





# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

## Robinson-Pepper Vows Are Read

Mr. and Mrs. C. E. Robinson have announced the marriage of their daughter, Miss Erma Faye Robinson, to Mr. Ernest J. Pepper of Atlantic City, N. J. The wedding took place on Wednesday afternoon, April 19, after which the couple left for Atlantic City where they will make their future home.

Mrs. Pepper chose for her wedding dress a beige woolen suit with matching accessories, and black shoes. She is a graduate of Hereford High School and attended West Texas State College at Canyon. She was employed for a time in Amarillo but for the past year she has been employed at the Prisoner of War Camp in Hereford.

Mr. Pepper, the son of Mrs. Beatrice Pepper of Atlantic City, is an electrician, having received an honorable medical discharge from the U. S. Army while stationed here at the Prisoner of War Camp.

giving the information to the general public.

Special guests of the club were Mrs. R. A. Frye and Mrs. Bird. Members of the club present were Mesdames W. P. Caraway, J. B. Cocanougher, Fred Fain, Ernest May, Alfred May, Eddie Reinauer, W. J. Stewart, Carl Walker, Floyd Walton, Carl Wimberley, Baker Womble, Cecil Walker, N. R. Miller, H. H. Miller and H. V. McCabe.

## FAMILY REUNION HONORS RETURNED MARINE GUNNER

Honoring Marine Gunner Hugh A. White who arrived here on April 10 to spend a 15-day furlough after his return from overseas duty at Guadalcanal, his parents Mr. and Mrs. H. A. M. White were hosts to a family reunion recently.

Present were Mr. and Mrs. A. W. Blair and son Byron, of Oceanside, Calif.; Mr. and Mrs. A. A. Arden and sons Glenn and Jerry and daughter, Kay, of Amarillo; Mrs. E. P. Gaisor of Clovis, N. M., and Mr. and Mrs. J. W. McIver and son Johnny and Miss Frankie White and the hosts and honor guest all of Hereford.

Other relatives present were Mrs. White's mother, Mrs. M. J. Dupuy and her brother, M. L. Dupuy and family, and a nephew, Walter Randle, all of Portales, N. M.

Following a covered-dish luncheon, the group enjoyed visiting and had family pictures taken.

Mr. and Mrs. Blair and son.

and Hugh A. White have returned to Calif., where Hugh will report to San Diego before proceeding to officer's training school at Quantico, Va.

## TELEPHONE GROUP ENTERTAINS FOR MISS RUBY HAGAR

Employees of the Southwestern Bell Telephone Company were hosts at a dinner given at the Elitè Cafe last week, honoring Miss Ruby Hagar who completed her fifteenth year of service with the company April 26.

Fifteen red roses carried out the company's colors and signified the number of years of continued service being celebrated by the honoree, as decorations for the table. She was also presented with a red rose corsage and a fifteen-year gold service pin. Miss Hagar is also office representative of the Workers Union.

Places were laid for twelve, with the honoree's mother, Mrs. Jack Hagar, as special guest.

A toast, worded to express appreciation of the group as co-workers with Miss Hagar, was given by Mozelle Shreve.

Besides the honoree and her mother, those present were In-avey Burdine, Lurline Dixon, Bess Hagar, Vera Lee Hoover, Clydene Kendall, Geraldine Kendall, Mozelle Shreve, Dorothy Watts, Mrs. Ralph Sears and R. L. Ethredge. Two other employees, Mr. Joe Curtisinger who is vacationing in Martinez, Calif., and Texie Ruth Reynolds, vacationing in San Diego, were unable to attend the honor affair.

PEACE TOPIC IS DISCUSSED AT L. A. E. MEETING

"Peace Is Possible" said Rev. James Alken Jr., pastor of the Presbyterian Church, a guest speaker on the guest-day program held by the L. A. E. Club last Tuesday afternoon at the home of Mrs. A. Petersen, "when we learn to build for a just and durable peace at the foundation an detach the message of peace, and good will toward all men."

"In our anxiety for peace, he said, "We sometimes begin at the wrong end. America's greatest problem after the war is the race problem and an adjusted, durable peace can come only when the principles of Christianity prevail among the leaders and individuals of the nation."

A round table discussion followed the address.

Special guests for the day included Mrs. J. R. Allison, Mrs. Lawrence Bridges, Mrs. Ellis Coombes and Mrs. Earl Phillips. Members present were Mesdames Floyd Benson, George Benson, C. D. Carnahan, Altus Higgins, Bob Higgins, Bill Hutson, T. W. Roberson, George Suggs, Robert Veigel, Phil Radovich and the hostess.

## DAWN STUDY CLUB MEETS IN MAY HOME

A plant and seed exchange was featured at the roll call for the Dawn Study Club Tuesday afternoon last week. The meeting was held at the home of Mrs. Alfred May with Mrs. Cecil Walker as cohostess.

After the business session Mrs. Norman Miller reviewed an article on "The Black Market" appearing in a recent issue of The Reader's Digest. The story reveals what the author found being sold in black markets all over the United States as she made a tour for the purpose of

# Purr-r-r-s just like Daddy's Car



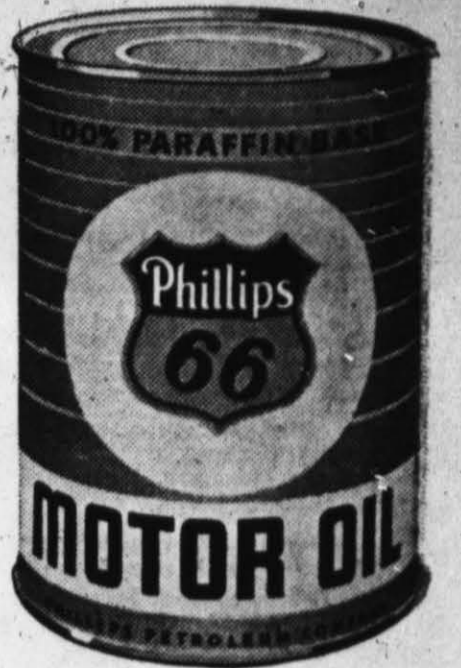
A sweet-running motor doesn't just happen, especially in a car that is three or more years old. It is the result of the owner's good driving habits, of regular service, and the use of a quality lubricant.

These facts are so clear, so well understood by most motorists, that it is practically a proverb that "good oil is cheaper than repairs." Today, with both practical and patriotic reasons for prolonging the life of every automobile, no sane car owner will risk using anything but high quality motor oil.

That is why his most frequent question is: How can I judge quality? How can I be sure? The answer is easy: Phillips tells you simply and frankly that if you want our best oil, we specify that Phillips 66 Motor Oil is our finest quality... the highest grade and greatest value... among all the oils we offer to average motorists!

These are days when cars must last. Hence experts now recommend changing oil every two months. Do the wise thing, do the safe thing, by asking for Phillips 66 Motor Oil when draining winter-worn lubricant or making regular changes.

CARE FOR YOUR CAR—FOR YOUR COUNTRY



It's Phillips Finest Quality

PROVED IN 50 BILLION MILES OF SERVICE

**A Hereford Product...**  
where fine wheat grows!

**PACKARD'S BEST FLOUR**

produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST!

Due to Shortages, we are forced to discontinue our Chinese Dinnerware Coupons for the Duration.

**PACKARD MILLING CO.**  
HEREFORD, TEXAS

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## COUPON

Fine U.S.P. Quality  
**POUND BOX OF EPSOM SALT**  
With Coupon  
**13c**  
(Limit 1)  
AT OUR STORE

"We Sell for Less"

# HAILE DRUGS

PHONE... 99  
Prices for Friday, Saturday and Monday

Walgreen Agency Drug Store

## COUPON

Pkg. of 20—6 1/4"  
**BUSINESS ENVELOPES**  
With Coupon  
**4c**  
AT OUR STORE

# OPPORTUNITY DAYS

**Prices Reduced on ERTRON**  
100 capsules NOW only... **56c**  
50c... **35c**

**TOILET TISSUE**  
2... **11c**  
(Limit 2)

**1.00 Size KREML Hair Tonic**  
**79c**  
(Limit 1)

**Bottle 100 HINKLE PILLS**  
Cascara Compound  
**16c**  
(Limit 1)

**16-oz. SIMILAC Baby Food**  
Enriched, Nutritious  
**84c**  
(Limit 1)

**60c Size ALKA-SELTZER**  
Speedy Alkalizer  
**49c**

**Pint SQUIBB Mineral Oil**  
Extra Heavy  
**59c**

**8-oz. Jar FITCH'S Shave Cream**  
"No-Brush"  
**47c**

**Box of 16 TAMPAX**  
Internal Sanitary Protection  
**29c**

**\$1.20 Size S. S. S. TONIC**  
10-ounce Size  
**99c**

**Dr. West's Tooth Brush**  
**39c**

**Large Tube Pepsodent Tooth Paste**  
With "Iris"  
**39c**

**Large Tube LIFEBOUY Shave Cream**  
"Brushless"  
**27c**

**50c Jar MCWEN SKIN BALM**  
Softens Your Skin  
**39c**

**30c Size HILL'S Cold Tablets**  
For Cold Relief  
**23c**  
(Limit 1)

**Large Bar IVORY SOAP**  
**2 1/2 21c**  
Med. Bar 7c

**Pkg. of 10 GILLETTE Super-Razor Blue Blades**  
**49c**

**75c Size DOAN'S PILLS**  
Mild Diuretic  
**49c**  
(Limit 1)

**Jergen's LOTION**  
**79c**

**10c Woodbury Facial Soap**  
**6c**

**Enrich Your Diet With HIGH-POTENCY VITAMINS**

100 BERITE TABLETS  
6 Vitamins, 3 Minerals... **1 59c**

SQUIBB ADEX TABLETS  
For Vitamins A & D; 80's... **89c**

GLAFSEN VALEROL  
Liquid ABDG; 8-ounce size... **79c**

HALIVER OIL CAPSULES  
PARKE-DAVIS—Box of 50... **57c**

OLAFSEN A & D TABLETS  
Build your resistance; 100's... **1 19c**

BAYTOL for B Complex  
Olafsen... **1 09c**  
100's... **2.98c**

STAMS Tablets  
8 Vitamins, 9 Minerals  
Box of 96 for... **1 19c**

For 8 Vitamins  
48 Vitamin Beauticians  
Plus Iron and Liver... **1 19c**

Miles 1-A-Day  
Multiple Vitamins  
Box 24 capsules... **98c**

**SPECIAL BUY!**  
QUART BOTTLE  
**NUJOL..... 63c**

**BRIAR PIPES**  
• Imported Briars  
• Choice Grains  
• Smart New Styles  
**1 59c-2 59c-3 59c-3 59c**

**Fine Centaur Cards PINOCLE OR BRIDGE DECKS**  
In-Colorful new design... **37c**

**Modern Heatproof Glass WHISTLING TEA KETTLE**  
**1 59c**  
2 quart size; silver plated whistle, cap.

**Usually \$1.50 Sale! D & R SHAMPOO**  
Huge 1 1/2 oz. bottle... **\$1**  
For a limited time only!

**Complete Chic PERMANENT WAVE KIT**  
Do it at home... **59c**  
For soft, lasting curls.

**SPRING TONICS**

Ph. Saybrook's Yeast-Iron Compound  
Vitamins B and G... **98c**

Build Vitality! 1.20 Peruna Health Tonic  
11-ounce bottle... **93c**

**WAMPOLE'S PREPARATION—16-ounce...** **1 04c**

**OSTREX TABLETS**  
35c HEALTH TONIC  
**29c**

**KELP-A-MALT TABLETS—61.50 Bottle for...** **98c**

## To Him the American Flag



Means  
**HOME!**

IT'S the symbol of the safe—the familiar—the secure—a haven to return to, after excursions into the bewildering world outside! To those other boys—older but reared in the same tradition—who are out there fighting for their country and their flag, it means the same thing! Since 1776 Americans have fought for their flag and their homes—and what home implies!

The loyalty that has been shown through

**BUY WAR BONDS TODAY—AN ALL ELECTRIC HOME TOMORROW!**

generations to the ideals of country and home must be and are being preserved. While many are far away fighting to defeat the enemies to their security, others are guarding the home front and planning for a future free from all threats which may be devoted to the progress of peace.

We are the guardians of the home front! We are here to keep the homes of America intact until the dreams of a new and better future can be realized!

Southwestern  
**PUBLIC SERVICE**  
Company



34 YEARS AGO

# 1894-50th ANNIVERSARY of Motion Pictures-1944

AND FOR OVER 35 YEARS THE STAR THEATRE HAS BEEN THE AMUSEMENT CENTER OF HEREFORD!



Started with the idea of giving the people of this Community

The Finest in Good, Clean Entertainment

AND this is still our ideal today in operating the

Star and Texas Theatres In Hereford

This is the First Ad for The STAR Theatre ever to appear in The Brand, in April, 1910 . . . !

## Star Theatre

Monday Night, April Fourth  
Benefit For  
Girls' Improvement Club  
Admission 15c and 25c

## MR. GEORGE CLANCY

# "The Virginian"

Also 2000 Ft. Moving Pictures  
Illustrated Songs  
A Complete Change of  
Impersonations and  
Comic Songs

This Week in Your Hereford Theatres:

**STAR**  
FRI-SAT—Apr. 28-29

"HOPPY" RIDES AGAIN!

*Riders OF THE DEADLINE*

starring **BILL BOYD**  
(as "Hopalong" Cassidy)  
with **ANDY CLYDE**

2nd Thrill Show!

TRAPPED BY JAP TREACHERY!

*TWO-MAN SUBMARINE*

with **NEAL SAVAGE**

Cartoon in Color

**STAR**  
SUN - MON - TUES  
April 30—May 1-2

IN TECHNICOLOR

BLAZING THERWAY TO GLORY!

*The Desert Song*

with **MORGAN MANNING**

Airmail News  
Bugs Bunny Cartoon

**STAR**  
WEDNESDAY and THURSDAY  
May 3-4

THE ADORABLE SWEETHEART OF "JOURNEY FOR MARGARET"  
—Now More Lovable Than Ever!

HOW YOU WILL ACCLAIM HER  
THE CHILD STAR OF THE YEAR!

*Margaret O'BRIEN*  
in  
**LOST ANGEL**

JAMES CRAIG · MARSHA HUNT  
KEENAN WYNN · PHILIP MERIVALE  
ALAN NAPIER · DONALD MEEK

EXTRA ATTRACTION!  
THE LATEST ISSUE OF THE **MARCH OF TIME**  
"SOUTH AMERICAN FRONT — 1944"

Always a Good Show!  
**TEXAS**  
Often a Great One!  
FRI-SAT—Apr. 28-29

DICK **FORAN**  
The Singing Cowboy

"PRAIRIE THUNDER"

plus  
DEAD END KIDS

*Adventures OF THE FLYING CADETS*

Robert Armstrong · Jennifer Holt  
Johnny Downs · Bobby Jordan

Always a Good Show!  
**TEXAS**  
Often a Great One!  
SUN - MON - TUES  
April 30—May 1-2

BARBARA **Stanwyck**

JOEL **McCrea**

WALTER BRENNAN

"BANJO ON MY KNEE"

plus  
Supermouse  
"Champion of Justice"  
cartoon in color . . . and  
"Unusual Occupations"

# IN Recognition . . .

OF Meritorious Service Rendered

Deaf Smith County, Hereford, and the Hereford Territory

BY THE **STAR Theatre**

The HEREFORD CHAMBER OF COMMERCE wishes to extend Greetings and Best Wishes to the Management and Entire Staff of the organization . . . upon the occasion of

The 50th Anniversary of Motion Pictures

In building our own business we noticed that your organizations have also contributed measurably toward the building of A Better Deaf Smith County, A Better Hereford and an ever-expanding Hereford Territory. In other words, you are working for the very things for which we are also striving—and we think that you are doing a swell job; one which we feel sure is appreciated over this entire area.

The Hereford Chamber of Commerce

Upon the occasion of the 50th Anniversary of Motion Pictures, . . . we take pleasure in extending our best wishes to the management and staff of the STAR and TEXAS Theatres . . . and to wish you Continued Success!

**CITY DRUG STORE**  
Phone 100

R

For relaxation and enjoyment you'll always find a good show at the Star Theatre.

# CITY DRUG

PHONE . . . . 100

## Carl McCaslin Lumber Co.

"THE WALLPAPER STORE"

### Extends Best Wishes

TO THE

## STAR and TEXAS Theatres

upon the occasion of the

### 50th Anniversary of Motion Pictures

and 35 YEARS OF SERVICE IN THIS COMMUNITY



Nearly everyone took down that sign a good long while back.

However, we went to the show the other night and it dawned upon us that there have been very few changes in the quality of the films, the service or in the price, except for higher taxes.

We knew there had been changes, of course; a lady operator stands over the projector, boys and girls do part-time work — but the chief thing was that the theatre hours are the same and there is no let down when you see the finished product.

We got to thinking about the calendars, the handbills, and the ads we print; about how you started using the mails when tires and gasoline became scarce.

We remember how you voluntarily went to a lot of expense and trouble, working up past midnight, as a War Bond Selling Agency — just to help do your part and back those kids out there in the fox holes.

We remember all of the money you raised in the March of Dimes, the Red Cross and a hundred other worthwhile causes . . . how you gave percentages to school classes, to organizations — even free shows.

As these things raced through our mind, we recalled a tribute of the Old West, which we believe fits the occasion:

**"They are good folks, and Mighty Fine Neighbors"**

Please accept the Greetings and Best Wishes upon the occasion of the 50th Anniversary of Motion Pictures . . . from

THE GANG AT  
**THE HEREFORD BRAND**

# SILENT "FLICKERS" have improved a lot IN 50 YEARS!





# Show History Unreeled Since 1910

(Continued from Page 1)

### Movies Were "Chasers"

The audience went to see the vaudeville or the play and the movies served as "chasers" to empty the theatre after the main entertainment was completed. As a matter of fact not only was the subject matter of earliest movies pretty dull, the equipment itself was of the most primitive—one projection machine, hand-cranked and equipped with a gasoline light or a 1,000 watt bulb. And the operator was more than likely to have to double as a fire-fighter before the evening was over, so a couple of buckets of water were usually kept in the projection booth to take care of the fire hazard. The films were usually worn-out before they reached such towns as Hereford and an evening at the movies was not complete unless the film broke a few times, and the audience stomped and howled while the operator made repairs. The silent pictures—at least the first ones—were far from silent.

### Moral Antagonism

And if the technical and mechanical difficulties were not great enough, the pioneer exhibitor also had to cope with a definite "moral" antagonism to his business. The theatre and all its offshoots were, at best, just tolerated by the "better elements" in small towns; and the early theatre operator consequently heavily stressed the moral and educational value of his films. Hereford reflected this condition in 1915, when a booster edition of The Brand carried a write-up of the Star Theatre stating that it was "operated by Messrs. McGhee and Fullwood, who show only the best and most uplifting in picture entertainment." Incidentally the story continued to give a much more extensive account of Mr. McGhee's photographic studio, evidently considered a much greater addition to the town's civic and business life than the lowly movie theatre.

### In 1916 to Present Bldg.

For despite technical and artistic advances in the movies (the first "epic", D. W. Griffith's "Birth of a Nation" was produced in 1912) the motion picture continued to play second fiddle to live stage entertainment. And the stage at the Star was evidently always open to a stage show or home town amateur play. From its first location the Star moved to the upstairs section over the building now occupied by the Boyd Battery Shop, but in 1916 it moved into its present show building, which was constructed by C. H. Dyar, and W. H. Fullwood (brother of R. A. Fullwood) and "Mac" McGhee continued its operation for a few years until Mr. Fullwood sold his interest to his partner. It is interesting to note that one of the first entertainments staged at the present theatre was an amateur play put on by the young people of the Christian Church.



Here are three members of the gallant crew of the "Memphis Belle," Capt. Vincent B. Evans of Fort Worth, bombardier; Capt. Charles B. Leighton, navigator; and Tech. Sgt. Robert J. Hanson, radio operator. The other picture shows the flying fort over Germany.

"Memphis Belle" is a four-reel Air Force camera report of the 25th mission of this famous bomber over Germany. It is in Technicolor and will play at the Star Theatre starting Sunday, May 7th.

But the quality of the motion picture product showed a steady improvement, and gradually stage shows stopped coming to the small towns. The movies still had competition—the chautauquas and tent shows in the summer—but by the 1920's the movies reigned as the principal entertainment medium in Hereford—and Hereford like the rest of the country during the "roaring 20's" thrilled to Rudolph Valentino, laughed at Ben Turpin and was shocked at the latest Lon Chaney achievement in make-up.

### Talkies Come

About 1927, Al Jolson made a picture called "The Jazz Singer" and the movies had learned to talk. Hereford, citizens had gone to bigger towns to see their first "talkies" but in August, 1929, J. C. Parker, manager of the Star, installed "DeFurrest Phonofilm" equipment and the first all-talking picture, "Close Harmony" with Buddy Rogers and Nancy Carroll, was exhibited to a jam-packed local audience on the 25th of that month. The first advertisement went into great detail to explain the difference between "all-talking, part-talking and synchronized pictures," and announced that "sound films are now accepted as the style of entertainment desired by all."

As a matter of fact, the first sound pictures were far inferior to the better silent pictures

which had immediately preceded them; but the audiences, in Hereford and elsewhere, were thrilled by the novelty; and by the time the novelty wore off, the movies had begun to find their way around in the new medium, and the quality of the product was again climbing.

### Equipment Improves

From 1929 to 1944, the history of motion pictures in Hereford has been one of steady advance, reflecting the general condition of the industry. Sound and projection equipment has been improved. As compared with the single machine and the weak light bulb that equipped the first motion picture shown at the Star, the projection booth is now equipped with two machines, the light produced by a high-powered carbon rectifier. Theatre interiors have been improved; audiences no longer squirm on the hard benches or rickety chairs which provided seating in the first motion picture theatres, and heating and cooling arrangements have been improved beyond the wildest dreams of the early exhibitors.

Present-day audiences would howl with laughter at the sight of the original "vamp"—sultry Theda Bara; they wouldn't be impressed with the sight of Francis X. Bushman being

heroic—but the kids still like the serials, which haven't changed basically since Pauline White was being pursued in "The Perils of Pauline" and while modern motion picture cowboys have added a guitar to their basic

equipment, they still operate on the general principle started by that two-gun man, Bill Hart. Television Next?

Hereford now has two motion picture theatres; the Texas opened in 1941, near the location of the old Opera House, which was still showing some movies in 1910 when the Star opened for business. The Star building itself was purchased last year by the Hardwick theatre interests and improvements continue to be made in the theatre plant; and in addition to providing the town with good movie entertainment the theatres take an increasing part in civic affairs. They have set up excellent records of cooperation with the Red Cross, bond sales and other civic drives.

War conditions have brought changes—girls now serve as machine operators, school children work part time. But despite difficulties show service remains good.

Just 50-years after the invention of the motion picture, and only 15 years after the coming of the talkies, the motion picture industry is looking forward to new and revolutionary developments: Newsreels in the post-war era may be flashed onto a television screen as they actually happen; photography is sure to see some great improvements as will sound equipment; following the trend of the past 50 years, the quality of the motion picture product is sure to climb in technical perfection and artistry. And if the history of the past 34 years is repeated, Hereford people will probably be seeing the new "super pictures" in a Star Theatre.

**KEEP ON . . . . .**  
*Breaking the Attack!*  
**WITH WAR BONDS . . . . .**

## GREETING CARDS

A complete stock of cards for every occasion, including a good selection of Mother's Day Cards. Single cards and boxed assortments (65c and \$1) of Greetings for many occasions.

## Gift Suggestions

- Four-Piece Table Mat Sets
- Bridge Tables
- Swivel Mirror and Vanity Sets
- Wits End Stationery
- Third Dimensional Sculpturettes. (Also Hummel Figures in 3-dimension plaques)

Try It and You Will Like Old English Scratch-Removing Furniture Polish!

**C.F. KERR HARDWARE**

"Anything from a Tack to a Tractor"

## Introducing



**Mr. V. O. HENNEN**

OUR  
NEW  
CASHIER . . .

We are anxious for you to meet this new man. We believe you will like him — and we know he will be pleased to meet you.

**First National Bank**

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

Can be applied over most any interior surface...the flat, glareless finish dries quickly...You can use the room the same day...no offensive paint odor...and it costs no more than water paints, due to extra spreading.

NEW BEAUTY WITH PATTERSON-SARGENT PAINTS

**ROCKWELL BROS. & CO., Lumbermen**

PHONE 4

JACK KIRKSEY, MGR.

## Protect

WHAT YOU  
HAVE  
Insure!

**John McLean**

Insurance Agency

112 W. 3rd

Phone 273

Try a Want Ad!

**NURSE LOSES FAT SAFELY AYDS WAY**  
*Get slimmer v. exercise*  
Eat starches, potatoes, gravy, just cut down. AYDS plan is safe, sensible, easier. No exercise. No drugs. No laxatives.

Nurse was one of more than 100 persons losing 14 to 15 lbs. average in a few weeks in clinic tests with Ayds Plan conducted by medical doctors.

Delicious AYDS before each meal dulls the appetite. Yet you get vitamins, minerals, essential nutrients in Ayds. Start the Ayds way to lose weight now. 30 day supply of Ayds, \$2.25. If you're not delighted with results MONEY BACK with the very first box. Phone Haile-Drug Co.—Phone 99

## WILLIS CASE

LIVESTOCK . . . FARM SALES

## Auctioneer

Sales Booked by Ray Barber

Phone 384W

Hereford, Texas

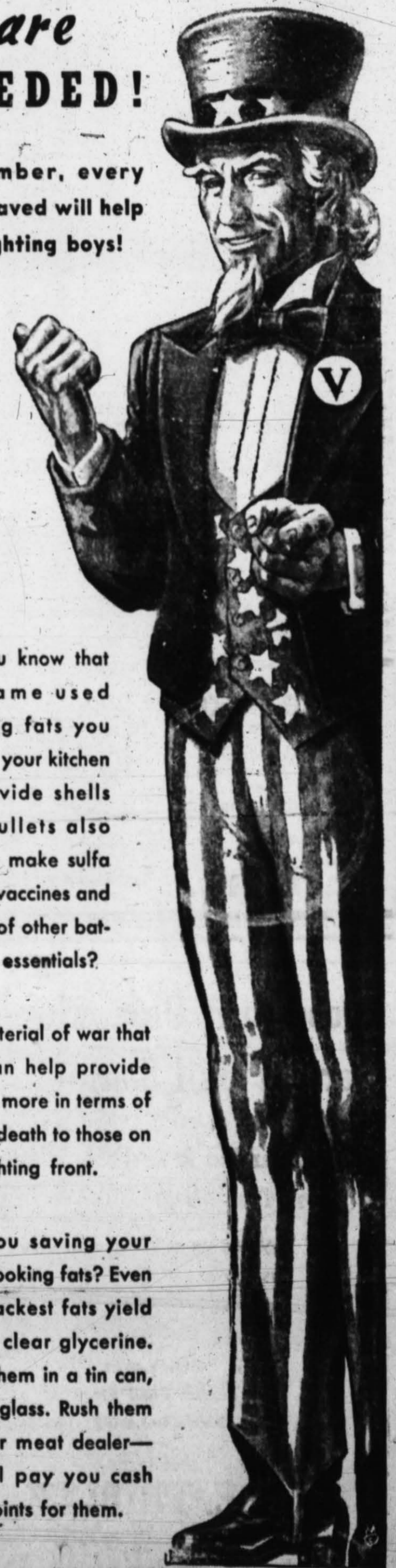
17-tfc

## Your KITCHEN FATS

are

## NEEDED!

Remember, every drop saved will help our fighting boys!



Did you know that the same used cooking fats you save in your kitchen to provide shells and bullets also help to make sulfa drugs, vaccines and scores of other battlefield essentials?

No material of war that you can help provide means more in terms of life or death to those on the fighting front.

Are you saving your used cooking fats? Even the blackest fats yield crystal clear glycerine. Save them in a tin can, not in glass. Rush them to your meat dealer—he will pay you cash and points for them.

**West Texas Gas Company**



# NEWS from VEGA

Mrs. Bob Armitage, Correspondent

Mrs. Bill Ownbey of Dallas is visiting in the home of her parents, Mr. and Mrs. J. W. McKendree.

Mrs. Everett Dodson and son, Danny of Bowie are visiting in the home of Mr. and Mrs. E. V. Tarbuton.

Miss Mary Jane Wiseman, who is attending school in Canyon spent the week end with her parents, Mr. and Mrs. Bain Wiseman.

Mr. and Mrs. C. C. Wimberley and son, Jon Cooper, were week end guests of Mrs. A. C. Wimberley in Tulla.

C. T. Everett and son, Jim, were in Clovis, N. M., Wednesday attending to business.

Mrs. Buck Voyles and daughter, Jeanie, of Espanola, N. M., visited friends and relatives in Vega over the week end.

Eugene Brouse of Adrian was attending to business in Vega Monday.

Mrs. Earl Stewart and children, who have been visiting in the home of her parents, Mr. and

Mrs. Frank Smith, returned to their home in Sheridan Lake, Colo., Thursday.

Miss Betty Jane Everett, who is attending school in Canyon spent the week end with her parents, Mr. and Mrs. C. T. Everett.

Frank Adkisson of Amarillo was in Vega on business Wednesday.

Rev. and Mrs. A. A. Collins, Sgt. and Mrs. F. E. Collins, and Mrs. Gordon Dickinson and sons, Gordon, Jr., and Walter of Lubbock were guests in the home of their daughter and sister, Mrs. Jordon Grooms, Sunday.

Mr. and Mrs. John B. Monahan and Mrs. Bessie Spande of Adrian were attending to business in Vega, Tuesday.

Mr. and Mrs. Arthur Saman and Mr. and Mrs. Marvin Schelle of Lockney visited in the home of Mrs. Samapan's parents, Mr. and Mrs. L. W. Landrum Thursday.

Mrs. Alwilda Perkins and children of Amarillo visited in

the home of her parents, Mr. and Mrs. J. A. Denny, Thursday.

Mr. and Mrs. Fred Krahn and children of Amarillo were guests in the home of Mr. and Mrs. J. W. McKendree Sunday.

B. M. Montgomery, B. W. Wiseman and son, Charles and C. T. Everett and sons, C. T. Jr. and Jim, are in Lamar, Colo., attending to business.

Lawson Stevens is attending to business in Magdalena, N. M., this week.

The Senior class of Vega High School will present, "The Bargain Bride," Saturday Apr. 29.

### Homes of Yesterday Is Program Theme

"The American Home of Yesterday" was the theme of the program presented at the regular meeting of the Womans 1938 Study Club Thursday evening in the home of Mrs. C. C. Wimberley.

Mrs. C. L. Morris introduced the program with a fitting tribute to the two honorary members of the club, Mrs. O. H. Loyd and Mrs. Marie Godwin, who presented the program. Mrs. Loyd gave a very interesting talk on the homes, furnishings, people and customs of the past generations in various parts of the United States. "Music of Yesterday" was played by Mrs. Marie Godwin.

Mrs. Loyd and Mrs. Godwin wore dresses showing the fashions of yesterday. Mrs. Loyd's dress was her own wedding gown and Mrs. W. A. Williams modeled the wedding gown that belonged to Mrs. Loyd's mother, who was married in 1869.

The theme of the program was carried out in the decorations of the house. Books, pictures, magazines, laces and clothes from yesterday's homes were used in the decorating and a bedroom was arranged to display a very old, hand-woven bedspread, an antique table lamp, a nightcap, nightgown and nightshirt.

Guests present were Mesdames Roy N. Ivy, Roddy Harwell, Flossie Nelson, Annie Dunn, and W. A. Williams.

Members present were Mesdames O. H. Loyd, Marie Godwin, Jordon Grooms, Bill Swanson, R. L. Thompson, N. E. Wiseman, Paul Arthur, E. L. Krahn, J. T. Shelton, Buford Montgomery, C. L. Morris, Fred Cotton, Bob Armitage and the hostess.

### Vega Juniors and Seniors Are Banquet Guests

The ladies of the Vega Baptist Church Missionary Society honored the members of the Junior and Senior classes of the High School with a banquet held Friday evening in the school building.

Dr. Ernest O. Shearer, president of Amarillo College, was the principal speaker and W. A.

# SOCIETY

MRS. JOHN McLEAN, Society Editor — Phone 181

## LaPlata Club Honors Mothers-Friends

Mothers and friends of La Plata Club members were honor guests at a special program given at the home of Mrs. Meade Halle last Tuesday evening. Hostesses with Mrs. Halle were Mrs. Carroll Whiteside and Mrs. Gaylord Newell.

Tulips in varied bright shades were used about the house in decoration.

Mrs. Halle, president of the club, welcomed the guests and Mrs. Homer Brumley was leader of the program. Each member introduced her guest and Mrs. A. J. Schroeter entertained by playing "The American Patrol" by Meacham.

Guest entertainer for the evening was Miss Katherine Kirby who reviewed Stephen Vincent Benet's "Western Star." Mrs. Theron J. Fouts of Denton, state Bible Study chairman of the Woman's Missionary Union of the Baptist Church, guest of Mrs. Schroeter, gave a report on the Seventh District, Texas Federation of Women's Clubs convention held Monday and Tuesday in Plainview.

Members and their guests present were Mesdames James Aiken, D. D. Bivins; Homer Brumley, Miss Marion Shaw; Clyde Cave, Wayne Evans, Ralph Hastings; Meade Halle, Henry Benson; Chas. Hardwick, J. J. Carey; C. S. Hinman, D. C. Kinsey, P. L. Dishman; N. E. Milburn, Mack Jones; Chas. Newell, J. O. Newell; Gaylord Newell, Elmer Patterson, A. J. Schroeter, A. O. Thompson and Theron J. Fouts of Denton; T. E. Seigler, Jr., T. E. Seigler, Sr.; Fred Mazzotti, Ullin Streu, Gordon Taylor, Carroll Whiteside and W. F. Harlow.

## Laura V. Hammer Is Guest of Summerfield Club

Miss Laura V. Hammer of Amarillo was a special guest of the Summerfield Study Club Thursday afternoon. The meeting was held at the home of Mrs. Jim Clark with Mrs. C. R. Waiser as cohostess.

Special feature of the afternoon was the review of "Short Grass and Longhorns," Miss Hammer's latest book, given by Mrs. Lee Curry, old-time friend of Miss Hammer.

Mrs. Curry told something of the life of the author of the book and then gave an outline of the book's contents which includes descriptions of living conditions in the early days of Texas, of the homes, of the clothes the people wore in those days, of the first homes in the Panhandle and the ranches as they were when first operated. She mentioned the Bugbee's, The Todds, the Goodnight ranch, the Rocking Chair and T-Anchor ranches.

As a climax to the review Miss Hammer told how she gathered the information for "Short Grass and Longhorns," where it was written and how published. She explained about the "jacket" of the book and told what writing it has meant to her. In conclusion she said she hopes, eventually, to take up the narrative at the conclusion of this book, to begin another which

Williams served as toastmaster. Dr. Shearer spoke on "How the Youth of Today Must Prepare to be Builders of Post War World."

The tables were arranged in a V shape and the school colors of black and gold were carried out in the table decorations. Mrs. Glen Boydston furnished music for the evening.

Guests present were C. T. Howell, superintendent, C. R. Brown, senior class sponsor; Miss Virginia Crowell, junior class sponsor; SENIORS: Roy Ivy, Jr., Wayne Pringle, Dorothy Sam McCaskey, Odell Price, Helen Ruth McNabb, Betty Valentine, Earleen Roark, Wanda Price, Imogene Hobbs, Alice Hicks, JUNIORS: Ruby Foster, Ben Flores, R. C. Valentine, Oscar Ray Horrell, S. C. Harp, Vera Nell Hobbs, Laverne Kinsey, Betty Lou Pingle, Verda Mae Mathes, Beth Ferguson, Herman Brents, and T. J. Mears.

Mrs. Bob Reeves of Los Angeles, Calif., is visiting in the home of her aunt, Mrs. Bert Ballard. Mrs. Reeves' husband, Pvt. Bob Reeves, is stationed at Amarillo Army Air Field.

Mr. and Mrs. Owen Williams and daughter, Fern, are visiting Mrs. William's parents, Mr. and Mrs. James Bryan of Shamrock.

will tell of the time when the Texas cowboy flies his plane as easily as he rode his horse in "Short Grass and Longhorns."

Refreshments were served after the program to Mesdames L. L. Cannon, Ray Johnson, Lloyd Lookingbill, L. B. Lookingbill, Ross Roye, Chas. Noland, J. B. Noland, Mack, Noland, Otho Noland, M. D. Rexrode, B. E. Roberson, O. B. Sumner, Lee Curry, C. R. Waiser, Miss Hamner and the hostesses.

## Progressive BY LUCILLE PARK

There were 27 present at Sunday School Sunday. We hope everyone will be present next Sunday.

The Home Demonstration Club of Progressive entertained the North Hereford Club on Tuesday of this week at the home of Mrs. Lewis Harvey. A centerpiece in the form of a Victory Garden was on the dining room table. Games of different kinds furnished entertainment. Catherine Russell read and Norma Lee and Pearl Edwards sang. Refreshments of sandwiches, ice cream and cake were served to 44 guests, who were seated at quartet tables.

Mr. and Mrs. D. Y. Edwards visited her aunt and uncle, Mr. and Mrs. S. D. Love of Amarillo Saturday.

Mr. and Mrs. W. A. Stevens of Claude visited their daughter, Mrs. Buck Parsons, part of last week.

Mrs. W. A. Gilliland and family from Southland, Tex., visited her sister, Mrs. Ennis Harris, last week.

W. G. Harris visited his daughter Mrs. P. L. Carmichael and family Friday.

Mr. and Mrs. J. M. Ruthdard and Yvonne, and Mr. and Mrs. V. E. Dodson attended a John Snyder Barbaque Monday.

Mr. and Mrs. P. L. Carmichael and sons were in Amarillo on Saturday.

Mr. and Mrs. W. W. Rithis from Pantex visited the Buck Parsons last week.

Mr. and Mrs. A. C. Harvey and Mrs. Zoe Harvey of Brownfield visited from Thursday until Saturday in the home of their son Lewis Harvey and family.



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# DRILLS

for Delivery in July and August

If you need a drill, or expect to need one in the near future, we invite you to get in touch with us and make arrangements. It looks as if we will have a fair shipment and we are sure that you know the Quality and Durability of the famous OLIVER DRILL.

## JOHN WOOD Equipment Company



# Gardening for Victory

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Soon travelers will be seeing plots of beets, beans, tomatoes, corn and other needed vegetables "coming along" on both sides of our tracks.

For once again Santa Fe has made its right-of-way available to its employees for Victory Garden space.

This railroad is heart and soul behind America's Victory Garden project. Not only has land been made available, but we are offering \$2000 in War Bonds to our best Victory Gardeners as an added incentive toward helping "Food Fight for Freedom."

Located as we are "Along the Route to Tokyo," Santa Fe people throughout our 13,148 miles of track can "feel" this war. They are working full hours to move along the never-ending loads of guns, tanks, men and munitions.

Perhaps that's another reason why they're not only working harder on their railroad jobs, but are pretty fine War Bond buyers and Victory Gardeners as well.

It's Santa Fe all the way for the U. S. A!

### SANTA FE SYSTEM LINES

ONE OF AMERICA'S RAILROADS—ALL UNITED FOR VICTORY

# SEEDS of ADVICE

from  
The Garden Club

**A Classic**  
There is a fascination about growing glads that becomes a hobby, then a craze. There are five stages of interest in growing "glads." First you grow them as an amateur, same as you would any other flower. Then as your interest in them increases you become a "fan", then a "bug", then a "nut", then finally a "fiend". When you reach this final stage you are hopeless. You think of "glads" all day, dream of them at night, spend every available hour of your time in the garden, talk of them, visit the shows, read all the catalogs and spend all your money on them. You will look lovingly at the last flower in the fall, will handle over your bulbs in the wintertime and will hardly be able to wait till you can lovingly plant the bulbs in the spring. From then till the first bloom appears is a period of happy anticipation. When finally the spikes of bloom begin to appear you are in heaven.—Elmer Gove of Champ-lain View Gardens, Burlington, Vt.

**and Feeding**  
**The Gladiolus—Cultivating**  
Note—This article was prepared for The Garden Club by Mrs. A. O. Thompson.  
The deeper the soil is worked before planting the better the bloom will be. Spade at least

12 inches deep. Gladiolus respond to soil cultivation and as soon as the plants come through the ground, begin cultivation. Keep the hand hoe busy. If beds or rows are gone over once in ten days the ground can be kept in good condition. The garden rake is especially good to use after the hoe, to establish a finer "dust-mulch" which is extremely important in conserving moisture and should be reestablished as soon as possible after every rain or irrigation.

Early cultivation may be quite deep—two or three inches; but as the plant reaches twelve inches or more in height and the lateral roots begin to develop, the cultivation should be more shallow and not so close to the plant. Never pull up big weeds, get them while little.

When it comes to feeding the plant, plenty of soil food and moisture make for gorgeous blossoms. Before planting, well rotted manure or well balanced plant food may be broadcast and spaded into the soil. Fertilizer should never be allowed to touch the bulbs. A good rule to follow is to plant in double rows 18 inches apart with 24 inches between each pair of double rows. Dig a V-shaped trench about an inch deeper than you want the bulbs. Sprinkle the bottom of the trench with Vigoro and stir

# SONS In the Service

**Seabees are Tops**  
Seaman George B. Pace, Jr., writes from somewhere in the Pacific that he is getting his Brand regularly and really enjoys it—especially the "Sons in Service" column as it enables him to keep up with his former schoolmates and buddies. Seaman Pace (a Seabee) says that the Seabees is the best branch of the service, bar none; but in a postscript he goes modest and admits that the Marines, Army and Navy "are helping a little bit."

**A Good Marine**  
A former Hereford boy, Pfc. George L. Brown, has won fine military recognition, according to a recent letter received by his mother, Mrs. Ada Brown of El Centro, Calif., from George's commanding officer, Lt. P. W. Lanier, Jr.  
Wrote Lieutenant Lanier:  
"It has been my good fortune to have your son, Pfc. George L. Brown, under my command in our recent campaign against the Japs."

"He proved himself to be one of the finest gunmen in the Marine Corps and he willingly and courageously carried out every mission assigned to him."  
"A proud service is proud of him. I take great pride in so informing his mother."  
"Your assurance of his eventual safe return is in the fact that he is completely surrounded with buddies just like himself."

**Moved to Italy**  
Staff Sgt. R. D. Lance, Jr., who has been in North Africa since September, has been transferred to Italy. An airplane mechanic, Lance has been in service for two years, and recently was promoted from sergeant to staff sergeant.  
He also recently received the Good Conduct Medal.

**Returns to Ft. Knox**  
Pvt. Wilbur E. Bell, who has been home on an emergency furlough because of the serious illness of his son, left last Tuesday night to return to Ft. Knox, Ky.

**Robinson on Furlough**  
Sgt. Conrad Robinson left Saturday for Camp Hahn, Calif., after spending a furlough here at the home of his parents, Mr.

and Mrs. James R. Robinson and family.  
the soil with a three-tined "rake-like" tool. A little soil or peat is raked into the trench to make a firm, flat base upon which to set the bulbs. After placing the bulbs, the soil is carefully pulled over them and pressed down firmly. After the bulbs are planted, but, before they come up a second trench is dug between alternate rows. Into this trench is dumped stable manure at the rate of about a bushel to 20 feet of trench.  
If a good coating of manure has been broadcast over the planting ground before planting the bulbs, fertilizer should be applied at the rate of five pounds to each one hundred sq. ft. I prefer a fertilizer made up of one part each of coarse raw bone meal, finer bone flour and tankage and I broadcast half of this after the soil is dug, but before it is put in shape, and all the remaining half in the rows when planting. This gives better results than applying all the fertilizer either broadcast or in rows.

**On Foreign Duty**  
Staff Sgt. Roy Brittain has arrived safely at his foreign service destination, according to a telegram received last week by his wife.

**Finishes Radio School**  
Pvt. Harold R. Close, son of Mr. and Mrs. H. A. Close, has completed an intensive course in radio operator-mechanics at the AAF Radio School at Sloux Falls, S. Dak. In addition to attending school he went through a rigid drilling and physical training program in order to be fully prepared to take over an assignment in a combat area if necessary.

**At Tallahassee, Fla.**  
Lt. R. L. Dowell, Jr., is now stationed at Tallahassee, Fla., where he is taking a ground course preparatory to further training as a pursuit pilot. Mrs. Dowell accompanied him from Eagle Pass, Tex., to Tallahassee.

**Brothers in Navy**  
Elvin and Grady Wilson, Jr., sons of Mr. and Mrs. G. W. Wilson of the Westway Community, are both in service in the Navy. Elvin is stationed at San Diego and in addition to plenty of exercise in his required training, is also enjoying a workout as shortstop on his company baseball team.

Grady, Jr., is training as a gunner's mate at Seattle, Wash., where he has completed six weeks of a 16 weeks course. He thinks Washington is O. K. but will still take Texas when the choice is up to him.

# Selective Service NEWS

**1-A**  
(Available for military service.)  
Frank J. Warren, Marvin Wallace May, Jerry P. Jewell, John B. Arnold, Willie E. Robertson, Lewis E. Barlow, Ralph Radney.  
**1-A (H)**  
(Available for service but in past 38 age bracket.)  
William N. Griswold, John E. Winkler, Jay D. Riley, Alfred N. Hopson.

**2-C**  
(In essential agricultural work.)  
Bruce E. Parr, Richard L. Rhoads, Geo. C. Paetzold, Glenn B. Alford, James W. LaCour, James E. Mauk, Henry L. Bowsher, John W. McIver, Walter M. Jackson, John B. Gazaway, Morris W. Blankenship, Lewis L. Smith, Clayton H. Cook, Marvin T. McBroom, Clarence L. Baxter, Wilson H. Evans, Conrad P. Urbanczyk, George M. Suggs, Elmo K. Pinnell, Raymond Curt-singer, Harry H. Millard, William M. Campbell, James S. Stocks, Clint Lundry, John E. Frost, Irvin A. Reeves, Willard R. Edwards.

**2-C (H)**  
(In essential agriculture and past 38 years old.)  
Leonard Click, Fred R. Higgins, Thomas M. Hix, Marvin L. Jackson, Clifford M. Carpentier.

**2-A**  
(In work contributing to war effort.)  
Ivan M. Woolsey, Chares R. Pulliam (2-A-H)

**2-B**  
(In war production work.)  
John H. Channer, J. T. Hye-pock, Samuel Ray Suit, Roy Wilmer Reeves, Richard A. Muller.

**4-A**  
(Past 45 years old.)  
William A. Hacker, Gustav E. Thiele, Clarence E. Mendenhall, Jesse James Otts, Bremon C.

# CHURCH News

**First Christian Church**  
Lawrence W. Bridges, Pastor  
Bible School at 9:45 A. M.  
Morning Worship at 11:00 A. M.  
Young People's meeting at 7:15 P. M.  
Evening worship at 8:00 A. cordial welcome to everyone.

**Assembly of God Church**  
S. E. Eldridge, Pastor  
Sunday School — 10:00 o'clock.  
Morning Worship — 11:00 o'clock.  
Young People's Meeting — 7 o'clock.  
Evening Service — 8 o'clock.  
Mid-Week Service — Tuesday night Bible Study — 8 o'clock.  
Friday Night — 8 o'clock.  
Young People's Service.

**First Baptist Church**  
W. E. Barnes, Pastor  
Sunday School — 9:45 A. M.  
Alex O. Thompson, Superintendent.  
Morning Worship — 10:50 A. M.  
Training Union — 7:00 P. M.  
Grace Knowlton, Director.  
Evening Worship — 8:00 P. M.  
Prayer Meeting — 8:00 P. M.

**First Presbyterian Church**  
James Alken, Jr., Pastor  
Sunday School — 10:00.  
(John Olson, Supt.)  
Morning Worship — 11:00.  
Subject: "Christ and His Church."  
Intermediate's Meeting — 7:00 P. M.  
Evening Worship — 8:00 P. M.  
A cordial invitation is extended to all who so desire to worship with us in these ser-

**Dement, Clarence R. Hollabaugh, Frank H. Brinkman, Floyd C. Benson.**

**4-F**  
Wilton E. Lynn.

**REA ANNUAL MEETING**  
REA annual meeting will be held May 1 at 2:30 P. M. in the District Court room. All members are urged to attend. Election of directors will be held and financial statement of cooperative will be given. 17-1tc

**Church of Christ**  
204 East 6th St.  
Bible Study (Classes for all ages) — 10:00 A. M.  
Morning Worship — 11:00 A. M.  
Evening Worship — 8:30 p. m.  
Wednesday, Ladies' Bible Class — 4:00 P. M.  
Prayer Meeting — 8:30 P. M.  
The public is invited to all our services.  
Subjects:  
11:00 A. M. "Responsibility."  
8:00 P. M. "What Have I Now Done?"  
—L. H. Andrews, Minister

**First Methodist Church**  
Marvin L. Boyd, Pastor  
Church School 9:45 A. M.  
Morning Worship Service 10:50  
Methodist Youth Fellowship 7:15 P. M.  
Evening Preaching Service at 8:00.  
Mid-Week Service Wednesday 7:30 P. M.  
Woman's Society of Christian Service each Wednesday at 3:30 P. M.  
The revival closes with the Sunday services.

# FIELD Seeds!

It looks as if there will be lots of seed this year, but there is already a shortage of Good Seed — and we doubt if there will be enough Certified Seed to go around. It is a good idea to get your seed NOW, while you can.

## CERTIFIED SEED

We have a limited stock of the following Certified Seed:

**ARIZONA HEGARI, DOUBLE DWARF MILO, PLAINSMAN MILO, TEXAS KAFFIR**

Plenty of  
**STATE TESTED SEED**  
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# Pitman Grain Co.

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13-3tc



Everyone Invited

# BOX SUPPER

Sponsored by South Hereford Home Dem. Club

# CLUB HOUSE

**SAT. NIGHT, Apr. 29**  
8:30 p. m.

Ladies attending will be expected to bring well-filled boxes. Plan now to attend this **OLD FASHIONED BOX SUPPER** with a lot of New Frills!

<b>PRIZES</b>	<b>FUN GALORE!</b>
—to Prettiest Girl	Free Admission
—for Prettiest Box	
—and Many Others!	

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