

Game With Canyon Eagles Is Last of Season For Whitelaces

AROUND TOWN

Sights and Faces Seen

Rev. James Aiken reports the loss of a turkey and asks that anyone finding same return to him, please, before Thanksgiving.

Work on the Ernest Medkief home is progressing rapidly this week, and it is not expected to be long before the outside work will be finished.

Bill Gentry, who has been working on his new home on East Sixth in his spare time for some months, is building rapidly this week and a nice two-story home is shaping up.

Miss Mary Tiefert, secretary to County Judge A. J. Schroeter, reports disappointment because she received no requests to perform a marriage ceremony while the judge was in Ft. Worth last week end attending a county judges and commissioners' convention.

Dick Coffee, employee in the county agent's office, spent the week end in Big Springs visiting his brother, John Coffee.

Nellie Jo Shreve yesterday began duties at the Star Theatre as Cashier. Miss Shreve is taking the place of Miss Elsie Wilkins who is resigning.

This ought to be some kind of a record. Last Sunday Meade Halle received a telephone call from Thomas Elliston, of Spokane, Washington. It seemed that Mr. Elliston had been using a certain kind of ointment for his son's skin condition. Failing to find the ointment in Spokane stores, he phoned Meade to please mail him a supply. Thomas is a son of Mr. and Mrs. Byrl Elliston.

A new roof over the baggage room and express office of the depot was completed last week. Sank Ramey reports. A new ceiling was also part of the construction.

Joe Ballinger has leased the building formerly occupied by Hereford Appliance Co., and is using it for an onion and potato warehouse.

Walking into Pitman Grain (Continued on Page 10)

The Whiteface Herd takes the road for the last game of the season at 2:30 Friday afternoon, when they go to Canyon to battle the Eagles for third place in the conference. The game will likewise determine whether the Whitefaces finish the season with half their conference games won of only one-fourth of them.

Eight players will be wearing the White and Maroon for the last time on a football field whether the new age rule goes into effect or not on January 1, and seven more will be playing their last football game for Hereford High School if the new rule does go into effect.

Those playing their last game whether the rule is changed or not are Wesley Guthrie, Ernie Schumacher, Robert Petersen, and Joe Ed Burleson in the backfield; and Clifford Estes, Jack Knox, Clyde Hagar, and Lynwood Hallum in the line. Boys who will be playing their last game if the new rule (limiting play to boys 17 years old, or less, (Continued on Page 10)

Several Plan To Attend Shamrock Legion Meeting

Several members of the local American Legion Post plan to attend the District 18 convention to be held in Shamrock this Saturday and Sunday.

Among those who have already announced intentions of going are Mr. and Mrs. Jim Black, Mr. and Mrs. Frank Gyles, Mr. and Mrs. C. O. Wilkins, Arch Dobbins and Leonard Foster. Others are expected to attend also.

Registration starts at 11 o'clock Saturday morning and the convention adjourns at 4 p. m. Sunday.

M. S. Kavanaugh, commander of the Shamrock post, said the convention promised to be one of the best in many years, and that the local units had shown great interest in planning for the meeting.

Annual Banquet Is Given By American Legion

Approximately eighty Hereford men and women were feasted and entertained Friday night when members of the American Legion and guests convened in the annual Armistice Day banquet in a down town hall.

With the patriotic holiday providing the theme for decorations, red, white and blue colors were used with clusters of small American flags furnishing the table motif.

After the invocation by F. M. Kester, Travis Dameron, master of ceremonies took charge. The Pledge of Allegiance to the entire group, Miss Ruby Dutton entertained with three readings, "The Unknown Soldier," "Homestead," and "Don't Worry."

Music rang through the room as the war veterans sang "Pack Up Your Troubles In Your Old Kit Bag" and for a few minutes time turned back to twenty years ago. (Continued on Page 10)

Funeral Held Sunday For Mrs. Nancy Cross

Funeral services for Mrs. Nancy Jane Watkins, 81, were held here Sunday. She was born in Arkansas, but had lived in Deaf Smith County since 1924.

She is survived by 9 children: C. E. Cross, Mrs. Agnes Teas, Mrs. Della Jarman of Hereford, Mrs. Rosa Hart, Model Colo.; Mrs. Julia Stephens, Oklahoma City, Okla.; M. D. Cross, Sterling, Okla.; Mrs. Fannie Solomon and Mrs. Osie Spivey of Marlow, Okla.; and Mrs. Callie Davidson, Brownfield.

She is also survived by 67 grandchildren and 65 great-grand children. Interment was made at Maysville, Oklahoma, where the family had lived for several years.

Kerr Baby Is Severely Burned

Norman Kerr, 18-month-old baby of Mr. and Mrs. Bill Kerr is in Deaf Smith County Hospital with severe scald burns on back and shoulder. Its condition is considered serious. The accident occurred Tuesday when a tea-kettle-croup inhaler overturned and spilled boiling water on the baby.

Scouts Enjoy Two-Day Camp

Ten Scouts and the Scoutmaster made the trip to Painted Rock last Saturday for a two-day Advancement Camp. Five boys passed a total of twelve tests toward higher classes.

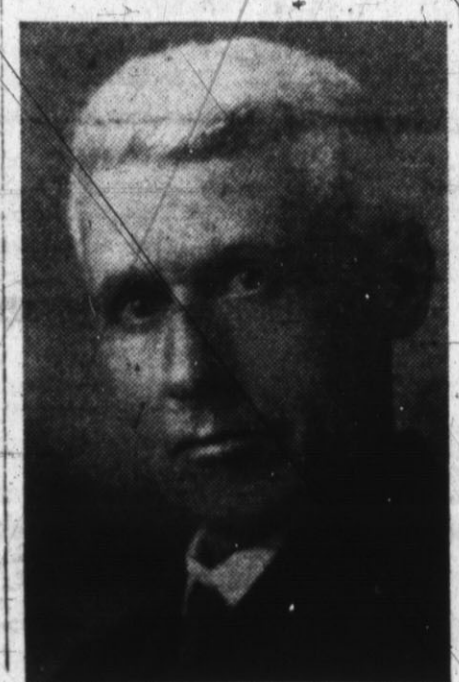
Billy Jackson passed pacing and knife and axe requirements; Tow Wilson, tracking, firebuilding and knife and axe; Edward Roberson, tracking, firebuilding, knife and axe; Pete Davis, tracking, firebuilding, knife and axe; Clinton Williams, tracking.

The boys report seeing a herd of eight antelope Saturday morning. Those attending besides the ones previously mentioned were Kenneth Potter, Dave Beavers, Leonard Burleson, Wayne Phillips, Donald Conklin and Urlin Streu, Scoutmaster.

Mayor Proclaims Traditional Date As Hereford's Day of Thanksgiving

WHEREAS, the traditional date for Thanksgiving Day has been satisfactory for 300 years, and WHEREAS, none of the residents of Hereford have signified to me a desire to change the traditional day of observance to another date. NOW THEREFORE, I, C. J. Paddock, Mayor of Hereford, take great pleasure in proclaiming Thursday, November 30, as a day of Thanksgiving and rest, and urge every citizen of Hereford to close his doors of business and retire to whatever place he wishes to enjoy any pleasure he desires, keeping in mind the spirit of the occasion, remembering that with half the nations of the World at war, we have much to be thankful for, and dedicating the day to special respect and reverence to Him, the author and Giver of all Good Things. (Signed) C. J. Paddock Mayor of Hereford

Retires



REV. MARK M. BEAVERS, who this week announced that he is retiring from active ministerial service. He has been pastor of the Methodist Church here the past two years. He has never missed an annual conference and the one he is attending at Lubbock this week rounds out his 34th year of service as a preacher.

Rev. Mark M. Beavers Retires After 34 Years Of Preaching

Rev. Mark M. Beavers, pastor of the Methodist Church, this week has announced his retirement from the ministry after 34 years of service.

Sunday his entire congregation honored him with a church dinner as a tribute to his years of faithful service.

In the years of his ministry since he started as a supply preacher on the Haskell Mission in 1905, Brother Beavers has served in fourteen different churches scattered over West and Northwest Texas. Two of these churches were built under his pastorage. Brother Beavers recalled that he, himself, sawed and nailed some of the benches for the churches, the first at Rule in 1906, and the other at Canyon during the four years he was there from 1923-27.

His charges and the number of years each are as follows: Haskell Mission, 2 years; Pinkerton, 1 year; Rule, 2 years; Avoca, 2 years; Aspermont, 4 years; (where he bought his first automobile) Chalice, 3 years; Canadian, 2 years; Hereford, for the first time, 2 years; Canyon, 4 years; Colorado City, 1 year; Plainview, 4 years; Clarendon, 3 years; Sweetwater, 1 year; Lamesa, 2 years; then Hereford again for the concluding two years of his ministerial work.

Seven years were spent as a presiding elder during the four years at Plainview and the three following at Clarendon.

Rev. Beavers when a small boy moved with his parents from Arkansas to an Eastland County farm near Cisco, Texas. He became a farmer, and later married Miss Alma Munn of Cisco in 1899. Not for several years after his marriage did he become a "horse and buggy" preacher who rode the circuit regularly day after day. He had some studying to do before he could give his best to the ministry. He tried twice to leave the farm and enter the ministry, but both times a throat ailment prohibited the constant use of his voice and he was forced to give it up. The second time, having sold his farm equipment, he had to borrow a mule from his father in order to start farming again. But the call would not be denied and during the next few years he was far from happy. Then with his loyal wife's steadfast encouragement he made a third attempt, which proved successful. He burned all his "farm-bridges" behind him, sold the farm for \$3,500 and moved with his wife and five children to his first charge at Haskell Mission. He didn't have time to go to college so he took a four year correspondence course in theology. From then on his life was succession of assignments from one charge to another, at the discretion of the conference.

In closing his second pastorage in Hereford Sunday, Rev. Beavers at the age of 67, rounded up his life. (Continued on Page 10)

Saunders, Weinhold Purchase Newspaper

J. D. Saunders, formerly salesman with Kerr Paper Co., Amarillo and at one time manager of a variety store here for his brother, Sam Saunders, has formed a partnership with Forrest Weinhold, publisher of the Sudan News and the two have purchased the Hockley County Herald, at Levelland.

Mrs. Saunders is a granddaughter of Mrs. J. A. Hornbeck and was the former Miss Molly Rae Cronin.

Mr. Saunders and Mr. Weinhold plan to continue publication of The Herald.

Last Rites Held for Dr. Bowe

Red Cross Drive Is Off To Good Start This Week

"We are grateful for the wholehearted response to the appeal of the Red Cross for membership this week," stated Mrs. D. H. Alexander, chairman, and added that the call promised to be the most successful ever held in Hereford.

The drive started Armistice Day and will continue until the "last" Thanksgiving Day, Nov. 30.

The Red Cross, carrying the greatest burden it has had in many years, due to the war, is seeking a million new memberships this year in order to aid in taking care of suffering abroad in addition to regular relief to Americans. Already the American Red Cross has appropriated \$1,000,000 for the relief of stricken people in Europe. (Continued on Page 10)

Workmen Finish Basement For New Postoffice

Preliminary excavation of the basement for the new Hereford Postoffice was completed this week and work is being done on trenches for pouring of concrete for the foundations which is expected to get fully underway the first part of next week. Walter G. Shaday, engineer, said that he hoped to pour a little of the concrete by Saturday.

Workmen will be employed in erecting forms for the walls this week. Steel reinforcing is expected to arrive in time to finish basement walls and foundations next week.

A concrete mixer of two-sack capacity arrived yesterday. Sand and gravel are already here.

Camp Fire Girls To See Firebuilding

Members of the Weocante-waste Camp Fire Girls will see a demonstration of firebuilding given by Boy Scouts tonight, it has been announced.

On November 23, program parts for a ceremonial to be held December 7 will be handed to the girls. This ceremony is for girls dish luncheon will be given for who will receive ranks. A covered mothers of the girls.

A bake sale will be sponsored December 2 for the benefit of a Campfire Girl's camp next summer.

Schroeter, Culpepper Attend Convention

County Judge A. J. Schroeter and Commissioner H. D. Culpepper, of Precinct 3, attended a convention of county judges and commissioners which was held at Fort Worth, November 9, 10, and 11. They returned last Saturday night. The convention adopted a resolution requesting Governor W. Lee O'Daniel to call a special session of the legislature to provide security funds.

Stutterin' Sam To Be At Westway School

Stuttering Sam and his comedians will be at Westway school Thursday night, Nov. 23, with a two-hour program of dancing, singing, tumbling and novelty imitations.

Tickets are now on sale and the fifth and sixth grades are in a contest to see which can sell the most tickets. The money will be used for the purchase of athletic supplies and interscholastic league material. Admission is 10c and 25c.

Hereford Youth Takes Pilot Training

LUBBOCK, Tex.—C. J. Borden, junior engineer, is one of 39 trainees for the Civil Aeronautics authority pilot training program at Texas Technological college. He is the son of Mr. and Mrs. L. F. Borden of Hereford. Robert P. Vail is director of ground school instructions. Enrollees must be over 18 and under 25 years of age by Sept. 1, and to be eligible should have no private or higher grade certificate. Ground school training has opened and flight training will begin soon.

Funeral services were held at 2:30 this afternoon at the First Baptist Church for Dr. Frank E. Bowe, 72, prominent rancher and veterinarian who has resided here since 1916. He died Tuesday afternoon of heart failure.

Services were in charge of Rev. James Aiken, pastor of the Presbyterian Church, assisted by Rev. W. E. Barnes, pastor of the First Baptist Church. Burial was in West Park Cemetery.

Dr. Bowe was born June 24, 1867, at Shelsburg, Ia., and died at the age of 72 years, four months, and twenty days on November 14 at 2 p. m. He was married to Miss Viola Barnell, October 4, 1887. She died Oct. 19, 1913. He married Mrs. Edna Hodges, March 29, 1915, who survives him. He came to Hereford in 1916 and engaged in ranching and veterinary work, his occupation until his passing away. He was a member of the Presbyterian Church at the time of his death.

Besides Mrs. Bowe he is survived by five children: Mrs. Vern Witherspoon, Hereford; Harold G. Bowe, Happy; Claire L. Bowe, Endee, N. M.; Mrs. Geo. Young, Vaughn, N. M.; and Forrest Bowe, New York City; two brothers: Herbert Bowe, Minneapolis, Minn., and Arthur Bowe, Santa Anna, Cal.; three sisters: Mrs. Harley Williams, Alma, Mich.; Mrs. Mint Delano, Clarion, Ia.; and Mrs. Bert Pritchard, Omawa, Ia.

In addition to these, 16 grandchildren and five great-grandchildren survive.

Full bearers for the funeral were the grandsons: Beryl Witherspoon, Gordon Witherspoon, George Dean Youn, Daris Bowe, Eugene Bowe, and Claire L. Bowe, Jr.

Flower girls were the granddaughters: Zanella Bowe, Louise Bowe, Helen Bowe, Mrs. Gordon Witherspoon, Mrs. Beryl Witherspoon, Mrs. George D. Young, Jr., Vanita Bowe, Mrs. Daris Bowe.

Members of Earl Wilson's Sunday School Class were honorary pallbearers.

The church was filled with the countless friends of Dr. Bowe who came to pay tribute to him. The entire community mourns the passing of a good friend and a kindly neighbor.

Judge C. F. Kerr Joins Ireland In Real Estate Business

Judge C. F. Kerr has become associated with E. S. Ireland in the general Real Estate Business and they will maintain an office in the Ricketts Building, over Streu Hardware.

Judge Kerr has resided in this section for many years, having first settled at Dimmitt at an early date. He was County Judge of Castro County for several terms, and for years was engaged in the Real Estate business there. He became a resident of Hereford a number of year ago.

Weather Chart

Table with 2 columns: Day, Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Condensed, Concise, For Busy Readers Hereford Brand War News Briefs

The situation between Germany and the Belgians and Dutch eased this week, but the growing tension between Finland and Russia continued serious. An impasse appeared to have been reached and Red newspaper attacks on the Finns became violent. A German air attack on the Shetland Islands was repelled by British planes Tuesday and Britain claimed sinking of two German ships. Tuesday Britain reported loss of a destroyer, three ships, and a Norwegian tanker. The American ship, City of Flint, has been given a clear passage home by Germany. Activity on the Western Front continues quiet. Antiaircraft guns wounded three Paris citizens while firing at German planes which were driven away.

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MRS. SETH B. HOLMAN Publisher JIMMIE GILLENTE 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.

Henard East who had an operation several weeks ago. J. G. Coe is relieving as foreman at Bovina. Woodrow Benton is working in his place.

Dawn Items

MRS. CARL WIMBERLEY

Mr. and Mrs. N. R. Miller visited Mr. and Mrs. Martin Campbell at Daniel Monday night. Mr. and Mrs. Emery Burks and baby left recently for Arkansas where they will make their home. Three sons have been there with their grandmother for several weeks. Mr. and Mrs. Irving Reeves have moved where Mr. and Mrs. Burks lived.

Miss Lucy Jo Louder of Canyon visited Mrs. Jim White several days this week. While she was here they visited Mrs. Floyd Tomlinson at Daniel.

Among those from here attending the cattle sale in Hereford Monday were Mr. and Mrs. Ed East, Mr. and Mrs. Jim White, Mr. and Mrs. H. E. Miller, H. H. Miller, Lloyd Bentley, Bill Miller and W. A. May.

Mrs. L. A. Smith has been ill several days this week but is doing very well now.

Mrs. Don Fleming returned Thursday from a weeks visit with her parents at Lamesa.

Mr. and Mrs. West and the school children are working on a Thanksgiving program which will be open for the community. Mrs. M. H. Burum is assisting with the program.

The Dawn Study Club met Tuesday with Mrs. Ernest May. Seven members and one visitor were present. The next meeting will be in the home of Mrs. E. V. Holman.

Mrs. William Wimberley and William Warren Jr., came home from St. Anthony's Hospital Wednesday. Her mother, Mrs. E. A. Oberst of Canyon is staying with her.

Mrs. Iverson Leake visited Mrs. Jim Mauk in Hereford Tuesday morning.

Mrs. Martin Campbell of Daniel was in this community on business Wednesday afternoon.

Mr. and Mrs. W. J. Stewart visited Mrs. Ona Hopkins at Byers Wednesday night. Howard Hopkins came home with them to work for Mr. Stewart.

Mrs. Ed East returned recently from Knox City where she has been caring for Mrs.

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Progressive News

IRA JEANNE RICKETTS

Mr. and Mrs. J. P. Woodridge and Mrs. G. H. Brooks of Amarillo took supper and visited Monday night in the home of their brother and son, Mr. E. T. Brooks, Mrs. Brooks and F. D. Perkins.

Mr. and Mrs. Earl Dyer and family of Vega visited Saturday afternoon in the A. S. Higgins home.

Mrs. A. J. Ralston and Leonard Ralston of Hereford called on Mrs. Annie Dieble and Mrs. C. C. Bowman Wednesday afternoon.

Mr. D. Y. Edwards was returned to his home Friday after having spent a week in the hospital with pneumonia. His many friends are delighted to hear of his improvement and welcome him home.

Miss Eunice Caldwell spent Saturday night with her sister, Mrs. Jeff Roberson and family in Hereford.

Mrs. Lucille Stewart is spending the week in Amarillo with friends and relatives.

Mrs. J. E. Henry and children of Dimmitt spent Saturday night with her parents, Mr. and Mrs. J. L. Park.

Mrs. W. H. Hicks and family, Miss Irene, Woodrow, and Glenn took dinner Sunday with their daughter and sister, Mrs. David Boyer and Mr. Boyer.

Mr. and Mrs. Ira Ricketts took dinner Sunday with his father, W. A. Ricketts in Hereford.

Mr. and Mrs. Allan Powelson spent Saturday afternoon and evening in the home of their nephew, Mr. and Mrs. Lynn Powelson and family.

Mrs. J. L. McFarland of near Hereford called on Mrs. A. D. Hurford Friday.

Mr. and Mrs. A. E. Edwards and H. J. Edwards all of Wyche spent Sunday morning in the home of their son and brother, D. Y. Edwards and family.

Rev. W. G. Williams and Rev. Shields have been bringing some excellent sermons the past week to rather small crowds, however, a large crowd was present Sunday night and a number of visitors from out of the community have been present at different times. These preachers plan to also speak two nights at least this week.

Mrs. J. Sidney Maxfield and Mrs. May called on Mrs. M. Wilson and Mrs. Lucille Stewart Tuesday afternoon.

Week end visitors in the home of their parents were Mr. and Mrs. Horace Hershey and sons, Sammy, Joe and Homer, and Mr. and Mrs. Howard Hershey and daughters, Thelma, Zelma, and Laomi Ruth of Dalhart, and Mr. and Mrs. Dudley Buzard and children, Mona Kay and Jerry, of Muleshoe. Other than these children, Mr. and Mrs. Arch Conklin and family and Mr. and Mrs. Arnold Hershey all of Hereford took dinner Sunday with Mr. and Mrs. Hershey.

Mrs. Buzard remained for a longer visit with her parents. The people of this community were glad to note the improved condition of Sammy Hershey of Springfield who was badly burned here last summer. While he is still confined to crutches, he is improving rapidly.

Mr. and Mrs. F. H. Oberthier called on Mr. and Mrs. E. T. Brooks and F. D. Perkins Saturday afternoon.

There was a large crowd at the county wide singing meet held Sunday at Progressive School house. A large number of visitors from out of the county contributed greatly toward making the day a success. A bountiful dinner was spread at noon and singing was resumed immediately following dinner. Special numbers were furnished by home-folk and visitors.

The following officers were elected: President, Millard Gregory; vice-president, C. C. Bowman; and secretary-treasurer, Cecil Boyer. An advisory board was appointed by the president including a member of each community and an invitation extended by Westway was accepted for the second Sunday in May, 1940. The Convention adjourned at four o'clock. Singing is held every Sunday night at 8 p. m. Visitors are always welcome.

Mrs. Marguire Rector and small daughter, Carolyn Sue, returned to their home at Detroit, Mich., Friday after having spent the past several months with Mrs. Rector's father, W. C. Russell.

There was no Sunday School Sunday afternoon due to the all day singing but Sunday School will be resumed next Sunday at 2:30 p. m. Everyone is urged to attend and visitors are always welcome. The lesson for next Sunday will concern Warnings and Promises of the New Testament. This will also be Bill Boyer's regular Sunday.

Mrs. Eula Rambo and Mrs. Si Orr both of Hereford called on Mrs. Annie Diebel and Mrs. C. C. Bowman Thursday afternoon.

The Progressive Literary Society will meet Friday night with the program under the direction of the following committee: Mesdames J. E. Blakemore, Lewis Harvey, and C. C. Bowman. An unusual program is assured by the committee and everyone is urged to attend, visitors are always welcome.

J. L. Park spent Sunday afternoon with his brother-in-law Dr. F. E. Bowe in Hereford. Dr. Bowe has been quite ill for the past week. His many friends of this community wish for him a speedy recovery.

C. H. Dyar who owns land in this community has recently erected a new windmill on his place directly west of the school house. A. S. Higgins and sons have been quite busy for the past several weeks threshing for different parties including neighbors

and the past week for W. P. Caraway of Dawn. They plan to thresh this week in the northern part of the county. Farmers of the community have also been busy with their other fall work.

Glenn Allen of Canyon visited Mr. and Mrs. J. E. Blakemore and sons Monday night.

Mr. and Mrs. J. E. Blakemore and sons, Forbus and Jimmy, visited Mr. Blakemore's brother, Mr. and Mrs. Forbus Blakemore at Summerfield.

Mrs. Dudley Buzard and children of Muleshoe and Mrs. Ray Hershey called on Mr. and Mrs. D. Y. Edwards Monday afternoon.

The "Three L Class" of the Baptist Church held its regular monthly meeting at the home of Miss Eunice Caldwell for a business and social meeting. Those present were the teachers, Mrs. G. P. Owens, and Misses Imogene Cotton, Inez and Dorothy Funderburg, Thornton Shirley, and Lottie Alred.

Refreshments of two kinds of cake and hot chocolate were served by the hostess.

Summerfield HELEN OGLESBY

Mr. and Mrs. Loyd Bradley and daughters spent the week end in Memphis visiting with Mr. and Mrs. George Eller and Frank Shaw.

Ruth and Wayne Melton of Friona visited in the home of Mr. and Mrs. Albert Cross Sunday night.

Miss Ducky Beller of Muleshoe is visiting with her sister, Mrs. Perry McMin.

The Summerfield school is giving a Thanksgiving program the afternoon of November 29. Lunch will be served to parents and children at noon and the program will be at two o'clock in the afternoon.

Bobbie and Dorothy King of Muleshoe visited in the home of Mr. and Mrs. Perry McMin Saturday night.

Ernest Shaw spent the week end in Plainview, Okla.

Miss Helen Oglesby spent Thursday night in the home of Miss Frances Young in Hereford.

Mrs. Melton of Friona visited her daughter, Mrs. Albert Cross last week.

The Santa Fe section houses are being repaired by the B. and B. gang under supervision

of Jim Kempf. Emmitt Smith and Everett Bockman are leaving here to go to Borger.

J. P. Gandy of Wyche met with an accident last week. When he was leaving his daughter's house, Mrs. J. R. Oglesby, a car struck his car and they all received slight injuries. Mr. and Mrs. Carl Neighbors spent Sunday afternoon at the home of Mr. and Mrs. Lee Newman in Hereford. They took supper with Mr. and Mrs. Al Morgan also of Hereford.

There were 64 in Sunday School Sunday. Ruth and Gertrude Atchley accompanied Rev. and Mrs. H. B. Naylor to San Antonio for the convention this week.

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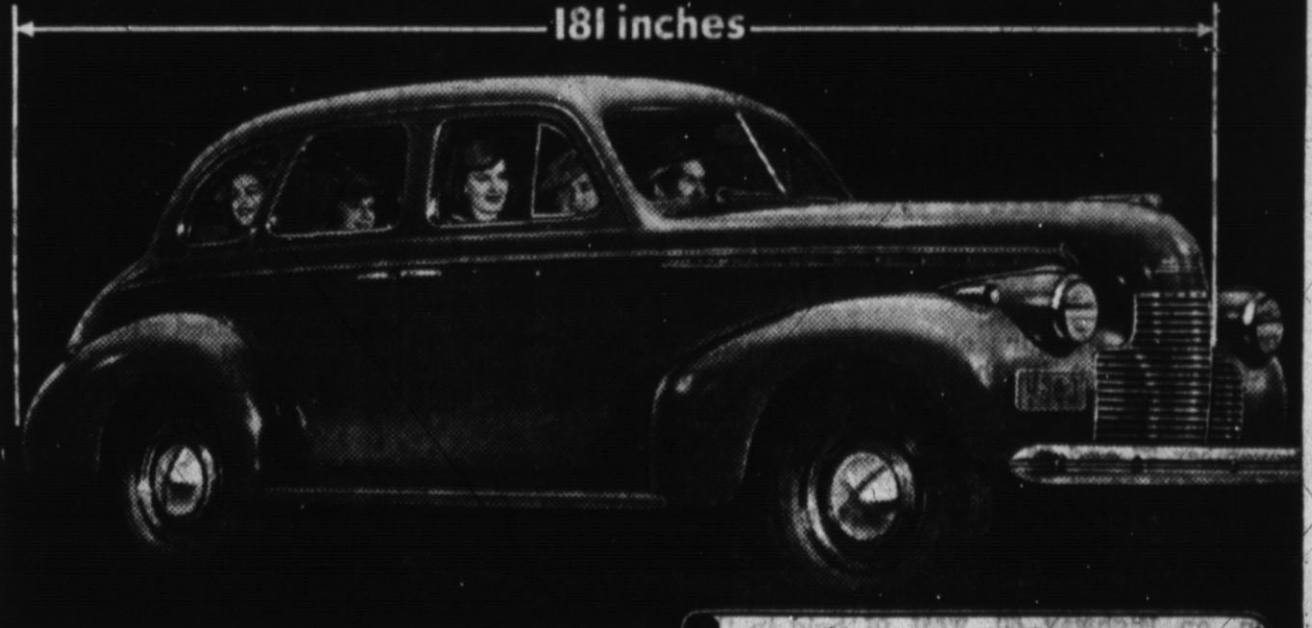
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# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## B. and P. W. Club Holds Banquet

New and old members of the Business and Professional Women's Club enjoyed a banquet Monday night at the Presbyterian Church. Miss Clara Wedel, as chairman of the membership committee was in charge of the program. Miss Belle Harris acted as toastmaster. Elizabeth Womble led the reading of the collected. Ethel Robinson gave the toast to new members and Evelyn Stelzer gave the toast to old members. At the conclusion of the dinner Mrs. Dyalitha Brady, president, gave an interesting message giving a brief history of the local club, its aims, and projects.

Florence Wilkins, Lavinnia Gilliland, Cecil Williams, Inez Clark, and Mattie K. Robinson gave the emblem service and Jewel Dodson received the pledges. Club songs were led by Ursalee Jacobsen accompanied by Louise Jacobsen.

New members present, were Louise Jacobsen, Ione Green, Mrs. Troys Carmichael, Faye Brady, Mary Kate Brotherton, Evelyn Stelzer, and Ruth Easter. Old members present were Belle Harris, Dyalitha Brady, Elizabeth Womble, Jewell Dodson, Ethel Robinson, Leta Kaul, Clara Wedel, Viola Gyles, Vivian Williams, Bessie Smith, Sadie Lee Oliver, Inez Clark, Lavinnia Gilliland, Mattie K. Robinson, Cecil Williams, Florence Wilkins, and Ursalee Jacobsen.

## Child Study Club Discussed "Play"

Interesting and instructive talks on Play furnished the program for the meeting of the Child Study Club Thursday at the home of Mrs. J. P. Robinson. Mrs. J. D. Story was assistant hostess.

Mrs. Claude Longbottom was leader.

Mrs. Gordon Witherspoon told of "The Value of Play" stressing the need for guided play for children and the need for parents to arrange conditions conducive to wholesome play.

Using "Home Play" as a basis for her topic, Mrs. M. T. Rutter discussed the value of toys, described the disadvantage of too many toys and brought out the thought that children develop individually when forced to make arrangements for their own toys.

Discussing "Play Companions" Mrs. J. W. McVay said that every child needs companions in play, not just for entertainment but as an important feature in the development of social attitudes.

The next program will feature discussions on "Play Opportunities." The meeting will be held at the home of Mrs. M. T. Rutter on November 23.

Those attending the meeting were Mesdames Marlin Gilliland, C. P. Grimes, Cecil Lady, M. T. Rutter, J. D. Story, J. B. Whitlow, Ellis Wilson, James Williams, Gordon Witherspoon, Claude Longbottom, J. W. McVay, Mac Bainum and the hostesses.

## John I. Willoughby Is Guest Speaker For Study Club

Choosing "International Relations" as the central theme for the program on "Political Patterns," a program of unusual interest was presented at the Pioneer Study Club meeting Tuesday afternoon. The meeting was held at the home of Mrs. Frank Terrell with Mrs. Jack Rose assistant hostess.

Roll call dealt with current international news and an introduction to the lesson, Mrs. H. D. Reed gave an "Illustrated Talk on National Aims of Various Countries." She explained the time and rhythm of the music and gave excerpts from the songs giving in detail the history and background of the American National Anthem.

Discussing her topic from a youth standpoint, Mrs. Al Werner told of the training given the youth in Dictator countries and pointed out that training for Democracy had been neglected in the United States since the World War. Closing her talk on "Dictatorship versus Democracy in Modern Times," Mrs. Werner outlined the present outlook for American youth.

The guest speaker for the afternoon was John I. Willoughby, Hereford High School History teacher, who spoke on "The Challenge of International Law," tracing the changes in international relations since the time of the Civil War. Mr. Willoughby advocated more education, along international lines saying in conclusion, "Teaching by example is the best way to impart any information. America as a nation needs to be informed about the working of her government."

In conclusion The Star Spangled Banner was sung in unison. The next meeting will be held with Mrs. F. M. Kester.

Those present were Mesdames J. B. Jones, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, T. E. Siegler, J. W. Spradley, Al Werner, Bernard Roberson, Allen Bell, O. G. Hill, Bob Higgins, Cecil Guseman, J. M. Gilliland, N. E. Gass, J. E. Meyer, Noah Ewton, Burl France, Carl Frye and the hostesses.

ed by the members. Officers were elected for the coming year. Those chosen were Mrs. C. G. Robbins, president; Mrs. S. H. Browning, vice-president; Mrs. Henry Koelzer, secretary; Mrs. Grady Parsons, reporter; Mrs. Oscar Vaughn, parliamentarian; Mrs. Frank Wilde, food demonstrator; Mrs. Geo. Parker, yard demonstrator; Mrs. Frank Wilde and Mrs. Fred Saltzman, council delegates.

Refreshments were served to the following members and visitors: Mesdames Oscar Vaughn, L. M. Rhodes, C. G. Robbins, Fred Saltzman, Geo. Parker, S. H. Browning, W. H. Miller, Frank Wilde, R. E. Edwards, G. A. Frye, Henry Koelzer, A. C. Hershey and the hostess.

The next meeting of the club will be with Mrs. Fred Saltzman, Tuesday, November 21. Visitors always welcome.

## Birthday Party Is Surprise Affair

To compliment Mrs. J. E. Gyles on her 72nd birthday, Mrs. F. A. Gyles entertained Tuesday afternoon with a delightful and informal surprise party.

Colorful fall flowers and lighted candles created a festive atmosphere for the party. The birthday cake topped with candles centered the lace-laid refreshment table flanked by tall white tapers.

Games and contests were enjoyed and gifts were presented. Plate favors were varicolored sweet peas.

Those celebrating the occasion with the honoree were Mesdames Mary Palmer, W. M. Rigler, F. P. Potter, C. J. Paddock, G. A. F. Parker, E. B. Black, Jim Black, John Olson, Paul Mathers, James Aiken, Laura Hicks, H. H. Boardman, B. T. Bell, W. B. Beach and the hostess.

Mrs. Dorothy Ross sent a gift.

## O. E. S.-Masons Plan Banquet

A business and social meeting of the Hereford Chapter of the Order of Eastern Star was held at the Masonic Hall Tuesday night.

Reports from committees were given and plans were made for a Mason-Eastern Star banquet to be held at the hall Thursday evening November 23. This will

be the annual Thanksgiving banquet. Arrangements will be made by Mesdames Mary Baird, Bessie Boggus and Bruce Rose.

Mrs. Clara Shore, Worthy Matron, gave a report of the Grand Chapter meeting held in San Antonio recently. Mrs. Florence Guinn who also attended the Grand Chapter meeting described the setting for the session which was called "A house of Faith in a garden of Love."

Hostesses for the Tuesday night meeting included Mrs. H. D. Reed, Mrs. Ada Morgan and Miss Lucy Reed.

## Luncheon Club Is Entertained

Mrs. C. C. Rockwell was hostess for members and guests of the Wednesday Luncheon Club last week. Mrs. Dean Rice of Joinerville who is visiting relatives here, was a special guest, as was also, Mrs. R. R. Willis.

After the luncheon bridge games were enjoyed at the Rockwell home with prizes for score awards going to Mrs. W. L. Davis, high for the club and to Mrs. Rice, high for the guests.

Members attending were Mesdames: W. L. Davis, Jack Wayland, B. M. Wiltshire, Alton Fraser, Jimmie Gillentine and the hostess.

## Summerfield W. M. S. Has Mission Lesson

Circles 1 and 2 of the Woman's Missionary Society of the Summerfield Baptist Church met at the church Thursday afternoon.

A mission program dealing with the work of the Southern Baptist Church in Europe and Africa, was led by Mrs. Jim Clark.

Mrs. Lee Kendall gave the opening prayer. Topics were discussed by Mrs. Jim Clark and Mrs. Guy Walser.

Those present were Mesdames Roy Euler, C. R. Walser, B. E. Roberson, L. L. Cannon, Jim Clark, W. H. Walser, Lee Kendall, and J. B. Noland.

## Supper Party Is Enjoyable Affair

A Sunday night supper party was enjoyed by Southwestern Bell Telephone Company em-



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There's none of the old fuss and bother formerly associated with home building. All you need do is walk into Carl McCaslin Lumber Company and tell us of your plans and ideas. Pay by the month on Easy, F. H. A. Terms.

FOR FREE ESTIMATES, CALL THE LUMBER NUMBER—7

# Carl McCaslin LUMBER CO.

A Block East of the Courthouse

ployees and guests this week at the home of Mrs. Joe Huckert on Twenty Five Mile Avenue.

Fall flowers furnished decorations and music was furnished by Marie and Virginia Miller.

After the supper games were played.

Guests were Mesdames A. E. Etheridge, Joe Huckert, O. K.

Higgins, J. O. Miller, C. L. Whitehead, Sallie Stallings, Imogene Whitehead, Miss Virginia Miller, Albert Farris and Chas. Whitehead. Employees included Mrs. Marie Sears, Mrs. Susie Farris, Madeline Whitehead, Marie Miller, Blanch Poff, Mrs. Frances Wilson and R. L. Etheridge.

# Pre-Thanksgiving SALE

...ON COATS



Ladies, this is your opportunity to dress yourself up in a smart coat or suit at a nice saving. Come early and make your selection.

New Shipment of WOOL SWEATERS AND SHIRTS \$1.50 to \$3.98 Munsing Wear and Loraine Lingerie



See Our Lovely Hose! MOJUD, ROLLINS and KAYSER (Best by Every Test) 79c \$1 \$1.15 \$1.50

## Dress Sale

Lovely new dresses just unpacked... in Silks, Sheer Wools. Priced especially for this sale.

When you see these remarkable values you will buy two or three.

Two Assortments—one at \$3.98; also \$9.95 values for \$5.00 Other Dresses Reduced Accordingly!

**Fashion Dress Shoppe**  
SHOP OUR STORE FOR ADVANCE STYLES!

## Fellowship Group Meets

The Friendship Group of the Fellowship Class of the Christian Church met at the home of Mrs. E. Z. Oldham on Wednesday afternoon, Nov. 8.

The group, which was organized for cooperative welfare work, spent the afternoon piecing quilt blocks. Refreshments were served and plans made for the next meeting which will be held at the home of Mrs. C. P. Cockrell on Nov. 22.

## NORTH HEREFORD CLUB REPORT

North Hereford Club members met at the home of Mrs. Grady Parsons, Tuesday afternoon, November 7.

The business session was called to order by the president, and a report was made by Mrs. Frank Wilde on the new Year Books.

An instructive drill of the Texas Food Standard was led by Mrs. Oscar Vaughn and repeat-



**HITLER SAYS** says the people in Germany can have only 1 pound of meat a week—and Eggs are at a premium.

**BUT...** here in this community you can have the best chicken in the world... and if you feed MERIT Egg Mash, you'll get enough extra eggs to help buy a lot of luxuries that are unheard of in Europe!

Really, folks, you owe it to yourself to try this balanced Merit Egg Mash... you will be surprised... and the low price will be nothing compared to your increased egg yields!

**WEST TEXAS FEED & SEED**  
Pho. 265  
Top Prices for your Cream, Poultry and Hides!  
Tune in on Radio Station KGNC from 7:45 to 8 a. m. Each Day!

COUPON  
10c Roll WAX PAPER 2 FOR 7c with this COUPON!

**HAILE DRUGS**  
Walgreen Agency  
WE SELL FOR LESS  
PHONE 99 HEREFORD, TEXAS

COUPON  
25c CRYSTAL RELISH DISH 3c with this COUPON!

BOTTLE OF 100 <b>HINKLE PILLS . . . 9c</b>	LAUNDRY SOAP <b>P &amp; G 10 bars 29c</b>	\$1.00 Bottle <b>CARDUI . . . 59c</b>
25c BOTTLE <b>CASTOR OIL . . . 14c</b>	50c TUBE <b>IPANA TOOTH PASTE 29c</b>	\$1.00 Bottle <b>NERVINE . . . 67c</b>
BOTTLE OF 100 <b>ASPIRIN . . . 12c</b>	50c TOOTH BRUSH <b>DR. WEST'S Miracle Tuft 29c</b>	\$1.20 <b>SYRUP PEPSIN . . . 69c</b>
60c BOTTLE <b>SYRUP PEPSIN . 34c</b>	10c BARS <b>Lux or Lifebuoy TOILET SOAP 5 for 29c</b>	Pint <b>MINERAL OIL . 23c</b>
PINT SIZE <b>MILK of MAGNESIA 16c</b>	<b>ELECTRIC IRON (\$1.75 value, guaranteed) . . . 97c</b>	50c Box <b>PABLUM . . . 36c</b>
PINT BOTTLE <b>PEROXIDE . . . 19c</b>	<b>YEAST and IRON TABLETS, bottle of 250 . . 78c</b>	15c Shoe Polish <b>JET OIL . . . 8c</b>
60c BOTTLE <b>SYRUP FIGS . . . 33c</b>	<b>MINERAL WATER CRYSTALS, \$1.00 box . . . 43c</b>	25c Vapo-Rub <b>VICK'S . . . 24c</b>
40c BOTTLE <b>CASTORIA . . . 21c</b>	<b>DR. DRAKE'S GLESSCO for coughs, 50c size . . . 29c</b>	\$.125 <b>ALARM CLOCKS 79c</b>
PINT SIZE <b>ORLIS MOUTH WASH 2 for 51c</b>	BOX OF 500 <b>CLEANSING TISSUE 16c</b>	<b>EAT AT HAILES FOR BETTER FOOD! PLATE LUNCH 25c</b>
75c TUBE <b>ANALGESIC BALM 38c</b>	LARGE SIZE <b>Fruit Juice REAMER 9c</b>	
<b>PEPSODENT ANTISEPTIC 75c bottle . . . 49c</b>		
<b>ALKA SELTZER 60c bottle . . . only 49c</b>		
<b>KRESO DIP, Parke-Davis No. 1, gallon . . . \$1.50</b>		

**"Man of Conquest"**  
Drama of Houston's  
Life, on Star Screen

Taking the life of Sam Houston as its source of drama and the history of Texas' fight for independence as its source of thrilling battle scenes and the life of Houston again for moments of tempestuous romance, "Man of Conquest" comes to the screen of the Star Theatre today and tomorrow. In the starring role is Richard Dix, ably supported by Gail Patrick, Joan Fontaine and Edward Ellis.

The picture has recently received wide publicity as the result of a million dollar libel suit brought by relatives of Houston against Republic Pictures, who produced the film.

Pointing out that all the important battle scenes of the Texas Revolution, including the fall of the Alamo, are presented in this picture, Mr. Lunsford, Star Theatre manager, is urging every one, young or old, who is interested in Texas History to be sure to see the show.

**Vega News**

**MRS. D. E. MCKENDREE**

Fred Cotton has bought the City Cafe, formerly known as Ma and Dad's Cafe and his mother, Mrs. W. M. Cotton has taken charge and will run it as a rooming house.

Paul Hammer and Miss Oleeta Wilhite were married in Amarillo last Saturday. They are visiting relatives in this vicinity at present.

Mack Price and family of Willadorado have moved into the Wilbur Eastman house in Vega.

Mrs. Zona Cochran and daughter, Marjorie, have been very ill with throat infection, but are much improved at this time.

Mrs. Emma McNabb had the cooking Demonstration dinner in her home last Monday night. There were seven couples present.

Mr. and Mrs. A. T. Linger of Canon City, Colo., are visiting friends and also transacting business in Vega this week.

Mrs. H. B. Wood and grandson, Leewood Giles, of Tonganoxie, Kan., are visiting her son, Merle Wood and family.

Rev. H. C. Sowell and family left Thursday for Aransas Pass where he accepted the Pastorship of the Nazarene Church.

Mrs. Bose McNabb is suffering from an abscessed ear.

Mr. and Mrs. Earl Groberg of Skellytown spent Sunday with her parents, Mr. and Mrs. Merle Wood.

The Nifty Needle Club met with Mrs. Emma McNabb Tuesday the ladies drawing names for their Christmas tree to be with Mrs. C. M. Raley, December 19th.

Mrs. O. O. Slutz returned from Hot Springs, N. M., Tuesday night. She is a little improved from her arthritis.

Mrs. Arthur Folsom of Stratford is visiting her sisters and brother, Mesdames E. E. Duncan, O. O. Slutz and Roy Harrell.

Mr. and Mrs. A. M. Miller accompanied by Mr. and Mrs. Joe Shields of Amarillo left Friday for Carlsbad, N. M., where they will spend the week end visiting Mr. and Mrs. Dick Heath. Mrs. Heath was formerly Miss Frances Miller.

J. C. Turner of Memphis is spending the week with his mother, Mrs. Claud Turner.

Mrs. J. T. Shelton is visiting her mother in Yoakum, Tex.

W. L. Jones has gone to Medina Valley to look the country over.

Wayne Dyer went to Phillips to visit his brother, Robert and family and went to Pampa Saturday to see the football game between Amarillo and Pampa.

Mrs. Ollie Lee Deering and Mr. Harry Leonhardt have returned to their respective homes in Vega after spending several weeks in the hospital in Amarillo.

The Worthwhile Home Demonstration Club met Friday with Mrs. Bessie Montgomery.

Earl Steward, Hulon Richardson and Leslie Linger are spending a few days fishing in the Gulf near Corpus Christi.

**Westway Items**

**MRS. MERLIN KAUL**

Mrs. Al Werner experienced a pleasant surprise last Thursday when her neighbors and members of the Home Demonstration Club came in at noon each bringing a covered dish to celebrate her birthday which was November 4. The table was loaded with good things to eat. After dinner the guests visited and sewed. Mrs. Werner received a number of handkerchiefs and other gifts.

Those present were Mesdames Henry Allmon, H. C. Matteson, O. Wilder, W. L. Jones, Maurice Edmonson, E. H. Little, Jim Dale, Tannahill, Joe Landers, Vina A. C. Pierce, R. M. Gunn, Merlin Kaul, P. B. Sowell, Paul Rudd, Bill Rice, E. B. Osburn, G. C. Hartman, Miss Mildred Wilder, and Mrs. Werner.

Mrs. D. H. Allmon went to Dimmitt Thursday afternoon where she visited her sister, Mrs. Jim Bagwell and baby daughter. She helped take her sister from the hospital to the home of Mrs. Bagwell's daughter in Dimmitt.

Mr. and Mrs. Paul Rudd went to Amarillo Thursday night and attended the wrestling match.

Mrs. Ray Clark and children of Idalou were visitors Sunday afternoon in the Moody Step-home. Mrs. Clark was a former resident in this community and will be remembered as Carmen Hyde.

Stutterin' Sam and his comedians from Amarillo will be at the school house Thursday night, November 23, where they will provide an evening of entertainment. Everyone is urged to attend. Admission is 10c and 25c.

Word has been received here of the marriage of Jettie Lee McCutcheon at Beckville on November 1. The McCutcheon family moved to Beckville in September from the Parker place.

Goldman Brashear of Hereford is spending a few days in the home of his sister, Mrs. Bill Rice.

Mrs. F. W. Dodson and Mrs. Merlin Kaul attended the Membership Banquet of the B & P W Club at Hereford Monday night.

L. O. Gore has returned to his home, and is getting along nicely. He has been staying at the home of his daughter, Mrs. Jack Flowers in Hereford, since his accident about two weeks ago.

Mr. and Mrs. G. C. Hartman visited Dr. F. E. Bowe at Hereford Wednesday. Dr. Bowe has been quite ill.

Mr. and Mrs. F. W. Dodson and Monte Max were dinner guests Sunday in the P. H. Gilliland home at Hereford.

Mr. and Mrs. Virgil Decker went to Amarillo Sunday where they visited her mother, Mrs. J. D. Willard.

Miss Dorothy Decker of Henderson is visiting her parents, Mr. and Mrs. John Decker. Her father remains seriously ill. He has been bedfast for the past four months. Miss Decker is a minister, and has been holding meetings near Henderson.

Mrs. John Decker and her daughter, Dorothy, and Mr. and Mrs. Elmer Winkler attended preaching services at Progressive Sunday night, where Rev. Bill Williams is holding services. Rev. Williams preached here last winter.

C. V. Willard of Amarillo is visiting his sister, Mrs. Virgil Decker and Mr. Decker this week.

Mr. and Mrs. D. H. Allmon, Jack and Wanda Marie, were dinner guests Sunday in the H. M. Mobley home near Jumbo.

Week end guests in the J. A.

Roe home included Mr. and Mrs. Jess Terry of Lubbock, Mr. and Mrs. Pete Hendrick of Littlefield, Loyd Roe of Panhandle, and Mr. and Mrs. M. S. Roe and baby son, of Hereford.

Weldon Roe was able to come Thursday to the home of his parents, Mr. and Mrs. J. A. Roe from the home of his brother, M. S. Roe, in Hereford. Weldon hopes to be able to start for California Wednesday. Eustace Osburn will accompany the family and do the driving as the doctor has forbidden Weldon to drive.

Those from here who attended the singing at Progressive Sunday were Mrs. H. C. Matteson and Paul, Mr. and Mrs. T. B. Cox and family, and Mr. and Mrs. Merlin Kaul and family.

Plans are being made for a Christmas program at the school house on Saturday night before Christmas. The teachers and assistant teachers of the different classes were appointed as a committee to prepare the program. Mrs. Merlin Kaul and Jack Earp will have charge of the music and R. M. Gunn, Merlin Kaul, D. H. Allmon, and Earl Little were appointed to see about the tree and treats.

There have been many cases of flu in this community the past week. Nearly all of the members of the Floyd Tucker family are ill.

Mrs. Maurice Tannahill and Mrs. Paul Rudd attended a luncheon at the home of Miss Sadie Lee Oliver in Hereford Monday.

Mr. and Mrs. Maurice Tannahill and Carlton visited in Amarillo Saturday.

Charley Morris and Guy Gooch of Plainview were visitors in the Floyd Tucker home Sunday.

Nelson Ross Pierce has been staying with his grand parents, Mr. and Mrs. A. C. Pierce, while his mother, Mrs. Ulys Pierce, is visiting her parents, Mr. and Mrs. Sykes at Portales, N. M.

Mr. and Mrs. Grady Wilson, Larry and Norma Sue, accompanied Mr. and Mrs. Hughes Millard of Hereford to Crosbyton last week end where they visited Mrs. Johnson, Mrs. Wilson's mother, and at Littlefield they visited Mr. and Mrs. Bud Hopson and Jerry Ray.

Roy and Vesta Mae Landers went to Olton Saturday night where they were guests until Sunday evening in the John Taylor home. A birthday dinner was held Sunday noon for Mrs. Taylor who was celebrating her birthday.

view. They will have charge of the morning services. Everyone is urged to be present.

Mary Lee Hood is on the sick list this week.

Mr. and Mrs. Bob Higgins visited Sunday in the J. C. Gilbreath home near Cleo in Castro County.

Mr. and Mrs. Fred Moreman and daughter attended a turkey dinner Friday night in Hereford at the Christian Church.

Those attending the singing at Progressive Sunday were Mr. and Mrs. C. E. Hood and Audrey, Mr. and Mrs. C. B. Miles, Mr. and Mrs. Fred Moreman and daughters, Marie and Ruth, Mr. and Mrs. T. B. Cox and children.

Mr. and Mrs. Tom Bradford and daughter of Borger were here Sunday looking after their property interests and visited in the E. Ward home.

Mr. and Mrs. C. B. Miles were in Canyon Saturday where he received medical treatment.

Mr. and Mrs. Robert Viegler, Mr. and Mrs. Bill Hutson and Mr. and Mrs. Wesley Higgins visited Sunday with Mr. and Mrs. Geo. Suggs in the Dawn Community.

Most of the farmers in this vicinity are about through harvesting.

**LEGAL NOTICE**

**NOTICE OF SALE UNDER ORDER OF SALE (Real Estate) THE STATE OF TEXAS COUNTY OF DEAF SMITH**

By virtue of a pluries order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said court on the 15th day of February, 1939, in favor of J. E. Hill, Independent Executor of the Estate of Sarah E. Coker, deceased, and against G. T. Oliver and Mamie Oliver, in cause Number 2453, on the Civil docket of such court, entitled, "J. E. Hill, Independent Executor of the Estate of Sarah E. Coker, deceased vs. G. T. Oliver, et al.," I did on the 7th day of November, 1939, at 4:00 o'clock, P. M., levy upon the following described tract of land situated in Deaf Smith County, Texas, as the property of G. T. Oliver and Mamie Oliver a feme sole, to-wit:

All of the Northwest 200 acres of Section Number 61, Certificate 84, Block K-8, Deaf Smith County, Texas, known as the "Oliver land."

And on the 5th day of December, 1939, being the first Tuesday in said month, between the hours of ten o'clock, A. M., and four o'clock, P. M., on said day, at the Court House Door of said county, I will offer for sale, and sell at public outcry for cash, all of said land, and all of the right, title and interest of the said G. T. Oliver and Mamie

**Ward News**

**MRS. CHARLES B. MILES**

Rev. Merle Grigsby of Plainview will be here Sunday to fill his appointment and also part of the college band from Plainview.

**BARGAIN DAYS**  
FORT WORTH  
**STAR-TELEGRAM**  
Largest Circulation in Texas  
(Now Until December 31st)

A LITTLE OVER TWO CENTS A DAY FOR A STATE PAPER

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National, State and County

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We believe the kind of a newspaper we will publish for you during the coming eventful year, will satisfy.

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President

**FORTY GALLONS**  
**White**  
**PAINT!**  
**\$1.75** while the supply lasts!  
**Gallon**

**R. H. KEMP LUMBER CO.**  
Hereford, Texas

**REPORT OF MILK GRADES OF LOCAL DAIRIES**

The grades of all licensed milk producers have been determined by the local department, in accordance with specifications of the State and National Code.

**CONTAMOTESTER RESULTS**  
Average from May to November, 1939

Producer	Grade	Curdling Time	Butterfat Test	Rating Time	Type	Temp.
Mrs. Eberle	A	20	5.4	14	L	44
D. W. Hawkins	A	19	4.9	11	L	43
Cream O' Plains	A	17	4.2	10	Lp	45
P. M. Houser	D	14	3.7	8	Lp	43
Prairie Dairie	A	15	4.5	9	Lp	44

**THREE ATTEND METHODIST CONFERENCE**

Rev. M. M. Beavers and two delegates from the Hereford Methodist Church are in Lubbock attending the annual North West Texas Methodist Conference this week. Mrs. J. E. Beyer and W. J. Stanford represent the local church.

J. O. Newell, Sheriff, of Deaf Smith County, Texas.

By Fred W. Baird, Deputy 45-3tc

**YOU'VE NEVER DRIVEN a Livelier TRUCK**

And GMC GAS MILEAGE Tops All Other LOW-PRICED TRUCKS

A General Motors Truck can show you performance and fuel economy better than you've ever known before. If you want the liveliest, easiest handling, most durably-constructed truck, be sure you see and drive a GMC.

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**GMC TRUCKS TRAILERS DIESELS**

**WEIR'S**  
Red & White Food Store  
WE DELIVER — PHONE 117

**Coffee** Break O' Morn. 13c  
Per Lb. . . 13c

**MINCE MEAT** 25c **PINEAPPLE** 35c  
White Swan—3 Boxes  
Cru. or sli., No. 2, 2 for

**Choc. Cov. CHERRIES** box 15c

**CATSUP, Hienz.** 19c **POP CORN** 25c  
Large Bottle for . . .  
Jolly Time — 2 Cans

**Aer'o'Mop** Dust or Polish 59c

**COOKIES** 25c **SUGAR CURE** 79c  
Fancy Mixed—Lb. . .  
Martin's—10-Lb. Can

**JELLO** All Flavors. 5c  
Per Box

**MATCHES** 15c **OYSTERS** 25c  
Carton of 6 Boxes . . .  
Wapeco, 5-Oz.—2 for

**ORANGES, Texas** — Per Dozen . . . . . 15c

**POST TOASTIES**  
or White Swan Corn Flakes  
**2 Boxes.. 15c**

**WAX PAPER** 15c **NAPKINS** 15c  
2 Boxes for . . . . .  
80-Count — 2 Pkgs. . .

Maxime  
**Complexion Soap** 2 bars 15c  
Cup and Saucer Free!

**PACKARD'S FLOUR**  
Plains Delight — 48-Lb. Bag  
**98c**

# Between The Goal Posts

By FRED HARRELL

**Credit**  
Let's give credit where credit is due. Tulla has a grand ball team and should go through Canyon next week without serious trouble. Then they will meet the District 2-A champions for the bi-district title. Officials at the game last Friday were of the opinion that Perryton would be the winner there and predicted a hotly contested battle when these two teams meet. Providing of course that both win their respective districts.

**Inexperienced**  
As I have said in this column several times before, Hereford has been handicapped this year because a large number of the players have not played football enough to really know the game. I asked Jones, the referee for last Friday's game, what he thought of the Hereford team. His answer was: "They're a hard fighting bunch of boys, but inexperienced." Readers are reminded once more that football is a subject requiring as much study and thought as any book course the student can take. The average boy can no more learn to play a finished game of football in three months than he can learn to plant, irrigate, spray and harvest a crop of potatoes in the same length of time.

**Congratulations**  
Therefore, congratulations to the Gashouse Gang and Coach Willoughby! They're attacking the inexperience problem at its foundations by providing lads around 12 or 13 years of age with that experience which will give them ease and confidence when they reach the varsity squad. It is to be hoped that Hereford will never again neglect this phase of football training.

**The Home Stretch**  
Well, the 1939 football season will end for Hereford tomorrow afternoon when the Herd travels to Canyon in a game which will decide whether Hereford finishes the season in third or fourth place. The boys are now in fourth place and Canyon is third as a result of Tulla handing us a licking last Friday. However, a win over Canyon would put Hereford third and reduce Canyon to fourth position.

**Cinch**  
The only cinch in the football season we've found so far is the fact that Hereford will not end up in the cellar position. Dumas has that place safely stored away with a conference record of no wins and four losses. Had it not been for the loss of three players the story—well Dumas might have written a different story in conference play.

**Standings**

Name	GP	W	L	P	PTS
Tulla	3	3	0		1000
Dalhart	4	3	1		750
Canyon	2	1	1		500
HEREFORD	3	1	2		333
Dumas	4	0	4		000

## Jumbo News

**MRS. ULLMAN HUNTER**

Dr. and Mrs. Andy Louis of Muleshoe called on Mr. and Mrs. L. A. Matthews Tuesday.

Mr. and Mrs. Frank Allen of Easter spent Wednesday night in the home of his sister, Mrs. Sam Hunter.

Mr. and Mrs. R. L. Stephens accompanied Mr. and Mrs. Ozro Stephens and Harold to Mineral Wells to spend the week end with relatives. They will visit their daughter, Nila, who is attending business school there.

Mrs. Clem Gilliam was in Lubbock Wednesday and Thursday. Only eleven attended the first regular meeting of the Parents-Teachers Association Wednesday evening.

Mrs. L. A. Matthews was substitute leader for Mrs. Clem Gilliam at Auxiliary Thursday afternoon when members met at the school house. Following the devotional by Mrs. Matthews, an article on Mission work in the Southern Mountains was given by Mrs. A. C. Flowers. Twenty chapters of the Bible were covered in questions and answers conducted by Mrs. Matthews.

In the business session it was voted to start meeting in the homes. Mrs. Alma Owens will be the hostess and also leader next week, November 16.

Lawrence Matthews, a student of Portales College, spent the week end at home.

Quite a few of the community enjoyed the chili supper at the community room Friday evening. Proceeds went for benevolences. A collection of \$25 extra was donated for the Methodist Ministers salary. After supper Rev. Butler of Dimmitt gave a very humorous, interesting and educational talk on his trip

to the Holy Land. M. L. Simpson Jr., a student of Canyon College spent the week end at home.

Mr. and Mrs. Allen King, Laura and Eula Crowe called on Mr. and Mrs. Clyde Wilburn of Hereford Sunday afternoon.

Mr. and Mrs. L. A. Matthews motored to Portales Friday afternoon, returning with their son, Lawrence, Bob Pinckert, Frank Easter and J. R. Brown of Dimmitt, all of whom are students in the college. The boys returned Sunday.

Mr. H. A. Shaw and two sons of Olton spent Sunday in his daughters home, Mrs. Roy Thurston.

Mr. and Mrs. H. C. Baird and Mrs. Ullman Hunter assisted the O. E. S. in serving dinner at the Dameron sale Monday in Hereford.

Mr. A. O. Boles attended services at the Methodist Church in Dimmitt Sunday evening.

Mrs. C. D. Pinckert is recovering from an operation in Dimmitt at the Cogswell-Miller hospital. Her mother, Mrs. Gus Tiejens of Easter is caring for her children.

Mrs. H. C. Baird was hostess to a "Gene Autry party" for her Sunday School Class, Saturday at the theatre in Hereford. Guests were Melba Seyler, Bobbie Simpson, Sammie Lane, Jimmy Doris, Phyllis and Frances Hunter.

Mr. and Mrs. W. B. Dameron, newlyweds of Plainview, have been visiting in the Owens home the past week.

Mr. and Mrs. C. E. Leasure and children attended the holiday celebrations in Amarillo Saturday. Addison Hunter made a business trip to Roy, N. M., last week.

Sunday evening at the Methodist church in Dimmitt the League sponsored a peace day program. The speaker of the evening was Dr. Albert Cross, a professor of the College of Eastern New Mexico at Portales. Dr. Cross gave a vivid account of the first years of war in China. Dr. Cross who was born in China of missionary parents, and spent his childhood there asked that we buy American pro-

ducts and not ones made in Japan.

Those hearing Dr. Cross from here were Orval Pierce, John Hardy Wood, Fred and Anderson Axe, Pauline Matthews, Pauline Owens and Mesdames Sam and Ullman Hunter.

Mr. and Mrs. Buddy Taylor Jr. of Canyon, visited her parents, Mr. and Mrs. F. L. Pinckert Sunday.

Bud Wesson of Dimmitt was a guest of the Matthews over the week end.

## COURTHOUSE RECORDS

### Deed of Trust

W. M. and W. T. Barnhart to Kansas City Life Insurance Co., E 1/2 Section 21, T 5 N, R 2 E.

Joe Ballinger to J. C. Morrison, SE 1/4 of Section 109, Block M-7 Joe Ballinger to G. W. Heard, SE 1/4 of Section 109, Block M-7. Aron Sell and Merle Sell, his wife, to Kansas City Life Insurance Co., Section 29, T 6 N, R 2 E.

### Release

(Vendor's Lien) Grace S. Hays to O. L. Rutherford, S 1/2, Block 25, Mabry Addition.

Frank F. Ferry, et al, to John L. Wilson, W 1/2, Section 13, T 3 N, R 1 E.

Land Bank Commissioner and Federal Farm Mkt. Corp. to G. B. Womble.

C. Smith and Minna D. Jones to John Williams, E 1/2 Section 28, T 4 N, R 3 E.

(Vendor's Lien) J. F. and C. M. Craig to J. M. and H. T. Neely, Section 62, Block K-5.

### Quit-claim Deed

Amarillo First National Bank to C. L. Morris, Section 58, Block K-5.

C. M. Humphrys to C. L. Morris, Section 58, Block K-5.

C. M. Humphrys to C. L. Morris, Section 63, Block K-5.

### Oil, Gas and Mineral Lease

Floyd A. Cooper and Myra W. Cooper to Humble Oil and Refining Co., NE 1/4 Section 24, Block K-8.

### Patents

State of Texas to Charles B. Williams, W 1/2, Sur. 38, Block K-8.

State of Texas to J. C. Womble, Section 16, Block 8.

### Warranty Deed

C. W. Whittington and Florence Whittington, his wife, to Kansas City Life Insurance Co., W 1/2, Section 4, T 4 N, R 2 E.

## Frona News

MRS. H. L. SETTLE

The Armistice Day Parade on Saturday afternoon was presented by the American Legion and the entertainment committee of the Chamber of Commerce. The parade started at 2:00 o'clock passing through the main business district. It was led by Mounted American Legionnaires and Armed Legionnaires, carrying the Legion and American flags. Floats were shown by the American Red Cross. The Hereford Band was featured in the parade, also the Bovina Band and the local Frona Band led by their band master, Mr. Bulls.

After the parade the bands held a joint concert on the corner of a down town street.

An Armistice day program was given at the Grade School auditorium on Sunday afternoon, Nov. 12.

Special music was given at this program by Farwell and Frona units. Rev. Hoy of Clovis and Dr. Alfred Crofts gave special addresses to a large audience.

The Farmer County basketball coaches met in Frona High School Tuesday, Nov. 7, to complete plans for the basketball tournament. The Farmer County schedule is as follows: Jan. 5, Lazbuddy vs. Oklahoma Lane at the latter, Bovina vs. Farwell at Farwell.

Jan. 9, Bovina vs. Lazbuddy, there.

Jan. 12, Bovina vs. Frona, there. Oklahoma Lane vs. Farwell, there.

Jan. 19, Frona vs. Oklahoma Lane, there.

Jan. 19, Farwell vs. Frona, there. Oklahoma Lane vs. Bovina at Bovina.

Jan. 23, Lazbuddy vs. Frona at Frona.

Jan. 26, Farwell vs. Lazbuddy, there.

Willie M. Lusk and J. W. Lusk to Alexander Walker and Carrie B. Walker, E 1/2, Section 17 and E 1/2, Section 18 in Block K-8.

Dora Suggs and G. M. Suggs to Susie Lipscomb, 182 A. out of NW corner of Section 91, Block K-3.

J. C. Morrison, et ux, to Joe Ballinger, SE 1/4, Section 109, Block M-7.

Vance Huff, individually, and Vance Huff, Trustee, to R. C. Johnson, J. B. Dooley, and R. E. Underwood, 1/4 interest in Sections 16, 19, 20, 15, all in Block K-14.

there. Jan. 30, Frona, vs. Bovina at Bovina.

Feb. 2, Bovina vs. Oklahoma Lane, there. Lazbuddy vs. Farwell, at Farwell.

Feb. 6, Frona vs. Farwell at Farwell. Lazbuddy vs. Bovina at Bovina.

Feb. 9, Farwell vs. Bovina, there. Oklahoma Lane vs. Lazbuddy, there.

Feb. 13, Oklahoma Lane vs. Frona at Frona.

Feb. 16, Frona vs. Lazbuddy at Lazbuddy, there. Farwell vs. Oklahoma Lane at Oklahoma Lane.

Little Master Donald Raye Settle entertained a group of little friends on Tuesday, Nov. 14, who helped him celebrate his fifth birthday. Guests invited were Misses Jo Ann, Janice, and Mary Beth Dwight, Miss Ann Whitley, Misses Pauline and Lee Ann Schlinker, Kendall Schlinker, A. V. Warren, Miss Nancy Dean Crow, Gary Crow, Miss Jo Ann Settle, Norman Settle, Harold Leon Settle and Miss Shirley Gaye Settle. The children enjoyed an afternoon of games and refreshments of birthday cake and hot chocolate were served by Mrs. Settle.

Volunteer workers for the Annual Roll Call drive were busy at work Monday, for the local chapter of the Red Cross.

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## Bellview News

MRS. R. H. JOHNSON

Mr. and Mrs. George Messinger returned the first of the week from a ten day trip to South Texas. They attended a Red and White convention at San Antonio, and visited Mrs. Messinger's sister at Del Rio. Mr. Messinger's brother at Thockmorton and spent six days at Austin.

Willis Pulliam, son of Sterling Pulliam was taken to the hospital at Clovis, Saturday, ill with pneumonia.

The deep hunters of this community are back. Everyone we have seen brought back a deer.

R. H. Johnston and Bill Block went to Pampa Friday, returning Saturday.

There was a vaudeville show in Bellview Friday and Saturday nights.

Bill Rice and wife, who since their marriage, November 4, at Clovis have been visiting her parents, Mr. and Mrs. Bud Sheridan at Ruth, are visiting his mother this week. Afterwards they will be at home on the Hibbard farm.

Mrs. M. A. Johnston, W. B. Johnston, wife and son, are spending some time in Hot Springs, N. M.

Pat Ridley and wife, of Amarillo visited in the Ruther home part of the past week.

Mr. and Mrs. H. E. Chandler of Portales visited home folks over the week end. Her mother, Mrs. R. H. Johnston, returned with them for a weeks visit in

their home.

Messers and Mesdames Jim and A. L. Cross were in Hereford Saturday.

Jim Cross went to Portales Sunday afternoon to look for work.

Mr. and Mrs. Aron Batson, Mr. and Mrs. Raymond Purcell, Wyatt Batson, Ray Batson, Lawrence Hines and Marvin Purcell of Endee were in Bellview to the show Saturday evening.

\*\*\*\*\*

**Plumbing - Heating**  
Hot Water Heaters  
**H. C. AULICK**  
At Street H'nd Night Phone 645

**NOTHING TO SELL BUT SERVICE**  
**DAILY TRUCK HAULS**  
Amarillo and Hereford  
**Hereford Truck Line**  
E. J. (Jack) Grady  
Hereford Phone 763  
Amarillo Phone 6388

**Close or Open your GARAGE DOOR... with your Little Finger!**  
No Rattle or Banging... far into the Night. Have you seen the famous EASY OVER DOOR? It eliminates all noise, is easy to operate and is more reasonable in price than most other doors. See this door in use in Hereford, at 310 E. 4th St. Leave your orders at 500 Miles Avenue — or call 363!  
**One Set of Hardware... \$12.50**

**CORNER DRUG STORE**  
The Rexall Store  
PHONE 105-HEREFORD FREE DELIVERY

ONLY Rexall DRUG STORES OFFER YOU Rexall BARGAINS

Don't take chances with those apparently harmless head colds. We have a big variety of remedies — but if you don't get prompt relief, see your doctor. Remember the epidemic last year... Use every precaution — for colds can become serious!

**Rexall DRUG STORE EARLY-BIRD GIFT SALE**

### FEATURED SPECIALS

- Mechanical Aid for Constipation **FULL QUART 59c**
- Riker's American Petrofol **4 OZ. SIZE 39c**
- For biliousness due to Constipation
- U. D. Sodium Phosphate GE 31 **39c**
- 48 Sheets 36 envelopes **39c**
- Cascade White Linen Stationery **39c**
- 75c value **49c**
- Shaving Brush **49c**

- Full Pint, Milk of **MAGNESIA 19c**
- 35c Size **Bromo Quinine 23c**
- 35c Size **VICK'S SALVE 23c**
- 500 Genuine **KLEENEX 21c**
- 25c Aspirin **19c**
- 60c Size **ALKA SELTZER 49c**
- 60c Size **REX SELTZER 39c**
- 30c Bottle **SAL HEPATICA 21c**



- 50c Hind's **HONEY & ALMOND Cream 31c**
- Regular \$1.00 Bottle **CHAMBERLAIN'S LOTION 79c**
- Lady Astor **FOUR-PURPOSE CREAM 39c**
- Regular \$2.00 Martha Lee **CLEANSING CREAM \$1.00**
- While They Last!
- Box of 50 Capsules **HALIBUT LIVER OIL 49c**
- 30 cc. Bot. Upjohn's **SUPER D CONCENTRATE \$3.25**
- Box of 100 Upjohn's **A-B-D-G CAPSULES \$2.35**

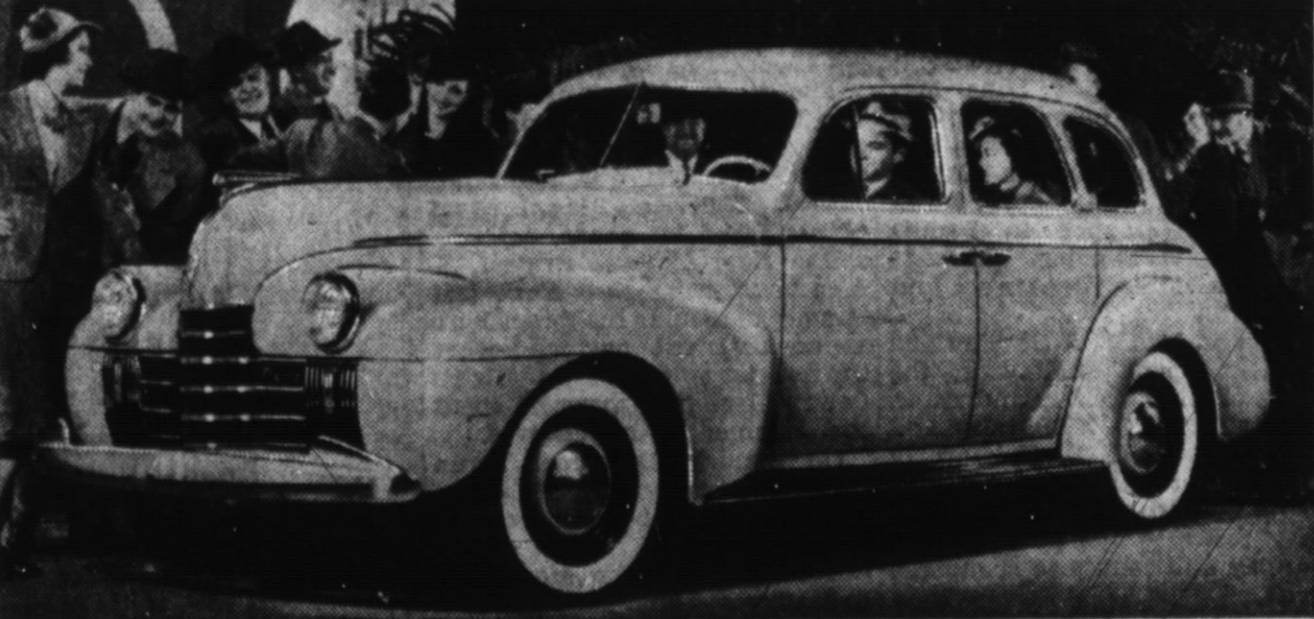
**for Thanksgiving**  
For Thanksgiving happiness top off the big dinner with candy that is a complement to the finest dinner—Pangburn's Chocolates. Pangburn's makes your favorite kinds too — nuts, chewies, creams...  
**PANGBURN'S Chocolates \$1.00 and \$1.50 per lb.**

- AIR-MAID HOSE**  
2-Thread. All sizes, shades. **\$1.15**
- ELECTRIC HEATING PADS**  
3-Heat Control, reg. \$1.98. **\$1.59**
- CHRISTMAS MERCHANDISE!**  
Arriving Daily! Shop early and use our **Lay-Away Plan!**

**FOR YOUR SKIN**  
**REX-EME**  
Rex-Eme is a medicated invisible protecting cream that has many uses for the whole family. It soothes sunburn, chapped skin, aids in healing cold sores, burns and as a preventative. Great for treating enlarged pores, blackheads, and minor skin irritations. Good powder base. And it's economical. Try it!  
**50c**



**MOST TALKED-ABOUT**  
**MOST WRITTEN-ABOUT**  
**MOST CHEERED-ABOUT**  
**CAR OF THE YEAR!**



**THE REAL STYLELEADER!**  
**THE BIG PACKAGE OF VALUE! THE ONLY CAR OFFERING HYDRA-MATIC DRIVE!**

PEOPLE are talking... typewriters are clicking... everywhere the news is spreading... Oldsmobile is the standout buy for 1940! And never have new Olds cars been so deserving of acclaim. They're bigger, they're better, they're brimming with style and luxury. And every Olds model offers... at only \$57 extra... the one BIG new feature of the year, Oldsmobile's exclusive Hydra-Matic Drive. Come in today for a thrilling trial trip!

# OLDSMOBILE

**BIGGER AND BETTER IN EVERYTHING!**  
PRICED FOR EVERYBODY—Coupe, \$607 and up. Sedan, \$653 and up. Delivered at Lansing, Michigan. Car Illustrated. "Sixty" 4-Door Touring Sedan, \$699. Prices include Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire and Tube, Dual Trunked Hoses, 2 Windshield Wipers, Vacuum Booster Pump, 2 Gas Valves. White side-wall tires as shown—extra. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors Installment Plan. A GENERAL MOTORS VALUE

**Brumley-Woodford Motor Co., Inc.**  
HEREFORD, TEXAS

REMEMBER THE Rexall DRUG STORE FOR BEST VALUES ALWAYS

# SOCIETY

## Club Studies Toy Making

A study of toys which might be made for Christmas gifts was made by the Messenger girls 4-H club on November 9, when they met at the home of Mrs. J. T. Gunn, sponsor. Qualities of those were studied as to current styles and durability.

A collection of current style books available in the office of the CHDA and the County Library was presented to the club.

The sponsor served refreshments consisting of sandwiches, devils food cake and cocoa.

Those present were Georgia Nell Coleman, Willie Mae Dennis, Roberta Parker, Nova Wylie, Mrs. J. T. Gunn, sponsor and Miss Sadie Lee Oliver, County Home Demonstration Agent.

## Mrs. Dyar Is Club Hostess

Guests were entertained Tuesday afternoon when Mrs. C. H. Dyar was hostess for the Tuesday Afternoon Bridge Club at her home, 107 Kibbe Street.

Anales Mums, artimesia sprays and red berries bitter-sweet were combined in attractive bouquet arrangements for decorations.

Guest score award went to Mrs. Glenn Weir and the club award went to Mrs. Gaston Baer.

After games a salad course was served to Mesdames F. H. Oberthier, Knox Kinard, Glenn Weir, J. T. Gilbreath Jr., Ralph Hastings, guests, and to Mesdames W. J. Stanford, W. L. Davis, Tom McCollum, Gaston Baer, Glenn Snyder, Travis Dameron and Woodrow Ireland, club members.

## Dawn Club Plans Christmas Program

The Dawn Study Club met Tuesday afternoon in the home of Mrs. Ernest May.

Making a study of "The Cowboy and the Buffalo," Mrs. N. R. Miller reviewed the "Thundering Herd," stressing particularly the life of the buffalo and the important part it played in the development of the west.

Mrs. Baker Womble read, "In Flanders Field."

Plans were made for the Christmas party, an annual event of the club.

Those present were Mesdames A. E. Frye, Cal Walker, M. H. Burum, Iverson Leake, Cecil Walker, Miller, Womble and May.

## Meats Studied By Dawn H-D Club

"In studying meats we should begin with the choice of the animal to be killed," stated Miss Sadie Lee Oliver, CHDA, in discussing the home demonstration work for next year at the meeting of the Dawn home demonstration club in the home of Mrs. R. A. Frye, Friday afternoon.

"The question now is not how to kill, can or cure meats but how to prepare the special organs such as the liver and heart which have been found to be such health foods. If we could corn more beef it would save canning," Miss Oliver gave an interesting review of the outstanding exhibits at the Dallas Fair, giving special mention to the mattress demonstration, stating that if everybody had adequate bedding, 6 sheets, 6 pillow cases, good mattress, mattress pad, a cover for the mattress, and springs, it would help in solving cotton surplus problems.

Officers elected for 1940 were Mrs. R. A. Frye, president, Mrs. Don Fleming, vice-president, Mrs. Walter Galley, secretary-treasurer.

Miss Oliver was honored with a tea towel shower.

Among those present were Mesdames W. A. May, C. Aubrey Wimberley, George Suggs, Iverson Leake, A. H. Frye, Dalby Fleming, Carl Wimberley, H. E. Miller, Frye, and Miss Oliver.

## Baptist Women Study Stewardship

Stewardship furnished topics for study at the circle meetings of Woman's Missionary Society of the Baptist Church yesterday afternoon. All meetings were held at the church. Mrs. Ralph McCullough opened the Ray Buster Circle meeting with a prayer followed by special music rendered by Mrs. Louie LeGrand. Mrs. Cliff Estes explained 7 marks of a good steward and Mrs. McCullough discussed the "Christian Use of Leisure Time."

The Young Matron's Circle

was organized yesterday afternoon with Mrs. Owen Stagner as president. Mrs. Jimmie Allred gave the devotional and special music was furnished by Mesdames E. W. Young and Claude Longbottom. A talk on the lesson subject was made by Mrs. Glenn Oliver.

Mrs. J. M. Gilliland conducted the devotional for the Little Hundley Circle. The Ministry of Stewardship was discussed by Mrs. G. P. Owen.

## W. M. S. Completes Mission Study

The concluding chapters of the study book "Homeland Harvest" were discussed at the Methodist Woman's Missionary Society meeting held Wednesday afternoon at the church.

Mrs. H. H. Hawkins led the prayer followed by the devotional on "prayer" given by Mrs. F. T. Rolosen.

The study program was in the hands of Mrs. D. W. Hawkins.

## PERSONALS

Little Miss Sharie Wilson returned to her home in Ruidoso, N. M., Sunday after a two weeks visit here with her grandparents, Mr. and Mrs. J. J. Clark. She was accompanied home by Mr. and Mrs. Clark and Hollis Clark.

Mrs. Henry Hastings and daughter, Mrs. J. T. Gilbreath Jr., visited relatives in Tulsa Monday.

Miss Mary Broadwell, teacher in the Amarillo schools accompanied by Miss McCracken and Miss Darien, also of Amarillo spent the Armistice Day holiday here with her parents, Mr. and Mrs. H. L. Broadwell. Grover C. Good of Dallas, Hi-Y secretary for the northwest area, was in Hereford Tuesday in the interest of local Hi-Y organizations.

Attend the Thanksgiving dinner in St. Anthony's School Hall on November 30.

Wayne Evans, president of Alpha-Chi, and listed in the College Who's Who at Hardin-Simmons University, was a busy man last week. As chairman of the housing committee for the B. S. U. convention held in Abilene, it was his job to find places for 1,500 people to stay. Wayne is the son of Joe Evans of Hereford and is a senior at the Abilene University.

Miss Melvina Stewart, student at Texas Tech, visited Helen Ann Snyder at T. S. C. W. Denton last week end. Melvina is the daughter of Mr. and Mrs. W. M. Stewart and Helen Ann is the daughter of Mr. and Mrs. Glenn Snyder.

Mr. and Mrs. J. W. Robinson and children, accompanied by Mrs. Boyd London and son, Jack, spent the week end in Dallas visiting Mr. Robinson's sister, Mrs. Ralph Henson and family.

Mr. and Mrs. Howard Hershey and children, former Hereford residents, were here from Daltart over the week end to visit relatives.

Attend the Thanksgiving dinner in St. Anthony's School Hall on November 30.

Mrs. Tom Major, Mrs. Lee Curry and Mr. and Mrs. John McLean attended the second annual homecoming held by former students of Clarendon College, at Clarendon, Saturday.

Mr. and Mrs. Barry Wheelless of Amarillo spent the Armistice Day holiday here with her parents, Mr. and Mrs. D. W. Hawkins.

Mr. and Mrs. W. F. Gillis returned Friday from a two weeks' trip to Louisiana, Arkansas, and the Rio Grande Valley.

Miss Mary Jo Wilson, Texas-New Mexico Utilities employee of Littlefield, visited her sister, Mrs. W. F. Gillis and Mr. Gillis Saturday and Sunday.

## Frio News

There was a good crowd at both services Sunday. A very interesting lesson on the "Christians Chief Concerns" was discussed. Next Sunday we will study "Living By the Golden Rule." Everyone is urged to attend Sunday School somewhere and all in our community are needed in our Sunday School. Next Sunday night Mrs. Lester Sparkman will have charge of our Bible Study and asks everyone to read chapters thirteen, fourteen and fifteen of St. Matthew.

Rev. Lloyd Waters and wife from Plainview were here for services Sunday morning. Rev. Waters brought a message on "Sin and Its Consequences." He had to be in Monroe Sunday night and could not be here so he will be back to preach again both Saturday night and Sunday of this week. Everyone come and hear him. The church plans to call a regular pastor soon.

Mrs. Annie Springer gave a very interesting talk and demonstration on Christmas gifts and attractive ways to give them at our club meetings at the home of Mrs. L. F. Tension last Thursday afternoon. She took a towel and two wash cloths and made them look like a doll. These make inexpensive gifts and are much more attractive than having them wrapped in tissue paper or cellophane, she said. Another nice gift was a large red apple with whole cloves stuck in it. "This is very nice to put in a linen closet or cedar chest and one lady had told Mrs. Springer that she would keep indefinitely as she had one that she had been using for ten years."

The club decided to have a Christmas party this year at night and entertain the husbands. The party will be held at the J. E. Springer home on Friday night December 15th.

The club is to meet at 2:30 Tuesday, November the 23rd, at Mrs. T. L. Sparkman Jr., and will visit the different demonstrations.

The Wyche and Easter HD Club women are expected to go on this tour. The tour will end at the home of Mrs. J. E. Springer where there will be a short social period. All women are urged to make this tour and see what the demonstrations have accomplished during this club year.

Those attending club at Mrs. Tensions were Mesdames J. E. and W. A. Springer, T. L. Sparkman Jr., and Sr., Elsie Jones, Alder Hawks, J. M. Dixon, Inez Barclay, Pauline Stevenson, J. B. Cocanougher, John Johnson, Georgia Andrews, Jewell Cassels, Miss Alma Andrews, the hostess and a number of children. All enjoyed delicious fruit cake and coffee.

Mr. and Mrs. S. J. Barclay went to Amarillo Tuesday to visit Mr. Barclay's father, who was in St. Anthony's Hospital recovering from an eye operation.

Mr. and Mrs. L. F. Tension were in Portales, N. M., Wednesday on business.

Messers T. L. Sparkman and

## NOTICE

Don't forget our price—\$1.00 per dozen photos—are out and over November 28th.

Hanna & Hanna

Mr. and Mrs. Cawthon Bryant and son, John David, spent Saturday and Sunday in Ralls, Texas, with her parents, Mr. and Mrs. J. D. Smith.

Order your Christmas fruit cakes now, 60c pound. Made to order. Mrs. Wm. Bell or at Weir's Grocery.

## VISIT HERE

Mr. and Mrs. Joe B. Elliston and baby and two cousins, Roy Elliston and Mrs. Bob Ennen, all of Long Beach, Cal., visited home folks here last week. Mrs. Elliston will remain here visiting in the home of her mother, Mrs. Leona Burleson and family and in the A. H. Elliston home until Christmas. Others of the party returned home last Friday.

Pat D. Elliston returned last week from a three week's business trip to Houston. During his absence Mrs. Elliston visited her sister, Mrs. Scott Blair of Midland.

## MISS CRAWFORD LEADS PROGRAM

Miss Irene Crawford was leader of a lecture recital on Kipling at a meeting of the Panhandle Speech Arts Association held in Amarillo Monday night at the home of Mrs. A. J. Thompson. A review of "The Light That Failed" was also given.

Miss Ruby Carol Neely and Miss Jerry Robinson, both of at W. T. S. C. Canyon, spent the Littlefield and both students week end here in the home of Miss Neely's aunt, Mrs. Wiley Robertson.

Mr. and Mrs. W. C. Clark of Darrouzzett arrived yesterday for a visit in the home of their daughters, Mrs. Jack Dean and Mrs. Owen Stagner.

Attend the Thanksgiving dinner in St. Anthony's School Hall on November 30.

Miss Mary Lou Roberson who is attending W. T. S. C. at Canyon spent the past week end in Hereford with homefolks.

## CHURCHES

**THE METHODIST CHURCH**  
Sunday School 9:45 a. m.  
Morning Services 10:50  
Evening Services 7:45  
Young People 7 p. m.  
Missionary Societies each  
Wednesday 3 p. m.  
Attend our services.

**SERVICES AT THE CHRISTIAN CHURCH**  
H. M. Redford, Minister  
J. C. Ricketts, Superintendent  
Bible School 9:45-11 a. m.  
Morning Worship 11-12 a. m.  
Eveing 6:30-7:30 p. m.  
Evening Worship 7:30-8:30

**Catholic Church**  
ST. ANTHONY'S CATHOLIC CHURCH  
Rev. Nathaniel Madden, Pastor  
Sunday Masses 8:15-10:30  
Religion Classes 9:15  
Confessions, Saturday 4-6  
7-9 p. m.  
Daily Mass (Sisters' Chapel) 6:30 and 8 a. m.

The mass offered on Armistice Day was well attended. On the altar were autumn flowers and the church was decorated with the American flag. Prayers were offered for peace.

The Rev. Aloysius Craven, S. A. arrived from New York last Sunday to assume his duties here as an assistant pastor. Father Craven is a native of King's County, Ireland, where he spent the summer with relatives.

On Sunday, December 3, an eight day mission will be begun. The service will be conducted by the Rev. Philip Krasnica of the Congregation of the Most Holy Redeemer. The missionary is from San Antonio. Everyone is welcome to attend.

The annual Thanksgiving dinner will be held at noon on Nov. 30. This Mass will be sung by the children's choir.

All members of the parish were urged on last Sunday to join the Red Cross. Mesdames Ed and Gene Loerwald are canvassing the members of this church and parishioners will be approved on Sunday, Nov. 19 at the church door. Memberships are \$1.

**BAPTIST CHURCH NEWS**  
Sunday School attendance was down some compared with the Sunday before, 295 last Sunday, 328 the Sunday before. But in spite of the fact that many of our people were away on short trips, we had good attendance at the morning and evening services. There was one addition by letter.

The church budget for 1940 presented by the Deacons was studied and adopted and sug-

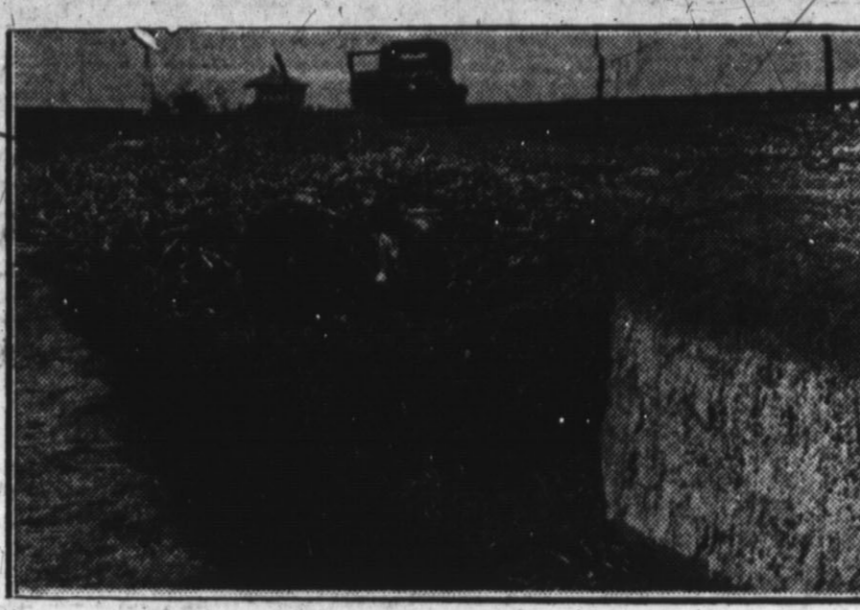
gestions made for subscribing it. The pastor plans to preach next Sunday morning on "Interior Alms," Luke 11:41. The subject for the evening preaching hour will be "The Changeless Christ," Hebrews 13:8. Study the passages and join with us in worship.

We have planned for a week of study in stewardship beginning next Monday night at 7:30. The Grace of Giving, by Burroughs, will be the basis of our study. This is a valuable book and settles for Christians many problems concerning their stewardship with the Lord. We want every member of the church present who can possibly come.

On Tuesday night of next week the Brotherhood is inviting the women of the W. M. U. to be their guests. We will have our usual covered dish supper together. The theme of the program will be "Tithing My Time." We want every member of the Brotherhood and want every married man to bring his wife and every single man his sweetheart. We want every member of the W. M. U. and all others who will join us in this service, Tuesday night of next week at 7:30. We invite you to worship with us next Sunday.

W. E. BARNES, Pastor

## Trench Silos Are Aid To Farmers



As federal agencies begin putting into effect plans which were drafted at the request of the President to meet emergencies caused by the drought that covers large sections of the United States, attention is again directed to the benefits which accrue from trench silos.

In years of low yields farmers who have a plentiful supply of feed on hand are in better position to care for their livestock and maintain their regular operations. Trench silos offer one of the most economical and practical storage places for farmers who desire to keep one or more year's supply of feed on hand.

In studying the present drought situation which is becoming severe in many parts of the

Southern Great Plains, L. H. Hauter, regional director of the Farm Security Administration, said farmers who have feed reserves carried over from last year, in most instances will be the last to need assistance in the present emergency.

When advancing loans to farmers, the Farm Security Administration encourages the construction of trench silos where possible, or some similar economical and adequate storage facility for feed reserve.

Mr. Hauter cited a survey conducted by the FSA which shows that 50 per cent of the borrowers in Region XII have adequate feed storage space. The number of trench silos on farms, as a whole, is increasing rapidly each year.

Elmer Jones were in Dimmitt Sunday.

Mrs. Mack Dixon helped Mrs. Cassels cook for a feed stacking crew last week.

A weiner roast and marshmallow toast was enjoyed at the schoolhouse by the young people of the community last Friday night. Those attending were J. B. Harlin Jr., Alma Andrews, Jack Owen, Lurline and James Dixon, Kona Faye and Calvin Tension, Virginia and Olivia Benson, Wesley Brown, Stanley Williams, and Earl Lowry of Wellington, and chaparones, Mr. and Mrs. John Johnson.

A number of families from this community attended the Singing Convention at Progressive Sunday afternoon. Among those were Messers and Mesdames Owen, Andrews, Will S. Dixon, John Johnson and children, Wesley Brown and Olivia Benson, and Mr. and Mrs. L. F. Tension and children.

Little Miss Velda Vaughn of Hereford spent Saturday night and Sunday with Treva Jo Poole at the home of her mother, Mrs. John Johnson.

Mr. and Mrs. Henry Allmon and children of Westway and Mr. and Mrs. Haskell Robbins and children took dinner and spent the afternoon in the Mabe Mabley home Sunday.

On the sick list last week were James Dobbs and Lucille Bowers. Lucille is still unable to attend school but we hope she will soon recover.

Mr. and Mrs. J. C. Bowers took Lucille to Giovis, N. M., Thursday to a doctor.

Mrs. J. C. Bower's brother and family of Hale Center visited in the Bowers home last Sunday week.

Mrs. Dave Benson accompanied Mr. and Mrs. Haskell Benson and family to Mobeta; last Wednesday afternoon where she visited her daughter and husband, Mr. and Mrs. W. I. Sims. Mrs. Sims returned home with her mother for a few days visit. Mr. and Mrs. Benson were visiting her mother, Mrs. D. J. Johnson. They stopped in Pampa on their way home Thursday and saw Mrs. Benson's four brothers.

Mr. and Mrs. S. J. Barclay and children spent Sunday in the home of their brother and sister, Mr. and Mrs. E. H. Barclay and family of Ford. E. H. Barclay had been to Amarillo Saturday to get his father and mother and they returned home with S. J. Barclay and family to spend the week.

## B & P-W SPONSORS OPEN MEETING

The Business and Professional Women's Club is sponsoring an open meeting next Monday evening at 7:30 in the county court room at the courthouse. The public is invited.

The main event on the program will be a review of "Grapes of Wrath," John Steinbeck's best-selling novel, by Mrs. Ray B. Cocanougher, John Johnson, Georgia Andrews, Jewell Cassels, Miss Alma Andrews, the hostess and a number of children. All enjoyed delicious fruit cake and coffee.

Mr. and Mrs. S. J. Barclay went to Amarillo Tuesday to visit Mr. Barclay's father, who was in St. Anthony's Hospital recovering from an eye operation.

Mr. and Mrs. L. F. Tension were in Portales, N. M., Wednesday on business.

Look before you shoot, the Texas Game Department warns. It might save a life.

## Diphtheria Deaths Are Preventable

Austin, Texas.—One preventable disease, diphtheria, has been responsible for 1,279 deaths in Texas during the past four years, according to the records of the Texas State Department of Health. The majority of these deaths were among children less than four years old, and were all preventable had these children been properly immunized prior to contracting the disease.

Prevention of diphtheria in children is a simple matter of inoculation with toxoid. If your child is six months old or more, take him to your family physician and have diphtheria toxoid administered. The technique of inoculation causes the child no discomfort. In approximately 90 per cent of children receiving toxoid, there will be established a life time immunity to the disease.

To be sure that this immunity has been established in your child, six months after the first dose of toxoid, he should be taken to the physician to be Schick tested to determine his positive immunity against diphtheria. The test consists of injecting a few drops of diphtheria toxin between the layers of the skin. If the child is immune no reaction will be noted. If not, there will appear some redness at the site of injection in three or four days.

Increased education of the general public on the importance of diphtheria inoculation has resulted in decreased death rates from diphtheria. Year by year mortality from diphtheria is decreasing, as witness the fact that in Texas 457 children died from diphtheria in 1935; 351 in 1936; 238 in 1937; and 233 in 1938.

You can help the Texas State Department of Health attain a goal of not one death a year from diphtheria, and protect your loved ones by seeing that they are immunized at once.

The Georgetown Country Club may be able to lay claim to being the only golf club in Texas which is raising wild turkeys. That club has two hens, a gobbler and thirteen young roaming its course and the surrounding woods and the big birds are being protected. There will be no open season on that bunch of turkeys if the club members can help it.

Concho Lake recently gave up a gold fish thirteen inches in length and weighing more than one and a half pounds: It was caught by J. W. Revel of San Angelo while he was fishing with pole and line. Goldfish are members of the carp family.

Our Bible School attendance fell a few degrees below the high-water mark of the previous Lord's Day. Let us recover and go further up the ladder next Sunday. "Hope in Flexibility" will be the subject of the sermon at the morning, and "The Inescapable Christ" will be the theme at the evening hour. Everyone is assured a hearty welcome at all the services.

Westway Revival Well Attended  
The meeting which is being conducted by H. M. Redford, pastor of the Christian Church, is being well attended. Splendid cooperation is being rendered upon the part of the citizens of the community. Services will be conducted each evening at 7:30. The revival closes next Friday night. Every one is cordially invited to attend.

ST. ANTHONY'S CATHOLIC CHURCH  
Rev. Nathaniel Madden, Pastor  
Sunday Masses 8:15-10:30  
Religion Classes 9:15  
Confessions, Saturday 4-6  
7-9 p. m.  
Daily Mass (Sisters' Chapel) 6:30 and 8 a. m.

The mass offered on Armistice Day was well attended. On the altar were autumn flowers and the church was decorated with the American flag. Prayers were offered for peace.

The Rev. Aloysius Craven, S. A. arrived from New York last Sunday to assume his duties here as an assistant pastor. Father Craven is a native of King's County, Ireland, where he spent the summer with relatives.

On Sunday, December 3, an eight day mission will be begun. The service will be conducted by the Rev. Philip Krasnica of the Congregation of the Most Holy Redeemer. The missionary is from San Antonio. Everyone is welcome to attend.

The annual Thanksgiving dinner will be held at noon on Nov. 30. This Mass will be sung by the children's choir.

All members of the parish were urged on last Sunday to join the Red Cross. Mesdames Ed and Gene Loerwald are canvassing the members of this church and parishioners will be approved on Sunday, Nov. 19 at the church door. Memberships are \$1.

**BAPTIST CHURCH NEWS**  
Sunday School attendance was down some compared with the Sunday before, 295 last Sunday, 328 the Sunday before. But in spite of the fact that many of our people were away on short trips, we had good attendance at the morning and evening services. There was one addition by letter.

The church budget for 1940 presented by the Deacons was studied and adopted and sug-

gestions made for subscribing it. The pastor plans to preach next Sunday morning on "Interior Alms," Luke 11:41. The subject for the evening preaching hour will be "The Changeless Christ," Hebrews 13:8. Study the passages and join with us in worship.

We have planned for a week of study in stewardship beginning next Monday night at 7:30. The Grace of Giving, by Burroughs, will be the basis of our study. This is a valuable book and settles for Christians many problems concerning their stewardship with the Lord. We want every member of the church present who can possibly come.

On Tuesday night of next week the Brotherhood is inviting the women of the W. M. U. to be their guests. We will have our usual covered dish supper together. The theme of the program will be "Tithing My Time." We want every member of the Brotherhood and want every married man to bring his wife and every single man his sweetheart. We want every member of the W. M. U. and all others who will join us in this service, Tuesday night of next week at 7:30. We invite you to worship with us next Sunday.

W. E. BARNES, Pastor

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### Dress Up For Christmas!

Look your smartest for the Christmas Holidays in these new, figure-flattering frocks! New, tiny-waisted, swirled, skirted... they've fashion news in every line.

Stunning New Bags... "Gold Jewelry" — newest fashion furore! Robes in Chenille, Taffeta and Satin... Sweaters in Gay colors and styles... Lovely Hosiery and Linerie by Vanity Fair.

We are always glad to show you our merchandise and appreciate your coming in!

# The VOGUE

MRS. C. W. SEED

HEREFORD



BULL

By Jimmie Gillentine

Armistice Day has come and gone, but there was certainly diversity of opinion as to whether Hereford merchants should close for the occasion since it came on Saturday. There also seems to be considerable confusion over the two Thanksgivings. However, since Hereford Schools turn out to observe November 30, it appears that this community will generally observe the same old Thanksgiving as in the past. After all, Thanksgiving is a matter of sentiment and people who have celebrated the last Thursday in November all of their lives will have a hard time changing over.

The occasion that is really going to cause confusion this year, however, is Christmas. It so happens that Christmas Eve falls on Sunday. A lot of last minute shoppers will be put to considerable inconvenience to wait and see.

Included in your Brand this week is a "Spud Section." The paper is being mailed by the Chamber of Commerce to 1,500 farmers in Idaho, Colorado and Washington, and it is made possible by the advertisers included in the section. Cause of the heavy mailing is no effort was made to get a big paper, and we are sure that many more firms would have cooperated had they been contacted. There is lots of information about Spuds and Onions in the section, and it is interesting to know how much the folks made from the two crops this season. Read the figures. You'll be surprised. A lot of people should go out and what these potato men are doing. It's hard to believe, but a situation that will make the number of farmers and one that will ultimately raise the value of our land and of our business investments.

And in the midst of a country which should rejoice because it is at peace, here comes a shadow of sickness. Large numbers of dogs have been poisoned in his community and even as sit here tonight there are names which have been made sad through the loss of beloved pets.

Some have been written about dogs; stories have been told about them. Undoubtedly, the dog is man's best friend, his faithful ally—and I'm sure persons who poisoned the here this week-end never will the pleasure and comradeship of a dog in his or her child. Among the dogs poisoned in the community was that of Mrs. M. M. Beavers, a life of active community work. Rev. Beavers had come to see that he and his were the right of citizenship this community offers. Now he is sad, he has been robbed of one of his best friends—his dog.

Knowing the grief and unhappiness which the recent oleale poisoning of dogs caused, a friend of Rev. Beavers wrote the following article; he brought it to The and office and offered to have it published—hopes that further out-courtesy attacks on personal property of law abiding citizens may be discouraged. Hereford Brand does make any charge for upholding the principles upon which our nation, and upon which the Constitution of the Nation was founded; we glad to print the article in behalf of Personal Liberty and in the general well-being of humanity.

JUST A DOG is just a dog. I belonged to an elderly couple whose children were grown and all away home. These people took me as a tiny pup, and in time I found a place in their hearts. I could not take care of those children, and played about their feet but I did try so hard. I was always ready to play in friendly greeting to my master or mistress. I did find a place in their hearts and they really helped to make my life easier and their loneliness felt. I loved these

people with all my heart and soul—and I know that they cared for me. I rarely ever left the premises, and on those occasional times when I felt I just must visit a friend I did not stay long and was very careful not to disturb the human beings with whom I chanced to meet.

You see, those who visited in my master's home either liked me or respected the wishes of those who did love me. I thought all human beings were kind and for that reason I did not even suspect there were some who might do me harm. Now it is too late to warn my self-respecting friends that there are some people who are willing to stoop lower than my dog friends would think of doing. Some of these people would go to church and claim to be Christians, even speaking kindly to the master I adored and who had a kindly feeling toward me. A most lovable man.

Now, if my friends or I did not like a person, we would not go around them, or in a very firm way we would tell them in dog fashion. We wouldn't sneak out behind their houses or across vacant lots and find their child and claw or bite him as punishment to the disliked parent. Before my death, I was a red Cocker Spaniel dog, always happy because I was blessed with a good home. I was always on the reception committee because I had a friendly way of greeting those who were about their business at my master's house. I know I was kind, for I was treated kindly. I may not have been a handsome fellow, but I guess that must not always be necessary for some of my friends had long tails, flop ears, and mingly colors on their bodies—but the little boy or girl who owned them loved them just as I was loved.

I died a horrible death just last week, almost in front of my master's house. I was let out early that fatal morning as usual. While out on the lawn I saw a very tantalizing little tidbit. I had not had breakfast, and unsuspecting I ate it. I soon developed a knife-like pain in my stomach and before I could get to the house my nerves went out of control; my eyes seemed to want to turn wrongside out and pretty soon I must have left the world I had loved.

I understand that many of my friends died by this same means; some even died in the arms of their little, brokenhearted playmates. Little boys and girls who loved them and who in their innocence could not for the time realize that their loss was only a dog—to them it was a playmate whom they would always miss, one who had shared their hardships or would have even have given his life in their

stead. My mother was also poisoned. I know for a fact that to protect her she was seldom permitted outside the house—and then only in her master's back yard. I just couldn't understand this at all. My mother was discovered in time and loving care restored her to health. She was a splendid dog and once risked losing her life in order to save that of her master. Flames of a burning house licked at her heels, and she could have escaped from the porch door as she was accustomed to enter and leave, but her master was asleep in his bed near the worst of the fire. She made her way through the hall, pushed open a swinging door, bounced barking into the middle of the bed and awakened him. They both escaped through a nearby window.

Now, to all my human friends whom I knew and loved, I would like to say that my stay was very pleasant and I hope that while there I was able to make you happier by diverting your minds from subjects which made you sad, tired or worn in spirit. I could not do much, but I was always glad to comfort those who were alone, sick, or sorrowful. To those who did not love me, I can only say that you did not understand my nature, or the friendly things I tried to tell you when we met. I must have failed, as many other dogs failed, to tell you that some mighty fine people loved us, and that they would be left very sad if we were taken from them.

Yes, it is a bit late after such a fatal week, to appeal to you for myself—but out of respect for the little boys and girls who love my kind, please do not spread poison. Even the little boys and girls might get it—and strychnine causes such a horrible death. I especially address myself to the person in whose mind the wholesome, heart-breaking idea was conceived.

So Long. MIGHT BE GOOD PLACE Roy W. Hahn in Brisco County News: A wise young lady told me this week that one more remark out of me, and she would tell me to go to hell, and take my newspaper with me—Say that might be an idea. It might work. Hell has a large population, and as far as I know, no newspaperman has ever gone there. It would be a great opportunity—plenty of back shop printers and linotype operators to help—plenty of politicians to furnish copy—and everyone in the place a devil. And as for printing equipment—say there isn't a press nor linotype in the world that has not been consigned there—even be fellows there who could write the church notes.

Harrison Highway, 13 miles west of Hereford. Price \$10.00 per acre. Nellie Faries, Admrx., Rt. 2, Itasco, Texas. 45-4tp. FOR SALE—Electric Fence, guaranteed 5 years, runs 30-miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley Hereford, Texas. 45-1tc. PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 45-2tc

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FOR RENT: Bedroom for one or two men. 355 McKinley. 46-1tp. FOR RENT: Furnished apartment. Bills paid. 1029, 25 Mile Ave. Mrs. Ora Lee. 46-2tp. FOR RENT: Bedroom adjoining bath; and light house keeping apartment. Call in afternoon or evening. Bills paid. 400 McKinley Ave. 46-3tc. FOR RENT: Two light house keeping rooms. Mrs. C. H. Carl at Carl's Grocery. 46-1tc. FOR RENT: Furnished bedroom. 517 East Eleventh Street. 46-1tp. FOR RENT: Nice large furnished bedrooms. 506 Jackson Ave. Phone 91-J. 46-3tp. FOR RENT: Choice bedroom. Box 4 if desired; also furnished; basement light house keeping room. Phone 153-W. 45-3tc

Wanted HEADED Kaffir Corn bundles, about 2 feet long each, 8 miles west and 4 miles north Ford School. A. V. Redder. 46-3tp. HAVE PROSPECTS for shallow water land. Give us your listings. Cosby Realty Company, G. N. Cosby, 85 Georgia Street, Amarillo, Texas. 46-6tp. WANTED: Small black sow pig or stray, 1010 25-Mile Ave. Jimmie Cayton, or notify Brand Office. 46-1tp. WANTED: Young man in lumber yard. Answer in own handwriting giving references and experience. Address Hereford Brand. 45-2tc

Dependable Used—All Sizes Water Well Casing IRRIGATION CASING PIPE—FITTINGS—VALVES at substantial savings Central Pipe & Supply Co. 2611 Ave. H. LUBBOCK Phone 606 COMPLETE pressure pumps installed. We handle a complete line of Deming Pressure Pumps, completely enclosed, dust-proof, heavy, rugged, long life. See us before buying. Our first shipment should be in next week. Hereford-Johnston Pump Co. Wm. McGehee, Mgr. 46-3tc. FOR SALE: A. B. Best section on

FOR SALE: Bundle feed, Cane and Hegari, 15 miles north, 1 mile west on 25-Mile Ave. SI Orr. 46-3tp. GOOD USED CAR to trade for feed. C. C. Ferguson. 46-1tp. FOR SALE: Weining pigs. Lloyd Tice. 46-1tp. FOR SALE: One model B Oliver combine; or trade for bundles or threshed grain. Emzy May. Box 754, Hereford. 46-3tp. FOR SALE: Irrigated Hegari bundles. See Ed Mauk at Ireland Motor Company. 46-1tp. FOR SALE: 170 ewes vaccinated against Septicemia. Call E. E. York, Phone 296. 46-1tp. FOR SALE: Three nice bred Duroc gilts. Mrs. Al Werner. 45-3tp. FOR SALE: Pure bred baby beef turkey hens and toms. H. M. Smith, 1 mile east, 1/2 mile south Progressive School. 45-3tp. FOR SALE OR TRADE: Delco light plant in good condition. Carl Luke, Dawn, Texas. 45-3tp. THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh.

WILL TRADE equity in 5-room modern home for good automobile. Inquire at Brand Office. 45-1tc. FOR SALE: Good Hegari bundles on Dr. Heard's place 2 1/2 miles North on 25-mile Ave. Also Pinto Beans, \$5 a sack. W. P. Axe. 44-3tp. I CAN TAKE your orders for shrubs, roses, etc., prepare the ground and plant them. Now is the time to put them out. Ben Wright, Box 823, City. 45-3tp. FOR SALE or Trade: 1 Case Separator cheap. Taylor and Sons on Highway North of Can-

yon. 44-3tp. THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh. FOR SALE: 100 thoroughbred White Rock pullets. Mrs. Ted Young, Phone 900L. 45-3tp. PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 45-2tc. FOR SALE: Fresh milk cows. 3 miles southwest. W. R. Schel-hagen. 44-6tp. FRYERS 3 for \$1.00. Potatoes No. 2 white and red 50c for 100 lbs. Kropff Farm 2 miles north on 25-Mile Avenue. 45-3tp. FOR SALE: 1937 Oldsmobile coupe 6, 26,000 miles, heater, absolute condition, \$500.00 cash. Mrs. R. S. Killough, 1608 Polk, Amarillo, Texas. 43-4tp. PAYING from \$4 to \$6 per ton for scrap iron. Hereford Wrecking Co. 45-2tc. THE AMARILLO NEWS, \$5.50; The Hereford Brand, \$1.50 year. Both for \$6.50. Save 50c. Place your subscription at the Brand Office. dh.

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OWNER OF LOST sheep inquire at Brand Office. 46-1dh.

Easter Items MRS. CARL FRYE Church services were held at the E. M. Allen home at 11 a. m. Sunday. This was Rev. Forch's last sermon to us before general conference meets. Sunday School will be at the J. S. Smith home next Sunday.

Mr. and Mrs. E. O. Dixon, William and Wilburn, went to Clayton, N. M., Sunday. Mr. and Mrs. Fred Walton attended a lecture given by Dr. Kroffs, of Portales, at Dimmitt Sunday evening. Dr. Kroffs subject was "Youth in China." His father is a missionary in China.

Friday night of last week, Carlisle Rae Frye was hostess to a party for the young people. Those attending were Joyce and Boyce Carter, Ruth Temple Hastings, Veronica, and Viola Beckman, Billie Jean Woolery, and Daphne Bralley, Wilbur Dixon, Tyson Eubanks, W. A. Hardin, C. C. Hunter, Brittain Chambless, Walter and Lois Beckman, Charles Frye, Wayne Sparkman.

Mr. and Mrs. Harland Frye and baby were in Amarillo Saturday. Mrs. Gus Tiejens is keeping her little grand children while their mother, and her daughter Mrs. C. Pinckert, is in a hospital at Dimmitt.

Mr. and Mrs. J. S. Smith, Mrs. Lee Parks and Mrs. W. A. Epperson went to Andarko, Okla., Tuesday for a few days visit with relatives and friends. Joyce Carter and Daphne Bralley were hostess Saturday evening for a game party at the Bralley home. Those attending were Veronica Beckman, Brittain Chambless, Carlisle Rae Frye, Margaret and Virginia Simpson, W. A. Hardin, Leon and Murel Matthews, C. C. Hunter, Wilbur Dixon, Winston Adams, William Dixon, Homer Battles, Lonnie Wayne Adams, Hubert and Ruth Beard, and Boyce Carter.

Mr. and Mrs. Dan Allen moved this last week to the Percy Estes farm in this community. Rev. Forch and family and Mr. and Mrs. Harry Smith and children were visitors Sunday in the Geo. Chambless home. Miss Vay Allen visited Sunday night and Monday with Mr. and Mrs. W. A. Epperson at Summerfield.

Mr. and Mrs. Carl Frye, Charles and Patty, visited at the Ed East home Sunday afternoon. Mr. and Mrs. Jack Higgins visited Saturday night and Sunday in the Carl Frye home. The Easter Missionary Society met at the home of Mrs. D. S. Burton, Monday afternoon. The program was given from "The World Outlook." Subject was "Broadening Home Missions." The Society served their first

luncheon to the Lions Club at Dimmitt, Monday of last week. They will continue this work throughout next year. Those present at Mrs. Burton's were Mesdames Geo. Chambless, Fred Walton, H. H. Smith, M. T. Sparkman, E. M. Allen, Frank Allen and Annie Mae Smith. The next meeting will be at Mrs. Geo. Chambless, Monday, Nov. 20.

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Hospital Notes Mrs. Bill Wallace, operative, admitted Nov. 14. Miss Louise Parker, operative, admitted Nov. 13. Baby of Mr. and Mrs. Bill Kerr, burns, admitted Nov. 14. Miss Escala Travis was released. Mrs. B. E. Gardner, maternity, boy, born Nov. 13. Mrs. Harry Garrison, maternity, boy, born Nov. 14. Mrs. H. G. Blythe, maternity, girl, born Nov. 16. Mrs. Joe Brorman, maternity, boy, born Nov. 14. Mrs. C. F. Homfeld, maternity, boy, born Nov. 14. Mrs. Jack Dean, admitted Nov. 15, medical care.

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AND in the midst of a country which should rejoice because it is at peace, here comes a shadow of sickness. Large numbers of dogs have been poisoned in his community and even as sit here tonight there are names which have been made sad through the loss of beloved pets.

SOME have been written about dogs; stories have been told about them. Undoubtedly, the dog is man's best friend, his faithful ally—and I'm sure persons who poisoned the here this week-end never will the pleasure and comradeship of a dog in his or her child. Among the dogs poisoned in the community was that of Mrs. M. M. Beavers, a life of active community work. Rev. Beavers had come to see that he and his were the right of citizenship this community offers. Now he is sad, he has been robbed of one of his best friends—his dog.

KNOWING the grief and unhappiness which the recent oleale poisoning of dogs caused, a friend of Rev. Beavers wrote the following article; he brought it to The and office and offered to have it published—hopes that further out-courtesy attacks on personal property of law abiding citizens may be discouraged. Hereford Brand does make any charge for upholding the principles upon which our nation, and upon which the Constitution of the Nation was founded; we glad to print the article in behalf of Personal Liberty and in the general well-being of humanity.

JUST A DOG is just a dog. I belonged to an elderly couple whose children were grown and all away home. These people took me as a tiny pup, and in time I found a place in their hearts. I could not take care of those children, and played about their feet but I did try so hard. I was always ready to play in friendly greeting to my master or mistress. I did find a place in their hearts and they really helped to make my life easier and their loneliness felt. I loved these

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You see, those who visited in my master's home either liked me or respected the wishes of those who did love me. I thought all human beings were kind and for that reason I did not even suspect there were some who might do me harm. Now it is too late to warn my self-respecting friends that there are some people who are willing to stoop lower than my dog friends would think of doing. Some of these people would go to church and claim to be Christians, even speaking kindly to the master I adored and who had a kindly feeling toward me. A most lovable man.

Now, if my friends or I did not like a person, we would not go around them, or in a very firm way we would tell them in dog fashion. We wouldn't sneak out behind their houses or across vacant lots and find their child and claw or bite him as punishment to the disliked parent. Before my death, I was a red Cocker Spaniel dog, always happy because I was blessed with a good home. I was always on the reception committee because I had a friendly way of greeting those who were about their business at my master's house. I know I was kind, for I was treated kindly. I may not have been a handsome fellow, but I guess that must not always be necessary for some of my friends had long tails, flop ears, and mingly colors on their bodies—but the little boy or girl who owned them loved them just as I was loved.

I died a horrible death just last week, almost in front of my master's house. I was let out early that fatal morning as usual. While out on the lawn I saw a very tantalizing little tidbit. I had not had breakfast, and unsuspecting I ate it. I soon developed a knife-like pain in my stomach and before I could get to the house my nerves went out of control; my eyes seemed to want to turn wrongside out and pretty soon I must have left the world I had loved.

SOCIETY. Mrs. Jim Lipscomb Honored At Luncheon

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FOX CLEANERS AND HATTERS Phone 111

Feel The Difference! See The Difference! DRI-SHEEN PROCESS "Food for Fabrics"

DRI-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of DRI-SHEEN PROCESS

The DRI-SHEEN PROCESS is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Thanksgiving Theme Is Featured in Guest Luncheon Given by Garden Club

An outstanding social affair of last week was the luncheon given by the Hereford Garden Club with members of the Dimmitt Garden Club as honor guests. The attractively arranged affair was given at the F. M. Kester home which was decorated throughout with chrysanthemums, Friday at one o'clock. Tall baskets of dark red azalea mums and silver art-isms furnished a background for the smaller yellow and lavender mums which were used as table decorations. Corsages in the same color were place favors. Place cards carried out a Thanksgiving theme which was repeated in the menu by ice-cream squares with "chocolate turkey" centers.

A short program entertained guests after the luncheon. Mrs. C. H. Dyar conducted two appropriate contests which were followed by the showing of moving pictures in color, by Mrs. Elmer Patterson. Pictures shown included The Lambert Gardens in Portland, Oregon; An Oregon Forest Fire; Palo Duro Canyons; Flower Floats in the Mother-in-law Parade in Amarillo; Sunken Gardens of Breckenridge Park, San Antonio and The Tyler Rose Festival of 1938.

Members of the Dimmitt Club present included Mesdames R. B. Boern, Carlos Reynolds, J. J. Abrecht, E. F. Barman, E. B. Wright, Henry Staleup, Marion B. Benson, Minta Cowser, Ray Cowser, C. D. Byrnes and A. M. Sladman.

Hereford Club members present were Mesdames Ralph McCullough, C. C. Cox, C. H. Dyar, E. Ramey, W. A. Dobbins, Homer Brumley, C. C. Ferguson, F. H. Oberthier, F. M. Kester, Mark

Former Hereford Girl Is Married in Oregon

Word has been received of the marriage of Miss Ruth Botts, a former Hereford girl, who was graduated from high school here in 1930. She was married to Mr. Donald Ross, prominent business man of Portland, Oregon, November 11, at Vancouver, Washington.

Miss Botts has been employed at Holman and Lutz for the past three years and will continue her work there. She is a sister of C. W. Botts of Hereford.

Mrs. Morgan Is Hostess For Club

Mrs. Sherman Morgan was hostess for the London Bridge Club Thursday afternoon at her home. Mrs. J. M. Posey played high for score award and Mrs. Meade Halle, second high.

A salad course was served to Mesdames N. E. Milburn, Frank Cogdell, J. T. Gilbreath Jr., Meade Halle, R. R. Wills, Ralph Roden, Ernest Medkief, and J. M. Posey.

Presbyterian Church Holds Years-End Get-Together

To mark the closing of the fiscal year in the Presbyterian Church calendar and the closing of the first year as pastor for Rev. James Aiken, members of

Hanna, J. P. Slaton, A. O. Thompson and Ralph White, Mrs. Elmer Patterson and Miss Sadie Lee Oliver were guests.

ATTEND STATE CONVENTION

Mrs. Homer Brumley and Mrs. Ralph White left Monday for Wichita Falls to attend the forty-second annual convention of the Texas Federation of Women's Clubs being held in that city Monday, Tuesday, Wednesday and Thursday of this week.

Billy Ross, Phillips, accompanied by Mrs. H. E. Henslee went to Denton last week for visits with Mrs. Henslee's daughter, Betty Sue, and Billy Ross's sister, Viola, both students at T. S. W. C. Armistice Day, Billy Ross accompanied his sister and Louise Frye to Shreveport, La., where they attended the Texas Tech vs. Centenary football game. Mrs. Henslee and Mr. Phillips returned to Hereford Sunday.

Mr. and Mrs. Jim Kirby and baby, of Albuquerque, N. M., spent the week end in Hereford with relatives.

Mrs. B. Rosson of Plainview arrived Tuesday to visit in the home of her son, S. P. Rosson, who with Mrs. Rosson, left yesterday for Dallas where he will receive a medical check up following a recent operation. Mrs. B. Rosson will remain here while her son is away.

Coterie Club Meets

Coterie Club members met for bridge games Friday at the home of Mrs. E. B. Hicks. Colorful autumn flowers were used in decoration.

Special guests were Mrs. Travis Dameron and Mrs. C. C. Rockwell. Mrs. J. W. Witherspoon received high score award.

Members present included Mesdames A. R. Bateman, Colby Conkright, J. W. Witherspoon, F. L. Lucas, C. F. Moore, Grant Fuller, and the hostess.

ATTEND PLAY IN AMARILLO

Among those who went from Hereford to see the play "Golden Boy" on Wednesday night of last week in Amarillo were Mr. and Mrs. Meade Halle, Mr. and Mrs. Ralph Hastings, Mr. and Mrs. J. T. Gilbreath Jr., Mr. and Mrs. Louis Woodford, Mr. and Mrs. Elvin Ridling, Mesdames Alton Fraser, J. W. Witherspoon, Jimmie Gilentine, W. L. Davis, S. P. Rosson, Misses Eloyse Pitman, Rhita Jean Sullivan and Katherine Kirby.

Ray Coneway of Springer, N. M., spent the week end in Hereford with his family.

Refreshments of punch and cookies were served to Mrs. Jack Roberson, Mary Roberson, Aita Caraway, Edith Cockrell, Miss Maxine Adams, Dorothy Funderburg, Thornton Shirley, Dorothy Nell Adams, Annie Jo Owen, Mollie Jo Roberson, Ipez Funderburg, Bobbie Turper, Glennis Cockrell, Mary Brock, Ida Brock, Cloytell Pace, and Estelle Pace.

"FACING THE FACTS" The Roark Y. W. A. of the First Baptist Church is presenting a play, entitled, "Facing The Facts," at the First Baptist Church, November 22nd, at 7:30 o'clock. Rev. Jones played by Mary Roberson really gives 'em the facts and the newly weds decide there is really more trials along the sea of matrimony than the wedding march—'Here Comes the Bride,' and well-come and see for yourself. The public is cordially invited.

MRS. J. N. MESSENGER Mr. Geo. Messenger took his son, Stephen, to the Crippled Children's Clinic at Amarillo, Nov. 3, where his shoulder was operated on. He is in a cast now and will remain at the hospital one more week.

The farmers who have row crops are busy stacking this nice weather. Wheat is still holding up but is badly in need of rain.

James Ray Coleman, student at Texas Tech, spent the week end with home folks.

ROARK Y. W. A. MEETING The meeting opened with the "Watchword," repeated by the girls. The minutes of the last meeting were read and approved. Then the following program was presented: "Seven Prizes"—Dorothy Nell Adams, "What Money Is and Does"—Mollie Jo Roberson, "The Lock Boxes of Life"—Inez Funderburg.

The play was practiced which is to be given November 22.

Daniel News PAULINE MOORE

Rev. Lee Perry of Plainview filled his regular appointment at the Palo Duro Church Sunday with an attendance of 46 people present. You are cordially invited to attend the Sunday School services there next Sunday. Come! Will you?

Mrs. Joe Moore and children visited in the parental J. S. Garrison home in Olton Saturday night and Sunday.

On Wednesday night, Mr. J. C. Allred and family were guests of Cal Farleys program at Wildorado. It was reported to be a very enjoyable program.

C. L. McBroom and family attended the birthday dinner for Mrs. T. M. McBroom in Canyon Sunday.

Rev. Lee Perry and wife and Othell ate Sunday dinner in the John J. Bolling home of the Pierce community.

Mr. and Mrs. Troy Womble and Mrs. Bill Womble, Mr. and Mrs. Lawrence Womble and Mrs. Brady of Hereford, and Mr. and Mrs. Maurice Mitchell of Amarillo were Sunday visitors in the E. W. Womble home.

Mrs. Carter and son, Temple, and Mr. and Mrs. Robert Campbell visited with Frances Elizabeth in Canyon, Sunday afternoon.

Mrs. J. M. White of Dawn, Mrs. Ben Louder and daughter, Lucy Jo, of Canyon were Wednesday visitors in the Floyd Tomlinson home.

Elmer Winegar of Oklahoma is working for E. W. Womble now. Mrs. C. McBroom spent Friday

Messenger News

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Mr. and Mrs. Jimmie Allred and children of Hereford were last Sunday guests with their parents Mr. and Mrs. Clyde Allred and family.

Mrs. W. R. Moore and Mrs. Joe Moore were in Amarillo and Canyon Saturday.

Miss Ethel Allred gave a piano solo special and Johnnie Lee McBroom gave a violin special at Church Sunday night.

Paul Fry is helping W. R. Moore haul feed this week at Amarillo.

Mr. J. F. Matthews was a Lubbock visitor Saturday and Sunday night.

Mrs. Floyd Tomlinson has been having serious sinus trouble for the past few weeks.

Mr. and Mrs. W. R. Moore and children were Sunday callers in the Adolph Frye home near Dawn.

R. E. Gill and family of Canyon spent the week end in the country home.

Miss Ruth Moore spent Saturday night with Mrs. J. F. Matthews, while Mr. Matthews was away on business.

Due to the ever changing weather, there are a number of color reported in this community. R. D. Smith is working in Hereford.

"The entire nation is watching Texas' game restoration program," Mr. Miller said. "It has grown so rapidly along the right lines and has produced such good results that we can expect many other states to adopt the Lone Star State's program soon."

All species of game birds taste better if cooled 24 hours.

Close Drug Store

Union Western 4321 We Sell "The Best" for Less! PHONE 13

Hemorrhagic Septicemia advertisement featuring a man pointing to a sign listing diseases like Shipping Fever, Stock Yards Disease, etc., and promoting GLOBE HEMORRHAGIC SEPTICEMIA VACCINE.



Tetra Drench Quick and Easy to Administer for best results! A complete stock of VACCINES and VETERINARY SUPPLIES also GENERAL INFORMATION on LIVESTOCK TROUBLES

- 50c Prophylactic Tooth Brush 37c
35c Laxative Bromo Quinine 27c
25c Pepsodent Tooth Paste 19c
Large Listerine Antiseptic 59c
25c Feenamint Laxative Gum 19c
75c Squibb's Mineral Oil 59c

NUTS for Thanksgiving advertisement listing products like Imperial Mixed Nuts, Bridge Mixed Nuts, Cashews, Jumbo Peanuts, and NUT SHOP.

60c Size Creomulsion 49c advertisement featuring an image of a woman and text about hosiery.

Tale of Two Texas Cities

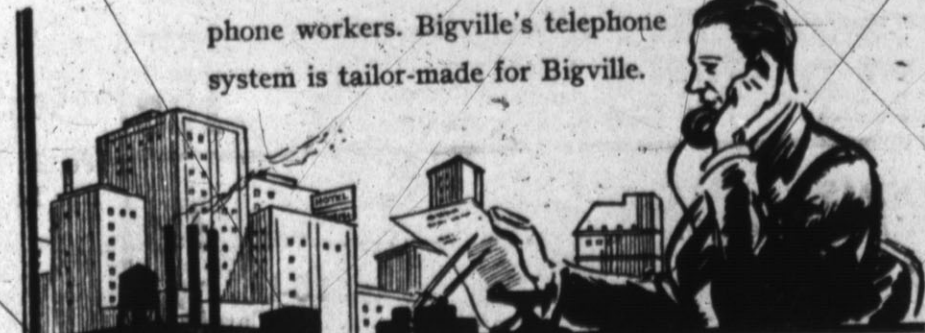
AND THEIR TELEPHONE SYSTEMS



Littleville has 35 telephone customers, served by a telephone system made to order for their needs. An operator and one assistant handle the 150 calls a day.

BIGVILLE POPULATION 400,000

Bigville has more than 70,000 telephone customers who make some 800,000 calls a day. Bigville's telephone system is big, complex... a half million miles of wire... millions of dollars worth of intricate telephone equipment manned by hundreds of telephone workers. Bigville's telephone system is tailor-made for Bigville.



The Southwestern Bell Telephone Company serves some 275 Texas cities—from the smallest to the largest. In Littleville, Mediumville, Bigville our job is the same—to furnish fast, accurate, dependable telephone service, at a price that is reasonable to you.

SOUTHWESTERN BELL TELEPHONE CO. Long Distance is next best to being there in person.



# The Whiteface Round-Up

Back the Whitefaces at Canyon Tomorrow!

Buy a Booster Ticket From the Staff!

## Speech Class Gives Program in Book Week

The public speaking class presented the assembly program this morning. They gave chorale speaking numbers which they have learned in their class work. The rest of the program was National Book Week. A play, "The Woods," was given. The cast included: Carol Newman, Bob Gilliland, Bartley Well, Monica Albracht, Bob Turner, Daniel Turrentine and Loy Cook.

## Faculty Honors New Members With '42' Party

Monday night the Faculty gave a party honoring the new members. The only outside guests were the faculty members' wives. They were entertained by games of forty-two and bridge. Mr. Glenn Allison, Miss Sadye Rigler, and Miss Neville Wrenn arranged the party, and Miss Lois McCaslin, Miss Rhita Jean Sullivan, Miss Eloyse Pitman, Miss Kathryn Kirby, Miss Sadye Rigler arranged the refreshments of tuna salad, wafers, and spiced tea. The room was colorfully decorated with pot plants.

## Band And Pep Club To Honor Whitefaces and Eagles at Game Friday

We want a touchdown! Are we going to get it? Well, if the band and pep squad have anything to do with it, we shall. At the Canyon vs. Hereford football game Friday, the two groups will make a "CH" formation and then convert the "C" into an "H" making the formation "HH." Thus, both the Canyon High and the Hereford High Schools will be honored. The band and pep squad hope that people will turn out in large numbers to see the boys win and to see the stunt at the half.

## Tulia Hornets Sting Whiteface Team In Battle

A typhoon of speed and power from Tulia arrived in Hereford Friday, stinging the Whitefaces 32-7. In the first quarter Tulia chalked up two touchdowns and a conversion. Again Tulia repeated its powerful line plunges with 13 more points in the second quarter. In the third quarter, Hereford tightened down letting Tulia make only one touchdown and stopping the conversion. In the fourth quarter, Wesley Guthrie received a 38 yard pass from Harold Loerwald making Hereford's only touchdown. Jack Knox kicked the extra point making a total of 7 points off Hereford.

## Whitefaces Determined To Avenge Previous Records In Canyon Battle Tomorrow

### 1926 Ex-Student News Flashes

The Senior class of 1925-26 must have been very ambitious, for besides publishing a school paper, they also planned to publish an annual. More information about this project is found in the following article, taken from the November 4, 1925 issue of the Senior "Pow-Wow." "The Seniors are also publishing a 1926 annual, 'The Whiteface.' They have a 'peppy' staff and everyone feels assured that it will be a success." Editor-in-chief, Dyalitha Stovall; Assistant Editor, Lula Connell; Business Mgr., Urlin Streu; Asst. Business Mgr., W. C. Morgan; Photo Editor, Wanda Wilkinson; Calendar and Humor, Frances Oberthier; Art Editor, Inez Jowell; Society and Literary, Gwendolyn Spradley.

Tomorrow afternoon the Hereford Whitefaces hope to defeat the Canyon Eagles on Canyon's home field. The Whitefaces hope to avenge the defeats that they have suffered the last few years. The chances are that Hereford will defeat the Eagles. This is our last scheduled game of the season, and we hope to make it a successful one. To do this the Whitefaces need the support of all students, teachers and people in Hereford. The team will probably never hear the yells and cheers from the grandstands but they will miss them if the crowd does not cheer. Everyone should attend the game and help the Whitefaces win.

## Makes East Texas Trip



Mr. and Mrs. G. M. Hudson and their two children, Myers Binnion and Ouida Kathleen, had a delightful trip to East Texas this summer.

They went from here to San Antonio where they visited the Alamo. Then they went to Fredericksburg which is very historical. It was established by German people and some of the first houses built there still remain. It looks very much like an European town.

From there they went to El Campo where they visited Mr. Hudson's sister.

They went to New Gulf from there where they visited a sulphur mine.

All of the country around New Gulf smells like sulphur, and little pieces of it are scattered about. They also went on an unsuccessful Gulf fishing trip.

Then they went to Dallas and from there to Austin where they visited Mr. Knox Kinard. They attended a session of the Legislature.

The rest of the time they visited relatives.

## Sixth Graders Organize Feminine Football Team

Girls are playing football! What is the world coming to? Lately the sixth grade girls of Central School are practicing football daily.

The girls say that they enjoy it very much and are showing that they "can take it." It looks as if the girls are going to establish a new fad for the feminine sex of Hereford.

The sixth graders say that they plan to show the boys how to play football when they get to High School.

ROOMS TO RENT? TRY A WANT AD



**STAFF**  
Sponsor: Robble Foster  
Editor-in-Chief: George McLean  
Asst. Editor: Al Spradley  
Business Manager: Charlene Henderson  
**REPORTERS**  
Vivian Olson, Bernadine Phillips, Billye Paul Lyons, F. L. Lucas, Charlene Danforth, Madonna Harrison, Dorothy Banner, Lou-Cress, Mary Ellen Henslee, Myron Morgan, Rena Rae Rene, Janelle Potter, Mary Sue Baker, Mary Nix, Elmore Ann, Ann Cockrell, Helen Jones Street.  
**TYPIST**  
Pauline Parker  
Central School Reporters: Ed Brumley and Lonidene Martin.

## Knox Kinard Talks On 'Father and Son' Relationship at Hi-Y

The Boy's Hi-Y carried on with the annual "Father and Son" affair with the main program dedicated to the fathers. Donald Henslee gave an outline on the "Proclad Son." Mr. Knox Kinard gave a talk on the Son's side of the question. Each father in turn gave his opinion of "Having the Car." Then the boys gave their opinion of "Having the Car." The boys decided to give a check for the Thanksgiving fund to Mrs. Dyalitha Bradly, County Welfare Administratrix.

## Seniors Appoint Special Financial Committee

At the regular Senior class meeting November 8, Bernadine Phillips, president of the senior class, appointed a special finance committee. The committee chosen were: Chairman, Paul Lyons; Billie Bess Green and Loy Cook. The committee is to make plans for raising money during the year. Plans were also discussed for the class assembly program, to be given November 21.

## Debate Club To Meet Vega Team Thursday

The Debate Club of HHS will meet the Vega Debate Club Thursday night. The two teams will debate the state question, "Socialized Medicine." The members of the Hereford High Debate club are: F. L. Lucas, Polly Anna Crawford, Billy Dameron, Wilma Higgins, Bruce Beane, and Calvin Brumley. This is the first time the two clubs have met this year. The Hereford club hopes to have the opportunity to debate with other teams this year.

## Girls Hi-Y Discusses Church Membership

The Girls Hi-Y met Tuesday evening in Miss Irene Crawford's room to complete the plans for the Father-Daughter Banquet. Vivian Olson, program chairman took charge of the program and the group sang "Living For Jesus," led by Dorothy Nel Trimbale. A prayer for better Hi-Y girls was given by Lois Standifer. Naydene Newell spoke on "Hi-Y Girls as Church Members" which was followed by a talk "The Meaning of Church Going to Hi-Y Girls," by Ruth Temple Hastings. This was followed by a group discussion on "What Going to Church Should Mean to Me." Miss Crawford, sponsor, then gave illustrations of clean characters. The girls joined hands in a circle and repeated the Hi-Y benediction.

**COLDS** Cause discomfort For quick relief from the misery of colds, take **666** Liquid-Tablets-Salve-Nose Drops

**QUICK RELIEF FROM** Symptoms of Distress Arising from **STOMACH ULCERS DUE TO EXCESS ACID**

Free Book Tells of Home Treatment that Must Help or It Will Cost You Nothing Over one million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid, Poor Digestion, Sour or Upset Stomach, Gas, Heartburn, Sleeplessness, etc. due to Excess Acid. Sold on 15 days trial Ask for "Willard's Message" which fully explains the treatment—20c

**CITY DRUG STORE** Hereford, Texas

## Honeymoon? Says The Senior, 'That's Right Up My Avenue!'

The Seniors are really planning on a big future. It seems that many of them are planning matrimony, or at least they plan on a honeymoon.

Here is the lineup on where they plan to spend their honeymoon.

Vivian Olson - Washington  
Edna Urbanczyk - Washington  
Helen F. Streu - Africa  
Polly Anna Crawford - Hawaii, of course.  
Bartley Dowell - "No place that I know of."  
Danny Hales - "I ain't going, see?"  
June Botsford - "Ireland, why?"  
Lynwood Hallum - "Devils Island."  
Buddy Cawthorne - "What! Alone?"  
Wesley Guthrie - "I won't talk."  
George McLean - "To Scotland to do a Highland Fling."  
Monica Albright - "Catalina Islands."  
Myron Morgan - "What honeymoon?"  
Bob Gilliland - "A cruise around the world, with a stop at a Spanish island."  
Minnie Dea Smith - "To the Mountains; don't ask Mr. Ford. He's going with me."  
Pauline Parker - "Switzerland."  
Berky Phillips - "Alaska."  
Dorothy N. Trimbale - "To Kentucky to see the horse races."  
Orvelia Hill - "Kalamazoo, for all I know about, Andy."  
Anne Cockrell - "To the Mountains."  
Clifford Estes - "To the Mountains."  
La Wanda Reed - "To the Mountains."  
Ernie Schumacher - "To Hawaii. Hey, wait where's Wanda going?"  
Jack Knox - "If I can persuade Mary Beth Hicks to go to Hawaii, Well?"  
Louise Cress - "I'll go to Alaska with Berky. I'll probably get cold feet anyway."  
Paul Lyons - "How should I know?"  
Bert Slay - "Hades."  
Harold Loerwald - "I ain't got a chance to go on one—hey, I'm not a Senior."  
How true that is.

A new dance, which permits two girls to waltz with one man, is designed to give wallflowers a break. We'd say it's the lucky man who's getting the break.

A new dance, which permits two girls to waltz with one man, is designed to give wallflowers a break. We'd say it's the lucky man who's getting the break.

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## Confidentially Yours



I know something you ought to know so I feel it my duty to inform you of some of the happenings of your fellow students.

Do you remember when the Senior will was read last year? Well anyway, Andy Schumacher willed Orvelia Hill to J. C. Vaughn and has J. C. taken advantage of it!

Anna Jo Owen, Monte Montfort, Olivia Benson, and Mary June Decker are the slickest eels. They really get some breaks. Even the teachers don't catch up with them.

Olivia Benson and Mary June Decker aren't very experienced at playing hooky from school. Poor kids! They got caught.

Shirley Ruth Thomas and Helen Oglesby have been giggling the last week. I wonder what's up their sleeve!

O. C. Curtsinger is always giving something away. He informed me that he had distributed 9,999 pieces of chewing gum over H. H. S. this year.

Donald Henslee and Rachel Ireland must have had a bush-up and patched-up again. The other day they walked out of the study hall side by side and didn't even speak. Today, I saw them arm in arm. Gee, love must be strange.

Ann Cockrell tried a new trick Wednesday; she was so excited she sat down in the middle of the hall, head, heels, books and all. Jeff Burk came along in time to say, "Did you drop something?"

Since a certain Hallowe'en party Kathryn Henderson has taken a definite fancy to Loy Cook.

I heard that Mary Jane Jordan and Evelyn Benson are losing out with Carroll Newsom. He still says he's a woman-hater.

Jean Luttrell has a date with Daniel Turfentine for a certain party.

Dorothy Banner seems so happy since Earl Lance started back to school. Just another old flame I guess.

Well, fellow-followers I can't endure it any longer. I wonder if some people aren't accusing me of gossiping. How could they? Confidentially yours  
**THE SNOOPER**

**MASONIC BULLETIN**  
Hereford Lodge 909  
Stated meeting second Monday in each month. School of instruction each Thursday night. F. M. Kester, W. M. E. L. Brady, Secy.

**FRESH**  
HOME-MADE CANDIES  
ICE CREAM CONES  
CONEY ISLANDS  
Eat them at the  
**Candy Kitchen**

## How To Relieve Bronchitis

Bronchitis, acute or chronic, is an inflammatory condition of the mucous membranes lining the bronchial tubes. Creomulsion goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back.

**CREOMULSION** for Coughs, Chest Colds, Bronchitis

## Ideal Freshman Boy and Girl

### THE IDEAL FRESHMAN GIRL

By BRUCE BEENE  
Eyes.....Phyllis Radovich  
Hair.....Janelle Potter  
Teeth.....Georgianne Miller  
Nose.....Nona Deen Rose  
Hands.....Lee Etta Hopson  
Personality.....Louise Lance  
Writing ability.....Wanda Jean Whitaker  
"Book Learning".....Mary Ann Acker

### THE IDEAL FRESHMAN BOY

By JANELLE POTTER  
Eyes.....Luther Worley  
Hair.....Daniel Russell  
Teeth.....Bruce Beene  
Nose.....Thurman Williamson  
Hands.....George L. LeGrand  
Complexion.....Billy Dahferon  
Finger Nails.....David Neal Beavers  
Lips.....Foster Hill

Do you know what is going to happen the third period on Tuesdays and Thursdays for the rest of this semester? Maybe this schedule will throw a little light on the subject:

November 21, Senior Class.  
November 23, Spanish Class.  
December 5, Whiteface Headliners.  
December 7, Junior Class.  
December 12, Girls Hi-Y.  
December 14, Sophomore Class.  
December 21, Speech Class.

ROOMS TO RENT? TRY A WANT AD

## Editorial

Once upon a time, in 1935, there were eleven little Whiteface football players who went to Canyon, Texas to play a football game. Now, these little boys are from Hereford, Texas and "Roasted Eagles" for support. This game the Canyon team have had the good of beating Hereford, and had "Stewed Whitefaces." In 1935 numerous stickers were used throughout the school year with the inscription "Beat Canyon," of all these stickers one remains. This little sticker is sticking above the door of the little "lone star" is the only bit of evidence left to remind students of Hereford did beat Canyon. It kindles the hopes of beating Canyon again. Herefordites keep behind their team and help them on to glory again.

## Bethel Items

MRS. E. R. ROTHWELL and Mrs. Gilliam entered the young people with a party last Tuesday evening. Mrs. Bryan Sinclair in Hereford Friday. Mrs. Sinclair has been out of school several days with a bad cold caused from a bruise. Mrs. Elsie Gilliam and her parents, Mr. and Mrs. A. Bagwell, Sunday. Other guests in the Bagwell home were families of Moss Howell and Bagwell. Band Smith and family visited his mother in Hereford Sunday afternoon. J. F. Lutz visited friends in Hereford a few days last week. Mrs. Bryan Sinclair family visited friends in Hereford Sunday. Mrs. Alfred Cribb and two little boys from Paducah visited with Mrs. Cribb's parents, Mrs. George Bagwell and Mrs. Kay Roberts, Saturday and Sunday. A. T. Stair and son, Junior, from Canton, Okla. are visiting father, J. H. Cryer and Mrs. H. G. Rothwell. Mrs. J. G. Davis attended the funeral of an old friend at Crosbyton Sunday.

**BURNING—ITCHING** ZEMA from EXTERNAL CAUSES, QUICK-RELIEVED...  
In raw, sore, burning, itching, Zenzal gives relief quick. Hastens healing. Used successfully for over twenty years. If burning and itching not stopped in few minutes money will be refunded.

**CITY DRUG STORE**

**N. F. L. A.**  
Farm and  
Ranch  
LOANS

We have recently been reclassified and are now in a position to accept applications for Farm and Ranch Loans!

**HEREFORD NATIONAL FARM LOAN ASS'N.**

**CITY DRUG STORE** Hereford, Texas

## Your cancelled check IS YOUR SAFEST RECEIPT

If you want to simplify your personal bookkeeping and insure safe handling of your money — open a checking account and write your own receipts!

Cancelled checks are legal receipts as well as the simplest and most efficient records of your personal transactions. Open a checking account today. — The shortest and safest distance between a bill and a receipt — is a check!

Member **F. D. I. C.**

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# FIRST STATE BANK

### Idaho Spud Grower Visits Here Today

Sam J. Smith and Ed Morrow of Twin Falls, Idaho, visited briefly in Hereford this morning with Joe Ballinger and others. They had been on a tour of this section and were especially interested in potato possibilities here since Mr. Smith has grown spuds for 23 years in Idaho.

"It was the first time I had set foot on Texas soil in 23 years," Mr. Smith said, "I have enjoyed my return and have been impressed by your country." He said that he and Mrs. Smith planned to pay a visit to Texas this summer.

Speaking of potato growing here, Mr. Smith said, "You have the advantage of not having to pay for a long market haul, and you are not graded to death here as we are in Idaho on our spuds."

Get your Christmas cards now. Reasonable prices. The Hereford Brand.

### Demonstration

(Continued from Page 1)

in Iowa and Nebraska. This small-equipment group also includes a simple pig brooder utilizing a 100-watt bulb with a low-priced reflector for heat. Recent experience seems to indicate that with all-night lights in conjunction with a brooder, heavy losses in early litters can be avoided.

Since farm women cannot conveniently go to the city to see kitchen and bathroom setups, REA is bringing two trucks on which are installed a complete electric kitchen and farm bathroom. Both will be used in the demonstrations. They are ready to operate the minute they are hooked up to the power line. Equipped with an automatic electric pressure pump and a water heater, hot and cold running water will be available in the traveling kitchen and bathroom.

The women's program also includes a laundry demonstration, small electric appliance cookery, studies of the refrigerator, rang-

es, ironers, and water heaters. Farmers living near to the demonstration setup will bring wagon-loads of their own grains for shelling, grinding and chopping. While large burr and hammer mills will be operated, several new small mills especially designed for electric operation will demonstrate that a large mill is often an unwarranted expense. As far as is practically possible on a tour of this sort, where permanent installation cannot be made, the very great advantages of automatic operation will be shown. Except for grinding and shelling of ear corn which bridges over in a bin, and will not feed automatically, grinders can be set up under permanent feed bins and will grind continuously with out attention until the current is shut off or the bin runs dry. Automatic shut-off can be provided to stop the motor when the bin is empty.

The same motor will be used to power various pieces of equipment through the use of a "motor toter"-designed for use in REA demonstrations but equally suitable for the farm. With the "motor toter" one man can move a 10-horsepower motor anywhere he wants it without trouble.

Power is supplied through a portable power unit consisting of transformers mounted on a truck and connected to the high line with a stub pole. Heavy underground cable of the same type used to power strip diggers in the surface iron mines in Minnesota, leading out from the distribution panel on the truck, enables plug-in connection for the motor through use of a range outlet. The cable can be easily moved to any point where power is desired.

By the use of a portable pumping unit, an irrigation system will be shown in actual operation near the tent. In addition to ensilage cutters, feed grinders, shellers, elevators, blowers, hay choppers, many pieces of equipment for the farm and the farm home will be demonstrated. These include milkers, separators, milk coolers, electric brooders and other poultry equipment, water systems, sterilizers, water heaters, washing machines and many others.

All farmers in the demonstration area are urged to attend whether they are now users of electricity or not.

### Game With

(Continued from Page 1)

on Sept. 1 of the year they play) goes into effect are Leonard Johnson, Harold Loerwald and Joy Worley in the backfield; and Henry Ford, Kenneth Eisenbee, Jack Smith, and Ewel Fox, linemen.

If the new rule is not changed or abolished all the present regular backfield players will be lost and all the present regular line, except Joe Brock. However, if the rule is not adopted, most of the regulars will be back next year.

Plans are underway for the Band and Pep Squad to attend the game at Canyon providing they can get the necessary rides. Cars for between 100 and 125 persons are needed to transport these students to the game.

Excepting Joe Ed Burleson, who was the only player injured in the rough Tulla game, all the players are in good condition for the tangle with the Eagles and the game promises to be a good one.

Starting lineup for Hereford will probably be Fox and Brock, ends; Knox and Hagar, tackles; Ford and Eisenbee, guards; Estes, center; Schumacher, quarter; Loerwald and Johnson, halves; Guthrie, full.

### Rev. Mark M.

(Continued from Page 1)

out his 34th year as a Methodist minister. He has served 27 years in pastorates and 7 years as presiding elder, and has never missed an annual conference.

Rev. and Mrs. Beavers have eight children all of whom are living. They are Hall and Lama Beavers and Mrs. J. W. Hendrix who live here, Zoe Beavers of Dalhart, Mrs. Hubert R. Freeman of Big Springs, Milton Beavers of California, Morris Beavers and Lovie Beavers of Lamesa.

Rev. and Mrs. Beavers will continue to make their home in Hereford. They recall with happy memories the busy years that have gone, feeling that their experiences have held many joys

and few sorrows. Looking back over the changing years, Rev. Beavers, who is still as spry and active as many younger men, remarked, "If it all were to do over again I expect there would be few, if any changes. I hope to make a good citizen in Hereford. I like it here and think it a good place for Mrs. Beavers and myself to spend our remaining years."

Retiring from active duty in any field of endeavor does not mean that days of usefulness are over. Rev. and Mrs. Beavers will both continue to be examples for good wherever they are and their decision to remain in Hereford is welcomed by the entire community.

### Annual Banquet

(Continued from Page 1)

Knox Kinard gave a talk on "Our Heritage" and the concluding number was "Star Spangled Banner" sung in unison.

The committee in charge of arrangements for the affair included Ralph Smith, Mrs. Frank Gyles and Mrs. Reed Williams. On the decorating committee were Mesdames Jim Black, Glenn Weir, Frank Gyles and B. R. Dixon.

Jim Black is Legion Post Commander and Mrs. Jim Lipscomb heads the Woman's Auxiliary to the Legion.

### Around Town

(Continued from Page 1)

Company offices last Friday, Jimmie Gillentine proceeded to draw back and administer a "kick in the pants" to W. C. Pitman—but when W. C. turned around, he proved to be R. D. Rogers of Clovis, a fellow entirely unknown to Jimmie. Confused and red-faced, a downhearted editor departed soon after from the grain company.

Charley Sowell is starting a campaign which can prove most uncomfortable and unsatisfactory for Tom Carroll. You can get the details from Charley.

A black fox, an extremely rare animal, is being sought in Comal County. Several persons, including the state game warden there, have seen the animal, one of the few, if not the only one in Texas.

Be courteous. You may want to hunt on the farmer's land again.

# AMERICA FIRST... LAST... ALWAYS



## "THE LIFE OF SAM HOUSTON" ... The Savior of Our State of TEXAS

See the Fall of the ALAMO and all of the Famous TEXAS BATTLES!

Starring: RICHARD DIX, GAIL PATRICK, JOAN FONTAINE, EDWARD ELLIS and everyone's West Comedian, GABBY (Windy) HAY

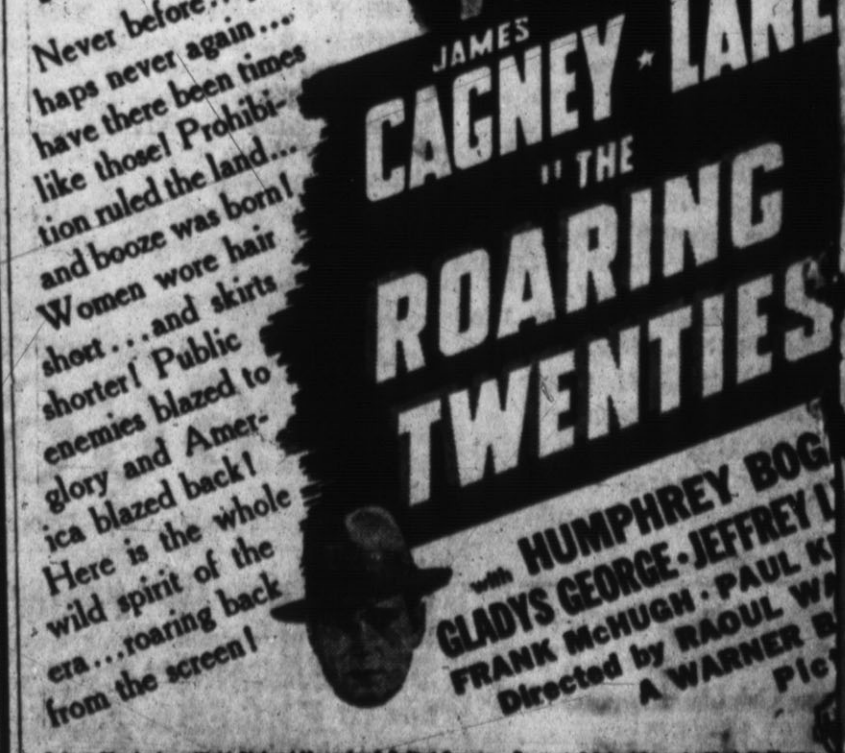
Color Cartoon and Musical Short with Rubinfot **STAR --- Thur\$day - Friday**

ONLY THE BRAVEST LIVED TO TELL THE TALES AND SING THE SONGS OF THE PERILOUS DAYS WHEN THE WEST KNEW NO LAW BUT GUNS!



**SATURDAY -- 10c & 15c**

YOU WOULDN'T BELIEVE IT COULD BE TRUE... IF YOU HADN'T SEEN IT HAPPEN!



Also: Cartoon and Paramount News

**STAR THEATRE** SAT. NITE PREV. SUN. - MO



## SHOPPING DAYS 'TIL CHRISTMAS!

# Order Your Cards NOW!



Lovely water color and etching reproductions... done by a fine deep color process.

—Designs made by outstanding artists... each well done and interesting.

—Cards are printed in delicate blues and silvers, grays, browns and tans on expensive white paper.

**Christmas Cards**  
CHOICE OF 30 DESIGNS!  
50 envelopes **\$1.00** with name imprinted  
(WITH NAME IMPRINTED)  
An amazing bargain at this price. Cards of similar quality with name imprinted usually cost at least \$1.50!  
**BEAUTIFUL ETCHINGS** in an assortment of 20 Attractive Cards... **\$1.50**  
WITH YOUR NAME IMPRINTED ON CARDS...

SAVE MONEY BY ORDERING YOUR CARDS RIGHT NOW  
We also have a big selection of Individual Cards in higher price ranges. By ordering now you can choose from leading lines of the entire United States—and the prices are Reasonable when compared to those of Finer Cards purchased at the last minute!



# HEREFORD BRAND

Our Sales Force will be glad to show you samples at your Home!



### Red Cross

(Continued from Page 1)

ropes war-torn areas. Medicines, and other emergency supplies have been sent along with surgical dressing and refugee clothing made by volunteer workers of the Red Cross chapters.

Appeals are being made on more than 80 coast-to-coast radio programs on all the major networks, the national headquarters has announced.

White wing doves, as predicted by the Game Department before the hunting period opened, were more plentiful this season than in many years. The Department's wardens in the Rio Grande Valley estimated that 250,000 were killed the first three weeks of the season.

Every woman should be proud of her Gas Range

## AND

she will be, too, if it comes from our big, new and modern selection.

**Too,** these new ranges will actually pay for themselves in fuel savings, and added convenience.

**SEE THEM AT OUR STORE NOW!**

featuring **Chambers** and other reliable makes in all price ranges.

Use our Convenient **CHRISTMAS LAY-AWAY PLAN!**

# E. B. BLACK CO.

FURNITURE-UNDERTAKING

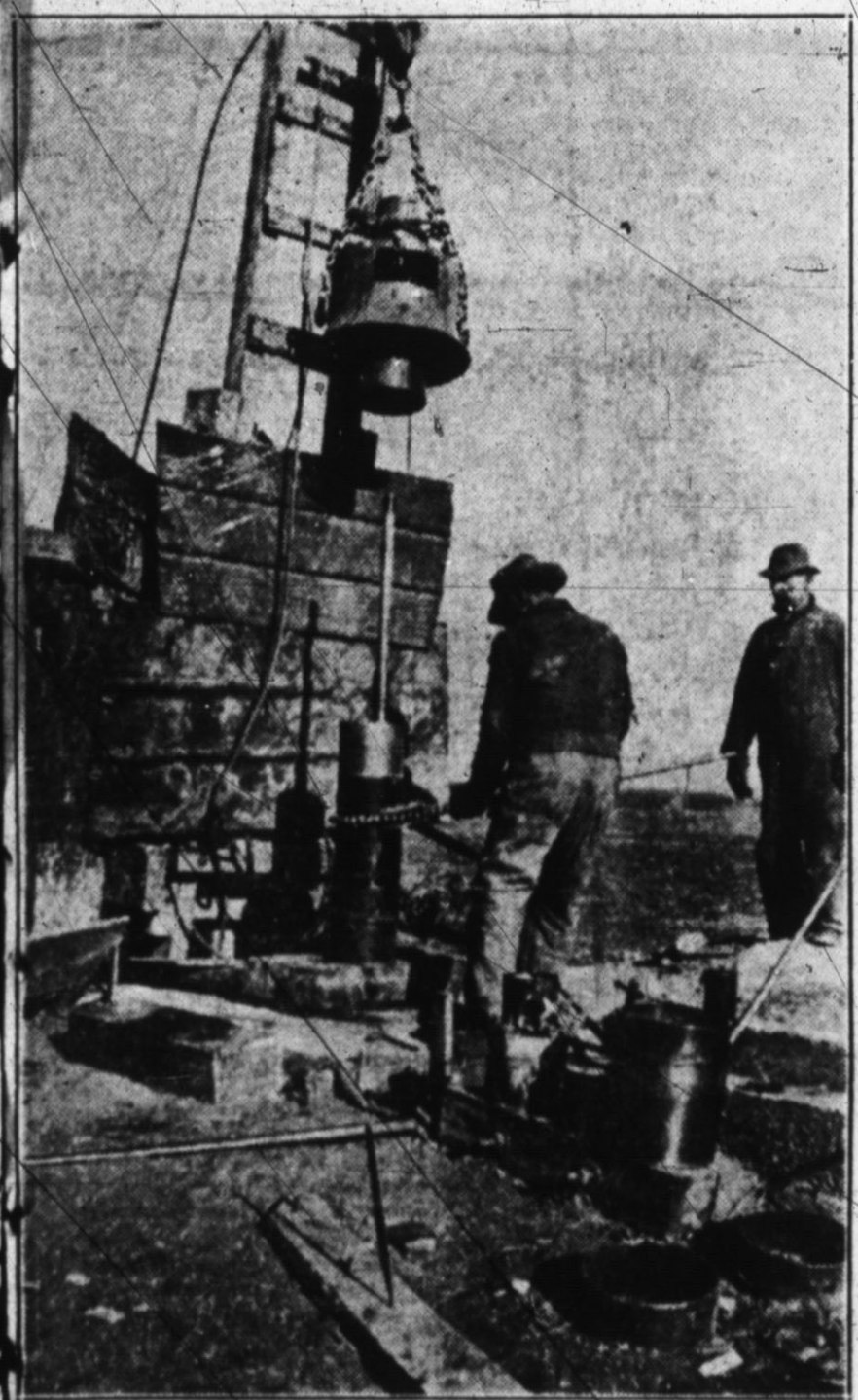


AN EARLY Christmas Tip!  
The New, Modern **CHAMBERS** Gas Ranges

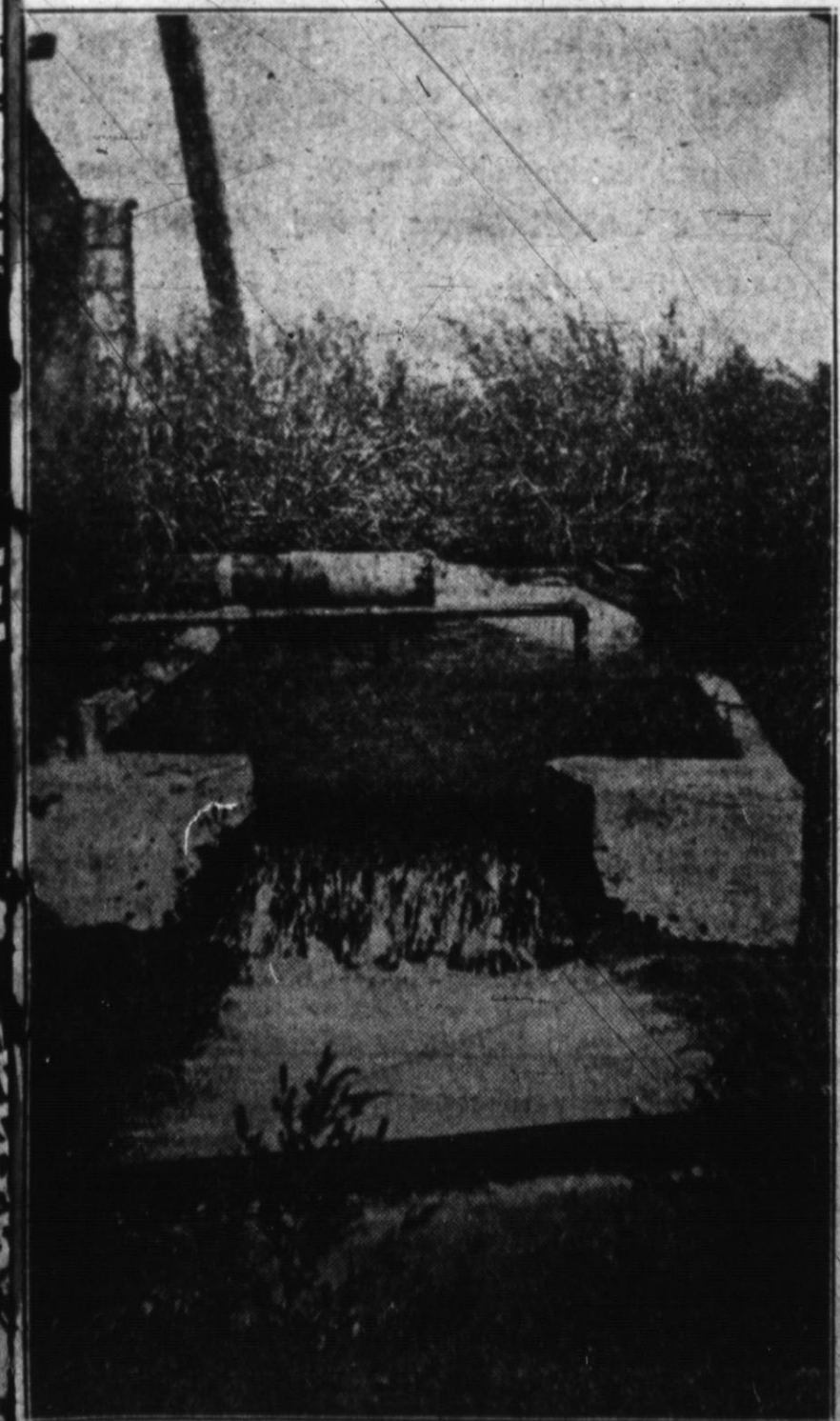
## "Last Frontier of America" Beckons Youth

### 1,800,000 GALLONS WATER—\$4.80 Oceans of Water

Over 250 Irrigation Wells Pour Forth "Crop Insurance" At Low Cost



In the above picture workmen are seen setting the pump on a new well on the J. J. Perkins place south of Hereford. The average well can be drilled, equipped with a modern turbine pump and an electric motor at a cost of around \$2,000.



Immediately above is an irrigation well which has been in operation at Hereford since 1910. The well is located on the S. B. Walker farm northwest of town. After 29 years it still pours forth around 900 gallons each minute, which is approximately the same flow with which it started. A modern electric motor has since replaced the huge Bessemer engine with which it was formerly operated.

### Vast Irrigation Area Promises Reward To Ones Willing To Work

"Go West, Young Man, Go West."

Those historic words were spoken by Horace Greeley—and the young men and women who heeded his advice long since have become established as civic and community leaders throughout the Western portion of the United States.

Times and conditions have changed since Horace Greeley spoke his famous sentence. Today "free land" no longer awaits the ambitious settler, at least very little government land of value is open for claim filing. However, the basic thought in Greeley's admonition still rings true. Greeley knew human nature. He knew that ambitious young men and faithful young women want most of all a chance to build secure homes; that they want to rear families and to establish themselves as good citizens of their community and of their nation.

The famous Hereford territory which today offers itself as "The Last Frontier of Development" in the United States is far different from that which the hardy pioneers came 50 and 75 years ago. However, it does have in common with the "free land" a definite need for "More People and More Farms." Furthermore, the land is cheap, despite its numerous advantages.

Hereford bases its "Last Frontier" claim upon the fact that it is the only spot in the nation which can offer people fertile land, subject to irrigation at prices less than one-fourth that customary in other irrigated areas.

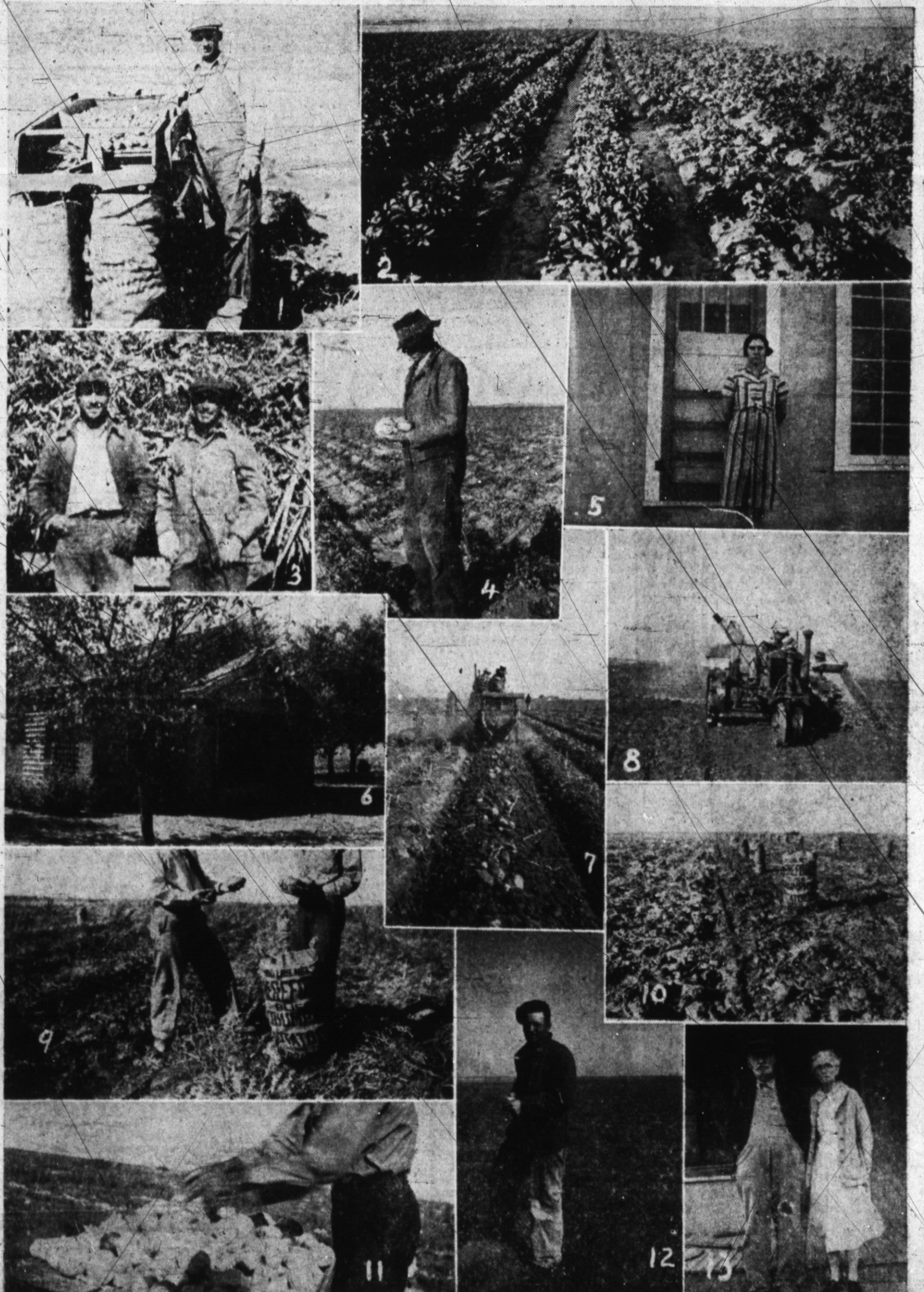
"When we tell outsiders the price of our land, they usually get suspicious," is the statement frequently made by real estate men. "They cannot understand how the land could come up to our claims and still sell at such low prices."

Naturally land prices vary according to improvements and locations, but men coming in from Idaho, Colorado and other irrigation communities are always surprised to find tracts ranging from \$50 an acre. Because great tracts of the territory is still in the form of large ranches, much of the valuable soil is still used for grazing. Numerous large tracts of wheat land are also being gradually cut into 80-acre and 160-acre plots to provide diversified farm homes.

Realizing crowded conditions in other irrigated sections of the country, the government in 1936 and 1937 made an intensive survey of underground water facilities in the area—and followed through by financing 191 miles of Rural Electrification lines, chiefly for the purpose of providing power for irrigation. Their verdict was that the underground water supply will last 200 years, and possibly longer. Encouraged by the government interest, farmers increased the number of wells of 250 at the present time and the government now has under construction an additional 224 miles of REA lines.

Due to the fact that the area definitely needs more residents, land owners are interested in helping ambitious young men, especially families, where the persons have had irrigation experience and where they are willing to work. Most land owners are anxious to sell reasonable tracts feeling that the increased interest in intensive cultivation will result in rising prices on the remainder of their land, and most of them are willing to make reasonable terms where they can get reliable men with good references.

Found in this edition will be numerous articles with statistics and figures regarding the growth of potatoes and onions, including that of "Potato Joe" Ballinger, a young lad from Idaho. Because Joe was the man who grew potatoes where they had never before been commercially grown, to him goes the credit for development in the area. Joe came to this area in 1936. He leased land and grew spuds on the shares until this (Continued on Page 3, Sec. 2)



Pictured here are scenes taken at various farms in the irrigation belt around Hereford. Persons and scenes are connected directly with irrigation farming. 1. John Paetzold; 2. Growing seed potatoes of Elmer Laughlin; 3. John and Charles Kropff, potato growers; 4. D. R. Carmichael holding potatoes taken from one hill; 5. Mrs. Vestus Hodges standing in front of their new farm home built this year by Mr. and Mrs. Hodges; 6. The modern farm home of Henry Hoffman; 7. Typical scene of a potato digger at work. The tractor is driven by Frank Nicholson, potato grower from Idaho, connected with Laughlin; 8. Threshing pinto beans on the E. J. Boeskin farm; 9. A sack of Hereford Bliss Triumphs grown by H. H. and Glenn Boardman; 10. Rows of sacks waiting to be loaded by trucks; 11. Onions grown by B. G. Hall; 12. F. A. Ward, of Idaho, who says, "We're making money on our potatoes here while my father in Idaho is barely breaking even." 13. Mr. and Mrs. O. L. Click.

## Spud Raising Comes of Age Yield Soars Over 3,000,000 Pounds

**1,500 EXTRA COPIES THIS WEEK!**

This section is sponsored by the Hereford Chamber of Commerce, and is made possible by co-operation of firms whose Faith in this area has led them to take part in a Publicity Campaign for "More People and More Farms." The extra 1,500 are being mailed into Washington, Idaho, Colorado and other areas to experienced irrigation men who have successfully grown potatoes, onions and other intensive producing crops.

When you finish with your paper you are invited to mail it to a friend or a relative where you think it will do the most good.

**POTATO SUMMARY**

Number of Growers—	13
Number of acres—	248
Total number of pounds—	3,206,700
Total gross sales—	\$40,083.00
Total expenses—	\$12,400
Total Net Profit—	\$27,683.00
Average Profit per Acre—	\$110

Enough potatoes were raised in Hereford Territory this year to supply every man, woman, and child residing in Deaf Smith County with 334 pounds of potatoes each!

These spuds were raised by 13 men on 248 acres of land and sold at a gross price of \$40,083. Counting cost of production at \$50 an acre (actual figures

ranged from \$30 to \$70) the farmers spent \$12,400 to raise these spuds, leaving a total net profit of \$27,683, or an average of slightly over \$110 each. Figuring the profit on an average per acre basis gives slightly over \$110 an acre.

As the result of the best year of potato growing since its inception, growers confidently expect that double the present acreage will be planted next year. With enthusiasm high and predictions floating around that this area will be the greatest potato production section in the southwest, growers were asked what in their opinion, the factors which made

(Continued on Page 3, Sec. 2)

# Spud Growers From Idaho Praise Crops Here

## Ward Says Has Home Country Beat

One of the most interesting of the potato growing experiences this year is that of Elmer Laughlin, F. A. Ward and Frank Nicholson, on the Steve Williams farm about three miles west of Hereford.

These three men are potato growers from a potato country, Idaho, raising potatoes for their first year on the high plains.

In the words of Mr. Ward, "We're realizing twice as much on potatoes here as my father is in Idaho. I had a letter from him the other day. He said he was receiving 65c for his potatoes while we're getting \$1.50 for ours."

The three have in 30 acres of spuds, which 9 acres are already harvested. On the early acreage they harvested 177 sacks per acre, and expect the other 21 acres to do as well, if not slightly better.

Asked to estimate the cost of land in the part of Idaho he hails from, Ward said it varied with the price of potatoes and might run as high as \$1,000 per acre with an extra good spud price or drop to \$200 an acre if the price was poor. Compared to that the price of land here is unbelievably cheap.

Mr. Ward had not figured his

## Parsons Raised 'Em Wrong But Made 600 Bushel Crop Anyhow

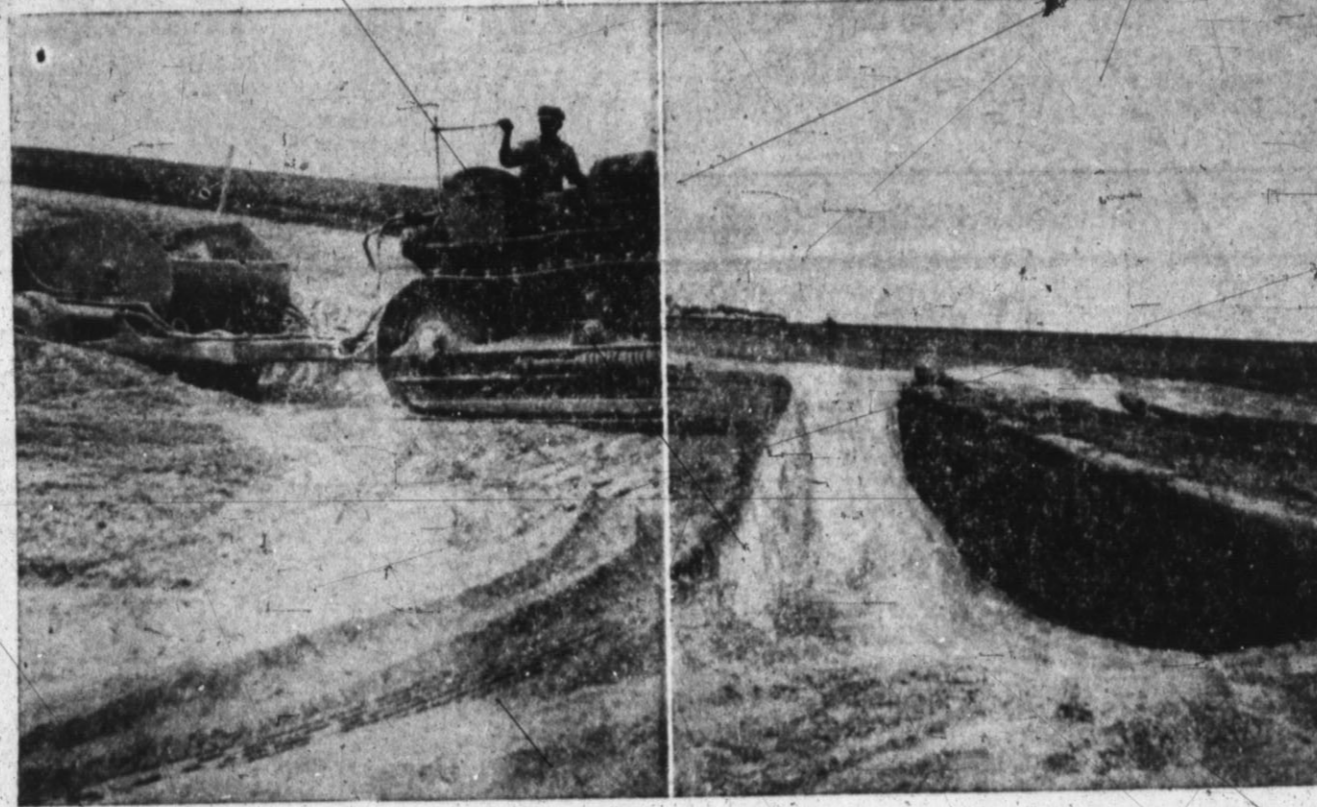
An experienced onion grower from another section of the state stopped by E. A. Parsons onion field on Pat Filbin's place this summer.

"He looked the field over," Mr. Parsons reports, "then he said to me, 'You planted these onions wrong, you cultivated them wrong, and you watered them wrong, but by d----- you've got the best onion crop I ever saw.'"

Mr. Parsons, who had never raised onions commercially before, harvested 600 bushels to the acre this year.

cost when interviewed, but said that the difference in price between a sack of potatoes here and a sack in Idaho was clear profit over what his father was getting for his potatoes. He stated that he was trying to get his father down to see this country.

Asked what he thought of potato growing here Ward said, "We've sure got my home country beat."



A TRENCH SILO in the making is shown above. On the left is the big engine pulling the pneumatic dump fresno used in digging this silo on the T. W. Roberson place, four miles west of Hereford. The silo is 50 feet long and holds over 640 tons of ensilage. Mr. Roberson is one of many farmers in this community who are storing their bumper grain crops for future use in a diversified program which includes cattle feeding.

Wheat consumption in warring nations declined from that of 1914 for the duration of the war.

Americans are those strange oafs who lack culture, polish, background and tradition and have learned to live together.

Money will not buy happiness, but who wants happiness? Happiness is a quiet, sane thing that doesn't satisfy us.

## Finebred Hereford Cattle First Gave Hereford Its Name; Cattle Raising Is Still Major Industry

A land of diversification, Hereford got its name from its early interest in finebred Hereford Cattle. As early as 1898, the first herd of Anxiety 4th cattle was brought into this area by R. L. Brady and G. R. Jowell. Since that time the breeding and feeding of fine cattle has held general interest and has earned an enviable reputation for the country.

Today approximately 45 herds of finebred cattle are maintained by nationally prominent breeders. Buyers from practically every state in the nation have come to Hereford for fine cattle during the past 40 years—and many outstanding animals have been produced.

Practically all cattle trace back to Anxiety 4th and a Sales Pavilion serves for auction sales of national prominence. The W. E. Dameron auction held in Hereford Nov. 6, attracted scores of buyers and the 52 head of animals averaged a little over \$351—a total of \$18,285. Possibly the all time record price for a bull from this section was in 1920, when Superior Mischief sold for \$22,000, although several other animals have run into the five figure class.

Irrigation of grain sorghums plus a natural feeding ground contributes to establish the area as a great cattle country. Ever alert to rising price trends, farmers over the entire territory are feeding out grade stock at the present time. Last fall more cattle were wintered here than in 10 years—and the number is expected to be even greater this season.

## Hereford Industrial Development Assured

Although Hereford lays no claim to being an industrial center, the community is fortunate in that it boasts two modern flour mills which serve points in West Texas, New Mexico and Arizona.

The two mills furnish employment for approximately 75 families and due to the fine variety of hard winter wheat produced in the area, their products are finding popularity over the entire territory.

In addition the community boasts several modern elevator, a creamery, one wholesale firm and representation of all types of retail business found in the average town of 4,000 population.

## Boardmans Grow 4500 Sacks on 30 Acres Of Spuds This Year; Have Learned By Experience

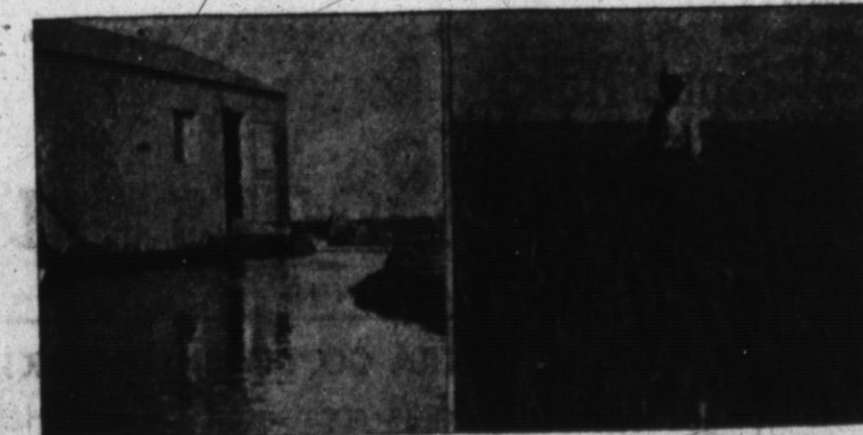
H. H. and Glenn Boardman comprise a father-and-son team which has rolled up an enviable score when it comes to raising potatoes. They made a small beginning five years ago, planting only two acres, but have increased the acreage as they learned and grew more confident. The second year they had in four acres, four the third year, 10 the fourth year, and 40 this year. Next year they plan to have 50 acres growing spuds.

Thirty acres of their potatoes this year averaged 150 sacks to the acre, while 10 acres of late seed potatoes averaged 90 sacks to the acre. An additional 14 acres on the Boardman place, which is two miles southeast of Hereford, was rented out to another potato grower, B. G. Hall.

A gross income of \$6337 from potatoes is figured by the Boardmans. Production cost was estimated at around \$60 an acre, including seed, spraying, irrigation, harvesting, sacks, and labor.

# Wanted:

### 500 Experienced Irrigation Men to Develop Vast Area of Cheap Land. Promise You will be amazed at the Possibilities offered in America's "Last Frontier" of Agricultural Progress!



The Hereford Territory stands today as "The Last Frontier" of development for the man and woman who is interested in a secure home with the advantages of irrigation. Comparatively speaking, this is a new country. It needs progressive citizens whose hearts and minds are filled with home and dreams of future attainments.

As one of the early settlers in this area, I came to this territory with my parents in 1887, and have spent my entire life here. The Hereford territory was a good country before the coming of Irrigation and Rural Electrification — but with these two factors, we now have one of the best countries in the world.

After 52 years of actual residence here, much of which time has been spent in the Real Estate business, I feel that I know this country as well as any man alive. After talking with you, I will know what you want — and will know exactly where there is a tract of land to fit your needs.

In this community there are some 500,000 acres adaptable to Irrigation. Successful growth of Potatoes, Onions and other Intensive Crops has proved that Experienced Irrigation men can make substantial returns from their efforts. I repeat, this community needs men and women who want to become Good, Substantial Citizens . . . Men and Women who want to rear families and who want a chance in life.

THE LAND IS VERY CHEAP, and it is Possible to lease tracts already under irrigation. Why not go into business for yourself? Write us today for details and information. We can place you.

**WE ARE ALWAYS GLAD TO FURNISH INFORMATION —OR SHOW YOU DESIRABLE LAND TRACTS!**

# T. J. CARTER, Real Estate

## HEREFORD, TEXAS

WRITE BOX 475—OR WIRE 111 MAIN ST. TELEPHONE 55

## Since 1901

serving a land of  
**DIVERSIFICATION**



Gregg Park, Hereford, Texas

A local paper, carrying home news, The Hereford Brand has for 38 consecutive years served the Hereford Area.

The Brand is proud of the flourishing little City of Hereford, and is proud of the fine homes, beautiful trees, elaborate parks and recreation spots.

Nowhere else, do we believe that you can find such opportunity as this country now offers — and for that reason we are always glad to hear from experienced irrigation men regarding the possibilities offered in this community.

Write us for Sample Copies at Any Time!

### SUBSCRIPTION RATES

In Hereford Territory . . . . . \$1.50 Year  
Outside Home Territory . . . . . \$2.00 Year

## THE HEREFORD BRAND

# Gallagher Enlarges Well; Raise More Spuds

## Sold Early Spuds As High As \$2 A Sack

Mr. John Gallagher, who owns 160 acres two miles east of Hereford, is so well satisfied with his first year of potato growing that he is enlarging his irrigation well in order to grow a larger acreage next year.

Mr. Gallagher, who modestly admits that several potato growers beat him this year nevertheless has nothing to be ashamed of in his first venture. He grossed between \$2500 and \$2600 off 22 acres of potatoes, averaging 110 sacks to the acre. Of these he reports that 90 sacks were number ones.

A part of his spuds this year were harvested unusually early he says, cutting the average yield some. However, he received \$2.00 a sack on those early potatoes. Prices on later spuds ranged from \$1 to \$1.50 per sack.

Next year Mr. Gallagher plans to seed 35 to 45 acres to potatoes. He envisions a secure future, a modern farm home for himself, Mrs. Gallagher and their two small sons.

He carries out a balanced farm program in which chickens and turkeys have a part and raises about 100 head of hogs per year for market.

## Cheap, Unlimited Water; Level Land; That's The Story Of Hereford's Irrigation Success In A Nutshell

One million eighty thousand gallons of water per twenty-four hour day at a cost of \$4.80.

There in a nutshell is the secret of the tremendous interest in the possibilities of irrigation farming in the shallow water belt around Hereford. The figures are based on the cost of running a 25-horsepower electric motor 24 hours, pumping water at the rate of 750 gallons a minute. Actual tests, according to H. V. Hennen, supervisor of the Hereford REA project, have proven these figures. Electric motors are considerably cheaper to operate show less depreciation, and are more convenient than the gasoline motors which they have largely replaced.

Irrigation in Hereford is 29 years old. The discovery well which tapped the "wonderflow" of shallow water, was sunk in 1910 by D. L. McDonald, one mile north of Hereford, to a total depth of 133 feet and pumped 1,000 gallons a minute. This well is still in operation today. McDonald quickly followed this first well with two more, one flowing 1,000 gallons a minute and the other 1,200 gallons a minute.

Since that first well in 1910, other progressive farmers and business men were quick to see what this apparently unlimited flow of water could mean in a land where the average rainfall is about 22 inches a year. Well after well was sunk and are still being sunk until today 250 wells are pouring a flood of "White Gold" over 50,000 acres of land while 450,000 more acres await only men with enterprise to develop them.

Hereford has long been devoted to wheat and row crops. Under the flood of water lifted from underground, wheat yields have been as high as 55 bushels to the acre. Kaffir corn has shelled out 134 bushels to the acre and milo 101 bushels to the acre. Tomatoes have yielded 20,000 pounds to the acre, oats 106 bushels. Five tons of alfalfa, 15 tons of sugar beets, and 20 tons of ensilage are some samples of the amazing crop yields on the fer-

tile soil of the high plains plus plenty of water.

The average irrigation well is about 135 feet in depth of which 40 feet is water. The well costs around \$2,000 for drilling, casing, pump and motor, and will pump around 1,000 gallons of water a minute. With this flow of water 160 acres of land can be easily irrigated.

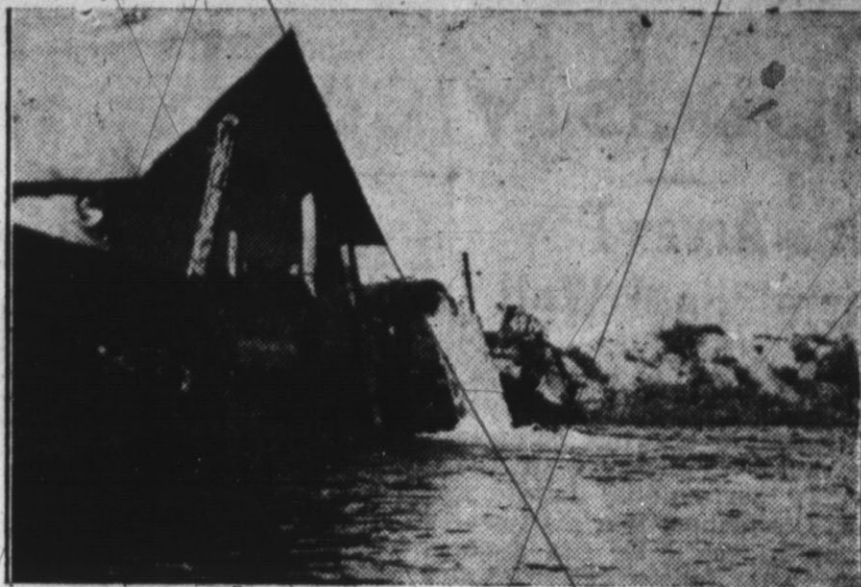
Due to the extremely flat sur-

face of the high plains the water can be directed to all parts of a field through shallow ditches. Farms which vary six to twelve inches in elevation to the quarter mile are common and this slope is just right to carry the water at a fast enough speed to keep from soaking the soil needlessly, yet slow enough to assure sufficient moistening.

The flow of water seems to be

unlimited. Pumps have been run day and night, stopping only for oiling, for three months at a stretch and were pumping as strong at the end as they did at the start of the run. By taking your pencil and a piece of paper and doing a little figuring on the basis of 1,080,000 gallons in 24 hours, 30 days a month, you reach the amazing total of 97,200,000 gallons of water withdrawn from under the earth's surface in three months without diminishing the rate of flow by as much as a glassful.

Instead of conventional signs on street trash cans, those in Highland Park, Mich., bear such labels as "Stuff Me," "Say, you! Dump that paper here," and "Toodle-lum-a-lum-a-toodle - a, any waste paper for me today?"



**OCEANS OF WATER** for irrigating potatoes, onions and other more money per acre crops flows from this modern well, one of 250 in the community; note use of the reservoir storage for effective flooding irrigation and to insure plenty of water at the proper time although the well may be a small one.

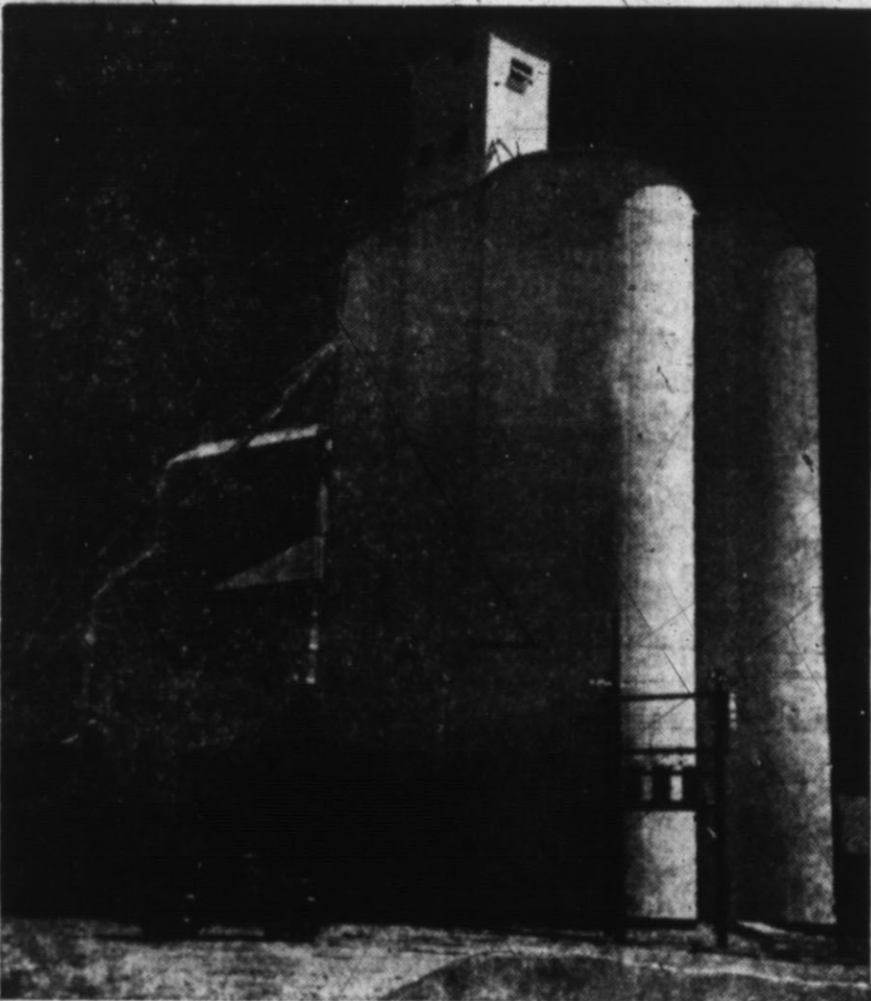
Constant chatter, warns a physician, will sooner or later wear out the larynx. There appears to be a ray of hope left for hen-pecked husbands and front seat drivers.

## Seven Churches Lead Hereford's Religious Life

Like the community in general, church denominations in Hereford are progressive. The community boasts seven fine church edifices for the following denominations: Methodist, Presbyterian, Baptist, Church of Christ, Christian Church, Catholic, Assembly of God. A modern parochial school is also maintained by St. Anthony's Parish.

Each of the denominations are active in the community and enjoy large followings in their congregations. They welcome members coming from other communities, and appreciate inquiries from other areas regarding the Hereford territory.

Mexico is said to be tightening up on government employees who are now allowed only three hours for lunch.



# Serving

a Vast, Fertile Area of FARM LAND

With 414 miles of REA lines and 500,000 acres of irrigable land, we feel that Hereford today offers the people of America an opportunity no other section can duplicate. Rapidly this area is realizing its slogan, "More People and More Farms." We are proud that it is our privilege to serve such an enterprising area, and we invite you to visit our modern elevator when you are in this community. Like the Old Timers, New Arrivals will find our firm one of Fairness, Honesty, and an Ever-Willingness to serve you.

## IRRIGATION -- RESOURCES

Shallow Water Irrigation on the vast Plains Section was first discovered in this community. Those same people with the same determination and willingness were among the first to develop it. Again our territory led the Panhandle with the First REA Lines, which have now swelled into a total of 421 miles. Irrigation is being successfully applied in all lines of endeavor.

From the chocolate and sandy loams of this fertile territory come Wheat, Grain Sorghums, and some of the World's Finest Cattle . . . in addition, Potatoes and Onions are being grown abundantly and profitably with increased irrigation. Development will follow, just as it has preceded . . . More extensive application of irrigation to intensive crops will mean more money and happier homes.



All Wealth Springs from The Soil

Believing that agriculture is the foundation upon which rests the entire economic structure of this county . . . believing that the farmers must prosper, and believing in the principle of giving the farmer fair compensation, we have watched with interest the development of irrigation. All wealth springs from the soil, and because this area is in a position to produce more than most communities we are indeed fortunate. Because we know the people, and because they are our friends, we are doubly glad.

# PITMAN GRAIN CO.

HEREFORD TEXAS

**THE BEST LAND WITH WATER GALORE!**

This county offers unlimited opportunity to Experienced Irrigation Farmers who are willing to work and who want to build homes.

We can sell you land to fit your pocketbook, from one acre up, at prices you will never see again. If you want to sell your land or town property—see us!

**"WE SELL OR TRADE THE EARTH"**

Write us for Additional Information!

**JAS. B. ELLISTON**  
—: REAL ESTATE :—

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**SWAP!**  
Through the WANT ADS

# Spuds Mean Real Money to D. R. Carmichael

## Nine Acres Pay Carmichael Well

In the story of D. R. Carmichael is found perhaps, the best example of what potatoes can mean to farmers in the territory surrounding Hereford.

Mr. Carmichael is a man getting up in years. He has made failure after failure due to conditions beyond his control, on his 450 acre farm in the Wyche community almost east of Hereford. Yet he has stuck to his farming never giving up. He has this to say about potatoes, after his first attempt at growing them.

"Spuds have brought me the first real money I've had in the last eight years."

He pointed out a 3.9 acre piece of land from which he has already grossed \$400. He has 5 additional acres of potatoes which he was planning to harvest as soon as possible.

From his early potatoes he harvested about 95 sacks per acre which he sold in the field. He expects a better yield on the late potatoes.

Mr. Carmichael dug two hills while being interviewed. Selected at random, the hills, one of Cobblers and one of Triumphs, had six number one potatoes under each. Four spuds in a hill is considered a good yield, he said.

Mr. Carmichael already has plans well under way for his next year's planting of potatoes.

Envoys of the small neighbors who have beaten a path to Stall's place in the Moscow wilderness say the mouse-trap is a wonder.

## Pinto Beans May Be New Money Crop As Result of Local Growers' Experiments



**IRRIGATED GRAIN SORGHUM.** Above is a scene on the T. L. Sparkman place near Hereford. The picture was made as a uniform carpet of water flowed over grain sorghums, destined to feed cattle and to carry out a program of general diversification.

Pinto beans, ordinarily thought of as a dry-farming crop, were grown here experimentally this year, under irrigation, and growers are satisfied enough with the results to continue raising them.

Yields varied widely from 300 pounds to the acre to 1000 pounds per acre. The high yield was made on an intensively cultivated one-third acre from plants which had previously supplied the E. A. Parson family with 15-20 bushels of green beans for canning.

Highest yield on a commercial scale was, that of H. D. Robbins, who lives six miles south of Hereford.

"I only had half a stand of beans," said Robbins, "but my two acres threshed out 600 pounds to the acre."

Largest of the experiment was made by E. J. Boeskin who farms about six and one-half miles southeast of Hereford. As soon as his wheat crop was harvested in the spring, he planted pinto beans on the same land, and averaged 300 pounds to the acre on the 42 acres he had in.

Growers here are receiving six cents per pound on their pintos.

## Six Acres Yield Average Of 130 Sacks Per Acre

### First Year of Spud Growing Brings Nice Return to Hodges

One of the impressive things about growing potatoes here is the records set by a number of persons who were trying the spuds for the first time. Among these are Mr. and Mrs. Vestus Hodges who live about five miles southwest of Hereford.

As an experiment they planted six acres of potatoes on their 331 acre farm this year and state that they are well satisfied with the results.

On the six acres they harvested 130 sacks to the acre, of which 100 sacks were number ones, and have contracted to sell these at \$1.25 a sack.

Mr. Hodges did not have final figures on cost of production but estimated that it would be around \$30 an acre.

The Hodges, who have built a modern stucco home this year, announce that spuds will be raised on their farm next year.

## Hoffmans Are Pleased After First Harvest

H. A. Hoffman and son, L. C., who farm 320 acres about four miles west of town on the Harrison Highway, grew an average of 100 sacks of potatoes to the acre this year in their first attempt. This yield is remarkable in view of the fact that due to a delay in REA hookup for their motor, the potatoes were as large as an average apple before receiving any water.

The well on the Hoffman farm is an 8 inch one powered by a 30 horsepower electric motor, and is estimated to pump 900 gallons a minute.

## September Business Is Better In Texas

Austin, Texas.—Texas business records for September showed substantial improvement over the same period of a year ago. The University of Texas Bureau of Business Research has announced.

The bureau has collected statistics showing: Consumption of

## Answers to General Questions Regarding Hereford Territory

Average Number of Operating Wells	250
Acres Under Irrigation	50,000
Average Depth of Wells	70 to 100 Feet
Average Depth to Water	40 to 150 Feet
Average Flow of Water per Minute	750 Gals.
(Wells vary from 500 to 2,500 gallons per minute.)	
Average cost of well with pump and Electric Motor	\$2,000
Estimated Land suitable for Irrigation	500,000 acres

electric power 10.4 per cent higher; postal receipts 1.7 per cent higher; capitalization of new firms chartered 40 per cent higher; production of Southern lumber mills approximately the same but shipment 12.4 per cent higher, and unfilled orders September 31.118.8 per cent higher; building permits 10.5 per cent higher; production of cement plants 9.8 per cent higher.



## Revolutionary and Sensationally New and Different UNIVERSAL "R" Sets a New Standard in Power, Economy, Comfort, Dependability and Utility!

Built right from the ground up the way you want it built with the power you need and features that make for new comfort, good work and long life economy.

We Believe You'll Agree the "R" Is By Far the BEST BUY in its Power Class. It's Got More Power and More Features!

Thousands of farmers the world over have waited to hear MINNEAPOLIS-MOLINE announce "Come and Get it; With or without a Comfort Cab." Yes, M-M is now proud to announce an achievement that will allow you to do all your jobs with indoor Comfort. This latest achievement, the Universal "R", is a 2-row tractor that can be purchased with or without a cab. THOUSANDS upon thousands of farmers asked for a Universal type tractor with a CAB since M-M startled the farm machinery world with its Comfortactor. The all steel safety cab assures comfort and safety for the operator. The UNIVERSAL "R" tractor itself is a masterpiece in precision design and economical operation. The M-M Universal "R" with or without COMFORT CAB is the tractor sensation of the decade.

### ATTENTION, IRRIGATION MEN!

From time to time it has been our privilege to serve many of you, and we hope that you have always found our service satisfactory. In announcing this new, small M-M Universal "R", we especially invite potato and onion growers to see the new tractor, which is now successfully being adapted to potato and onion tracts in other areas. In the above picture you see the Universal "R" with cultivator attached. Visit us and see the new "R" before next season.

**MM Davis-McCracken**  
HEREFORD, TEXAS



City Hall, Hereford, Texas

While this paper is concerned chiefly with agriculture and irrigation, it is our belief that most good citizens will also be interested in the City of Hereford and its Educational and Church facilities, along with other civic interests.

# Hereford, Texas

THE TOWN OF FINE HOMES, CHURCHES, SCHOOLS AND CIVIC DEVELOPMENTS

Hereford is a wide-awake city of 3,400 population on the main line of the Santa Fe Railroad, U. S. Highway 60, State Highway 51. Hereford is located just 50 miles southwest of Amarillo, and 40 miles east of the boundary of Texas and New Mexico; it is the county seat of Deaf Smith County and has a debt-free \$250,000 court house, built of Georgia marble. Hereford boasts nine fine church edifices, comparable to any town of its size in the Panhandle. The town is also proud of its public school system, Class AA high school, which was one of the first to be admitted to the Southern Association of Colleges; a modern, fire-proof \$125,000 building houses the high school, and a remodeled brick building serves the grades. The Catholic parochial school also has a modern, well equipped building.

An abundance of water that tests 99.9 per cent pure, plenty of natural gas from Panhandle fields, and an unfailing source of electric power make Hereford an ideal residential and industrial center. The Hereford territory also stands as the first to secure government Rural Power Lines. A County Library has been maintained since 1929; its growth and service are a matter of pride to those who are familiar with its work.

Hereford has more parks than any city twice its size in West Texas. The Tierra Blanca, a deep, clear, creek, runs the full length of Deaf Smith County and is a mecca for pleasure seekers in the summer time. Fish—Perch, Catfish and Bass—are caught in abundance; hunters also find the county, with its numerous lakes, a haven for migratory waterfowl; ducks and geese annually migrate here.

A sales pavilion, built on the style of an arena, is heated and comfortable, attracting buyers from over the nation to purebred cattle sales which are held here frequently.

FOR ADDITIONAL INFORMATION . . . WRITE

**CITY OF HEREFORD**  
HEREFORD, TEXAS

Wire or Write  
**C. R. SMITH**  
322 Main St.,  
Hereford, Texas  
Or Phone  
LD-488  
Hereford, Texas

We have most any size tract you may desire in the Shallow Water Lands near Hereford. We also have tracts of Wheat Land in any size from 160 acres to several sections if desired.

**C. R. SMITH**  
REAL ESTATE  
HEREFORD, TEXAS

# Paetzold Believes Potatoes Are Here to Stay

## They'll Be Part Of Farm Program In 1940

"You bet I'm going to raise potatoes next year," said John Paetzold, 7 miles southwest of Hereford, when queried about his potato raising the last two years.

"I can see now what can really be done with them," he continued enthusiastically.

Mr. Paetzold, who has been farming his half section (320 acres) for 10 years follows a general program of diversified farming and is becoming more and more interested in small tracts intensively farmed rather than large acreages rushed over. He raises hogs, chickens, cows, feeds bees, and raised a large variety of truck which he supplies to local stores.

While Mr. Paetzold was not far enough along in his harvesting to get an estimate of yields, the fact that he plans to continue raising potatoes speaks for itself. He keeps careful check of what makes him a profit and what does not.

Frankly admitting that he started his potato-raising as an experiment, and that he has made mistakes, he says they have paid him enough to justify making potatoes a permanent part of his farming program.

He planted about 20 acres this year in several varieties. He expects to plant Irish Cobblers next year exclusively.



**TO INSURE FEED** for his big dairy herd and an extensive feeding program, B. E. Brumley, has been successfully irrigating row crops as a means of "insurance" on a balanced farm program. The ditch from his 750-gallon a minute well is shown above.

One advantage in raising potatoes, aside from the profitable one, is the fact that after the intensive irrigation in the summer and loosening of the ground by the potato digger, the soil is in the finest shape imaginable for sowing of wheat, and the same land that made potatoes in the summer can be used to grow wheat during the winter.

# Tater Joe Has Shown the Way To Hereford Potato Growing

## Credit Him With Success Of Spud Industry Here

Dean of potato raisers around Hereford is "Tater Joe" Ballenger who came here from Idaho in 1936 and started raising spuds. He began with 8 acres that first year on 20 acres he had leased

and raised 2992 bushels of potatoes, or 374 bushels to the acre. He has increased his acreage in successive years until this year he had 49 acres in the crop.

This year has probably been Joe's best year since he started raising spuds here. Off his 49 acres he has harvested 7500 sacks plus 1000 additional sack of seed potatoes for next year's planting. He sold the 7500 sacks from the field to waiting truckers who came after them, many times do-

ing their own loading. He estimates that they brought him an income of \$9,000. A renter since he came here, Joe recently purchased a quarter section (160) acres of land.

Mr. Ballenger estimates that his expenses ran about \$78.00 an acre and breaks this amount up as follows:

- \$40 an acre for sacks, harvesting, hauling, sorting, etc.
- \$20 an acre for seed.
- \$6 an acre for irrigation.



**1,000 GALLONS A minute** flows through this pipe. The well is 140 feet deep and is located 10 miles from Hereford on the J. E. Springer farm.

- \$3 an acre for spraying.
- \$9 an acre for labor.

Not believing in putting all his eggs in one basket, Potato Joe this year planted 20 acres to onions and has harvested 8,000

## Texas Leads In Game Restoration

Texas is leading the entire nation in game restoration work through the use of Pittman-Robertson federal funds. J. Paul Miller of Washington, D. C., biologist in charge of research for P. R. projects, said while in Texas recently.

Five states, Missouri, Oklahoma, Oregon, Virginia and Mississippi, are following the Texas plan of operation in some form or another and indications are a dozen more will be using the Texas program within a few months, the executive secretary of the Game Department said.

50-pound sacks in spite of a thin stand. These onions are white and yellow Spanish Valencias. With the present price hovering between 70c and 75c, Joe is expecting a nice return from his "hamburger necessities."

# "No Trouble To Make This Real Potato Country," Says Click

## 12 Acres Pav Him Well This Year

"It would be no trouble to make a potato country of this land," said J. L. Click, ten miles north-east of Hereford, who farms 1,000 acres. He took 12 acres of that 1,000 this year and planted them in potatoes.

Mr. and Mrs. Click both said they were pleased with the yield they got this year although it was their first attempt to grow potatoes on a commercial scale.

Mr. Click averaged over 100 sacks to the acre and found an eager demand from buyers.

"We couldn't dig them fast enough to keep up with the trucks who came from as far

away as San Antonio," he said. "We finished digging on Saturday at 4 p. m. and by the next day all were sold. We received \$1.35 per sack for our number one spuds, and 50c per sack for our number twos.

Eight times during the growing season, Mr. Click threw the electric switch to his pump motor and REA current was the power used to flood the twelve acres with pure water. He sprayed for insects once, and estimates that his cost of production was among the lowest of the potato growers.

"We made so good on potatoes that our son, O. L. Click, who lives in Hereford, is asking to put in a crop on our farm next year."

# "More Work, More Water" Is Kropff Belief Of Spud Success

Fewer acres farmed intensively is the essence of John and Charley Kropff's idea of raising potatoes.

"I've tried both ways," John said, "trying to raise potatoes on a lot of acres, and concentrating all the work on a small number of acres. As a result of working small acreage intensively we've made as high as 300 sacks to the acre."

The brothers farm about two miles north of Hereford. They emphasize the importance of good seed, proper treatment, spraying, irrigating and constant watching from the time planted until harvest.

The Kropffs plan to farm 80 acres next year and will certainly continue raising spuds. They had in 18 acres this year and figured their cost for water, seed, spraying, and harvesting ran about \$50 an acre.

## Flour Mills Lead In Hereford Industries

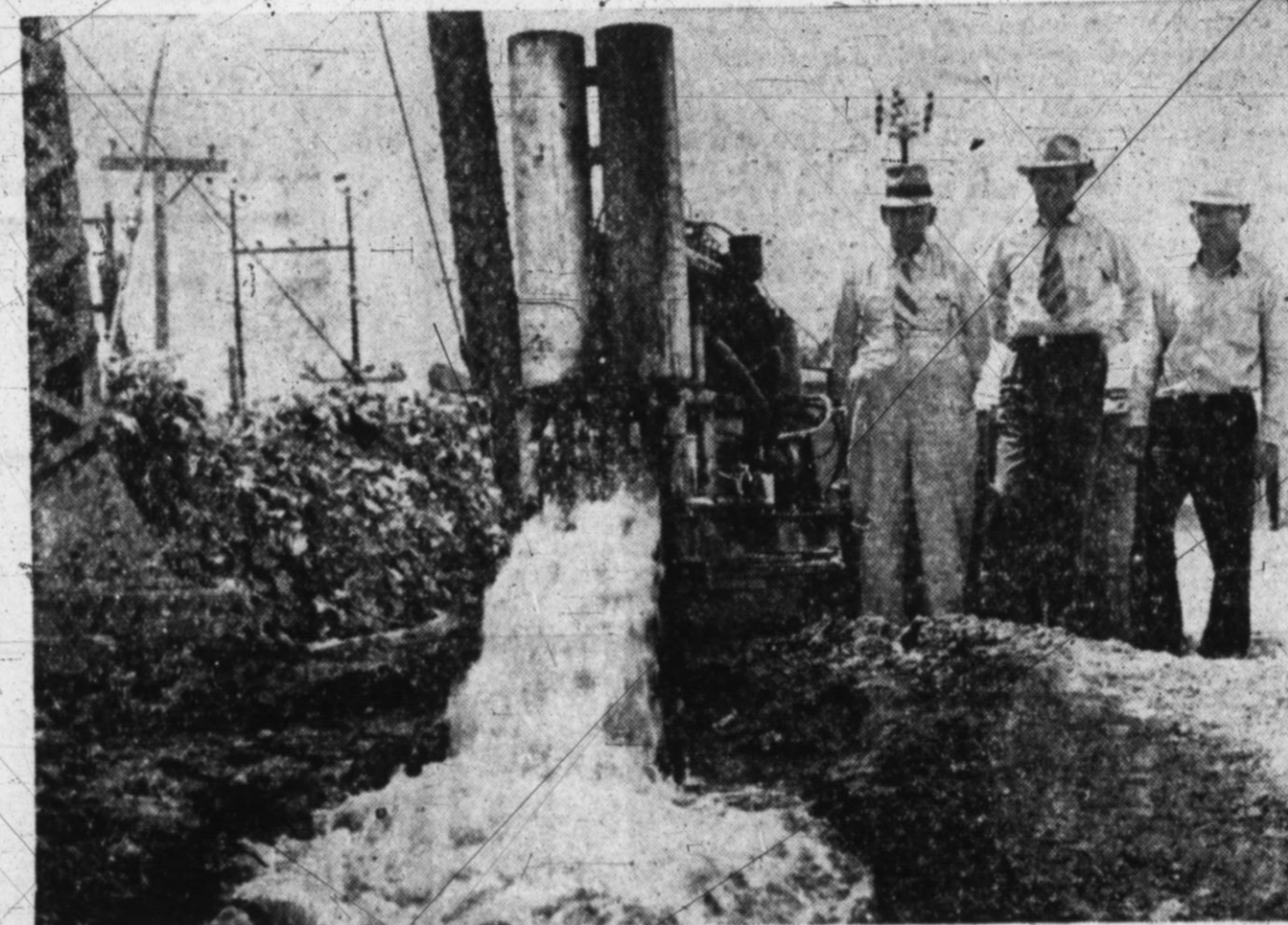
Because wheat has played such an important part in the life of community residents, industrial growth has also centered in this line. Today Hereford boasts two modern flour mills, which dispense quality flour and mill products to points in West Texas, New Mexico, and Arizona.

Power machinery is used to great advantage in the land of level, rolling plains. Hereford has six modern machinery firms, each of which maintains its own shops and mechanics to give service on tractors, combines and other equipment sold over the area.

ROOMS TO RENT? TRY A WANT AD

PROVED  
BY  
IRRIGATION  
FARMERS  
OF THIS  
TERRITORY  
PRACTICAL  
EFFICIENT  
ECONOMICAL

1250 GALLONS PER MINUTE



ASK THE MAN  
WHO IS  
OPERATING  
A  
FAIRBANKS-  
MORSE  
Irrigation Pump  
IRRIGATION  
IS THE ONLY  
Real Crop  
INSURANCE

FAIRBANKS-MORSE  
Turbine Pumps  
Meet All Requirements  
on  
REA PROJECTS

## Fairbanks-Morse "Lots As Good -- None Better"

If you are figuring on an irrigation well for your farm, it will pay you to visit Bradford Supply and talk things over. We know that our pumps have set production records for economy, efficiency and long life, with Lowest Cost. In addition, it is our policy to Prove and Test all wells before they go into operation. Irrigation pays big dividends, and Fairbanks-Morse is proved as one of the Best Irrigation Pumps in the country. Don't take our word... ask your neighbor who has operated a Fairbanks-Morse pump... our customers are our best salesmen. Figure with us before you buy. We have 110 wells installed with Fairbanks-Morse pumps during the past 18 months. There must be a reason for such popularity.



Actual Experience among farmers of the Hereford Territory have proved the dependability and economy of Fairbanks-Morse Irrigation Pumps. Our pumps are sold with a definite guarantee, and every customer has to be satisfied with his well and equipment when we turn the job over to him. Ask your neighbor who operates one of our pumps, he will tell you of our Fairness and policy of Satisfied Customers!

Water for parched crops is the thing that is placing the Hereford Territory in the limelight! With the growth of Potatoes, Onions and more intensive crops, more and more persons are being interested in the community. We are always glad to give our impartial opinion to interested men and women, who are not afraid to work — and who want to build a home for the future. Write us direct, and be sure to visit our offices if you come to Hereford.

TERMS and PRICES  
to Suit Your  
POCKETBOOK  
Ask for Prices on  
TURNKEY JOBS!

## A LOCAL BUSINESS FIRM

Our business is operated in Hereford in the welfare and advancement of the Hereford Territory. Because we are permanently located here, we can give you the best possible service — and we are always on hand to back up the merchandise we sell. Our pumps have to be good! Save by going over your irrigation problems with us... we are always glad to help you!

**BRADFORD SUPPLY CO.**  
HEREFORD, TEXAS

**John McLean**  
INSURANCE  
LOANS  
LICENSED  
REAL ESTATE AGENT  
You are always welcome to visit my office at any time. And I will be glad to give my sincere opinion to letters or inquiries regarding the Hereford Shallow Water District.  
Write or Wire  
**JOHN McLAIN**  
Hereford, Texas

# Hall Has High Yield Of 209 Sacks Per Acre

## Has Largest Acre Yield In Area

A yield of 2937 sacks of potatoes on 14 acres is the record of B. G. Hall, who farmed two miles southeast of Hereford on the Boardman place. Mr. Hall says his gross return was \$3300 of which one-third was paid for rent on the land and a well. His living and crop expenses came to \$566 for the year.

Asked what he thought of raising potatoes, Mr. Hall said: "I think enough of them that I'm going to put in 80 acres next year instead of 14. I've leased a farm about four miles southeast of Hereford for next year."

Mr. Hall had eight acres of onions in addition to his spuds and figures that 2,000 sacks is a low estimate on his harvest. Of these he has already sold 800 sacks at 70c per sack. He said that onion cost of production was about the same as potato cost.

"Potatoes have put me on my feet," Mr. Hall said, "whereas farming 1750 acres of wheat put me under."

"I believe that in this emergency, as in others, Southern farmers will look beyond the horizon to the long-time path that leads to peace and plenty."—R. M. Evans, AAA administrator.

It isn't doing without pretty things that worries mother. What worries her is father's idea that she shouldn't want pretty things at her age.

It doesn't take dad long to dress up. All he has to do is brush his hair and remove all rubbish from the pockets of the suit he has on.

# Former Grass Empire Of Texas Is Now Gaining Diversified Farming Renown

The Panhandle of Texas has been known so long as a ranching empire that many people find it hard to believe that this section is coming to the forefront as the agricultural leader of Texas in regard to opportunities, resources and possibilities. Land which formerly was thought to be of little value, good only for the lush prairie grass it grew, is today producing yields that are astonishing even the people who live here. Yields of 600 bushels of potatoes per acre, 50 bushels of wheat, and the finest crops of milo, kaffir, hegarl, alfalfa, sorghum, corn and all sorts of fruits and vegetables are being made by ambitious men with the initiative to transform their ambitions into concrete reality.

**Rich Tillable Soil**  
There are 960,000 acres of land in Deaf Smith county, a large per cent of which is level, rich, tillable soil, ready for the plow; no grubbing or other preparations are necessary, and a great portion of the area is underlaid with an abundance of pure waer. More than 100,000 acres of this land was sold to farmers from other sections of the country in 1929, at which time more new land was put into cultivation in Deaf Smith County than any like area in the United States.

In fact, more real progress has been made in developing the raw land in Deaf Smith county in recent years than in many preceding years. Old, abandoned irrigated wells have been put back into operation; new wells have gone in by the score—and now this territory stands as

the first in the Panhandle to secure allocations for Rural Electrification lines.

The town of Hereford gained its name from the famous, thoroughbred cattle it later produced; sheep, hogs and poultry also play a prominent part in its growth and progress. Wheat shipments in this area, over a 10-year average, compare favorably with any like area in the world.

**Diversified Farming**  
The Hereford territory is literally a land of diversification—and diversification is what government programs and state farm agents are now preaching in every county and parish in the country. The thinking farmer in the Hereford territory voluntarily diversifies, because of the factor of irrigation. He must diversify to utilize his land and irrigation facilities to the greatest advantage. Keeping a few milk cows from which he realizes a steady and substantial income and finds a ready market for his products here at home, the farmer gains a regular weekly pay check; several hogs can be kept at a small cost, furnishing all the meat needed for home consumption and enough to sell which more than pays for their keep. More than enough chickens, eggs, turkeys and geese can be raised by the housewife to pay all the household expenses.

**Gardens Are Numerous**  
Vegetables of all kinds can be grown in abundance, reducing grocery bills, and many thrifty house wives can preserve enough vegetables and fruits to last

from one growing season to the next.

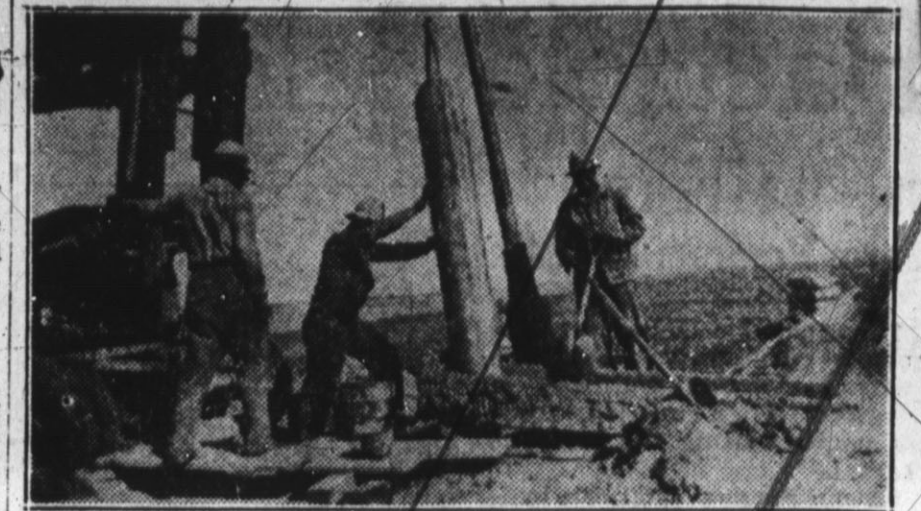
Hereford, the county seat of Deaf Smith, is a wide-awake, thriving little city, located on the main line of the Santa Fe railroad; recently surface work has been completed on highway 60, which passes through the south portion of the city. The Hereford public schools are among the best in the Panhandle, and the town boasts the finest church edifices of any town its size in the Panhandle. Other outstanding institutions include the County Hospital and a fine County Library. Hereford's city hall is also an object of envy among other small towns in this section.

**Has Many Parks**  
Hereford has more parks than any city twice its size in West

Texas, and the completion of Hereford State Park and a fine country club building have placed it foremost among other Panhandle towns in this line.

The Tierra Blanca, a clear-water creek runs the full length of Deaf Smith County and is a mecca for pleasure seekers in the spring and summer months. Good fishing includes perch, catfish, and bass, which are caught in abundance. People come from all over the Panhandle for picnics, outings and fishing on the Tierra Blanca and its shaded banks.

**Ideal For Homes**  
All in all, Hereford and Deaf Smith County are ideal places to live. Rural Electrification represents comforts, progress and an ideal home life on the farm. Irrigation, which made electrification possible, represents a type of crop insurance which is to be found only in areas that afford an abundance of water. Hereford, the first town in the Panhandle-Plains to discover and make use of the vast under-



**NEW IRRIGATION WELL.** A familiar scene in the Hereford territory is shown above as workmen near completion of a new irrigation well. More than 250 wells are now in operation in the territory, and many of them are powered with electricity from the 414 miles of government sponsored REA lines.

ground supply of water, also holds the distinction of being the first town on the Panhandle-Plains, or even in West Texas, to secure an electrification program. Both phases of development go hand in hand.

Already they have resulted in the possibility of a million dollar beet sugar factory. More development are sure to follow.

Texas farm income rose from \$4,328,000 in 1932 to \$8,574,000 in 1938. At the same time, the number of farms purchasing electricity climbed from 11,537 in 1932 to 31,205 in 1937.

Soundings of Senate sentiment show an edge for lifting the embargo, and there may be no call to drop leaflets on Borah.

ROOMS TO RENT? TRY A WANT AD

# IRRIGATED Farm Land

FOR SALE

at Amazingly Low Prices



Surface Irrigation, proved by Idaho Potato Farmers (names furnished on request) opens a new field to experienced irrigation men. This is a land of diversification, famous for its Wheat, Cattle, and Poultry. The country needs More People and More Farms. Here's a chance to secure a farm and a home, at Prices Lower than you ever dreamed. Investigate Now! Don't wait too long. We are always glad to furnish without cost, Information and Details. Write or Wire us!

We Can Place 250

EXPERIENCED IRRIGATION

FARMERS

With Small Capital!

In this community only 50,000 acres of a possible 500,000 acres of irrigable land are now under irrigation. We can furnish you with any size tract, desirably located, at very reasonable prices. Here's a chance to get a home with a very reasonable amount of cash!

# HILL-RICKETTS

— REALTORS —

HEREFORD, TEXAS

CALL, WIRE  
or WRITE  
for INFORMATION

Phones:  
OFFICE . . . . . 358  
J. E. HILL . . . . . 755  
J. C. RICKETTS 376

(Member National Ass'n. of Real Estate Boards)

# PROGRESSING

with HEREFORD

An Invitation . . .

As Hereford's Pioneer Industry, Packard Milling Company is glad to join in extending you an invitation to visit the Hereford Shallow-Water Area, and to visit our modern flour mill. Because we had faith in this territory, we have erected our modern mill here, and today in addition to furnishing employment for a large number of men we also buy large quantities of the famous hard, winter wheat produced in this area.

## NOTICE TO POTATO AND ONION GROWERS

We are in a position to place orders for your potato and onion sacks—made to your specifications. See us and place your orders early.

## Packard's Best Flour

Packard's Best Flour, along with other products of this mill have become a table by-word in this region . . . and a flour that is popular with housewives throughout the area is our pride!



## Packard's Best Corn Meal

# Packard Milling Co.

A Hereford Institution



# Hereford Hamburgers Need Never Lack Onions After 600 Bushels To Acre Yield

## Three Growers Raise Nearly 15,000 Sacks

One of O. Henry's most famous short stories concerns the search of a young lady for an onion which was the needed "Third Ingredient" in a stew. If that young lady lived in Deaf Smith county she could have had her pick of 14,600 bushels of onions grown here this year.

The growing of onions, like the growing of potatoes, is comparatively new here and is the result of enterprising farmers seeking greater returns from fewer acres of land by utilizing the vast store of underground water in irrigation.



PART OF THE 8,000 BUSHEL CROP OF ONIONS raised this year by Potato Joe Ballenger on 20 acres. Open net sacks attractively display the onions. Both red and white Spanish Valencias were grown by Mr. Ballenger this year.

Turning to onions in a big way this year was "Potato Joe" Ballenger, whose name may soon be changed to "Onion Joe" as the result of raising 8,000 fifty-pound sacks on 20 acres despite half a stand. This is an average of 400 bushels an acre, raised at an estimated cost of 20c per bushel. This figure includes seed, sacks, labor and harvesting expenses. The onions are both Red and White Spanish Valencias, and are extremely mild and full-flavored. Good keeping qualities recommend them.

Highest onion yield was that produced by the same variety on Pat Filbin's farm about 6 miles northwest of Hereford. Grown by E. A. Parsons, these onions turned out a yield of between 600 and 700 bushels of prime onions per acre, or 3600 to 4200 bushels on Filbin's six acres. Amazing part about this yield is the fact that Parsons said he had never grown onions before.

Third onion grower of note this year was B. G. Hall who planted eight acres of the white and yellow Spanish Valencias to produce 2000 sacks of the onions, or 250 sacks per acre. Eight hundred sacks have already been sold.

Geographically speaking, the center of Texas is near Brady, say University of Texas geologists. Population center falls near McGregor in McLennan County.

Somehow, the Fuehrer's position on peace recalls the defendant's crack, on being found guiltless, "does it mean I can keep the watch?"

BOOMS TO RENT? TRY A WANT AD

## Leonard Click Gets Nice Yield Off 4 Acres

Mr. and Mrs. Leonard Click who own 75 acres of land about 10 miles northeast of Hereford, tried four acres of potatoes this year and made a yield of 100 sacks to the acre. They received \$1.35 per sack on their number one potatoes and found them one of the easiest of farm products to sell. They will send them next year.

It is unlawful in Texas to kill or take turkey hens, the State Game Department points out.

cost goes to repay the government loan over a 20-year period. After that, the lines, sub-stations and equipment will belong to members of the cooperative to operate as they desire—probably at an even lower rate.

## Olson Brothers Make Large Yield On Irrigated Potatoes

Louies and Ott Olson, growing potatoes their first year on their farm southeast of Hereford, proved conclusively that potatoes can be grown at a good profit in this section. Raising 200 sacks to the acre, they cleared over \$100 per acre on the four and one-half acres planted to the spuds this year.

The crop was raised on their 335 acre farm, and was irrigated eight times before harvesting. In addition to potatoes they are clearing \$50 an acre on their

irrigated kaffir with a yield of threshed grain of 75-80 bushels on acre. Mr. Olson "dehorned" the heads of his kaffir bundles, keeping the butts to feed the 150 head of whiteface cattle, as well as letting them graze the stubble.

When interviewed, Louie Olson was the whole crew of a threshing machine, pulling the machine from shock to shock by tractor, loading the grain on a truck and taking the grain to Hereford for sale.

## Deaf Smith REA Owes Existence To Irrigation Development

Titled as the Deaf Smith Rural Electric Cooperative, Inc., Hereford's rural electric project holds a unique position in that it is the only REA project of its kind in existence. Irrigation is the direct cause of its being formed and irrigation is reason it can continue.

The large number of irrigation wells which would be equipped with electric motors was the factor which secured approval for the project. First construction was 191 miles of lines and the

sub-stations at a cost of \$240,000. These first lines were so successful that 224 additional miles of lines are under construction in Deaf Smith, Castro and Parmer counties at an estimated cost of \$125,000. When finished the combined two projects will furnish current for 125 wells and for 750 farm homes in this area.

A special irrigation rate prevails for use of the current. Water may be pumped at a cost of one and four-tenths cents per kilowatt hour. Part of this

For Information, Write or Wire

# P. J. "Jack" ROSE

First National Bank Bldg., Hereford, Texas

**FARMS**

Irrigated, sub-irrigated, or In-the Great Dry Farm

WHEAT BELT

CITY PROPERTY

**RANCHES**

Large or Small Tracts in Texas and New Mexico

CITY PROPERTY

**CATTLE** — Fine Registered Herefords or Good Range Stock!

# Faith

in a vast "Empire of Opportunity"

That we had Faith in an area untried and subject to proof is best shown by the fact that in 1936 the Hereford Johnson Pump Company was established in this community. Time has proved beyond a doubt that our Faith was well founded, and we are glad to point to the large number of successful irrigation farmers who are today using our pumps.

Although some of our pumps have been in continuous operation for more than four years, we are even more proud of the fact that our customers have been satisfied Customers—and that other than minor adjustments, all of our pumps are today giving satisfactory service.

Due to the fact that more than 100 pumps have been handled through the Hereford office, some people might feel that we have realized our dream of possibilities offered by this vast, fertile territory. In truth, development of this community yet remains to begin. With the increased popularity of Potatoes, Onions and other Intensive Crops, Irrigation is rapidly spreading over this community. To date only 50,000 acres of a potential 500,000 acres of irrigable land have been tapped. People from over the world are heeding an opportunity in the Hereford Territory—and within the next 10 years, we foresee the greatest future in the pump business at Hereford, Texas.

**OUR BEST SALEMEN**

Are People who Have Used **JOHNSTON PUMPS**

**THREE QUESTIONS:**  
Can you Answer them?

Why do our patrons always give us the order for additional pumps?

Why are our customers boosters for Johnston Pumps?

Why do we get over 5 percent of the pump business where our pumps are in use?

There's a reason. Find out before buying. Watch our business GROW. Yours for complete irrigation service.



- |                     |                     |                     |
|---------------------|---------------------|---------------------|
| J. C. Richardson-1  | M. S. Benefield-1   | E. J. Hudson-1      |
| W. A. Hunter-1      | Mattie Woodriddle-1 | L. Ellis-1          |
| Lester Galley-1     | S. P. Rosson-1      | W. E. Williams-1    |
| A. A. Heineman-1    | Frank Axe-1         | D. W. Hawkins-1     |
| S. O. Wilson-1      | Louie Olson-1       | Mrs. Parker-1       |
| Harry Kibbe-1       | C. A. Wimberley-2   | A. J. Earp-1        |
| M. L. McGehee-1     | R. J. Peek-1        | Landers & Gunn-1    |
| W. L. McGehee-1     | Dave Wallace-1      | Mr. Medley-1        |
| H. H. Miller-1      | Carl Luke-1         | J. E. Manz-1        |
| Wm. McGehee-1       | M. C. Doss-1        | West Nat'l. Bank-1  |
| C. S. Gunter-1      | J. E. Andrews-3     | Ira Miller-1        |
| Lee Hops-1          | Grady Hazelwood-1   | W. R. Matthews-1    |
| R. R. Jackson-1     | Hill & Ricketts-1   | H. V. Robinson-1    |
| J. F. Matthews-1    | W. E. Hodges-1      | H. B. Medley-1      |
| H. E. Ritch-1       | Sylvester Slagle-1  | Will Herring-1      |
| H. D. Robbins-1     | Homer Brunley-1     | J. T. Hill-1        |
| Carl Wimberley-1    | H. V. Hennen-1      | U. S. Government-1  |
| E. W. Womble-1      | Edna Bowe-1         | Ed R. Mayer-1       |
| J. J. Perkins-1     | H. F. Benson-1      | Hunter Brothers-1   |
| O. E. Sherman-1     | Joe Broman-1        | H. C. Doak-1        |
| O. G. Hill-1        | W. F. Ponder-1      | H. O. Sims-1        |
| Joe W. Hendrix-2    | Levinia Ricketts-1  | W. W. Adams-1       |
| E. L. Lippert-1     | N. E. Gass-1        | Jacobsen Brothers-1 |
| W. A. Flisk-2       | Harry Frye-1        | Walter Hodges-2     |
| J. Gilbreath, Jr.-1 | E. O. Dixon-1       | Wm. Wimberley-2     |
|                     |                     | Dr. G. W. Heard-1   |

Above represents 84 installations. Many others not listed in addition, have been installed, and about 2000 horsepower electric motors on R. E. A. and Utilities lines.

# POTATOES AND ONIONS

... are ever-increasing crops

For the past 15 years we have watched the increased use of Shallow Water Irrigation with interest... and we are now glad to extend our congratulations to the men who have proved the value of growing potatoes, onions and other intensive crops in this territory.

Nowhere, we believe, can be found more fertile land, cheaper irrigation—or a better feeding country. We join in extending Experienced Irrigation Men a welcome to visit and settle in this area—for we feel that it is indeed a land of opportunity for you.

Our business is serving the community with Dependable IHC Implements—and in addition to a complete line of implements we also stock one of the most complete lines of repairs to be found in West Texas.

Potato Growers! Investigate the new Farmall A—Now on Display in Our Showroom!

**ROSSON - HAYES**  
PRENTISS ROSSON — CHARLEY HAYES  
"Good Equipment Makes a Good Farmer Better"

## More Economical Water Cost!

WITH A **JOHNSON TURBINE PUMP**

# Wm. McGehee

SALES REPRESENTATIVE OF THE **JOHNSON PUMP CO.**

We handle a complete line of Deming Rotary and Jet Pumps for Small Users!

## TO INTERESTED FARMERS IN IDAHO, COLORADO and WASHINGTON

In this community is an opportunity for the man who knows his business and who is not afraid to work. We are interested in the country, and will be glad to help you in any way possible. If you care to write us we will be glad to answer your questions conscientiously and to the best of our ability... and if you visit this community, be sure to visit our offices. You will find a welcome handshake and our cordial hospitality awaiting you.

Western National Bank Building  
HEREFORD, TEXAS

# Wheat Yields 5 Million Bushels, '39

## Hereford Territory Called Breadbasket Of The Southwest

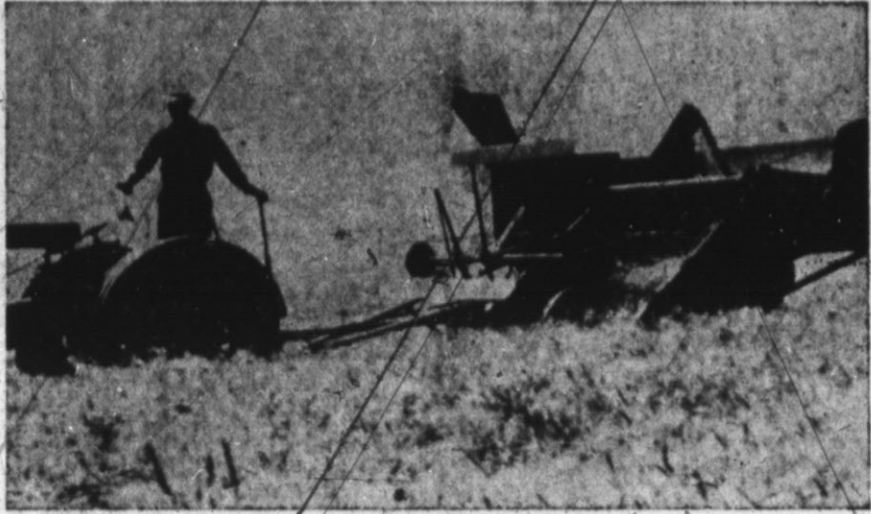
While the growth of greater money crops is attracting wide interest to the Hereford territory, the production of wheat will always play an important part in the area. For more than a quarter of a century wheat produced here has been sought at a premium because of its quality, being the hard, winter variety with high protein content.

For the past two years wheat has been successfully irrigated, producing as high as 55 bushels to the acre under irrigation. However, the bulk of wheat production in the community is confined to dry land farming. During the 1939 harvest, around 5,000,000 bushels of wheat were produced in the territory.

Reports from the county agent's office showed that farmers had placed sufficient grain in the Government Loan Program to borrow \$2,518,891.31 during the past season.

The largest loan on record in this county was \$33,386.10 on a total of 94,173 bushels of wheat. The smallest loan was said to be \$23.54 on 32 bushels of wheat.

The bulk of the grain produced in this community has been placed in bonded elevators, including 3,217,143 bushels as compared with only 101,624 bushels which are stored in farm granaries over the community. In addition farmers receive substantial payments from the government conservation program.



**HARVESTING BUMPER CROP.** Snapped in action, George Roberson is seen above as the combine cuts its swath in a field of fine irrigated wheat. The yield was 55 and two thirds bushels to the acre. He watered the crop twice.

## "Last Frontier"

(Continued from Page 1, Sec. 2)

season. After paying off some back debts, he purchased a 160-acre tract of his own—and during the entire time has lived comfortably.

Too, Joe faced early problems which the potato grower no longer faces here. That problem was a market. The 1939 crop was bought in the fields by anxious truckers, who being able to cut 200 miles from their haul from points in Colorado, were willing to pay "a little more" in the field of this community.

In addition, the Hereford country is well adapted to diversification. Cattle thrive in the community. There is talk of a cheese factory with the increasing spread of dairy herds, and the growth of tomatoes is creating discussion regarding a small canning

factory. The Hereford territory needs only one thing for continued development: "More People and More Farms." As news of the possibilities spread, and people take advantage of the situation, the country will follow in the his-

tory of all irrigated areas—and the demand will exceed the land supply, resulting in exorbitant land prices. However, until the transition takes place the community is indeed an answer to the sage advice of Horace Greeley. Instead of hardships: living in crude dugouts, travel by covered wagons, no education or religious facilities, the Hereford area beckons with a prosperous, growing community, electrified farm homes, irrigation facilities which have been developed and proved, modern homes, churches, and schools.

Truly it is a land of opportunity, this last Frontier of America—but only for those who are willing to work and who have mingled in their hearts a dream of building a country. Its appeal is an appeal to youth, to men and women who want to become land owners, and who want to know the pride of a home for themselves, for their children, and for their children's children. Those who are willing to toil will find a liberal reward awaiting.



**SACKS OF NUMBER ONE SPUDS** stand in orderly rows after being graded by harvesters. In the extreme upper left-hand corner can be seen dimly one lone sack to the left of the row. That is the only sack of number two potatoes grown in that row.

## Yields Soar

(Continued from Page 1, Sec. 2)

growing here desirable? Their reasons have been summarized as follows:

First, the abundance of water. Government engineers have estimated that the supply is good for 200 years at least. Where these underground streams originate is a mystery, but the quantity is a known fact. All the billions and billions of gallons which have been pumped out since the 1910 discovery well have not lowered the water table a foot. The water does not hurt the soil by some underground water will, due to mineral content. Land under irrigation 20 years is producing much as it ever did.

Second, geographical location. Situated on the high plains with an elevation of 3800 feet Hereford has winters cold enough to

Names of growers with the number of 100-pound sacks produced by each are listed below.

- Joe Ballenger—3,000.
- H. H. and Glenn Boardman—1,700.
- Elmer Laughlin—5,310.
- B. G. Hall—2,937.
- John Gallagher—2,420.
- Henry Hoffman—2,000.
- John Paetzold—2,000.
- O. L. Click—1,200.
- John and Charles Kropff—720.
- Louis and Ott Olson—900.
- Vestus Hodges—780.
- D. R. Carmichael—900.
- Leonard Click—400.

assure satisfactory storage of potatoes, yet is so far south that the vast markets of South Texas, Southwest and Southeast Texas are within a day's drive by truck. Hereford is 200 miles nearer than the closest Colorado fields, and growers here have reaped the difference in hauling costs.

So eager were truckers to take advantage of the savings Hereford growers offered that they came here after the spuds and loaded them in the fields, following the grader as it traveled down a row of dug potatoes.

Thus growers had to pay little if any, hauling expense. On the other hand a grower in the northern growing regions, such as Idaho, must pay a freight differential which cuts his price per sack to half what a grower here receives.

There are some who will ask, "But will not the market become glutted if too many persons start raising potatoes around Hereford?" The men growing potatoes here, who have been in direct contact with buyers during the harvest, do not think so. Men who have made a careful study of the market believe that 10,000 growers would not be too many. All agreed that the potatoes grown here have barely scratched the surface of the demand.

The third advantage the Hereford area has is level land, requiring no clearing expense of any kind. There are no trees to be cut down, no stumps to be blasted, nothing to be grubbed. Improved farms can be bought here at a lower cost per acre than clearing costs in other sections of the nation. Level land makes irrigation easy. One well set in a 320 acre field can be used to irrigate any part of it through gravity flow.

A fourth advantage is that due to cheapness of the land and the wide range of products which can be grown here a farmer may add the growing of wheat, kaffir, milo, sorghums, onions, beans, fruits and vegetables, the raising of cattle, chickens, turkeys, and swine to his farming program if he wishes to.

To sum it up, Hereford area has the land, the water, the climate, and the market for an acreage in potatoes many, many times the 248 acres planted this year. All that is lacking is the farmers to cultivate the acres.

## Potatoes Pushed By Farm Security Admin.

One of the leaders in pushing the growing of potatoes around Hereford is the Farm Security Administration under the direction of Jim Williams. The FSA aided by advancing expense money in the form of Loans to reliable farmers.

# "No Gold in These Hills"

The lure of gold has caused people in all ages to venture into lands unknown, only to find disappointment and want rather than happiness and health.

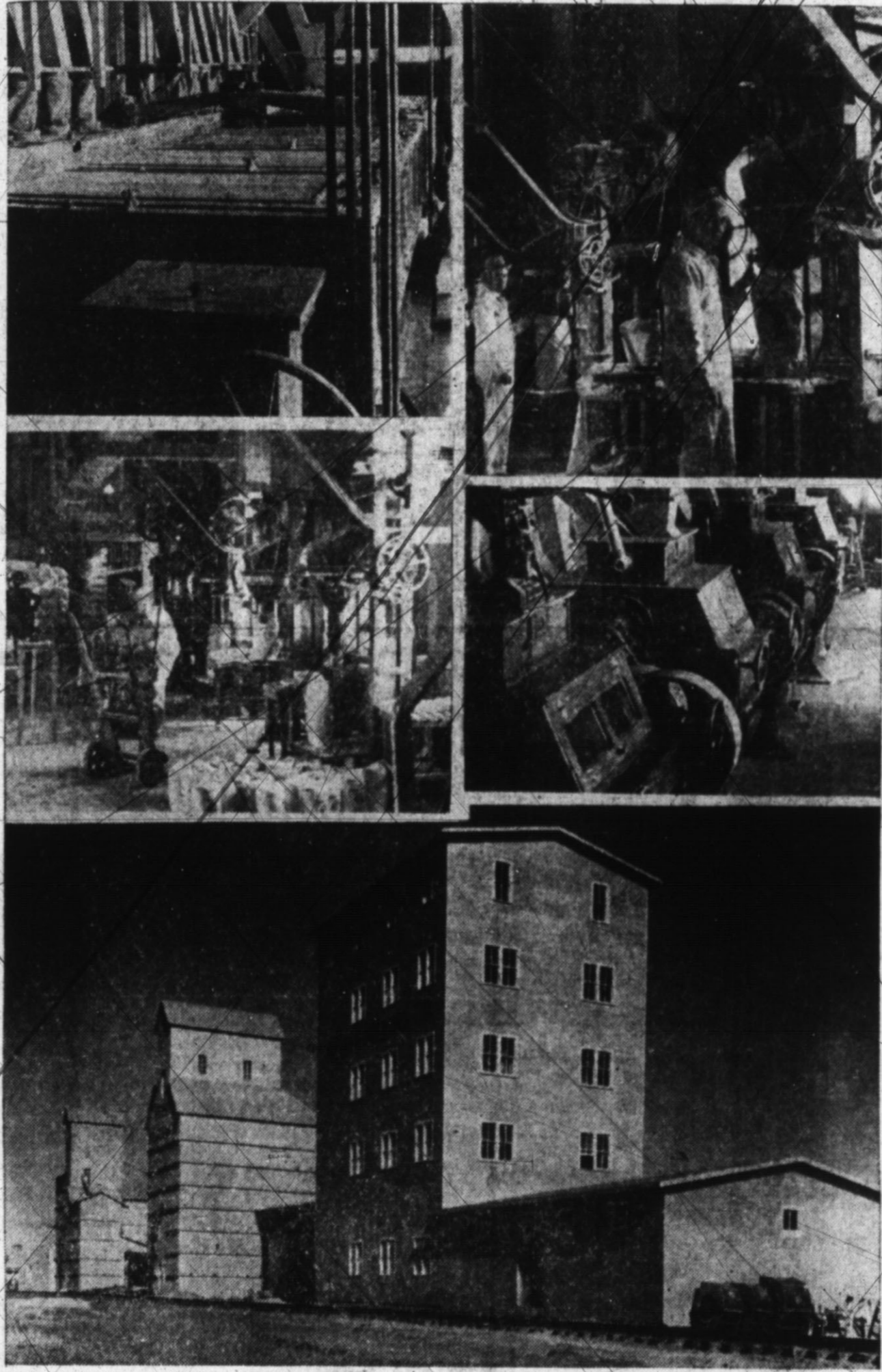
The Hereford Country offers no easy road to riches, but it does offer a golden opportunity to the man who is seeking a good place to live and in which to rear a family, and where his success will be measured by the efforts he is willing to put forth.

We offer to the buyer and seller alike, a service based on years of experience and residence in Castro and Deaf Smith Counties, and we hope to merit a share of business by fair dealings to all alike.

**C. F. KERR and E. S. IRELAND**

**LAND and CITY PROPERTY**

Office: In Ricketts Building, over Streu Hardware Store



# GROWING

with a

# COMMUNITY

● Less than a year old, yet Fraser Milling Company is operating at full time, 24 hour production. Located in the heart of the great Panhandle Wheat Belt, this company serves West Texas and New Mexico with quality Flours and wheat products which are rapidly becoming known of national scope. **SONNY BOY** Flour is the featured product, being milled only from the finest virgin wheat, its quality is the finest. Its popularity is fast growing throughout this area.

● This organization was established because its founders had faith in the Hereford Territory and in the future which it holds for capable, hard-working men and women. We are interested in seeing this community grow for we know that with the coming of more people will come a greater demand for quality products.

● Fraser Milling Company is a 100 percent Hereford Organization, locally owned and operated—and furnishing employment for 45 local men, who live with their families in this community. We are always interested in the welfare of this community and invite you to contact the Hereford Chamber of Commerce regarding possibilities offered you in this area.

# A Community Asset

A ready market for the products grown is always a valuable asset to any community... This company not only draws their wheat supplies for Milling purposes from this area but are free buyers of all grains. It is our objective to aid in making the best market possible thereby furthering the development of vast agricultural resources in this area. When in Hereford, visit our modern grain Elevators and Flour Mill.



Mill Capacity—300 Barrels Daily

Elevator Licensed Capacity—400,000 Bushels

# FRASER MILLING CO.

PHONE 484

HEREFORD, TEXAS