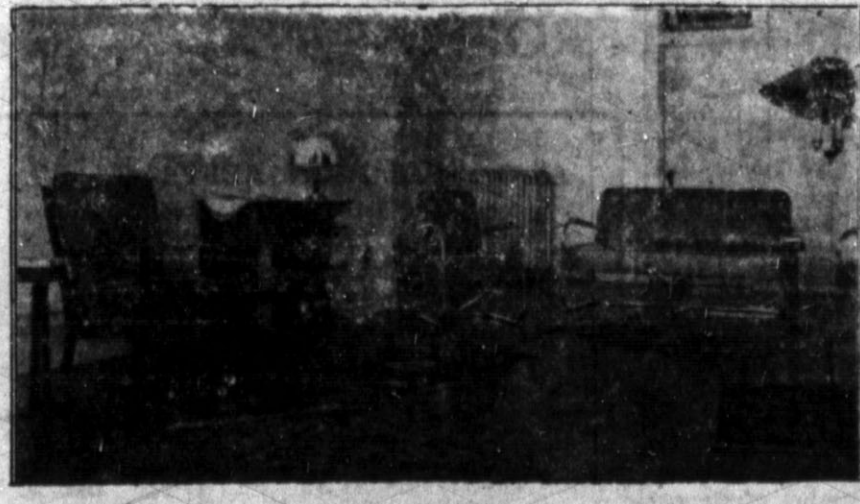
CRACKERS 15c  
EXCELL-2 Lbs .....

## FURR FOOD

## Congratulations

to Wilson Gyles upon opening

## TEXAS HOTEL



All Hereford is proud of the New Texas Hotel and The Brand is glad to extend congratulations to Wilson Gyles and his associates upon the completion and opening of this Modern and Convenient Hotel. We feel that Wilson Gyles has accomplished a great thing in bringing to Hereford this up-to-date Hotel!

VISIT AND INSPECT THE NEW TEXAS HOTEL

## The Hereford Brand

Tabulation Hereford Breeders Auction, Saturday, Feb. 19

Bull	Calves	Consignor	Buyer	Price
Prince S. 14th	11-30-36	L. R. Bradley	Arthur Brooks, Hereford	\$105
Stanway Prince 2nd	7-20-36	E. L. Bradley	John Whitsett, Hereford	175
Stanway Prince	5-25-36	E. L. Bradley	G. W. Flagg	115
Beau Stanway	5-6-37	E. L. Bradley	L. H. Shore, Hereford	190
Prince S. 3rd	5-30-36	E. L. Bradley	John Marnell, Hereford	105
Prince S. 2nd	1-14-37	E. L. Bradley	Joe Ainsworth, Milesand	120
Diamond Axtell	10-21-36	B. E. Brumley	Sam Fitzgerald, Afton	105
Super Ferguson	1-24-37	B. E. Brumley	C. T. Guseman	100
Super Lee	1-24-37	B. E. Brumley	C. T. Guseman	100
Axtell Mischief 2d	10-28-36	B. E. Brumley	Homer Arn, Willard	110
Axtell Mischief	9-9-36	B. E. Brumley	Lee Hammond, Clovis	120
Axtell Paladin	10-14-36	B. E. Brumley	L. A. Sterritt, Hart	105
Axtell Boy	11-12-36	B. E. Brumley	Bill Shirley, Lasbuddy	155
Real Anxiety 50th	4-22-36	G. W. Brumley & Sons	Lee Hammond	135
Prince Imperial	12-18-36	G. W. Brumley & Sons	Boyd Williams, Hope	110
Superior 52nd	6-20-36	G. W. Brumley & Sons	Bill Shirley	140
Dominio 27th	1-10-37	G. W. Brumley & Sons	C. T. Guseman	100
Prince's Lad	6-24-36	G. W. Brumley & Sons	Boyd Williams, Hope	153
Prince J.	6-30-36	G. W. Brumley & Sons	G. W. Flagg	115
Imperial Blanchard	2-18-37	G. W. Brumley & Sons	B. E. Brumley, Hereford	110
Superior B. 24th	5-17-37	G. W. Brumley & Sons	Frank Cobb, Tulla	125
Beau Imperial	3-23-37	G. W. Brumley & Sons	Sam Fitzgerald	105
Don Domino	4-13-37	G. W. Brumley & Sons	P. H. Barnes, Sudan	105
Superior D.	3-27-37	G. W. Brumley & Sons	C. T. Guseman	100
Super D.	3-25-37	G. W. Brumley & Sons	C. T. Guseman	100
Superior B. 29th	5-10-37	G. W. Brumley & Sons	W. E. Dameron	105
Imperial 3rd	5-22-37	G. W. Brumley & Sons	Perry Graham, Dimmitt	110
Imperial Domino 23	10-1-36	G. W. Brumley & Sons	C. T. Guseman	100
Imperial Domino 24	10-7-36	G. W. Brumley & Sons	Boyd Williams, Hope	110
Timberline 10th	7-25-36	R. L. Coonauger	Lyons & Mack, Clovis	165
Blanchard Anx. 5th	5-26-36	R. L. Coonauger	H. H. Miller, Dawn	185
Mouset Domino 7th	10-27-36	R. L. Coonauger	Ed Riley, Santa Rosa	140
Mouset Domino 11th	11-11-36	R. L. Coonauger	Boyd Williams	115
Blanchard 183d	6-15-36	R. L. Coonauger	Ed Riley, Santa Rosa	160
Blanchard 152d	3-10-35	R. L. Coonauger	Lee Hammond	130
Blanchard 199th	5-20-36	R. L. Coonauger	Arthur Brooks	120
Timberline 21st	4-13-37	R. L. Coonauger	C. T. Guseman	105
Timberline 20th	3-7-37	R. L. Coonauger	L. N. Norwood, Afton	110
Timberline 11th	11-12-36	R. L. Coonauger	Arthur Brooks	115
Modest Prince 1st	9-25-36	R. L. Campbell	A. L. Davis, Milesand	105
Don Caldo 62d	11-30-36	R. L. Campbell	Lee Hammond	130
Superior D.	10-5-36	W. E. Dameron	C. T. Guseman	100
Real Anx. 4th Jr.	7-26-36	W. E. Dameron	Perry Graham, Dimmitt	120
Superior 10th	8-22-36	R. W. Elliston	Boyd Williams	115
Beau Superior	5-18-36	R. W. Elliston	Lyons & Mack	120
Dominio 3rd	2-1-37	R. W. Elliston	Joe Ainsworth	175
Beau Paladin 5th	9-1-36	R. W. Elliston	P. H. Barnes	105
Dominio 9th	12-28-36	R. W. Elliston	L. M. Norwood	105
Superior Blanchard 2d	2-5-37	R. W. Elliston	Homer Arn, Willard	105
Dominio 8th	11-2-36	R. W. Elliston	Sam Fitzgerald	105
Dominio Prince 60th	11-14-34	R. W. Elliston	Frank Cobb	180
Diamond C. 60th	12-25-36	W. M. Emmons	W. E. Dameron	105
Prince Axtell 4th	8-31-36	Alton T. Fraser	Arthur Brooks	105
Prince Axtell 4th	6-6-36	Alton T. Fraser	J. L. Stallard, Tucumcari	305
Sterling Domino 14th	5-4-34	Alton T. Fraser	Rob Lowell	200
Diamond 18th	1-4-37	W. R. Higgins	G. W. Springer, Sudan	130
Diamond 9th	3-17-37	W. R. Higgins	C. T. Guseman	100
Prince Stanway	5-7-37	O. G. Hill, Jr.	V. T. Glenn, Vega	265
Prince Dandy	4-28-36	J. R. Lipscomb	J. L. Boydston, Hereford	115
Dandy Prince	6-18-36	J. R. Lipscomb	Arthur Brooks	110
Prince East 9d	3-26-37	T. E. Major	Homer Arn	115
Prince Real	2-14-37	T. E. Major	F. A. Gyles, Hereford	155
Don Anxiety 8th	6-2-36	T. E. Major	Homer Arn	105
Blanchard 2d	12-12-36	S. P. Rosson	Sam Fitzgerald	105
Blanchard	1-28-37	S. P. Rosson	L. M. Norwood	105
Prince Domino 191st	3-18-36	W. M. Stewart	Lyons & Mack	180
Dominio 35th	2-24-37	W. M. Stewart	Boyd Williams	100
Beau Montia 2d	3-17-37	George M. Suggs	W. E. Upton, Hereford	105
Prince Domino 256th	2-22-37	W. T. Womble Estate	Sam Fitzgerald	105
Prince Domino 253d	2-28-37	W. T. Womble Estate	Sam Fitzgerald	105
Beau B. 196th	2-26-37	W. T. Womble Estate	Lee Hammond, Clovis	110
Prince Domino 234th	3-13-37	W. T. Womble Estate	C. T. Guseman	100
Timberline 41st	3-30-37	J. M. White	Sam Fitzgerald	105
Timberline 37th	3-22-37	J. M. White	Lee Hammond	115
Superior 21st	2-28-37	J. M. White	L. M. Norwood, Afton, N. M.	105
Timberline 40th	5-1-37	J. M. White	C. T. Guseman	100
Petty Stanway	1-17-37	Consignor	Buyer	Price
Lady D. 189th	4-6-37	Miles Roberson	H. H. Miller, Dawn	\$ 90
Lady D. 192nd	4-29-37	W. T. Womble Estate	W. E. Dameron	65
Lady D. 188th	3-18-37	W. T. Womble Estate	Tommy Robison, Hereford	85
Lady D. 187th	2-22-37	W. T. Womble Estate	C. W. Frye, Hereford	67.50
Lady Domino 298th	2-24-37	W. T. Womble Estate	W. E. Dameron	105
			W. M. Stewart	100

# The Whiteface Round-Up

Vol. II—No. 17

HEREFORD HIGH SCHOOL, THURSDAY FEBRUARY 17, 1938

Page 4

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

## Girls Will Attend District Tournament

### Receive Special Privilege Cards

Each six weeks special privilege cards are given to certain students, complying with special standards of scholarship.

The privileges are listed under three sections. In the first section, A, the following privileges are given: (1) A student is permitted to go to his locker during study halls; (2) He may enter the library without having to get special permission from the teacher; (3) He may go to see teachers who are not on duty without having to have an admit slip. Under section B, the student is allowed to go to the County Library during study halls. Under section C, he is allowed to be excused from the first and last study halls of each half day. It takes three six-week periods of complying with certain standards before the student gets all three privileges.

The following are the students who hold privilege cards at the present time:

- Margaret Allen, A B C; Calvin Brumley, A B C; Ann Cockrell, A B C; Polly Anna Crawford, A B C; Louise Cress, A B C; Faye Crosthwait, A B C; Billie L. Davis, A; Bobby Davis, A; June Dameron, A B C; Doris Elaine Dillehay, A B C; Raylan Evans, A B C; Caroline Frye, A B C; Grant Fuller, A B C; Edwin Herr, A B; Wilma Higgins, A B C; Edith Jackson, A B C; Eleanora McKinley, A B C; Myron Morgan, A B C; Roy Morrison, A; Jack Nickes, A B C; Mary Nickes, A B C; Margaret Ohlig, A; Viola Phillips, A B C; E. B. Poeys, A B; Floyd Ross, A B C; Elma Shugart, A B C; Troyce Stambaugh, A B C; Mary Tiefel, A; Jean Williams, A B C; Frances Young, A B C.

### Seniors Meet

The Senior Class met Wednesday in the regular meeting place. The class voted to put the selection of invitations in the hands of the Invitation Committee. A report from the Student Council was given, and the results of the magazine contest was announced. Students were again reminded that they can belong to only two clubs, and with these remarks the meeting adjourned.

### JUNIOR CLASS OF 1937-38

Here is the Junior Class of '37-'38, sponsored by Miss Rigler and Mr. Willoughby. There are sixty members in this class and many of them are among the high-ranking pupils of the school.

## Weekly Auction Holds Interest Of This Section

### DEMAND FOR WHITEFACE YEARLINGS SEEN IN SALES HERE

Despite muddy roads an exceptionally good sale was reported at the pavilion. Buyers and consigners from Mexico, Oklahoma and distant points in Texas, contributed to the success of the sale, which featured snappy bidding from start to finish.

Milk Cows sold from \$35 to \$50; mixed calves and yearlings from \$4.25 to \$6 per hundredweight; 28 head of plain Whiteface yearlings sold at \$7.25 per hundredweight. Hogs and pigs brought their usual high marks. Horses also sold fairly well.

Ray Barber, auctioneer, reported an urged need for more cattle for the sale next Tuesday; he said that plenty of buyers will be on hand for all classes of livestock, especially Whiteface yearlings, steers and heifers.

### CARD OF THANKS

We wish to express our sincere appreciation to our friends, for the many kindnesses shown us during the illness and death of our loved one. May God bless each of you.

W. O. Fox, Mr. and Mrs. C. C. Acker and family, Mrs. D. M. Lawrence, Roy French.

Mrs. D. W. Lawrence of Dawson, Texas, left Wednesday for her home, after spending the past two weeks with her niece, Mrs. C. C. Acker and family.

Stencils, ink and office supplies at Brand Office.

## Band Rehearses In Canyon



MR. RALPH SMITH

Our beloved band and orchestra teacher, Mr. Ralph Smith, says he went to school at Canyon when there was only a junior college and no W. T. S. C. He attended the junior college at Canyon two years, majoring in manual training. He did not receive a degree, as is necessary today, but he did get a teacher's certificate.

One summer since his Canyon school days, he attended school at the Western State University, Gunison, Colo., which is a school for musicians.

## Boys Defeat Stratford And Dalhart; Canyon Beats Them

The boy enagers of Hereford went to the semi-finals before being defeated in the district tournament. They defeated Stratford in the first round and then Dalhart in the quarter-finals. When they reached the semi-finals, the district winners, Canyon, defeated them badly.

Hereford defeated Stratford in the first game 31 to 25. Hereford started out ahead and never were overtaken during the whole game. J. Vaughn was the high scorer of the game.

In the second game the Whitefaces defeated Dalhart by the same margin as the first game. The final score was 29 to 23. Dalhart started out ahead, but Hereford overtook them and were leading

The basket ball girls will go to Tulla tomorrow to attend the district tournament.

Hereford will meet Dumas, the winner of that game playing Stratford. Both of these games will be played Friday, February 25, at 4 and 8 p. m., respectively.

If Hereford wins in the last game mentioned, the girls will meet either Channing or Canyon at 4 p. m. Saturday. The winner of this game will play against the winner of the other bracket in the finals at 8 p. m. Saturday night, February 26.

The winner of the entire tournament will be eligible to go to state. Hereford would like to receive that honor, and with a little support from the sidelines, the girls expect to "go places" at Tulla.

### FRESHMEN TO PRESENT ASSEMBLY PROGRAM

Freshmen assembly program to be given March 3, will portray the effect of the radio program on family life.

They are thousands of miles apart in real life—on the stage they are close together. One side of the stage is the picture of the family life; on the other side the radio stars being shown doing their parts.

Those taking part in the program are: Glenn Smith, Doris Elaine Dillehay, Calvin Brumley, Delbert Kasaban, F. L. Lucas, Billie Lane, Hicks Roberson, June Dameron, Margaret Higgins, Troyce Stambaugh, Evelyn Benson, McDonald Turner, Jean France, Stanley Underwood, Charles Hill, Billie Louise Davis, Kenneth Lieube and lots of others.

### Hi-Y Trip Is Postponed

Due to snow, which was reported heavier in Amarillo than here, the Hi-Y did not make their planned trip to Amarillo on Monday, February 21.

## Boys Defeat Stratford And Dalhart; Canyon Beats Them

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by a safe margin at the start of the fourth quarter. In this quarter Hereford fell apart for a long enough time for Dalhart to lead four points four minutes before the game ended. The local boys settled down again to win by six points. Ashlock was high scorer for the game.

Playing in the semi-finals Saturday morning, Hereford was defeated for the fourth time this year by Canyon. The score was 43-26. Hereford could do nothing with Canyon's fast passing team. By this game Hereford was eliminated from the tournament.

J. Vaughn, Nunn, Ashlock, Posey and Petersen were the starters for Hereford in every game.

F. Kerr, 42 years, and numerous others from 30 to 35 years.

Little son at the Alton Fraser home

Mr. and Mrs. Alton Fraser are entertaining, as a permanent guest, a little son. He arrived Tuesday, February 22, and has been given the name of Jon George Fraser.

Rabbits Are Productive

A single pair of rabbits will increase one hundred-fold between spring and autumn.

Miss Verna Culpepper was an Amarillo visitor, Wednesday.

It Is Dangerous!

It is dangerous to sell a SUBSTITUTE for 666 just to make three or four cents more. Customers are your best assets; lose them and you lose your business. 666 is worth three or four times as much as a SUBSTITUTE.

## BUSINESS AND DIRECTORY PROFESSIONAL DIRECTORY

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Offices in the Courthouse

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

## CLOSING-OUT SALE

Thursday, March 3

At the Old J. F. Ward Home Place, 1½ Miles South of Hereford

### : Livestock :—

- 1 8-Year-old Mare, 1400 lbs.
- 1 Smooth Mouth Mare, 1500. (Both bred to State Horse)
- 1 2-Year-old Horse (good).
- 1 5-Year-old Roan Mare.
- 3 Coming yearling Colts, out of State Horse.
- 1 Coming yearling Colt.
- 3 Good Jersey Cows, with young Calves or Heavy Springers.
- 39 Feeder Shoats, wt. about 100 lbs.
- 3 Gilts, will farrow soon.
- 2 Sows, will farrow around April 15.

### : Farm Machinery :—

- 2 Row Binders.
- 1 P&O 14-in. Sulky Plow.
- 1 1-Row Lister.
- 1 2-Row Lister, power lift.
- 1 7-Foot Disc Harrow.
- 1 5-Section Drag Harrow.
- 1 2-Section Drag Harrow.
- 1 2-Row Sled-Co-Devil.
- 1 1-Row Sled Go-Devil.
- 3 Cultivators.
- 1 10-in. Turning Plow.
- 1 5-Shovel Garden Plow.
- 2 Georgia Stock Plows.
- 2 4-Wheel Trailers.
- 1 Wagon with Box.
- 1 Wagon with Bundle Rack.
- 2 Mowers.
- 1 Rake.

### : Shop Tools :—

- 1 Anvil and 1 Vise.
- 1 Safety Hatch Incubator, 120-egg Capacity.
- 1 Coal Brooder Stove, 1,000 Capacity.
- 1 Set Heavy Leather Harness.
- 4 Sets Chain Harness.
- 1 Stock Saddle.
- 1 DeLaval Cream Separator.
- 1 Iowa Cream Separator, large size.
- 1 30-Gallon Hot Water tank.
- 1 Grindstone.

### : Nursery Trees :—

Special Prices on Chinese Elm and Peach Trees! Many other Articles too numerous to mention.

Sale Starts Promptly at 1:00 P. M.

# J. F. WARD, Owner

RAY BARBER, Auctioneer

E. O. EUBANKS, Clerk

SCHOOL SUPPLIES OF ALL KINDS Sold Here

Beware—the COMMON COLD BUY YOUR COLD REMEDIES HERE!

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

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

CITY DRUG STORE PRESCRIPTION DRUGGISTS Phone - - - 100

WHITEFACE ROUND-UP HEREFORD HIGH SCHOOL, THURSDAY FEBRUARY 17, 1938



WHITEFACE ROUND-UP STAFF MEMBERS

- Editor-in-Chief Mary Jane Morgan, Assistant Editor Floyd Ross, Business Mgr. Chilton Foster, B. Mgr. Virginia Newell, Reader Edith Jackson, Reader Viola Phillips, Editor Elsaye Wilkins, Editor Lottie Tyson, Managing Editor Betty Cockerell, Column Writer Virginia East, Column Writer Floyd Ross, Reporters Helen Ruth Barber, Callahan, Ann Cockerell Polly Crawford, Faye Crosthwaite, Frances Kathryn Henderson, Jackson, Jack Nickles, Viola Phillips, Evelyn Lovelady, Anna Marie Kuper, Calvin Brumley, Helen Stren, Mary Tietel, Dorothy Trimble, Matie Louise Law-Walter London, Editor Miss Stacia Irene Crawford

?????

What's the matter with school this year, anyway? This question comes from any number of students lately. There seems to be a general unrest and lack of interest in everything, nearly.

Attitudes have been more closely guarded, evidently than before. Complaints have been called down for having "wrong attitudes" and "wrong attitudes" have been dubbed "Antagonistic." This has resulted in a little wonder and puzzlement. How can a person tell whether or not he has a wrong attitude, or is antagonistic, and why can he be sure? And to what are the antagonistic, anyway?

These are but a few of the problems confronting students. It seems that if an understanding could be reached in these matters, the other problems would be automatically solved. Then, it seems to be necessary for thinkers to put their thinking caps and settle down to the proposition. Here's one...

PEEP INTO OUR NEIGHBOR'S YARD

A prize of five dollars will be offered to a Junior or Senior in North High School who writes the best poem of not more than twenty lines by April fifteenth, provided as many as ten students compete.

The purpose of the contest is to interest high school students in poetry.—H-Times.

"My dear," he said with tender voice, "I never loved but thee." "Then we must part," the maiden said, "no amateurs for me."—Another Scram.

People we love—The student who puts a pin in your seat... The girl who thinks every boy who looks at her is crazy about her... The student who talks in terms of A's and B's.

Want Ads

For Sale or Trade

A CREAM SEPARATOR for every size herd, ball bearing, light running, clean skimming, easy to wash, plus McCormick Deering service. Rosson Implement Co. 8-1tc

FOR SALE—Good Work Stock, Horses and Mares. Rosson Implement Co. 8-1tc

FOR SALE OR TRADE—Pierce Arrow straight-eight automobile. Motor in excellent condition for use as irrigation motor. Would sell motor only. C. R. Morgan Service Station on Highway in Hereford. 8-1tc

NOTICE—Closing out a block of films at reduced prices. J. F. Ward. Phone 260-W. 5-1tc

KAZMEIER BABY CHICKS—Day old pullets, day old cockrels and straight run chicks in English White Leghorns. Also a limited amount of barred rocks and Rhode Island Reds. Write to F. W. Kazmeier, Bryan, Texas. 11

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

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

FOR SALE—My home in South

Basket Ball Game Between Hereford And Dimmitt Turns Out Rather Funny

The much advertised Hereford-Dimmitt girls' basket ball game turned out to be rather funny. Only four of Dimmitt's players arrived—the others got stuck in a mud-hole on the way here. In order to go ahead and have a game, two of Dimmitt's ex-players consented to play. Hereford won the game with a score of 48-28.

During the second and third quarters, Coach Muller put his second string in, but in the last quarter he sent the first string back in with orders to make 20 points. (These girls made exactly 20 points.)

High-point scorer was Atchley, with 15 points. Starting line-up for Hereford was: forwards, Atchley, Russell, Lovelady; guards, Cawthon, Whitehead and Kuper.

Dimmitt started (and ended) with: forwards, Fern McMahon, Billy Dyer, Lila Mae Smith, and guards, Anna Mae Smith, Virginia Simpson and Coma Hyatt.

SIGHTS SEEN

R. R. on Billy Davis' arm—could it be reading, "rining and rhythmic, or Rena Rae Renfro.

Dennis Lomas flat in the snow, a snowball in his face; I wonder where it came from?

Troy Womble hemming John Estes up in a corner and saying that John owed him 50c. Can you fancy John saying, pick on someone your own size?

Can you fancy Matie Lawton slipping down on a street in Canyon and Betty Kendall laughing so hard that the ground shook, and not even offering a helping hand?

SOPHS CANNOT MAKE UP THEIR MINDS

"I think it would be fun to have a picnic!" "No, a scavenger hunt." "Aw, let's just have a plain party and get it over with."

These were some of the comments which were made on the serious problem of deciding what kind of party to have, heard in the Sophomore class. A momentous decision was finally reached, and the question of "when" arose. This discussion was interrupted by the bell, but will be finished at the earliest possible time convenient.

while we are thankful for D's... The person who turns on the electric light when you prefer darkness... The person who sits next to you at the show and explains it all to you for your benefit.—The Tatler.

It is better to give than to lend, and it costs about the same.—Gray-Hound-Tiger News.

For Sale Seed Oats Limited Quantity HURRY! FRASER Oil & Grain Co. Hereford, five-room house on five-acre block, with vineyard, fruit trees, hen-house, barn, windmill. Tracy Major. 2-1tc. FOR SALE—Seedling peach trees 2 to 3 feet, 25c. J. F. Ward. Phone 250-W. 6-1tc.

Freshman Humor

During general math, the other day when it was thundering and lightning, Billie Louise Davis got excited and dropped all her books on the floor.

Clifton Cox was destined to be a great violinist—at least, so thought his mother, but one evening while Clifton was practicing on his fiddle, she got a bit of a shock. Her husband stamped in from the garden and glared at his son: "Why didn't you tell me that Clifton was going to practice on his violin tonight?" he demanded. "I've spent half an hour oiling the gate."

We wonder why Billie Lane does not like for people to call her Pearl? Why doesn't it snow on Christmas instead of in February? We wonder?

SLEIGHING IS NOVELTY IN HEREFORD

A sleighing we will go! "Were you the one who made a three-point landing on the field in back of the tennis court? It seems everyone was out last Sunday 'sleighing.' You really missed something if you didn't see Elsaye Wilkins root in the snow with her nose. She made a very nice furrow. Sanky Trimble was in on a "hen" sleigh ride. He looked, rather deflated after it was over. Jack Knox could really "swing it" around. He had a whole bunch of boys in the snow. After riding around for about thirty minutes behind a car, it really got cold. Did you ever sit in front of a stove and couldn't get your boot off and your feet were wet and cold? Oh, what a feeling. But when hot cocoa awaited you at the end of your ride, it made you feel better. Well, this is probably an annual snow. So here's to next year and bigger and better snows!

CHEMISTRY STUDENTS STUDY WATER

Miss Wrenn's second period chemistry class has just completed a few weeks' work on experiments and exercises in the unit pertaining to water. The unit contained a study of pure and impure water, hard and soft water, heat problems (heat of fusion and heat of vaporization), water and its chemical behavior, bases and acids, and solutions.

A most interesting experiment was made on solutions, involving the dissolving of substances in water and finding out how fast, how much, and at what temperature they dissolve.

Rev. and Mrs. W. A. McCann and baby arrived Monday, to spend the week here with friends. Rev. McCann was formerly pastor of the Assembly of God church.

REV. REDFORD, MAIN SPEAKER AT GIRLS' HLY

A talk on "Prayer," and the "Three Concepts of God," by Rev. Redford were the main features on the program of the Girls' H-Y Club meeting on February 15.

The subject was brought out clearly in all fields of its functions.

Brother Redford answered questions concerning the problems brought about by prayer.

Say Is With Valentines

Some persons who are just naturally bashful can never express their more sentimental feelings, and so they feel compelled to use every available holiday to send cards, candy, and other gifts which are made especially to express "that old feeling." Do the girls object? Not when they "say it with candy."

We hear that Harvey Nunn "said it" with a white satin box filled with chocolates, and that Helen was a very attentive "listener." Do you blame her?

Paul decided that pink satin and chocolates would "sound" better than anything. "Gosh, did Rosie fall for the line I fed her," says Paul.

Caroline Frye tells us that Jack Higgins played the role of St. Valentine very effectively (with the aid of a box of candy.)

Lottie Tyson doesn't know exactly what Clyde Oldham was trying to "say," but "it sounded darn good," she says. I wonder if the box of chocolates made it sound any better?

Speaking of boxes of candy—is it true that a Home Ec teacher received the same from a certain typing teacher? Of course, we wouldn't think of calling any names.

Miss Crawford tells me that she received a huge date leaf from "someone" as a Valentine gift. "Say it with dates"—and I think we've got something there.

Lost and Found

FREE INSPECTION on your McCormick Deering Cream Separator any time. Bring it in. Rosson Implement Co. 8-1tc

LOST—Black billfold containing driver's license and other papers. Return to J. L. Thompson. 8-1tp

Wanted

WANT TO BUY OR RENT Adding Machine of any make. Telephone 93-W, or see Mrs. O. G. Hill. 8-1tp

WANTED—Poultry raisers in Hereford Trade Territory to use M & I Mineral for worming your chickens and turkeys. Also for Diarrhea in baby chicks. Nothing better. Fully guaranteed. For sale by Hollywood Produce Co. 8-3tc

WANTED—About 75 head cattle to pasture stalk field and pumice stacks. J. G. McFarland, Friona, Texas. 8-1tp

WANTED—Painting and paper hanging, also sign work. I specialize in this work and guarantee all work to be satisfactory! See F. S. Smith. 7-1

IF YOU WANT To breed your cow to a registered Jersey Bull. Fees are \$1.00. See Rube T. Adams at Old Daniel's place, west of 25-Mile Ave. 6-3tp

WANTED TO BUY—Some well-matured maize heads. Brumley & Sons. 6-3tc

WILL START Business Classes in shorthand, typing and bookkeeping the last of February. Those interested please see me at once. Mrs. R. E. McCullough, 711-25-Mile Ave. 6-3tc

FOR RENT — Small, downstairs store room space on West Third Street, first door west of Western Union location, rental \$15. Doughty & Kerby, Weatherford, Texas 8-2tc

MASONIC BULLETIN Hereford Lodge 849

Slated meeting second Monday in each month. School of instruction each Thursday night. R. E. Perkins, W. M. E. L. Brady, Secy.

District Court Draws To Close Here This Week

With the docket rapidly being cleared, District Court will Monday swing into the final week of the present term. Judge Reese Tatum and Horace Schloss, court reporter, last Saturday went to Channing, where they held a special vacation term. They returned here Monday, however, and resumed court.

The jury list for the fifth week, follows: W. H. Flippen, R. E. Rhorback, Zerrell Thomas, J. J. Clark, H. H. Hawkins, A. J. Ralston, H. C. Bowsher, Geo. Robertson, Charlie Burks, H. L. Martin, F. M. Keeter, R. W. Bottsford, J. T. Gilbreath, R. G. Blue, T. J. Carter, H. E. Danforth, Carl Jennings, N. E. Milburn, J. A. Roe, Ben Bates, L. W. Carlyle, H. M. Bengfield, Lester Galley, Roger Corbett, Joe Green, E. L. Brady, P. H. Gilliland, J. J. Boydston,

Political Announcements DEAF SMITH COUNTY

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

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

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

For County and District Clerk: L. H. FOSTER (Re-election) EDGAR IRELAND, Jr.

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

For County Commissioner, Precinct No. 1: C. C. BOWMAN NOAH EWTON L. H. SEORE

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

For County Commissioner, Precinct No. 3: E. D. CULPPEPPER (Re-election)

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

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

Lee Cocanougher, V. F. Decker, C. P. Hussett, Chas. Bennett, Malcolm Cussells, T. F. Bohannon, Frank Cogdell, and C. M. Brown.

Rev. and Mrs. W. A. McCann and baby arrived Monday, to spend the week here with friends. Rev. McCann was formerly pastor of the Assembly of God church.

FASHION FLASH



Already leaving footprints in Miami sands is the gaily hued, washable rubber footwear, designed by Foster Starnes, which pretty Betty Jean Vasvary is admiring, and which stylists at a fashion preview in Miami predicted will be seen this summer on beaches throughout the nation.

Tree Expert Tells How To Prune Broken Branches

COLLEGE STATION—Numerous inquiries from various points in the State regarding treatment of trees suffering broken branches through ice or other means are being referred to J. F. Rosborough, horticulturist of the Extension Service division of Texas A. & M. College.

The treatment for broken branches and limbs is the same regardless of the source of damage, Rosborough said. He pointed out that if the tree or shrub is left untouched, an unsightly, lopsided growth will result, and that there is a strong possibility that rot-producing fungus will permanently injure the plant. Pruning should be done as soon as possible after the damage is done, according to Rosborough. "If a limb is broken off at a distance of several feet from the body of the tree, do not leave a 'stub,' but

cut back to the first side branch between the point of break and the trunk," he said.

"If the break is made by the entire branch tearing off from the body, the cut to remove the hanging limb should be made well into the live bark of the trunk."

Often a "plug" of wood is pulled out when a large limb breaks, and thus creates a cavity in the tree. Rosborough pointed out that such wounds should be chiseled smooth and that a vent should be cut at the bottom to allow for water drainage.

Asphalt paint was recommended by the horticulturist as a practical dressing for cuts and wounds of this type, since it is somewhat elastic and does not crack easily. Wounds of more than one inch in diameter should be painted twice a year until healed.

Hospital Notes

Mr. and Mrs. Charles Renner of Friona announce the birth of a son, Wednesday morning; both mother and infant were resting nicely.

Mrs. B. J. Jones of Friona, and admitted Wednesday, for medical treatment.

Mr. and Mrs. Hobbs of Waco, announce the birth of a baby boy, Wednesday.

Mrs. C. J. Mitchell was admitted Sunday night for medical treatment and was today reported to still be in serious condition.

W. F. Hodge has been confined to the hospital since Saturday for medical treatment.

Ivan H. Farnsworth of Moran, Kansas, was placed in the hospital last Friday when his automobile overturned near Friona; he was today reported as improving.

Why Import Graphite

The Harlingen Star wants to know why the United States imports millions of dollars worth of graphite when there are graphite deposits in Llano, Burnet and Mason counties.

Fine Deposits of Marble—Discovery of large deposits of high-grade marble near Odessa (Wise County), Texas, has been reported to the Texas Institute of Natural Resources and Industrial Development.

WE ARE... MOVING To A New Location, at 223 SAMPSON AVE. Just South of the City Hall in The Sherm Williams Building! YOUR JOHN DEERE DEALER invites you To Visit Them in Their New Location and see the new JOHN DEERE IMPLEMENTS ON DISPLAY! Kerr Implement Co. JOHN DEERE FARM MACHINERY

# LOCALS

Mrs. F. R. Craddock has returned from a several weeks visit with relatives in Mission, Lytle and Cisco, Texas.

Mrs. W. J. Smith attended the band clinic in Canyon, last week. Mrs. Smith, accompanied by Helen Ann Snyder, Martha Nell Ewton, Billy Louise Barber, Gertrude London and Minnie Dea Smith, attended the Thursday session.

Freshen up your home with pretty wall paper at low prices. E. B. Black Co. 1tc

Mrs. Roy Jowell and daughter, Diane, returned home, Sunday, after visiting her mother, Mrs. Walter Orr, in Clovis over the week end.

Mr. and Mrs. Lynn Kester and daughter, Kathryn, were in Amarillo, Tuesday. Mr. Kester, who has been recovering from a recent major operation, went to Amarillo for a medical check-up.

Mr. and Mrs. Bonnie Brumley transacted business in Amarillo, Tuesday.

Mrs. Beyer Will Make Kansas Visits

Mrs. J. E. Beyer left Friday, for Kansas, where she will visit in the homes of a son and daughter for several weeks. In Hutchinson, she will visit her son, J. E. Beyer, Jr., and his family, and in Winfield, she will be the guest of Rev. and Mrs. Harold Hicks and family. Mrs. Hicks is the former Miss Maurine Beyer.

Do you have one or more rooms that need wall paper. See our big stock at low prices. E. B. Black Co. 1tc

Mrs. Glenn Webber of Brownfield, and Roy French of San Angelo, left for their respective homes, Friday, after being called here by the death of their sister, Mrs. W. O. Fox.

Mr. and Mrs. Roy Stocking returned to their home in Plainview, Sunday. Mrs. Stocking had spent several days here visiting friends, and Mr. Stocking came Saturday. They are one-time Hereford residents.

C. F. Kerr and son, Reavis, returned Saturday, from Boerne, Texas, where they were called last week by the illness of their daughter and sister, Mrs. Bob Birehfield. Mrs. Kerr, who made the trip with them, remained for an indefinite visit with her daughter. Mrs. Birehfield is reported to be improving rapidly.

Mrs. Minnie B. Jones left Tuesday noon, for Sioux Falls, Idaho, for an extended visit in the home of her daughter, Mrs. Jerry Peter-

## HEADS ENGINEERS



Col. John J. Kingman, who was named by President Roosevelt as assistant chief of army engineers with the rank of brigadier general, for a four year term. Colonel Kingman, currently on duty in San Francisco as engineer in charge of river and harbor improvements, is the son of the late Brig. Gen. D. C. Kingman.

## ONE CENTURY OLD



Alert and smiling, Mrs. Ellen Finley demonstrates her Grade A eyesight by threading a needle on her one hundredth birthday. Mrs. Finley, a resident of Melbourne, Australia, was the guest of honor at an old-fashioned birthday celebration.

son. While away, Mrs. Jones will visit another daughter, Mrs. Harvey Yantis, in Minneapolis, Minn.

Mrs. Glenn Webber returned to her home in Brownfield, Texas, Friday, after spending several days with her brother, W. O. Fox and her niece, Mrs. C. C. Acker and family.

Miss Mary Ann Baird, student in W. T. S. C., in Canyon, spent the week end here with Miss Martha Nelle Ewton.

Roy French of San Angelo, Texas, left Friday for his home, after attending the funeral of his sister, Mrs. W. O. Fox, which was held last Thursday.

See our big stock of splendid wall paper at reasonable prices. E. B. Black Co. 1tc

Mr. and Mrs. Tom Chesstir and daughter, of Amarillo, spent Sunday with Mr. and Mrs. C. C. Acker and family.

Mr. and Mrs. E. B. Hedrick were called to Amarillo, Sunday, by the death of a friend, Mrs. Hollis Rath, whose funeral was held Monday morning. Mr. and Mrs. Hedrick remained in Amarillo for the funeral services, returning to Hereford, Monday afternoon.

Earl Oldham who is employed at White Deer, returned to his work there, Tuesday, after spending the past ten days here with his parents, Mr. and Mrs. L. Z. Oldham.

Your wall paper wants can be supplied at E. B. Black Co. 1tc

Miss Ruth Harding returned last Wednesday, from Shamrock, where she had gone Monday for a visit with her father, J. W. Harding.

Mrs. J. M. Simpson and son, Wesley, of Amarillo, are visiting her mother, Mrs. E. W. Harrison.

Wins El Paso Trip  
Clyde Gregg this week returned from El Paso, where he has been attending the tri-state division meeting for Electroix salesmen for vacuum cleaners. Mr. Gregg won the trip to the meeting with all expenses paid, as a result of sales in this area, and also won three prizes in the month of December, 1932. He reported that he encountered heavy snow at Alamogordo, N. M., and good snow on into Hereford.

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

**666** checks **GOLDS** and **FEVER** first day  
Liquid Tablets Headache, Salve, Nose Drops 30 Minutes  
Try "Rub-My-Throat" World's Best Linctament

## Leisure In Family Life

By Rhita Jean Sullivan

No individual however gifted, independent and willing to go on alone is really sufficient unto himself. There is no better place than the home for the reconciliation of individual and group interests. The home should be the social center for the making of friends.

When families spend and enjoy a part of their leisure time together, they become more unified and less quarrelsome. Better opportunities for the development of rich personalities are provided.

Since entertainment has become commercialized to a great extent, many families feel a need for a definite plan for this phase of life. Meal time should be a valuable asset in the leisure of the family. A vocation, a chance for music, or

enjoyment of friends is considered by some as essential to welfare as clothing or food.

Because of different ages, interests and personalities, there must be co-operation and consideration for others if leisure is to function as it should.

Some interesting books including chapters on this subject are: Dennis, "Living Together in the Family"; Groves, Skinner and Swenson, "The Family and Its Relationships"; Hornbeck, "The Walter's Family"; and Blain, "Games for all Occasions." Extension circulars from the University of Nebraska in the county library files should be helpful. The "Parents" magazine devotes a section each month to Family Fun.

## Former Hereford Man Dies Friday At Plainview

Funeral services were held in Plainview Saturday, for R. W. Anderson, 82 years old, former resident of Hereford, who died there, Friday morning at the home of a daughter, Mrs. Edgar Snyder.

Rev. J. Pat Horton, pastor of the Plainview First Baptist Church, officiated in rites.

Mr. Anderson, a resident of Hereford for the past several years, had made his home with his daughter in Plainview for a short time. In ill health for several months, Mr. Anderson was stricken with pneumonia Monday. He was a member of the Baptist Church. He was born in Iowa.

Survivors are four sons, R. E. Anderson of Hereford; O. F. Anderson of Sayre, Okla.; G. V. Anderson of California, and Ivan Anderson, Las Vegas, N. M.; five daughters, Mrs. B. F. Dorman, Carnegie, Okla.; Mrs. A. D. Hightford, Hereford; Mrs. Burt Duncan, Oklahoma City; Mrs. Lola Till, California, and Mrs. Snyder. Interment was in the Kress cemetery. The Hall-Loeke Funeral Home was in charge of arrangements.

## Baby Chicks



We sell any number and any breed chicks! These baby chicks are from pure bred stock from big egg producing flocks. We guarantee every chick to be healthy and in good condition when delivered to you.

ORDER NOW!



### Chick Starter

Is the correct feed to start your chicks out right. You'll find that MERIT Chick Starter will cut down your death loss besides giving your chicks greater livability. In fact, they will be better and healthier chicks!

**WEST TEXAS FEED and SEED**  
PHONE 265

Long Distance calls go through while you "hold the line" because telephone management said... "OUR JOB IS TO MAKE SERVICE FASTER"

THE men who head the telephone company have always believed even good service can be better. Their aim, like that of every other telephone worker, has been better and better service at low cost to the user. One result is that today you can call distant cities as quickly, as easily, as you telephone across the street.

A few years ago it took seven minutes (average) to make a long distance connection. Today, the average time is 96 seconds! Southwestern Bell Telephone Company.

# There's a right and wrong way TO SHOVE WITH YOUR CAR!



## YOUR MILEAGE MERCHANT ADVISES...

Try to have the two cars slightly "staggered"—not exactly in line with each other. This often helps if bumpers lock, especially when the car with its bumper *below* can reach a drain or similar depression. Another way is for the car with its bumper *on top* to get up on a curb or "hump." All of that is "just in case."

Now ask the poor fellow who wants your help to get into *HIGH*. Tell him to keep his clutch pedal *down*, letting it come back *gradually* only *after* you get his car under way.

Do your pushing with your *LOW* gear. That's easiest on your car...for half a block. Then if the other fellow's car hasn't started, have him get into neutral and push him up to a nearby Mileage Merchant for Special Winter Blend Conoco Bronze like yours. That can't help but get him started... (the Mileage Merchant will know what to do if the battery has entirely given up the ghost). And then the rightest way to dodge further battery trouble, dangerous oil dilution—and embarrassment—is to make a point of getting sure-starting Conoco Bronze all winter! Continental Oil Co.

FREE...SIMPLE, HELPFUL COMPLETE WINTER CARE CARD...ASK YOUR MILEAGE MERCHANT

## Congratulations

To Wilson Gyles upon Opening The New, Modern

## TEXAS HOTEL



All Hereford is proud of the new, Modern Texas Hotel, just completed by Wilson Gyles and we wish him every success in his new undertaking.

We are proud of the small part we had in making this Hotel more convenient, having furnished some of the minor but vital items in the hardware line.

Always come to Streu Hardware for your hardware items, where you can nearly always find just what you want in our big complete stock.

**Streu Hardware**



SPECIAL WINTER BLEND

# CONOCO BRONZE

GASOLINE





### Churches Join For Party Here Friday Night

The second of the winter All-Church Parties will be held in the First Presbyterian Church, next Friday night, beginning at 7:30 o'clock. It was announced today. All high school students of the various church groups are especially invited to attend. The first of the All-Church parties was held at the First Christian Church in January, with an attendance of 76. Mrs. O. T. Williams' class of the First Baptist Church and Mrs. E. S. Ireland's class of the First Presbyterian Church will be joint hosts for the coming party. Games and stunts will feature entertainment for the occasion.

### Sugar Beets

(Continued from Page 1)

would do as well by Hereford as we had arranged to do for the Albuquerque district, namely: we will make a \$2 a ton rate when we have something to ship. In the case of the Albuquerque beets, the sugar company is absorbing \$1 a ton and is letting the farmers pay the other dollar, which makes a very low rate.

### Kerr Implement

(Continued from Page 1)

ware building during the entire time.

In moving to the new location, Mr. Kerr said that they expected to be better able to serve customers in that they will have a much larger display space and will carry a larger line of repairs and implements. They also expect to enlarge their shops, and in the new location, will operate one of the most modern and complete retail implement houses to be found in the Panhandle.

### REA Contract

(Continued from Page 1)

used instead of aluminum wire, which was used on the first stretch of lines.

Serve 231 Customers  
When completed, the Deaf Smith REA Project 47, will serve 231 consumers. Of this number 160 consumers will use electricity to pump water from 186 shallow water irrigation wells, and 175 farmers in Deaf Smith and Castro County will use REA power for domestic purposes: lighting their homes and barns, for cooking and for pumping water into their homes.

The final project will be constructed along similar lines to the first, in that EPA wage scales will be paid, and local labor will be used where possible.

### Insurance Credit

(Continued from Page 1)

the fire record period is required before fire records are promulgated. The fire record varies from a 15 per cent penalty, or "bad" fire record, to a 25 per cent credit, or "good" fire record. Credits of 20

and 25 per cent apply only to those cities and towns whose average annual fire insurance premium volume is at least \$20,000. "It cannot be overlooked," Hall pointed out, "that when a city receives a fire record credit, every person buying fire insurance pays that percentage loss premium. Texas is the only State in the Union where this system prevails—where reduced fire losses result in a corresponding reduction in the fire insurance rates. Our insurance buying public can feel justly proud that here in Texas, there is a very real reward in dollars and cents to the policyholders when effective fire prevention and control is practiced and the losses are thereby reduced."

### Around Town

(Continued from Page 1)

do the Big Apple, he flatly refused to perform at the Club Wednesday.

District Judge Reese Tatum has established himself with The Brand, as being a weather prophet that knows his snows. He came in the office Tuesday and said the snow would let up for two days and then it would come a good one.

C. A. Skelton and Joe Bishop left Tuesday for Wichita, Kansas, to attend a sales meeting and convention of J. I. Case dealers of the Southwest.

Mrs. Wallace Cox was heard to remark, today, "Now we can have plenty of good old snow Ice Cream."

Sherman Morgan, the Brand weather man, predicted more snow for Thursday afternoon.

### Hereford Sale

(Continued from Page 1)

to use them on ranches where commercial dominate. C. T. Guseman of Hereford, however, was the largest single buyer, purchasing 11 bulls; he started practically every animal offered at \$100. Other buyers

buyers were Sam Fitzgerald of Afton, N. M., seven bulls; Boyd Williams of Hope, N. M., six bulls; Leo Hammond of Clovis, six bulls; L. M. Moorewood of Afton, four bulls; Arthur Brooks of Hereford, five bulls. Most other buyers purchased in quantities of one and two animals, some remaining in West Texas, and others going to New Mexico.

Price Axtell 3d was top bull of the sale, selling to J. L. Stallard of Tucumcari, N. M., for \$305; the bull was consigned by Alton T. Fraser. Brisk bidding marked the sale of this animal.

O. G. Hill, Jr., a high school student and one of Hereford's youngest breeders, received \$265 for his nine-month-old bull calf, Prince Stanway, as bidders outbid themselves to purchase the bull which came second in price for the sale. As many as six bidders at one time were spiritedly offering bids on the animal, while more than a dozen buyers were anxious to purchase the animal.

Representing a New Mexico rancher, Rat Jewel paid \$200 for Sterling Domino 4th, third high animal in the sale. This bull was also consigned by Alton T. Fraser. Domino Prince 60th, consigned by R. W. Elliston, brought \$180, and went to Frank Cobb of Tulsa; Stanway Prince 2d, consigned by E. L. Brady, went to John Whitsett of Hereford for \$175, and Joe Alsworth of Minehead paid \$175 for Domino 8d, yearling bull consigned by R. W. Elliston.

The Hereford auction was the first Hereford Breeders sale held here since 1932, and the pavilion was packed with a capacity crowd. Lunch was served at noon by ladies of the Hereford chapter of Order of Eastern Star, and made a hit with visiting cattlemen as well as persons in this area who visited the pavilion for lunch. The meal featured a typical cowboy menu of broiled steak, Mexican beans, pickles, onions, buns, coffee and doughnuts.

### February Moisture

(Continued from Page 1)

1.40 inches in July. That year only

0.81 inches fell in January as compared with 0.21 inches in January 1938. The previous year (1936) had a total of only 17.53 inches to afford seasoning below the average.

The coming of February moisture in 1938 has changed a gloomy outlook into one of the brightest this area has seen in many years, and if yields this year, provided continued moisture falls in March, April, May and June—which according to the average over 45 years are the heaviest moisture months in this country. The average by months (secured by adding the moisture for the particular month for 45 years and then dividing the total by 45), follows:

Month	Moisture
January	0.59
February	0.75
March	0.90
April	1.65
May	2.77
June	2.79
July	2.87
August	3.17
September	2.88
October	1.60
November	1.06
December	0.75
Annual Average	20.95

Except for a 10-mile strip just west of Hereford, snows were considered general over this area.

The strip which received around one-fourth of an inch up to the snow last night and today, extended from the O. G. Hill place west to the Jog, where snow started getting heavier to the west. The Bootleg area, and west, reported even more moisture than was recorded in Hereford.

Smiles which now adorn faces of farmers and business men alike are expected to remain—and to even grow larger if average moisture falls during March, April, May and June—and some farmers will tell you that they will make a crop, even if no more moisture falls between now and harvest time, which is not at all likely.

READ THE BRAND ADS!

### Texas Hotel

(Continued from Page 1)

also furnished with new, modernistic furniture. Steel writing tables, new beds and new dressers have been placed in every room. The hotel rooms have also been refurnished in ivory colors, while new shades and window curtains of corresponding colors have been placed in each of the rooms. Inner-spring mattresses have been placed on all beds in the hotel. In addition to new furnishings the beds are equipped with new linens, blankets, pillows and covers.

Bath rooms in the hotel also feature new equipment throughout, hot and cold water, and spacious tubs.

The rooms, although not extremely large, are exceptionally well arranged and hold foremost comfort of guests. A spacious lobby on the second floor of the hotel is also provided for guests.

Floors of the building have been refinished and waxed until they fairly shine, and if any single phase of the new hotel can be outstanding above the rest, it is the factor of cleanliness and neatness. Beginning in the basement, Mr. Gyles has installed thermostatic regulators on the huge furnace, which is operated now by natural gas rather than coal, and which heats the building in cold weather. A huge hot water heater has also been installed to efficiently service the rooms, all except two of which include running water or bath.

Mr. Gyles has announced that Miss Thelma Chronister will be active manager of the hotel, assisted by her sister, Mrs. Strong.

While the interior of the building has been completely remodeled, the exterior has also been painted where possible and large signs have been painted on the south and west sides of the building; the latest addition to the hotel is a large neon sign, which has been placed on the front of the building.

"I have, since I was a little boy, wondered why Hereford couldn't have a nice hotel," was the statement of Wilson Gyles when he purchased the old Cordova. "I intend to remodel and improve the hotel into one of which the town can be proud."

Those who visit the Texas Hotel will certainly agree that Mr. Gyles has kept his vow—for the Texas Hotel is one of which any town, large or small, can well be proud.

### Scenting Linens

Persons who use scented soaps and like scented linens can obtain the latter simply by storing the unwrapped soap in the linen drawer or closet.

# STAR

THURSDAY

on the STAGE!  
The Original

Arkansas Hillbillies  
in person, You'll laugh till you roll in the aisles when their rip-sartin' gosh-dingin' country boys play on their home made instruments, they made back in them hills of Arkansas! THURSDAY AFTERNOON AND NIGHT

ON THE SCREEN

D'ja ever get up in the morning... feelin' so dog-goned good that you just couldn't help singin' or whistlin'!

Well, here's a show like that... one to sit up and enjoy!  
It's a story of a gentleman, a gentleman... in a case of mistaken identity!

"PARADISE FOR THREE"  
with

Frank Morgan Robert Young  
and  
EDNA MAE OLIVER

FRIDAY

Hell Divers of the Deep!



PAT O'BRIEN - WAYNE MORRIS  
GEORGE BRENT  
FRANK McHUGH - DORIS WESTON

20,000 THRILLS UNDER THE SEA!  
SUBMARINE D-T



SATURDAY

ZANE GREY'S  
Fastest, hard ridin' gun-slingin' western adventure!



John Wayne  
in  
"Born to the West"

plus:  
Cartoon and Serial

1901 1937  
**E. B. Black Co.**  
FURNITURE - UNDERTAKING  
Ambulance Service—Day or Night  
Hereford, Texas

**Fresh FOOD Bargains!**

<b>COFFEE</b>	FOLGER'S	<b>26c</b>
Sandwich Spread	OLIVES	PEANUT Butter
Waco-3 10c Cans	Queen-Quart Jar	Quart Jar
<b>25c</b>	<b>39c</b>	<b>25c</b>
<b>CRACKERS</b>	MEAL	<b>BROOM</b>
2-Lb. Box	10-Lb. Sack	5-Sewed, good one
<b>15c</b>	<b>24c</b>	<b>25c</b>
<b>SUGAR</b>	Vanilla Wafers	<b>CAKE FLOUR</b>
Powdered-2 Pkgs.	Per Lb.	Swans Down-pkg.
<b>15c</b>	<b>12 1/2c</b>	<b>27c</b>
<b>CLEANSER</b>	POST BRAN	<b>Tomato JUICE</b>
Old Dutch-3 Cans	2 Packages	3 Cans
<b>20c</b>	<b>15c</b>	<b>25c</b>

### Toilet Soap CRYSTAL WHITE. 2 BARS 9c

<b>PINEAPPLE</b>	<b>SOAP, T. N. T.</b>	<b>17c</b>
Doles, 9-Ounce Can	Giant Yellow Bar	5 BARS
<b>3 FOR 25c</b>	<b>SOAP CHIPS</b>	<b>37c</b>
<b>MACARONI or SPAGHETTI</b>	Clean Quick	5-LB. BOX
3 Packages for	<b>OLEOMARGARINE</b>	<b>19c</b>
<b>10c</b>	Parkay (Tea Glass Free)	LB.
<b>COCOA</b>	<b>PANCAKE FLOUR</b>	<b>17c</b>
Hershey's-1-Lb. Can	Marco Self Rising	3-LB. PKG.
<b>12c</b>	<b>GRAPE JUICE</b>	<b>29c</b>
<b>KREMEL DESSERT</b>	Nelson's - Quart Bottle	<b>21c</b>
All Flavors	<b>BLACK PEPPER</b>	<b>21c</b>
3 PACKAGES	1-Lb. Can	<b>25c</b>
<b>10c</b>	<b>BEANS</b>	<b>25c</b>
<b>PORK &amp; BEANS</b>	Stringless, Cut, No. 2 Can- 3 FOR	<b>25c</b>
Scott Co.-16-Ounce Can		
<b>5c</b>		
<b>CORN, All Gold.</b>		
Whole Grain, vacuum packed, 2 Cans		
<b>25c</b>		
<b>NAPKINS</b>		
3 Packages		
<b>25c</b>		

### OATS Plat or Cup and Saucer. 3-MINUTE-BOX 24c

**POST'S BRAN**  
2 PACKAGES  
**15c**

**PRUNES**  
10-LB. BOX  
**69c**

### Fresh Meats

<b>RIBS</b>	<b>12 1/2c</b>
Beef, lb.	
<b>ROAST</b>	<b>16c</b>
Chuck-Lb.	
<b>WEINERS</b>	<b>15c</b>
Lb.	
<b>STEAK</b>	<b>15c</b>
Choice grain-fed baby beef-Lb.	
<b>SAUSAGE</b>	<b>21c</b>
Country, Pure Pork-Lb.	
<b>CHEESE</b>	<b>20c</b>
Longhorn-Lb.	

### Fresh Produce

<b>CARROTS</b>	<b>3c</b>
Bunch	
<b>Celery, bunch</b>	<b>10c</b>
<b>LETTUCE</b>	<b>4c</b>
Head	
<b>Spuds, 10 Lbs.</b>	<b>15c</b>
<b>ONIONS</b>	<b>3c</b>
Bunch	
<b>Spinach, fresh, lb.</b>	<b>5c</b>
<b>ORANGES, med. size-Dozen</b>	<b>18c</b>
<b>LEMONS, Sunkist-Dozen</b>	<b>24c</b>
<b>APPLES, Rome Beauties,</b>	<b>35c</b>
Peck	
<b>Bushel</b>	<b>\$1.35</b>
<b>RHUBARB, California, Lb.</b>	<b>6c</b>

# FLOUR



48-lb. sack  
**PACKARD'S**  
Panhandle Maid

**\$1.49**

3 BIG DAYS  
**STAR THEATRE**  
SUNDAY MONDAY TUESDAY  
Midnight Prevue Saturday

Viva Villa's Grand Rousing Star Rides Again!

**ADVENTURE WITH "TRIGGER BILL!"**  
In a spectacular romance of the wild, golden West... with the grand star of "Viva Villa" bringing pulse-pounding thrills... heart warming love!

**THE BAD MAN**  
SEE "Trigger Bill" in action! The hold-up! The silver strike! The Vigilantes! The Canastota Kid turns fighting U. S. Marshall Romance imperilled by "the last of the bad men."

**BRIMSTONE WALLACE BEERY**  
featuring VIRGINIA BRUCE DENNIS O'KEEFE JOSEPH CALLERIA, LEWIS STONE, GUY KIBBE

plus: ROBERT BENCHLEY in  
"A NIGHT AT THE MOVIES"—also News and Musical

**WEDNESDAY**  
The Behind the Throne Romance of the World's Most Famous Soldier!  
A Clarence Brown Production  
**"CONQUEST"**  
The Love Story of MARIE WALEWSKA  
Starring  
Charles BOYER Greta GARBO  
The Countess Marie became "the Eagle's Mate" that a million brave men might live!  
**ON THE STAGE!**  
STAR Theatre, Wednesday, March 2nd at 9:00 o'clock  
**STLYE SHOW**  
Five Lovely, Breath-taking models, wearing the latest women's and young ladies' New Spring merchandise!  
**LADIES**  
Here is your Chance to pick out that latest creation!  
**FASHION SHOPPE**

**AMATEUR CONTEST**  
Starting March 15th!  
**ENTER NOW!**  
Leave your name and address at the box office.  
**Cash Prizes of \$17.50**  
will be Awarded... for the best dancers... singers... imitators... musical numbers.  
**ENTER NOW!**  
at the  
**STAR THEATRE**

Prices Good FRIDAY and SATURDAY

**PIGGLY WIGGLY**  
ALL OVER THE WORLD

Prices Good FRIDAY and SATURDAY

# SOCIETY

MR. JOHN McLEAN, Society Editor Phone 181-W

## MR. O. C. HOLT LEADS JUNIOR VIEW CLUB

The Junior Bay View Club met at the home of Mrs. Jimmy Gillette Thursday evening, with Mr. O. C. Holt in charge of the program.

Continuing the unique plan of the club, whereby programs consist of outstanding articles found in Fortune Magazine, Mrs. Holt outlined the article "Pullman Invented," which gave the interesting account of George Pullman's life and achievements.

Pioneer, the first luxurious sleeping car built by Pullman in 1842 was described. Mrs. Holt also told that it took Mr. Pullman 15 years to carry out his ideas in building a sleeping car and after finishing the car it was not used for a long time. The first time a Pullman car was used was on the Abraham Lincoln funeral train, from Washington through the southwest to Chicago. Mr. Pullman offered his car to Mrs. Lincoln for the trip and the railroad accepted. The first all steel sleeper was built in 1908. Out of the depression the first great engineering developments have been air-conditioning and the light-weight train. Today the Pullman Company is the largest builder of both passenger and freight cars in the world.

Members present, were Mesdames Milton Fraser, J. W. Witherspoon, Marilyn Gilliland, J. T. Gilbreath, Jack Wayland, O. C. Holt, Mesdames Ruth Conkwright, Mary Elizabeth Stanford, Katherine Kirby, Rhita Jean Sullivan, Edna Laughton and the hostess.

## MR. AND MRS. WILLS ENTERTAIN WITH BRIDGE-DINNER PARTY

Dr. and Mrs. E. R. Wills were hosts at a lovely dinner party, followed by bridge at their home Friday evening.

Spring flowers decorated the rooms and the dinner was served buffet style from a table laid with linen and appointed with silver. The table was centered with a mound of sweet peas in shades of pink, rose and lavender and lighted by pink candles in candelabra.

Accessories for the games accentuated the spring motif. Prizes were given to Mrs. B. M. Wiltshire and Mr. F. W. James.

## Attending the dinner-party, were Messrs. and Mesdames Jack Wayland, Frank Cogdell, Sherman Morgan, W. J. Smith, Glenn Weir, Ralph Roden, Dr. F. W. Jones, Kellar Muse, Miss Katherine Sillip, Mrs. Seth B. Holman, Mrs. Lee Morgan, Dr. and Mrs. B. M. Wiltshire and the hosts.

Those attending were Mr. and Mrs. Dwight Green, Mr. and Mrs. A. R. Poey, Mr. and Mrs. Carl Jaster, Rev. and Mrs. W. E. Barnes, Dr. and Mrs. R. E. Perkins, Mr. and Mrs. Claude Longbottom, Reid Smith and Miss Edah Park.

## MRS. STANFORD HOSTESS FOR KNITTING CLUB

Members of the Knitting Club were entertained at the home of Mrs. W. J. Stanford on Wednesday of last week.

Lace and blooming red blossoms decorated the table for the luncheon at noon, and appointments were in crystal and haviland.

Knitting, sewing and a talk-fest were enjoyed in the afternoon. Those present, were Mesdames Ernest Medkief, O. C. Holt, Travis Dameron, J. T. Gilbreath, Jr., Woodrow Ireland, C. H. Dyar, Meade Halle and the hostess.

## BUSINESS AND PROFESSIONAL B. Y. P. U. ENJOY PARTY

The Business and Professional B. Y. P. U. of the Baptist Church enjoyed a supper party, followed by games at the church, Thursday night. After the supper a number of humorous skits were presented and a variety of games were played.

ly after the program. Mrs. H. D. Reed, chairman of the finance committee will direct the meeting.

## DATE FOR 7TH DISTRICT FEDERATED CLUB MEET ANNOUNCED AT BOARD MEET

At a meeting of the directors of the Deaf Smith County Federation of Women's Clubs held at the court house, Saturday afternoon, April 27-28, was announced as the date set for the seventh district Texas Federation of Women's Clubs convention scheduled to be held in Childress.

## INTERESTING PROGRAM FOR FEDERATED CLUBS MEET

An interesting program has been arranged for the meeting of the Deaf Smith County Federation of Women's Clubs which will be held at the Presbyterian church, Friday. Miss Rhita Jean Sullivan, head of the home economics department of Herford High School, will speak during the lunch hour. At the afternoon session, Rev. John C. Thorns and C. H. Dillehay will be speakers. Mrs. Troys Carmichael is in charge of special music.

All club women of the county are invited.

A called meeting of the club presidents will be held immediately after the program.

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Mrs. Ray Johnson presided over the meeting when further plans for the County Federation meeting to be held on Friday, February 25, were discussed.

A nominating committee was appointed which consists of a representative from each federated club, with Miss Olive Perkins as chairman. The committee will report at the next regular board meeting on April 16. All reports from department heads will be due at this meeting, and all club department chairmen are urged to get the reports in. Members of the board voted to co-operate with the Herford Garden Club, in sponsoring a

flower show in the early fall. Those present, were Mesdames Ray Johnson, B. E. Robertson, C. C. Bowman, J. W. Spradley, Bob Wilson, Homer Brumley, Jim Lipscomb, Miss Lillie Hostetler and Miss Olive Perkins.

## SUPPER CLUB IS ENTERTAINED

Mr. and Mrs. Bob Wilson were hosts at a supper bridge party for members of the Wednesday Evening Supper Club at their home last week.

An attractive arrangement of pink sweet peas in a low black

howl centered the table, from which the supper was served buffet style. Bright colored tallies and other accompaniments for games of bridge which followed the supper, furnished a touch of Spring to the atmosphere of the party.

Special guests for the occasion, were Miss Mabel Gass, George V. Stambaugh, Miss Ona Hammer and Phyllis Owen. High score prizes were awarded to Miss Ona Hammer and John Olson. Members present, were Messrs. and Mesdames Jim Lipscomb, Jim Black, Reid Williams, Roy Jowell, John Olson and the

hosts.

## Announcing



The Opening of  
**IMOGENE'S**  
Beauty Shop

In Whitehead Barber Shop

We Specialize in

**Helen Curtis Permanents**

Having been an operator in Herford for the past six years—I am now proud to extend a welcome to my friends and former patrons to my own new, modern beauty shop, located in the Whitehead Barber Shop. Pay us a visit any time.

**Imogene's Beauty Shop**

Mrs. Imogene Whitehead, Owner  
PHONE 3 For APPOINTMENT



"Gangway!" I've got only 'til February 28th to get a dollar for my old iron on a new Sunbeam Double Automatic Ironmaster—the iron that has everything to make ironing easier and faster."

### LOOK FOR THESE FEATURES



Automatic Thumb-Slip Regulator up in handle, out of the way.



Larger ironing surface—Fewer strokes to do more work in less time.



Weights only 3 1/2 lbs.—only tired arms, aching wrists, weary shoulders.

**BUY THIS MONTH AND SAVE \$1.00**

\$8.95  
less 1.00 for your old iron  
\$7.95 balance  
.95 down  
1.00 per month

Texas-New Mexico  
Utilities Company

# OPEN FOR INSPECTION

The New Modern

# TEXAS HOTEL

SATURDAY, FEBRUARY 26



Exterior View of New Texas Hotel

WEST  
TEXAS  
NEWEST  
HOTEL

NEW  
FURNITURE  
IN EVERY  
ROOM

—:— Running Water —:— Private Bath —:— Moderate Price —:—



Modernly Furnished Room in New Texas Hotel



Picturesque Lobby in New Texas Hotel

## A SPECIAL INVITATION

Is extended to everyone to attend our Formal Inspection and open house on Saturday, February 26, from 10 a. m. until 4 p. m. We feel sure you will be proud of this modern Hotel, which we feel is an improvement both for the Town and Community. I also wish to thank the people associated with me in the modernizing of my hotel, for their untiring efforts in rushing it to completion.

**Now Open For Business**

# TEXAS HOTEL

WILSON GYLES, Owner

## Lidiegh Points Favorably To Mixed Farming

### VISITORS ATTEND BANQUET FOLLOWING SCS TOUR

Following a brief tour over the Soil Conservation District last Thursday a group of local residents and visiting delegates attended a banquet held in the basement of the Presbyterian Church. The crowd for both the tour and banquet was diminished by inclement weather conditions.

Alex O. Thompson, acting as toastmaster, introduced speakers for the banquet and briefly discussed soil conservation and its application in this area. Judge Earl W. Wilson in making the welcome address stressed the fact that soil conservation in this area is being introduced along permanent lines, and pointed to conservation of water and of soil as a means to whip wind erosion.

Mr. Leach, vocational agriculture instructor at Texas Tech, made a few remarks regarding conservation. He was followed by Ray Shappell, who talked briefly on what had actually been done toward conservation and the value which it holds for farmers.

Fred Newport, FSA leader of Amarillo, and Fred Sikes gave brief talks on conservation.

Dean A. H. Lidiegh, member of the State Planning Board, and Dean of Agriculture at Texas Tech, was the principal speaker of the evening. He particularly stressed the need of mixing farming and livestock in this section, pointing out that farmers need more than one cash crop, no matter what that crop may be.

Regarding irrigation, he also stressed the need of bigger money crops per acre in all shallow-water areas of the Panhandle. Alfalfa seed, he said, might be a crop worthy of consideration for irrigation farmers.

In addition to local representatives, a number of visitors from adjoining counties attended the meeting.

## Wyche Items

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

### MRS. R. C. VALENTINE

Mr. Allen Medina preached at Frio school house, Sunday.

Mr. and Mrs. Bernice Dee Fortner spent Saturday in the home of Raymond Elliston.

Bernice Elliston spent Sunday with Vera Rae.

Mrs. F. D. Ferguson spent Saturday night with Mrs. Bill Knox in Hereford.

Mrs. H. B. Elliston is improving slowly.

Miss Louise McClure spent Saturday night in the home of H. H. Boardman.

Miss Peggy Valentine attended the B. & P. W. meeting in Hereford, Monday evening.

Everybody is rejoicing over the moisture.

Mr. and Mrs. F. D. Ferguson and family spent Sunday in the Bill Knox home in Hereford.

Those pupils making the honor roll last week were Audrey Mitchell and Weldon Roberson.

Miss Peggy Valentine was a dinner guest of Miss Lucille Park and Mrs. F. E. Howe, Saturday. The dinner was given in honor of Miss Edah Park, on her birthday. Minnie Opal Elliston was absent from school, Friday.

The school is working on league now. We hope to have entries in each event.

Miss Lucille Park spent the week end in the Dock Roberson home.

BuBoise Walker went to Vernon, Friday.

Mr. John Paetzold and family attended the picture show, given at the high school building, Thursday evening.

Mrs. Ray Wilhelm and Mrs. N. G. Elliston helped serve dinner, given in honor of Father Bonaventure, Tuesday, at the St. Anthony Hall.

Mr. and Mrs. John Paetzold and Edward, Mr. and Mrs. Joe Hoffman and family were among those attending the entertainment given at the St. Anthony Hall, Wednesday night.

Mr. and Mrs. Dock Roberson and family visited in the home of her parents, Walk Bradley, last Saturday.

There has been considerable sickness in this community the past week. Among absent ones from school, were Bobbie Robertson, Billie Valentine, Minnie Opal Elliston, Douglas Walker, Edward Paetzold and E. C. Hewitt.

Those having Hereford White-face cattle in the sale in Hereford, Saturday, from this community, were Mr. Lee Coconougher, the Brady Estate and Raymond Elliston.

Miss Lorene Valentine, from the St. Anthony's Nurses School in Amarillo, spent several hours in the home of her parents, Mr. and Mrs. R. C. Valentine, Sunday afternoon. Miss Peggy was there, also. Club met and a covered dish luncheon was served in the Fred Henry home. The afternoon was

spent in quilting. Our next meeting will be in the home of Mrs. F. D. Ferguson.

## Westway Items

(10 miles west)

### MRS. MERLIN KAUL

Over an inch of snow fell here, Sunday night. This, with the light moisture of last week, will be of some benefit to the wheat.

The teacherage was the scene of an attractive dinner party last Thursday evening, when the teachers entertained the trustees of the school board and their wives and husbands. The Valentine motif was carried out in appointments and decorations. The centerpiece was a white bowl of red carnations placed on a crystal mirror. Tall white tapers were held with red candle holders. The nut cups, place cards, salads, and cake accented the Valentine theme. A delicious three-course dinner was served to Mr. and Mrs. P. H. Gilliland of Hereford, Mr. and Mrs. Al Werner, Mr. and Mrs. F. W. Dodson, Miss Emily Minter, Mr. and Mrs. Merlin Kaul, Mr. and Mrs. Moody Stephan were unable to be present.

Quite a number in this community are ill with flu and colds. Mr. and Mrs. Richard Connally have the flu. Doodle Edmonson was ill last week with flu. Mrs. Kaul was unable to teach, Friday, because of cold and laryngitis. Larry Carroll Kaul is quite ill with cold. Gene Little is slowly improving. Wanda Marie and Jack Allmon are ill with colds.

Mr. and Mrs. Paul Rudd visited in the W. F. Rudd-home at Spring Lake, last Tuesday.

Mrs. Paul Rudd attended the Spring Lake Home Demonstration Club meeting at the home of Mrs. C. A. Barton, last Tuesday. A demonstration on "Screening Un-sightly Places," was given. After the meeting, a shower was given for Mrs. W. F. Rudd. Mrs. Paul Rudd is a former member of the club.

Paul Rudd bought a tractor at Olton, last week.

Maurice Tanahill started irrigating, Monday.

The Westway basket ball boys team played the Junior team at Hereford, Saturday night. Hereford won by a score of 16-14.

The high school has started practice on a one-act play.

Mr. and Mrs. Guy Lawrence and Nelda Guy, Mrs. Jow Landers, Vesta Mae and Roy, drove to Olton, Saturday to be present at a birthday dinner Sunday, at the John Taylor home, honoring Mr. Taylor, whose 62nd birthday occurred last week. Vesta Mae and Roy Landers attended church there.

V. Skypala and son, Edgar of Hereford, were business visitors in Amarillo, Tuesday.

Mr. and Mrs. Carl Putman of Balrd, were overnight guests at the V. Skypala home, last Thursday night. They have recently moved to Baird from Dawn, because of Mr. Putman's health.

Mr. and Mrs. Hood and children were visitors at the T. B. Cox home, Sunday.

## 100 Hours Awake



Miss Ruth Jimmerson, nineteen, of Unadilla, Ga., one of six students at the University of Georgia who completed 100 hours of voluntary insomnia in a psychology experiment "in the interest of pure science," which was conducted by Dr. Austin S. Edwards, shows how she felt about things in general at the end of the test. She went home and to sleep!

Rev. and Mrs. Henry Rurrow were dinner guests at the L. B. Wolfington home, Sunday, and supper guests at the E. H. Little home.

Wayne Little and Roy Landers drove back and forth to high school last week.

Mr. and Mrs. A. T. Layman and sons, Charles, Clyde and M. J. visited Mrs. Decker, Sunday afternoon. Mr. Layman works at the W. W. Hill place.

Mr. and Mrs. Buddy Witherspoon, Jo Ann and Neil of Hereford, called at the G. C. Hartman home, Sunday afternoon.

B. J. Lomax, who had his leg broken last fall, is able to get around quite well now. Mr. Lomax still limps, but does not need canes any longer.

Vernon Wilson returned from his home in Abilene, Friday morning. He will work for his brother, Grady Wilson.

Jerry Ray Landers is visiting this week in the home of his grandparents, Mr. and Mrs. Grady Wilson.

Grady Wilson shipped cattle to Oklahoma City, Monday.

The ladies of the community are invited to a quilting at the L. O. Gore home, Thursday. There will be a covered dish luncheon at noon.

Miss Stella Mae Gore was a guest of Miss Bertha Waldron in Hereford, last Saturday night.

Miss Pauline Edwards of Hereford, was a guest of Gladys Gore, Saturday night.

Mrs. A. C. Pierce accompanied Mrs. Al Werner to the Pioneer Woman's Club in Hereford, Tuesday.

A group of high school students and Mr. Dodson attended the show, "Wells Fargo," in Hereford, last Tuesday. After the show they attended the ball game. Those who went were Vesta Mae Landers,

Nannette Little, Gladys Gore, Daniel and George Turrentine, Jack Allmon, Loy Cook, Edwin and Elwood Skypala.

## Dawn Items

(13 miles east)

BY MRS. CARL WIMBERLEY  
Over an inch of precipitation fell here this week, coming in the form of rain, hail, sleet and snow.

Mrs. Carl Luke, who has been in an Amarillo hospital for several weeks, is at home now.

The Dawn pupils enjoyed a Valentine party, Monday afternoon, at the school house.

John F. Taylor of Canyon has been tuning pianos in this community, this week.

Mr. and Mrs. Mitchell Lassiter, formerly of Clovis, visited in the Johnny Wombie home, last week. They were en route to Fort Worth, where they will make their home. Mrs. Lassiter and Mrs. Wombie are sisters.

Mr. Jess Caldwell visited his wife and daughters in Canyon, Sunday.

The Study Club met with Ruby Wimberley, Tuesday. Very interesting insights into the lives of Lincoln and Washington were given by Mrs. Jim White and Mrs. J. F. Matthews. Fourteen members and two guests, Oleta Reeves of Hereford, and Lois Stewart of Dawn, were present. The next meeting will be at Mrs. Willie Wimberley's, March 1.

Singing was well attended Sunday night. There were a number of visitors from Canyon, including a mixed quartet. It was decided to have Mr. John F. Taylor conduct a ten-nights singing school, beginning March 7. Payments will be made by means of a pie or box supper, the date of which will be announced later.

Sled riding has become a favorite sport here, since the snow. Miss Eula Margaret Townsend visited home folks in Amarillo, over the week end.

Mr. and Mrs. William Wimberley visited her parents, Mr. and Mrs. E. A. Oberst of Canyon, Sunday.

Progress on the play "Antics of Andrew," has been slightly impaired this week, due to the weather. The director especially, needs to locate two ladies wigs and two pair of high-heeled slippers that will fit men's medium size feet.

### NOTICE OF ELECTION

NOTICE IS HEREBY GIVEN that an election will be held at the CITY HALL, in the City of Hereford, Texas, on the first Tuesday in April, 1938, the same being the fifth day of April, 1938, for the purpose of electing a Mayor and two City Commissioners in and for said City, to serve for the ensuing two years.

THE POLLS of said Election

Even cars as cold as this

START INSTANTLY

with **Phillips 66 Poly Gas**

The unchallenged high test headliner... at no increase in price... is Phillips 66 Poly Gas.

No wonder that this sensational winter gasoline is way out in front for starting icy motors with split-second speed.

More! It snaps up pick-up... peeps up power... and steps up mileage. You don't have to fight the choke or baby the clutch. You get touch-and-go starting every time your toe taps the button.

Phillips can afford to give motorists higher test at the price of ordinary low-test motor fuels because Phillips is the WORLD'S LARGEST PRODUCER of NATURAL HIGH TEST GASOLINE. And every gallon of Phillips 66 Poly Gas, as the name indicates, has extra energy units added by the scientific POLYMERIZATION process.

Just stop at any Orange and Black 66 Shield... fill up... and you'll sure feel the difference... that dramatic difference which has won for us the steady patronage of millions of economy-minded motorists.

## Phill-up with Phillips for Instant Starting

will be opened at 8 o'clock a. m. and will be closed at 7 o'clock p. m.

Every person not disqualified by law, who shall have attained the age of twenty-one years, and who is entitled to vote for members of the Legislature, and shall have resided in the State twelve months, and in the City of Hereford for six months next preceding the date of said Election, shall be entitled to vote.

C. J. PADDOCK, Mayor,  
City of Hereford, Texas, 1c

### CONGRATULATIONS

To Wilson Gyles on Opening  
**The New Texas Hotel**

and I wish to say I am proud of the small part I had in bringing to Hereford, a Modern Hotel.

**W. C. HROMAS**  
CONTRACTOR

### SPECIAL!

After the Snow and sloppy weather we've just had, your car undoubtedly needs washing and greasing! Our enclosed wash and grease rack is equipped so that we can raise your car and clean it thoroughly underneath. If you haven't tried one of our jobs—call us or bring your car 'round to our station!

OUR SERVICE IS COURTEOUS AND EFFICIENT

## TEXAS SERVICE STATION

GLENN SNYDER      PHONE 440

## CONGRATULATIONS

To Wilson Gyles upon Opening

# Texas Hotel

We wish to extend our congratulations to the City of Hereford upon the opening of the Texas Hotel, and to wish Wilson Gyles and his associates success... We are proud of the part we have played in hauling for the new hotel... just as we are always proud of the fast, dependable hauling service which is available to people and business men of Hereford, Dawn, Frio, and Canyon, at all times.

**For Fast Dependable HAULING Service**

**SEE US!**

We are Bonded for Your Safety and Protection!

## CAMPBELL TRUCK LINE

**INSPECT**

The New HOTEL

Saturday Afternoon

**February 26th**

Well Lighted . . .

The New TEXAS HOTEL

When architects and contractors plan a building now, lighting is one of the most important factors to be considered. Good lighting is one of the most modernistic features of the new Texas Hotel.

The Texas-New Mexico Utilities Company congratulates Hereford and Wilson Gyles upon the opening of a modern Hotel.

**CONGRATULATIONS—Wilson Gyles on Opening a MODERN HOTEL**

Attend the Open House on Saturday!

## Texas-New Mexico Utilities Co.

# Chevrolet's Economy For 1938 Is Feature

## New Hydraulic Brakes And Knee Action Featured

### APPEARANCE AND SAFETY IS OUTSTANDING IN NEW CHEVROLET

With Spring only a few weeks in offering, automobile owners are beginning to think of motoring on a large scale — and again comes up the present factors of economy and safety, according to Louis Woodford and G. W. Brumley, local Chevrolet dealers.

For this reason we are proud to offer the Chevrolet for 1938, they declared. "Despite the fact that the 1938 Chevrolet has an 85-horsepower valve-in-head engine, it is proving to be one of the most economical operating automobiles ever placed on the market."

Chevrolet, in addition to its Fisher no-draft ventilation, is also offering scores of developments in safety. An important feature of the new model is the brakes; Chevrolet is equipped with perfect hydraulic brakes, and has also introduced an entirely new hand-brake which is easier and more sensitive in operation. The hand-brake lever handle is re-designed, also, the release grip being hinged to the top.

The instrument panel has been made more attractive and its various dials more legible—factors which contribute to safety in operation and safety in preserving the automobile—and the improvement in appearance extends to the steering wheel, which is beige, and the front compartment rubber mat which is brown to harmonize with the rest of the interior. Hardware is smarter-appearing than hereto-

fore, and the handle of the right-hand door in coach and town sedan models is re-appointed, pointing forward to prevent accidental opening of the door when the seat is tipped.

While engineers have stressed economy and safety in the new models, they have also continued their policy of improved beauty from year to year, and comfort has also been an important factor in the 1938 models.

One of the principal gains in the new Chevrolet is interior space, beauty and harmony of appointments. Rear seats have been widened to 47 inches, a two-inch increase, assuring greater comfort to rear seat passengers.

Another refinement which will cause favorable comment is the upward beading of the edges of the door sill plates, to match the curve of the seal at the bottom of the door trim. This, engineers assert, protects against drafts at the bottom of the doors. On the Master DeLuxe models, the door sill plate still carries a decorative design.

#### 14-Year-Old Boy Kills Bear

John Willis, age 14, while hunting with his father and brother near Smoky Basin, in the Davis Mountains, 65 miles north of Alpine, killed a 200-pound black bear with a bullet from his rifle. The boy made a "running shot" through brush as the bear raced to escape. He also killed two 10 and 8-point buck deer.

#### Buried With Confederate Flag

Dr. C. C. Shell, age 94, pioneer physician and ex-Confederate soldier, of Stamford, was buried with a Confederate flag wrapped around his casket. He was the sole survivor of the Joe Sayers Confederate camp, founded at Stamford in 1907. Dr. Shell was known as Texas' oldest Odd Fellow. He joined the Odd Fellows at 21.

## Local Dealers Offer Valuable Driving Hints

A brief glance at the unit comprising a car's electrical system, and a simple explanation of the functions they perform, should help anyone, whether mechanically-minded or not, to understand the importance of a complete electrical check-up at this season of the year.

The electrical system may be said to comprise four units: the generator which generates current for starter, ignition, lights, and various accessories; the battery which stores surplus current until it is needed; the leads which conduct current from the battery to the points where it is consumed; and finally, the points of consumption themselves. The latter include the ignition system, lamps, horn, starter, and any other units or accessories operating electrically.

The generator and the battery as the source of current supply, are perhaps the most vital units of all. That is because much more current is consumed in cold weather. Remember that the hours of daylight are shorter, necessitating greater use of headlamps, and also that such units as heaters and electrical defrosters impose an added load. But most important of all, from the standpoint of current consumption, is the job of starting the car when the weather is cold.

That starting is harder in winter is obvious to anyone who has ever cranked an engine on a cold morning. The lubricants coating the bearing surfaces and cylinder walls have become thick and viscous during the night, so that several times as much energy is required to move them as when they are warm.

This energy comes out of the battery, which must be kept in good condition if it is to meet its duty unflinchingly on every cold start.

Keep in mind that the battery has two jobs when the car is being started. One is to actuate the starting motor in turning the engine over, and the other is to furnish current for the spark which ignites the cylinder mixture and sets the engine running under its own power. If there is insufficient charge in the battery to turn the engine over and leave a surplus for ignition, then the chances are that the engine will refuse to start, and continued use of the starter will simply run the battery down.

Understanding the mechanics of starting, the owner will be more likely to see that his battery is first capable of taking a full charge, and second, is fully charged when cold weather comes on. Two things should be done to keep it in an adjustment which will take but a few moments of a mechanic's time, and one which, incidentally, is not required on the 1938 Chevrolets, which have high-capacity generator with automatic voltage control. The other is to be

as economical of current as possible during cold weather.

Current can be conserved in several ways. Many drivers, for instance, switch on parking lamps instead of headlights during the early twilight period when the need is not for road illumination but only for a marker by which others may see the car coming. Accessories using current should be selected with care and used sensibly.

Starting in cold weather is greatly simplified in the latest Chevrolet models, with their positive starter-to-fly-wheel engagement and automatic choke-relief facilitating the use of the hand-operated choke mechanism.

The attention required by the battery cable, ignition leads, and other wiring is simply to check-up to make sure that connections are tight and insulation perfect, so that all current will reach its destination. Spark plugs should be tested, and ignition points cleaned, to assure an instantaneous start.

Why not spend a little time right now to save a lot later on?

## Local Firm Has Modern Shops

While the term "OK Used Cars" has come to mean dependability and long service to buyers of used cars over the entire nation, it means that, and even more, to the automobile dealer.

Hand-in-hand with "OK Used Cars" goes modern equipment and a complete repair shop, with skilled workmen. Used Cars which are given an OK in the Brumley-Woodford Motor Company shops must pass rigid tests, and when they have passed these tests there has been many new parts, and many repairs made on the car of which the driver has little knowledge—but he knows that the car is sound because it has been given the OK.

In the modern shops operated by Brumley-Woodford, the skilled mechanics are especially trained to service and repair Chevrolet and Oldsmobile automobiles as a specialty, but they also offer repair work on any make of automobile, and through the use of the latest and most efficient types of machinery are able to turn out exceptionally good repair work.

The shop, in addition to large repairs, also specializes in wash-

ing and greasing and attendance point out that greasing on new model, high-speed cars is highly essential—even more so than on models of previous years.

The company invited the public to visit their shops and to carefully inspect the modern equipment which makes possible superior workmanship and repairs—and is the means of turning out OK Used Cars.

## Messenger News

(27 miles west)

BY MRS. J. N. MESSENGER  
We had some snow, rain and sleet last Thursday, most of which was melted by Saturday evening, except drifts. More snow fell Sunday. The snow will be of great benefit to the wheat.

There was only a small crowd at Sunday school, but those attending had a good lesson and hope that more will come next time.

Most children and some adults that have been having colds and flu are reported better and the children are back in school.

The snow last night makes around eight inches that we have gotten besides sleet and a little rain.

Stencils, ink and office supplies at Brand Office.

## Your Motor Needs A Spring Tonic Too!

It's a grand and glorious feeling to hear a car hum smoothly! Is your car really giving you the best in performance? We doubt it—No car can after a season of hard winter driving! Bring your car in today and let us tune it up to please the ear of the most fastidious motorist. Our completely equipped shop and expert mechanics make it possible to give your car a first class overhaul job—no matter what make car you may own! Remember our services are guaranteed, we stand behind every job that comes out of our garage.

All is TUNED-UP For Spring



### Power Plant

Chevrolet Motor for irrigation power plant will give performance at a much lower cost. Chevrolet's valve-in-head design offers:

Chevrolet's six-cylinder, special truck engine for 1938 is the result of years of research and experimental work on all types of engines, and has been found to be more suitable for irrigation power plant because it is more powerful, economical, dependable and long-lived. See us for full information.

### USED CARS

For economical transportation, dependable transportation. Sixteen used cars, pickups and trucks for sale or trade. Will trade for livestock as a down payment and arrange to finance the balance.

## Accessories Priced Low

5.50-17 TIRE .....	\$9.05	DEFROSTERS .....	\$6c
6.00-16 TIRES .....	\$10.20	BATTERIES .....	\$3.75
4.75-19 TIRE .....	\$7.05	ANTI-FREEZE .....	\$1.00

### 40% Discount on Genuine Chevrolet Parts

We have a large stock of Genuine Chevrolet Parts for some of the older models, which we will sell at a discount of 40 per cent!

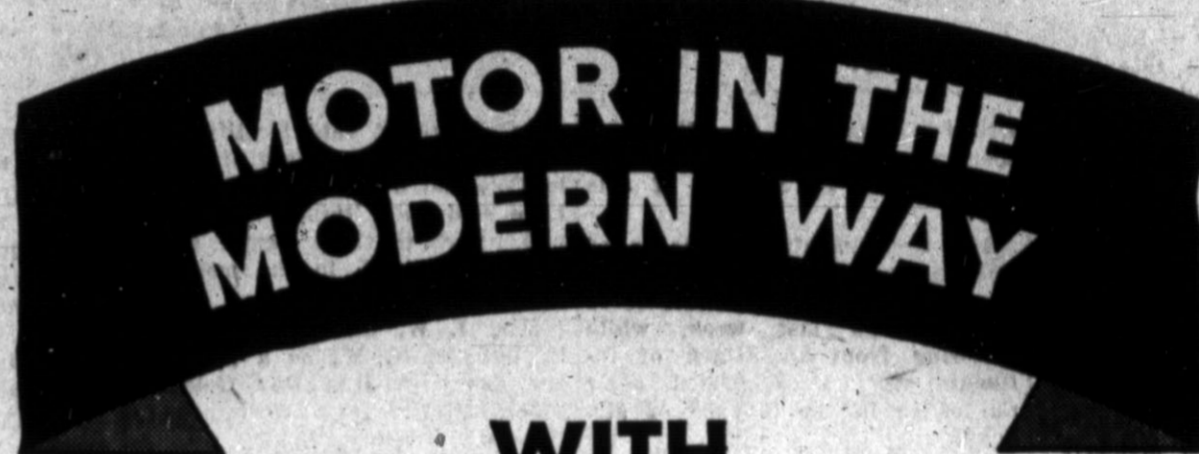
### USED TIRES AND TUBES

Some of these tires and tubes have been used very little and are priced for quick sale! You may find your size in these used tires—come in today before it's too late!

## BRUMLEY-WOODFORD MOTOR CO.

OLDSMOBILE

CHEVROLET



# PERFECTED HYDRAULIC BRAKES

and with

## GENUINE KNEE-ACTION

## 85-H.P. VALVE-IN-HEAD ENGINE FISHER NO DRAFT VENTILATION

\*On Master De Luxe models only

All these vitally important features are available, at low prices, only in the new 1938 Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

General Motors Instalment Plan—Convenient, CHEVROLET, Economical Monthly Payments. A General Motors Value.

"You'll be AHEAD with a CHEVROLET!"

Brumley-Woodford Motor Company  
HEREFORD, TEXAS

### Hereford Girls On Honor Roll At W. T. S. C.

Four Hereford girls, all graduates of the Hereford High School, were among those whose names appear on the honor roll for the first semester's work at the West Texas State College in Canyon.

Misses Mary Kate Brotherton, Louise Hamm and Patricia Wederbrook are seniors, and Miss La Nelle Schelhaug is a sophomore at the college.

A grade point average of 3.5, which represents three A's and 3 B's, or the equivalent, was necessary in making the honor roll.

### Friena News

(22 miles west)

BY ELLA MARIE LANDRUM  
Mr. and Mrs. Carl Maurer were Clovis visitors, Monday.

Mrs. C. L. Lillard was an Amarillo visitor, Thursday of last week. Miss Joyce Landrum was a business visitor in Bovina, Monday.

Mr. L. B. Redwine of Hereford, was a Friena visitor, Monday afternoon.

Mrs. George Frieder of Lazbuddy was a Friena visitor this week, visiting friends and relatives.

Mrs. Spurgeon Webb and baby son of Dimmitt, are visiting in the home of Mrs. Fred Robers this week. Mrs. Webb is a sister of Mrs. Rogers.

Mr. Paul J. Frye, of Amarillo, was a business visitor in Friena, Thursday.

Mr. Ray Landrum was a business visitor in Amarillo, Tuesday of this week.

Mr. Shelby Jersig of Bovina was in Friena on business, Monday.

Misses Melba Chronister and Ella Marie Landrum were Clovis visitors, Sunday.

Mr. and Mrs. Cason Jones and Miss Juanita Curry, were Clovis visitors, Saturday night.

Mr. Tommy Wilburn was a business visitor, in Pampa, Tuesday.

Mr. Johnnie Deckard was a Clovis visitor, Saturday night.

Messrs. Redel Saunders and Ed Reed were Hereford visitors, Sunday.

Mr. and Mrs. Bud Smith have moved into one of the rooms in Mrs. Grace Hart's residence. Mr. Smith is employed on the highway job.

Mr. and Mrs. A. O. Newman, Mr. and Mrs. George Baker, Mr. and Mrs. Owen Ford, and Rev. Joe Wilson attended the Baptist Workers' Conference at Texico, on Tuesday of this week. They report a good day.

Bruce Parr, who is attending a commercial school at Amarillo, spent the week end with his parents, Mr. and Mrs. J. W. Parr.

Miss Ferrol Cox, who has a position with the Texas-New Mexico

### Bad Man of Brimstone



Mirroring civilization's march on America's savage last frontier, "The Bad Man of Brimstone," brings to the Theatre's screen an epic of romance of the old west with Wallace Beery as "Trigger Bill," his greatest role since his memorable "Viva Villa." "The Bad Man of Brimstone," the greatest western epic of them all, opens at the Star Theatre at the midnight prelude and runs through Sunday, Monday and Tuesday.

Utilities Company at Hereford, spent the week end with her sister, Mrs. C. E. McLean of this city.

Mr. Schultz, office manager of Coke & Braden, is back in his office this week, after an absence of several days last week, while suffering from an attack of influenza. Mr. Moss looked after the office in the absence of Mr. Schultz.

Mayor and Mrs. F. W. Reeve and Mr. and Mrs. John A. Guyer drove out to the Rhea community, Sunday, and took dinner with Mr. and Mrs. Floyd Schlenker and family. Mrs. Schlenker is a sister of Mayor Reeve and Mrs. Guyer.

Rev. C. R. Hardy, pastor of the local Methodist Church, has announced that he will begin a series of revival meetings at his church, Sunday, February 20, at the regular worship service hour. The services will be conducted by the Rev. Orion W. Carter, pastor of the Methodist Church at Memphis, Texas.

Mr. and Mrs. Buford Rule, former residents of this locality, and who have been making their home in Colorado during the past year, have sold their things there, and will return to their former home, south of Friena, in the near future.

Mrs. J. W. Parr spent Sunday in Melrose, N. M., as a guest of her daughter, Mrs. Roy Golden.

Mr. and Mrs. Ray Landrum were Hereford visitors, Friday.

The WPA project of raising the county road west of town, near the home of E. P. Brookfield, which has been in progress for the past three weeks, is progressing satisfactorily, according to reports.

Coke & Braden, the contractors for the east portion of Highway 33-40 through Farmer County, opened another caliche pit about miles north of Friena, Sunday, where the caliche for the remainder of their contract will be secured.

Friena has been enjoying a change of weather, the past few days. There has been a delightful little snow.

### Vega News

(23 miles north)

MRS. H. R. SHIELDS  
Miss Mary Louise Loyd who teaches near Friena, was home for the week end.

Mrs. J. T. Richardson and Mrs. Nedra Gault were Amarillo visitors, Monday.

Mr. and Mrs. Kay Roberts of Dimmitt, were the guests of W. A. Jinks and family, Sunday.

Mrs. Mary Worsham of Fort Worth, and Clarence Marshall and family of Hereford, were guests in the J. W. Thnett home, Sunday.

Harley Arts was an Amarillo visitor Sunday afternoon.

Mrs. Kate Binford was in Vega Monday, attending to business.

The P. T. A. play was presented in Vega Thursday night, to a large crowd. Then at Wildorado and Adrian on Tuesday and Wednesday nights. The name of the play was "O. Professor," and was ably directed by Mrs. Raymond Thompson. The cast was as follows:

A. B. Castleberry, janitor; Rev. Marshall Theu Pretende, Professor; Mrs. C. T. Everett, assistant dean; Herman Roark, dean; Jimmy Hall-turton, pal of professor; Miss Evelyn Sowell, a student just home from Paris; Miss Francis Armitage, Miss Doris Jacobs, Mrs. Raymond Godwin and Miss Marie Ballard, four school students; Mrs. Geo. Caviness, an actress from Paris; Geo. Caviness, a real professor. The proceeds from the play are to be used to beautify the school grounds and to buy books for the school library.

Mrs. B. Spande of Adrian, was a Vega visitor, Monday.

Mr. and Mrs. J. W. Thnett spent Monday with friends in Amarillo.

Mr. Mal Stewart was in Vega on business, Tuesday.

Mrs. C. R. Gault is visiting her mother, Mrs. Mary Glaesock of Cordell, Okla.

Miss Rachel Shields has resumed teaching in the Vega school after a week's absence.

Mr. and Mrs. Tom Jones of Amarillo, were in Vega, Monday, on business.

Henry Criets of Adrian, was a Vega visitor, Friday.

Mrs. W. M. Turpen spent Sunday and Monday in Lubbock.

Miss Vicienne Redlich visited relatives in Vega last week end.

Five faculty members of the West Texas State College, visited in Oldham County Monday and Tuesday of last week.

Mr. and Mrs. Ernest Wise were

guests of Mr. and Mrs. Raymond Godwin, Friday.

Miss Evelyn Sowell, Juanita Baker, Francis Armitage and E. W. Armitage were Amarillo visitors, Sunday.

Mrs. J. A. Watkins and Bud Gault were in Hereford on business, Monday.

Mrs. Pat Murphy has sub-leased Ma and Dad's Cafe from E. L. Straten. The Stratens will move to Amarillo next week.

Mrs. Gih Looney is in Amarillo this week, for medical treatment.

Mr. and Mrs. T. D. Ledbetter, who live near Hereford, were in Vega, visiting relatives Wednesday.

Ernest Franks of Adrian, was a business visitor in Vega, Wednesday.

Carmen Rhodes spent the week end in Vega.

C. A. Craig of Olustee, Okla., and Mrs. Ben Ratliff of Amarillo, visited in the D. M. Voyles home, near Vega, last week.

Mr. and Mrs. Raymond Thompson spent the week end in El Paso with relatives and friends.

Mr. and Mrs. John Skaggs of Adrian, were in Vega, Monday. Mr. and Mrs. L. G. Thnett of Post, were the guests of Mr. and Mrs. J. W. Thnett, this week.

Mrs. Mason King visited her sister, Mrs. Lawrence McCurdy in Wildorado, Wednesday.

Kenneth Dygert spent Sunday in Amarillo.

Little Francis Sue Ivy has been

quite ill with flu this week.

J. O. Singleton was an Amarillo visitor, Sunday.

Grady Nobles of Amarillo, was in Vega, attending to business, Monday.

Mrs. C. R. Rheu, Mrs. Allen Stagg, Mrs. Herb Green, Mrs. J. A. Watkins, Mrs. W. A. Jinks, Mrs. R. W. Armitage, Mrs. Geo. McCombs and Mrs. D. W. Clark attended an all-day quilting at the home of Mrs. A. M. Miller, Monday.

**CHURCH OF CHRIST**  
E. M. Borden, Minister  
Bible Classes ..... 10 a. m.  
Preaching ..... 11 a. m.  
(Subject: "The Church of Christ.")

Lord's Supper ..... 11:45 a. m.  
Bible Drill ..... 7 p. m.  
At 8 p. m. Bro. Borden is to preach at Progressive school house. His subject will be "What Must The Sinner Do To Be Saved?" He

will give a Bible answer.  
Preaching ..... 7:30 p. m.  
(Subject: "Lessons on Forgiveness.")  
Ladies' Bible Class,  
Wednesday ..... 2:30 p. m.  
Wednesday evening program 7:30 p. m.  
You are invited to any or all of these services.

AN EXTRA ROOM? TRY A WANT AD!

### KIMBALL PUMP OWNERS

ARE OUR BEST ADVERTISERS

Ask The Man Who Owns A KIMBALL!

He will tell you that a KIMBALL PUMP is the best pump your money can buy! Then come in and see these super pumps and compare the construction of our pump with any other pump you ever saw—you'll be convinced! A KIMBALL gets more water with less fuel!

KIMBALL PUMPS

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

**Baker Pump Co.**

OF LOCKNEY

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

### DANCE

MONDAY, FEB. 28

UMBARGER

Parish Hall

SPURLOOKS ORCHESTRA

## Straight Ahead!

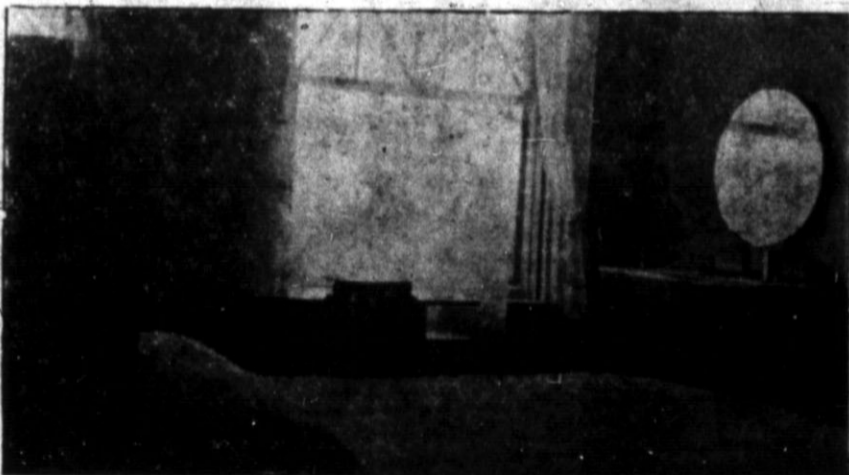
Think back for a moment and consider all the changes that have taken place in this country and in this community since this bank was organized. It will give you a better idea of solidness and permanence of this time-tested institution.

For years this bank has proved its strength by its ability to keep going straight ahead under all conditions, but above all this, it could not have been made possible without the loyal patronage of you . . . our friends and neighbors.



# FIRST STATE BANK

## CONGRATULATIONS to



Wilson Gyles

upon Opening the

NEW  
TEXAS  
HOTEL

When you attend the formal opening, Saturday, and inspect the new Texas Hotel, we invite you to pay careful attention to the plumbing and fixtures in the hotel. We furnished and installed the fixtures for this new hotel and we are always ready to give you an estimate on plumbing and fixtures for your own home or business.

CONGRATULATIONS TO HEREFORD AND WILSON GYLES—UPON OPENING THE NEW TEXAS HOTEL!

—: For Good Plumbing at Reasonable Prices :—

**RALPH BAKER, Plumber**

HEREFORD, TEXAS

**SAVE NOW**  
Big Close Out Sale  
Ends Saturday

**GOOD BYE**  
The closing out sale of D. R. Gass & Son Dry Goods Store of Hereford, Texas, after Saturday Nite will be History!!

**Last Chance**  
To Save On This  
Big Stock!

We want to take this opportunity to thank each and everyone for the liberal patronage you have given us. We trust that every purchase you have made has been satisfactory. Our short stay here has certainly been a pleasant one! We urge you to take advantage of this MIGHTY CLOSE-OUT SALE, which closes Saturday Night, February 26. BUY AND SAVE—the Opportunity is Yours. This store will not be open for business after Saturday Night, February 26th.

THANK YOU, ONE AND ALL!

**Buy--Save!**

**H. C. NIMITZ**  
SUCCESSORS TO D. R. GASS & SON, HEREFORD, TEXAS

**Saturday Is the Last Day!**

**Sufferers of STOMACH ULCERS HYPERACIDITY**  
DEFINITE RELIEF OR MONEY BACK  
THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. SOLD ON 30 DAYS TRIAL. For complete information, read "Willard's Message of Relief." Ask for it—free!

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What You Have  
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