

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 52.

The Hereford Brand, Hereford, Texas, Thursday, January 3, 1935.

Five Cents Per Copy.

New Officials Are Installed Tuesday

In a single ceremony at the commissioners' court room Tuesday morning, Deaf Smith county's officials for the next two years were sworn into office. County Judge C. W. Humble, who succeeds himself for a second term, administered the oath. L. H. Foster, county and district clerk, administered the oath to Humble.

The county's official family is now composed of Humble, judge and ex-officio school superintendent; Foster, county and district clerk; John S. Miller, sheriff, tax assessor and collector; John A. Coffey, county attorney; Beanie L. Smith, treasurer; J. W. Brady, hide and animal inspector; Alex O. Thompson, surveyor.

Precinct officers are: F. J. Ross, commissioner of precinct one; T. Wiley Robinson, commissioner of precinct two; Henderson D. Culpepper, commissioner of precinct three; Ernest T. Allred, commis-

sioner of precinct four; J. H. Wilson, justice of the peace; B. S. Dixon, constable.

All the officials furnished bonds. They ranged from \$500 for constable to \$10,000 for tax collector and assessor. Each commissioner was required to put up a \$2,000 bond; Judge, \$2,000; county clerk, \$2,000; district clerk, \$2,000; sheriff, \$5,000; attorney, \$2,500; treasurer, \$2,000; surveyor, \$1,000; hide and animal inspector, \$1,000; and justice of the peace, \$1,000.

J. O. Newell, deputy assessor and collector of taxes, appointed by John Miller, gave a bond of \$2,500, and Pete Marchison, deputy in the same office, \$2,500.

Outgoing officials were W. B. Phillips, commissioner of precinct two; J. T. Guinn, commissioner of precinct three; W. M. Stewart, commissioner of precinct four, and J. C. Carroll, constable.

Walter L. Pickett Is Relief Administrator

Jim Williams Hurt In Fall from Windmill

Mishap Victim Is Found After 48 Hours Exposure.

Suffering with a fractured vertebra and broken hip joint received when he fell from a windmill on his ranch near Fort Sumner a week ago Wednesday and weakened by more than 48 hours exposure, Jim Williams is in the Deaf Smith county hospital with a good chance of recovering.

It was the day after Christmas that Williams, son of Mrs. E. J. Williams of this city and a former resident, was working on the windmill at his ranch, 20 miles west of Fort Sumner. He fell from the lower and was not found until Friday afternoon when his father, John H. Williams, went over from his neighboring ranch to visit.

Frye, Guinn Chosen Census Enumerators

TUMBLES FROM BLUFF; GETS BRUISES

Falling from an 18-foot bluff while pursuing elusive quail last Sunday, Noel Gollehon suffered bruises and bumps that kept him in bed Monday and put him on the shelf for several days.

The accident occurred north-west of Adrian. Gollehon was climbing a covey of birds and was climbing the face of a bluff. He had reached the top and placed his gun above when his hands slipped and the tumble resulted.

He was wedged between two rocks and companions had to extricate him. He was given medical attention upon being brought to town.

Farm Count Is Begun Wednesday; Ask Cooperation.

August Frye of Dawn and J. T. Guinn, retiring county commissioner living west of Hereford, have been named farm census enumerators for Deaf Smith county.

They were appointed by C. C. Gilson of Amarillo, supervisor for the district. Both are farmers and citizens of long residence. Frye has served on his community's wheat committee from the beginning of the government reduction program. Guinn was a county commissioner from his precinct during the term which expired Monday.

The census started yesterday. One hundred questions will be asked each farmer in the county. Sample copies of the questionnaire have been sent to most of the farmers from the county agent's office and they have already prepared answers. Those who have not received them may call for them at the office in the court house.

It is the plan of the Bureau of the Census to complete the enumeration by the end of January. It is estimated there are more than 1,000 separate farms in the county. The 1930 census proved inaccurate, showing less than 700 farms. There are government contracts on more than 900, according to records at the county agent's office.

The following statement regarding the purpose of the census and use that will be made of information has been released by Direct-

Future Hinted In Designs of New '35 Cars

Dodge, Plymouth, Ford, Pontiac Here; Latest Chevrolets On Way.

Ten years ago they would not have been recognized as things of this world. Even today they are so new and different that everyone marvels.

The subject, of course, is the 1935 automobile.

There are several in Hereford—the new Ford, the Pontiac, Dodge, Plymouth and Chevrolet.

A year ago everyone gasped when the 1934 models were displayed. The changes are even more pronounced this year.

Streamlining leads the trends in the innovations. All body models are becoming more and more the shape of a tear-drop. Results of the body styling are greater room and increased comfort for passengers.

Safety, too, is stressed more and more. Better brakes, less vulnerable bodies and non-shatter glass are main improvements in the never-end quest of a safe automobile.

Without exception the cars are more economical to operate and the engines are more powerful with greater acceleration and easier starting.

Over at Ireland-Beavers the new Dodge and Plymouths led the parade in arriving. Body changes are radical toward streamlines. The engine in the Dodge is now rated at 87 horsepower. The body is longer and the engine is moved forward eight inches. Similarly the seats are moved to the front, giving front seat riding comfort in both seats. It still has fronting power and has a new type of front wheel suspension called "synchronous," as well as improved steering gear. There are eight body models.

Henry started over on the Ford. They are on display at the Hereford Motor Co. The engine is

W. W. CHILTON IS REPLACED IN SHAKE-UP

Takes Over Office Here On January 1; New Board Installed

Walter L. Pickett became relief administrator of Deaf Smith county Tuesday, January 1. He was installed by A. W. Erard of Amarillo, district supervisor. Pickett succeeds W. W. Chilton, who has held the post here since last February.

Pickett was chosen by the new county relief committee, recently appointed by the state board of control, administrators of state relief. On the board are Harry Fritz, chairman, J. C. Farker, Vera Witherspoon, J. D. Buchanan and John McLean.

Chilton, a former Amarilloan, has not announced his future plans, but intimated he likely will continue in the relief department of the state elsewhere. He followed Miss Annis Greer as administrator after coming here as a case investigator.

Pickett announced that he does not contemplate any changes in personnel of the office immediately. It is his hope, he said, to conduct the office in a manner that will prove most nearly satisfactory to the greatest number of people.

The board will act in an advisory capacity with the new administrator in all affairs pertaining to relief. Immediate plans for work projects have not been announced.

Pickett has been a citizen of Deaf Smith county for more than ten years and is former proprietor of the Star Theatre. He has two children, a son, Edgar, and a daughter, Mrs. Owen Miller, the former Miss Ruth Pickett.

The new committee took over the duties of the board at the same time Pickett was installed. The old committee, all of whom tendered resignations some weeks ago, was composed of Jim Lipscomb, chairman, J. A. Pitman, Carl Straufuss, R. J. Richardson and DeWitt Landis. They were appointed by the county commissioners.

It is the plan of the new administration to obtain for the county all the public works available under provisions for relief work. Their major projects will include completion of Highway 33 and construction of 25-Mile Avenue and Harrison Highway.

They also intend to keep the community gardens going and obtain all improvements possible for the city. They desire, too, to get some rural rehabilitation projects for Deaf Smith county.

"We want to provide work for needy country people as well as those who live in town," Pickett said, "and will make every effort to do so."

Build Barracks for New CCC Men

About \$9 will be added to CCC Company 1582 here within the next few weeks. This will bring the enlisted personnel to approximately 300 men. Construction of a new barracks to handle the additional men was started this week.

More than 5,000 trees have been obtained thus far from New Mexico and are on hand at the park. Planting will be started next week. Plans call for 11,000 trees.

Citizens who have trees they can give to the park are asked to call at the park office. The call was sent out before and number responded with offers of trees, but the list has been long.

Trees on hand now, obtained from the vicinity of Fort Sumner, New Mexico, are mostly juniper, pine, sassafras and willow. M. E. O'Brien, foreman, and a crew of men have been in New Mexico several weeks digging the trees and transporting them here.

Caliche Is Laid Half Way to Dawn

With caliche laid seven miles, work on Highway 31 east of Hereford stopped Christmas Eve, but will be resumed Friday. Lack of laborers from the relief department forced the shutdown, according to Cooper Dewey, engineer.

The first course of caliche is being laid from Hereford to the Randall county line, a distance of about 14 miles. A second course will be placed on top the first.

Labor is being furnished by the relief department and supervision, engineering and truck hire by the highway department.

Schools to Open Again Monday

Two weeks of vacation behind them, Hereford school children will parade back to their classrooms Monday morning to resume where they left off December 21.

Most of the teachers have been out of town during the holiday season, but they will all be on hand for the resumption of activities.

Rural schools, with the exception of Summerfield, all started this week, some of them Monday and the others Wednesday. Summerfield follows the same schedule as the Hereford schools because of sending a number of pupils here.

West's Tailor Shop Is Moved Down Town

Hereford's oldest cleaners, the West Tailor Shop, has moved to a new location, 302 1/2 N. 10th street, at the corner of the Commercial and 10th streets.

The building is being renovated and new equipment is being added to the firm's facilities. "We will be in a position to give the best service ever," declares O. F. West, proprietor.

The company plans an open house as soon as the decorating is completed and all the new equipment and fixtures have arrived.

License Plates Delivered Here

License plates for motor vehicles to be used in 1935 were delivered New Year's Day at the tax collector's office. Trustees from the state prison made the delivery.

The new passenger car plates have white numerals on a maroon background. The farm truck plates have black numerals on orange, and those for commercial vehicles have green numerals on gray background.

Numbers on passenger cars are the same as last year, 291-501 to 292-900, 1,400 sets of plates. Two hundred sets of commercial plates were delivered, and 150 sets of farm truck plates. There are also plates for busses, trailers and tractors, dealers, motorcycles and badges for chauffeurs.

The 1935 license fee may be paid after February 1, but the new plates must not be affixed until April 1, after which time they will be required.

County Library Gets New Books

Numbers of new books have been added by the county library in recent weeks. In the list are both fiction and non-fiction, the leading new publications.

The list released by Miss Lillie Hostetter, librarian, follows: Ford, Triumph of an Idea; Wallace, New Frontiers; Galeworthy, End of the Chapter; Jacks, Revolt Against Mechanism; James, Cow Country; Young, So Red the Rose; Harrell, Prophet of Israel; Hill, Rainbow Cottage.

Austin, Can Prayers be Answered; Gray, Men, Women and God; Pitkin, Psychology of Achievement; Niebach, Reflections on the End of an Era; Huston, Beauty for Sale; Herbert, Holy Deadlock; Lippmann, Method of Freedom; Bottoms, Private Worlds; Fitzgerald, Tender is the Night; Hill, Amorelle; Pitkin, New Careers for Youth.

Manners-Sutton, Black God; Young, Go-Giver; Hauck, Family Matters; Gregory, Island of Al-lure; Sabatini, Venetian Masque.

Precinct 4 Calls Hog Law Election

Precinct 4 of Deaf Smith county will vote on "hog law" January 26. Official notice of the election as called by the commissioners' court is published in this issue of the Brand.

A petition signed by 20 freeholders of the precinct made the calling of the election mandatory. Voting places will be the Sims, Hippos, Ford and Fairview schools.

The election is to "determine whether or not hogs, sheep and goats shall be permitted to run at large within the confines of said commissioners' precinct."

Mrs. Griffith Succumbs Yesterday In Amarillo

Mrs. Harold Griffith, the former Miss Alice Johnson, died Wednesday in Amarillo at the home of her sister, Mrs. J. V. Spikes. She had been ill several weeks.

Mrs. Griffith was a former resident of Hereford and was well known here. She was 30 years old.

Funeral services are to be held in Lubbock, probably tomorrow. A daughter, Grace Marian, her husband and five sisters, besides Mrs. Spikes, survive. They are Mrs. Bob Higginbotham, Amarillo; Mrs. Will Wright, Mrs. R. B. Boren, Mrs. Sid Clark and Mrs. Art Clark, of Dimmitt.

Farm Loan Association Meets Next Wednesday

Annual meeting of the Hereford National Farm Loan Association will be held next Tuesday, January 8, at the district court room, announces Alex O. Thompson, secretary.

E. S. Ireland is president of the association, J. T. Cronin vice president, George Muse, H. G. Conkright and C. H. Dyar, directors.

Reports of the year's activities will be made by the officers. All stockholders are urged to attend the meeting, which will begin at 8 o'clock.

ALL IN THE DAY'S WORK IS A JOB LIKE THIS!

Last week, Christmas Day to be exact, Mrs. W. T. Jackman of Clovis lost a watch in Hereford. Naturally, she advertised in the Brand. Naturally, she got the watch back.

But Mr. Jackman, a Clovis merchant, is still amazed at the results. He writes: "I want to express my appreciation to you for the manner in which you handled this matter. And, judging from such instantaneous results, your paper is the people of Hereford, which fact I am sure the advertisers are familiar with. I had Diagonos lived in Hereford he would have had no need for a lantern."

But jobs like that are all in the day's work for Brand want ads.

Hereford Artists Will Appear On Radio Card

Wednesday afternoon, January 9, several Hereford artists will participate in a radio program over WDAG in Amarillo. Wayne Evans will give two violin solos and the chorus from the Junior Pioneer Club will be featured in several numbers.

The program has been arranged by Ardelle S. George, Dawn, chairman of the music department, Seventh District, Texas Federated Womens Clubs. Time of the program is 4:30 to 5:35 p. m.

Others to be on the program are the Young Men's Chorus of Canyon and Walter D. Word of Amarillo, pianist.

Oliver Ray, returned home Tuesday, after spending the holidays with his father, W. H. Ray. Oliver is a teacher of electrical engineering at A. & M. College.

Bowling Season Ends As Alleys Are Closed

For the simple reason that the bowling alleys have closed there will be no competition in the city league this week. And prospects are slim for completion of the season's play.

Charlie LaVall, operator of the alley, closed at the end of business on December 31. The license fee, exceeding \$100, was too high to warrant continued operation, he said.

The close of the season found the Brand five topping the league with three wins on the alleys and one by default. No other team was undefeated.

Wright's Chickens In Slaton Poultry Show

Five of Jack Wright's champion White Rock chickens are competing in the South Plains Poultry Show at Slaton this week. These birds cleaned up in their class at both the Amarillo and Hereford shows. They also won prizes given at the Slaton show last year.

Wright did not send his champion cockerel and cock which were sweepstakes winners both here and at Amarillo. He felt the birds were much too valuable to send off without his personal care.

1934 Review Reveals Much News

Few if any years have been more eventful in Hereford and the surrounding area than was the late lamented calendar cycle 1934.

As the headlines pass in review many things of interest is revealed. Some of it was good, much of it was not. But there were few dull moments.

Listed here are some of the headlines in the Brand during 1934. This is only a review of local news, not pretending to be a digest of world events.

January. John Miller announces for sheriff; Bessie Smith for treasurer; C. W. Humble for county judge; Omer Baker for sheriff; T. P. McCollister, John Whitsett and E. M. Jack for commissioners; L. H. Foster and H. D. Reed for clerk; Corn-hog program is announced. District court opens. Mrs. Mary Estes, pioneer, dies. Cut CWA quota to 325, laying off 100.

February. Wheat allotment checks worth \$23,455 arrive. Penny store is opened. W. W. Chilton is named relief administrator. A sandstorm blows. Mrs. Nona Jewell announces for treasurer; Lem Carlyle for county clerk; Pink Gilliland and Mack Beach for sheriff; H. D. Culpepper for commissioner.

March. Light rain falls, first of year. Whitefaces lost to Amarillo for district basketball title. Band and orchestra of schools win first at music festival in Amarillo. Jim

Mauk, Clyde Allred want to be sheriff; C. S. Perrin, commissioner, and E. B. Black, mayor again. CWA dies. Rev. V. M. Cloyd of Baptist church goes to Waco. The first snow in years falls, 15 inches of it. James Witherspoon seeks to repeat as district attorney. C. H. Dillehay is named proxy of newly organized Northwest Texas Educational Conference.

April. Charles J. Paddock is elected mayor. Geo. Brimley takes over Grizzle Chevrolet Co. Homer Grizzle going to Electra. Louie LeGrand; Dave Alexander, Cliff Hlicks are "written in" as school board members, defeating regular candidates. Bonnie Brumley and J. W. Brady announce for hide and animal inspector. Relief work stops. Mary Kate Brotherton wins regional extemporaneous speech contest.

May. W. M. Griffin takes over Presbyterian pastorate. Mrs. W. B. Phillips, old settler, dies. Relief work starts again—so does city baseball league. Dr. J. A. Hill and Rev. T. C. Willett address 54 high school grads at exercises and school let out. Miss Brotherton, mentioned above, leads seniors in grades and Sallie Gilbreath leads in grades and activities combined.

June. Jimmie Allred, governor candidate, speaks here. Doug Connell and Dick Dixon out for constable. Cattle buying by government

starts. Emi Bowsher, oldest citizen, dies at 91. B. H. Hopkins resigns position at high school to go to Tyler at better salary. (Later he was talked into staying.) Gus Streun is elected Boss Lion. Cat-tlemen sell Uncle Sam 1,500 head.

July. Midgets win first half in ball league. Mrs. A. C. Grant dies. Beer election is called. Shortest wheat harvest ends with yield of around 250,000 bushels. State park site at Hereford's door is designated as drought relief measure. Inch and a half rain falls, saving Tierra Blanca from going dry. CCC Camp is established. Four thousand head of cattle are sold. Beer is defeated. L. H. Foster, Jack Rose and J. W. Brady nominated in first primary.

August. Mrs. R. L. Elliston, pioneer, dies. Mrs. Mina Jones is named acting postmaster. Brand announces automobile contest. CCC Company under Captain Barrell Cox, arrives at Hereford State Park. Hospital bonds are refinanced. J. D. Lawson, nine, drowns at play. Mrs. J. P. Roberson, another early comer, dies. An inch rain falls. C. O. Lee dies. Allred is nominated governor. John Miller, Bessie Smith, Dick Allred, Wiley Roberson, H. D. Culpepper and Dick Dixon are nominated to county offices.

September. A strange sandstorm, making the afternoon dark as night, strikes

Hereford, scares citizenry. Sheep buying by your Uncle Samuel is started. School opens and record enrollment of 908 is recorded. Whitefaces beat Yinnigans.

October. Portales gridlers are beaten. Mrs. W. H. Rhoads dies. Civic Chorus is organized by Miss Mattie Mae Swisher. CCC barracks are completed. Virgil Feyer dies in Amarillo. Littlefield, Friona, Tulla are beaten by high school eleven. First corn-hog money arrives. Mrs. J. W. Berry wins Brand Plymouth in circulation contest.

November. Amberst and Canyon lose to Whitefaces. Red Cross roll call is started. Rain falls, eight tenths of an inch. Some wheat money comes. Clovis noses out White-faces, 37 to 0. Uncle Sam buys 1,474 head of sheep. Whitefaces beat Dunas for second district title in as many years. First snow, just a trace, falls.

December. Annual poultry show is huge success. Hopkins, B. H., is named president of Chamber of Commerce. Oscar Milton Latimer, veteran and CCC worker, dies after automobile accident. T. C. Cobb, lumberman of Muleshoe and Amarillo, is charged with murder. Shamrock wallops Whitefaces for championship of districts one and two. Chorus sings Handel's immortal "Messiah." A light snow falls as wind blows. Santa Claus visits. Christmas is quiet. Allred

BEWARE WINTER COLDS

"An Ounce of Prevention Is Worth a Pound of Cure"

QUALITY AND SERVICE

CITY DRUG STORE

TELEPHONE 100

There are few common ailments that do as much to cause you real distress as do winter colds. The treatment of them is a most important step in maintaining your general health. At the first sign of a cold you should do all that you can to prevent its development. We have many aids in the prevention and treatment of colds. Among these are our own remedies which have proven so effective in their treatment.

PRESCRIPTIONS

Re We compound your prescriptions as carefully as they have been written. Only trained graduate pharmacists fill prescriptions here, and they are filled with fresh, pure drugs from the largest and most complete stock in the city.

Friena Doings

Take Proctor to Carl's Gro. to take cleaning and pressing to West's, one door north of Corner Drug.

Elwin Gischler visited in Amarillo over the week end.

R. F. Fleet of Tecumseh, Oklahoma, is here for a few days transacting business.

Mr. and Mrs. Clark of Hollene, New Mexico, spent Saturday in the W. C. Osborn home.

Dayton Hansen of Amarillo visited his parents, Mr. and Mrs. D. W. Hansen, Sunday.

Mr. and Mrs. Bill Guyer spent Sunday in the G. A. Guyer home.

O. G. Turner and George spent Christmas in Friena.

J. W. Parr and family are in New Mexico for a few days.

W. P. Maples of Lakeview spent Friday and Saturday with his son, Elmer, at Pampa.

A. D. Smith is visiting relatives and friends in Fort Sumner, New Mexico, over the week end.

S. F. Warren and family visited the W. H. Warren home Sunday.

Mrs. Chas. Baxter and small daughter of Elk City, Oklahoma, visited her parents, Mr. and Mrs. F. S. Truitt during the holidays.

Earl Beasley of Clovis visited in Friena Sunday.

I. K. Cole returned this week from Paris, Texas, and Snyder, Oklahoma.

J. R. Maples was a business visitor in Clovis Monday.

J. C. Temple of Farwell was in Friena on business Monday.

Miss Alice Guyer of Farwell is working in the office in Friena this week.

Mr. and Mrs. L. G. Simpson returned from Amarillo this week, where they spent the holidays with relatives.

Stubb Jones who has been employed at Sherman for some time, has taken a position in a drug store here.

Misses Reba and Roberta Hill

Westway Items

Mr. and Mrs. Pete Kelly of Pampa visited her parents, Mr. and Mrs. Ira Miller, last week after his recent illness.

Chas. Coneway of College Station spent Christmas in the home of his parents, Mr. and Mrs. O. F. Lange.

J. B. Crow, Misses Martha and Lois Mae McFarland and Thelma Osborn were in Littlefield Sunday. Miss McFarland was returning to her position as head of the Spanish department in the school. She had been visiting her parents here over the holidays.

A group of the Baptist young people of this city presented a program at the First Baptist church in Hereford Sunday evening.

Miss Alice Baker of Hereford spent Christmas with her parents.

Miss Francis Lacy of Dallas visited her parents here Christmas.

Mr. and Mrs. O'Rear who are teaching at Goodnight spent the holidays in the home of her parents, Mr. and Mrs. F. W. Reeve.

Mr. and Mrs. Milton Gore of Pampa visited relatives here during the holidays.

Miss Bonnie Curry of Vega spent Christmas week in the home of her parents, Mr. and Mrs. A. S. Curry.

Messrs. and Mmes. O. H. Osborn and Joe Clark and family of Hollene, Mr. and Mrs. F. M. Osborn, Jim King and Rev. H. L. Thurston were dinner guests in the W. C. Osborn home here December 29 in honor of the birthday anniversary of Mrs. W. C. Osborn.

Mr. and Mrs. Chas. Baxter and small daughter returned to their home in Elk City, Oklahoma, Wednesday. They have been visiting in the home of Mrs. Baxter's parents, Mr. and Mrs. F. S. Truitt.

Miss Floy Goodwine who is a teacher in Houston, was home for the holidays.

T. J. Crawford and daughters, Mary K. and Jean were in Amarillo Monday.

Dudley Alexander of Muleshoe visited here Christmas.

Holidays are over and a number of students are returning to college. Miss Helen Crawford and Mr. Drake to State University; Miss Dorothy Crawford to CIA; Messrs. Seva Welch, Gwendolyn Caghill, Edith Brookfield, Juanita Vestal, Mabel Wimberly, Reba and Robert Hill and Messrs. Glen and Robert Hill, and Mrs. L. Alexander and Mrs. Nelson Welch and Mr. and Mrs. G. L. Lacy of Texas Tech. and Glen Lacy of business college.

Black

BY MISS NOBLE McLEAN

Take cleaning and pressing to West's, one door north of Corner Drug.

A large number attended a Christmas tree at the school house last Monday night. A program was given by school children.

Edgar Skypala took supper with Mr. and Mrs. Leslie Vaughn in Hereford Saturday night.

Mrs. J. M. Landers and children and Miss Wanda Downs spent the week end with relatives in Hollene, New Mexico.

Mr. and Mrs. R. M. Gunn attended church at Bippus Sunday.

Mr. and Mrs. Gunn spent Sunday night with Mr. and Mrs. Guy Lawrence at Walcott.

Mr. and Mrs. V. Skypala and family took Sunday dinner with Mr. and Mrs. W. L. Weaver in the Dean community.

Claudell Sikes who is attending school in A. & M., visited Raymond and Marlin Pierce this week.

Mr. and Mrs. F. W. Dodson were called to Lockney Friday by the death of his uncle, W. A. Brewster.

Murray Fuqua of Abilene visited the Dodson home Sunday and Monday.

Mrs. Edwards of Oklahoma is visiting her son, H. W. Edwards.

Al Werner and Mrs. Bess Turentine made a business trip to Lubbock recently.

Mr. and Mrs. Mainot of New Mexico spent Christmas with the Gilliland family.

Mrs. W. T. Weaver spent the week end with Mr. and Mrs. Buck Weaver in Hereford.

Mr. and Mrs. Roy Coker of Summerfield spent Christmas with his sister, Mrs. C. V. Burgess, and family.

C. V. Burgess and family spent Friday in the J. D. Morgan home at Wyche, and Sunday with Mrs. R. Borden at Grady, N. M.

Bill Burgess spent Sunday with Dimmitt friends.

Miss Katherine Vaughn spent one night recently with her grandmother, Mrs. Schulz, and they returned to the Vaughn home next day.

G. W. Wilson returned from a business trip to Crosbyton Friday then went to Branson, Colorado, on business Monday.

Mr. and Mrs. V. Skypala spent New Year's Day with Mr. and Mrs. Paul Arthur near Dawn.

Black

BY MISS NOBLE McLEAN

ing Christmas with Mrs. Mary D. Ray.

Fern Barnett and wife and Jas. McLean have returned from Mountain Park, N. M., where they visited the McMurrys.

Ervan Kimmins returned home Sunday from a visit at Lark.

Mrs. Etha Melugin is visiting her daughter in Whitewright.

Maxine and Margot McLean, Juanita Welch and Lois Presley attended a party at the Clays River home one night last week.

Joe Smith, Carl Lockhart, Theodore Braff and Elk Culberson of Brooklyn, N. Y., were guests of G. E. McCrate last week end.

Z. N. Holley is visiting relatives in Tennessee this week.

Dave Ray and family returned home to Voss Friday after spending

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Noble, were Farwell and Clovis visitors last Thursday.

Oran Bennett, wife and son, and Chas. Bennett spent Christmas in the Ray Bennett home.

Junior Prichard of Canyon visited his aunt, Mrs. Jim Black, last week end.

Winnie Jo Bennett visited Ruby McKinney in Amarillo last Monday and Tuesday.

J. W. M. Alexander and family, Clarence Gwyn and family visited the McLean home Wednesday.

Elizabeth McMurry and Geneva Denton returned to Brownwood Friday after a visit here.

The party in the community club house Friday night was well attended.

Mr. Mitchell and family, and Mrs. W. H. Flowers and son of

Black

Des Moines, N. M., spent a few days in the home of Mrs. Pat Denton.

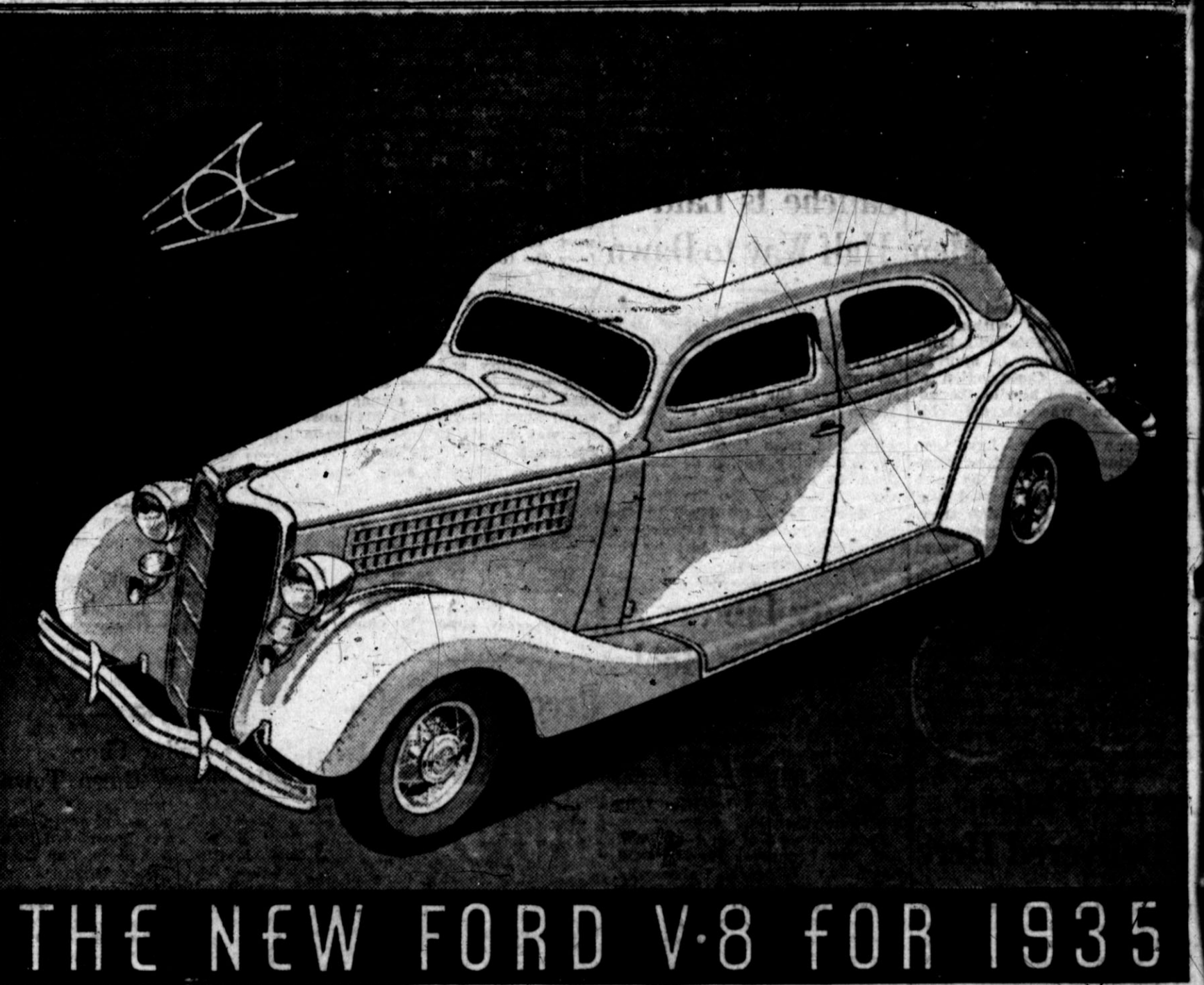
Mr. and Mrs. Nolan Bennett of McBride spent Christmas with Mr. and Mrs. Ray Bennett.

Ervan Welch and Orlan Hartley returned Saturday from Blue Grove where they visited friends and relatives.

Chest Colds

Don't let them get a chance to get into your chest. Chest colds are the most common and most annoying of all ailments. They are caused by germs that enter the chest through the nose and throat. They are often accompanied by a sore throat and a cough. They are often accompanied by a sore throat and a cough. They are often accompanied by a sore throat and a cough.

Lost!
use the
CLASSIFIED



THE NEW FORD V-8 FOR 1935

NOW ON DISPLAY

A New Ford V-8 That Brings New Beauty, New Safety, and a New Kind of Riding Comfort Within Reach of Millions of People

The New Ford V-8 for 1935 is the biggest and roomiest Ford car ever built. It is a strikingly handsome car, with modern lines and new, luxurious appointments.

But most important of all it is especially designed to give you smooth, easy riding over all kinds of roads—"a front-seat ride for back-seat riders."

This ease of riding is achieved by the use of three basic principles never before combined in a low-price car.

1. Correct distribution of car weight by moving engine and body forward eight and a half inches.
2. New location of seats by which the rear seat is moved forward, toward the center of the car—away from the rear axle and away from the bumps.
3. New spring suspension which permits the use of longer, more flexible springs and increases the springbase to 123 inches.

The result is Center-Poise—which not only gives you a new riding comfort but adds to the stability of the car and its ease of handling. You can take curves with greater safety.

There are many new features in the Ford V-8 for 1935 which make the car still easier to drive. New brakes give more power for stopping quickly with far less foot pressure on the pedal.

A new type of easy-pressure clutch employs centrifugal force to increase efficiency at higher speeds. New steering mechanism makes the car still easier to handle. New, wider, roomier seats.

The New Ford V-8 for 1935 retains the V-8 engine which has demonstrated its dependability and economy in the service of more than a million owners. There are refinements, but no change in basic design. You buy premium performance when you buy this Ford V-8—full 45 horsepower and capable of 80 miles an hour. All Ford V-8 cars for 1935 come equipped with Safety Glass throughout at no additional cost.

We invite you to see this New Ford V-8 for 1935 at the showrooms of Ford dealers. You will want to ride in it—to drive it yourself. You will find it a new experience in motoring.

FORD V-8 PRICES ARE LOW

12 BODY TYPES—Coupe (5 windows), \$485; Tudor Sedan, \$510; Fordor Sedan, \$575; DE LUXE—Roadster (with rumble seat), \$625; Coupe (3 windows), \$575; Coupe (5 windows), \$625; Phaeton, \$695; Tudor Sedan, \$575; Cabriolet (with rumble seat), \$625; Fordor Sedan, \$535; TOURING SEDAN, with built-in trunk—Tudor Touring Sedan, \$595; Fordor Touring Sedan, \$535.

F. O. B. Detroit. Standard equipment gear including battery and spare tire. All body types have Safety Glass throughout, at no additional cost. See your Ford dealer for complete details. Dealer's price includes tax, license, and title.



From every front comes positive proof of the advance of business against the depressing influence of the last few years. Are you in a position to take full advantage of this upswing? You can have no better background for future prosperity than a sound bank—for your deposits, for your loans, for financial advice, cooperation, and efficiency. As a personal favor we ask you to permit us to present the records of this institution through good times and bad—for your approval in selecting a banking connection. Personal or industrial, you will find our personnel and our departmental service adequate and experienced to direct you wisely and well. Your first step is to interview us on your present financial problems or possibilities.

The First State Bank OF HEREFORD

NEW 1935 FORD V-8 TRUCKS AND COMMERCIAL CARS ARE NOW ON DISPLAY

See These Cars at the Hereford Motor Co.
103 W. Third St. Phone 39

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Take cleaning and pressing to West's, one door north of Corner Drug.

Mr. and Mrs. Murray of Oklahoma City visited the latter part of last week with Mr. and Mrs. F. P. Lyons and children.

Miss Alma Montgomery and J. Morris Fortenberry spent the holidays with relatives at Floydada.

A social was given in the T. F. Bohannon home the evening of December 17, it being his birthday, and Mrs. Bohannon planned a surprise. A pleasant evening was enjoyed and refreshments were served to Messrs. and Misses: Gilford Stroop, Weaver, Thero, Robinson, McCollister, M. B. Stone, J. M. Chapman, Floyd West, Iris Bohannon and their families; Olat Bohannon, and the host and hostess.

John Morris and children visited relatives at Higgins over the holidays.

Death came to Mrs. N. O. Phillips December 24, following an illness of a few days. She leaves her husband and five children: Lois, Meade, Alpha, Phyllis and Clyde. Her parents, Mr. and Mrs. McCarty, of Sulphur, Texas, and Mr. Phillips and Mrs. Coody and Miss Emma Phillips of Bonham, with

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. If Take cleaning and pressing to West's, one door north of Corner Drug.

Mr. and Mrs. H. Fullwood and daughter, Mrs. Bob Fullwood and family of Hereford, were guests in the D. C. Walser and Lois Lookingbill homes Sunday.

The senior and junior clubs enjoyed a Christmas party at the Ray Johnson home, with Mrs. O. B. Saunders as hostess and Miss Ben Wilhelm as assistant hostess. A program and tree were enjoyed by all, and each received a Christmas gift. Luncheon was served to Misses: L. L. Cannon, Wilson Vines, Jim Clark, Ada Atchley, N. F. Sikes, Lee-Curry, T. Welty, Ray Johnson, O. B. Robertson, J. B. Saunders, Ben Wilhelm, Walter Huntley, Guy Walser, Misses Christine Atchley, Mary Lee Curry, Oleta Bowling.

B. K. Gresson and family spent Christmas with his parents and celebrated their 50th anniversary.

Elton Johnson of Fredericksburg and Orin Turner of Austin spent the holidays in the Lawrence Johnson home.

Claudell Sikes of A. & M. spent Christmas with his parents, Mr. and Mrs. N. P. Sikes.

Mr. and Mrs. D. C. Walser and Joan spent Christmas day with her parents, Mr. and Mrs. Bob Fullwood at Hereford.

J. B. Saunders and family spent Christmas in Amarillo. Mrs. Gatewood, a sister, and baby came home with them for a visit.

Dean Story of Canyon was at home for the holidays.

Britt Clark and family spent Christmas day in Canyon.

Mrs. Dodson, Messrs. and Misses: Allen and family, Amarillo, and Virgil Donson, Happy, visited the Walter Huntley home during the holidays.

Miss Ellen Atchley visited friends in Abilene Christmas.

School closed from December 21 until January 7.

Mrs. W. A. Davis, Miss Laura Black and Howard Black of Clarendon, and Miss Margaret Fuller of Denton, Mr. and Mrs. Ross Baker and daughter of Pampa, C. E. Ray and Billie Prachar of Wash., Colorado; Rev. and Mrs. Herman Coe and daughter of White Deer were guests in the Lee Curry home during the holidays.

Mr. and Mrs. Butler of Stratford were Christmas visitors in the J. L. Lookingbill home.

Lester Blakemore and family of Sapulpa, Okla., Mrs. G. W. Mills and daughters, and Miss Eva Blakemore of Amarillo spent the holidays in the A. J. Blakemore home.

Louie Huckert and Jimmie Pike of Amarillo spent the holidays in the Louie Huckert home.

C. E. Thomas and daughter spent Christmas with friends in Plainview.

Mr. and Mrs. Walter Huntley and daughters were Happy visitors one day last week.

Jumbo News

BY MRS. J. W. BERRY

and Mrs. W. C. Nix, H. C. Baird, Ullman Hunter, Edwin Mauk, Mr. J. W. Berry and the host and hostess.

W. A. Hunter went to Matador Thursday on business, returning Saturday. He was accompanied by Mr. and Mrs. Ullman Hunter, who visited friends while there.

Mr. and Mrs. C. I. Beck of Lubbock have been visiting in the L. E. Beck home.

Mr. and Mrs. H. C. Baird spent Christmas day with her brother, Harvey Cash, in Canyon.

The Oxford family spent last Thursday with Mrs. Minnie Marlar of Sunnyside.

Mr. and Mrs. Edwin Mauk spent Christmas day with her mother in Hereford.

C. I. and L. E. Beck were in Amarillo Thursday on business.

Mr. and Mrs. H. C. Baird and Mr. and Mrs. Edwin Mauk were guests in the Ullman Hunter home Sunday.

Take cleaning and pressing to West's, one door north of Corner Drug.

A Christmas program was rendered by the school children at the Christmas tree Monday evening. All who were present received a sack of fruit and candy.

Mrs. Oxford, Kitty and Willie spent Christmas in Lubbock with the C. I. Beck family.

The children of Mr. and Mrs. W. A. Hunter brought dinner and enjoyed a holiday feast in the home of their parents Christmas day. Games were played during the day and gifts were exchanged from the Christmas trees in the afternoon.

Mr. and Mrs. C. D. Pinckert gave a dance for the young people Wednesday night.

Mr. and Mrs. Willford Taylor of Uppinger visited in the home of her parents, Mr. and Mrs. F. L. Pinckert, Sunday.

Mr. and Mrs. S. M. Hunter spent Thursday in the L. E. Beck home.

The young people enjoyed a dance in the home of Mr. and Mrs. Laban Galloway Saturday night.

A dinner party was given in the home of Mr. and Mrs. Wes Bradley of Wyches Saturday night. Tables of bridge were enjoyed throughout the evening. Present were Messrs.

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PAT WEDERBROOK

Massaged the face of our Office with

ORIENTAL STUCCO

What a Change.

Let us tell you what the cost will be to brighten your house the same way.

R. H. KEMP LUMBER CO.

GRANT A. FULLER, Manager.

HEREFORD TEXAS

NOTICE: Friendly Builders Hour now on the air on Friday Night at 9:30 P. M. Tune in on WFAA, WOAI or KPBC It's Good!

HAPPY DAYS ARE HERE AGAIN




Put Your Laundry Troubles In Our Hands

Happy days are here for the smart, housewife who sends her laundry to us. We give every piece the same careful attention it would get if she did it herself but all the drudgery of laundry is dispensed with. Make a New Year's Resolution to save your health and free yourself from wash day cares.

Mr. Earl Wilson, who for several months has been our outside salesman, has accepted a position with the Brunley Chevrolet Co. While we are sorry to see him make this change for selfish reasons of our own, we wish him every success in his new work.

Call 296 and meet something new—Satisfaction.

HEREFORD LAUNDRY AND DRY CLEANING CO.



I Likes It Warm!
I Use Niggerhead Coal!

Check your coal bin and if it's low, lay in a supply of dependable quality coal. Don't take a chance with the "cold wave" month—be prepared with a good supply. And don't take a chance with inferior coal. We'll supply you with the best grades of fresh-mined coal—the finest quality for the money—and the lowest prices obtainable anywhere. Just give us a ring when you need coal.

McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

SPECIAL STORAGE CLOSET PREVENTS MOTH DAMAGE

Clothes moths fly about and deposit their eggs at almost any season in our heated homes. When the approach of warmer days invites us to shed overcoats, sweaters and extra blankets, we do not always take care of these things promptly, and moths get at them while they are waiting for attention. The moths lay their eggs, and the larvae or worms that hatch out do the damage by feeding on the woollens or furs.

Why not clear out at least one closet suggest entomologists of the United States Department of Agriculture, and devote it entirely to the storage of winter garments and furnishings? Many modern homes are built with special cedar-lined storage closets, but unless such closets are kept sealed while in use, and sometimes even when then they are scarcely better than any other closets that can be kept tightly closed.

If everything can be put away at once the task is simplified. Clean, brush thoroughly, sun each article to make sure there are no hidden moth eggs in it, place the garments on hangers, and sprinkle 3 or 4 pounds of naphthalene flakes or paradichlorobenzene crystals on the floor. Then lock the door and seal the cracks with tape. If the garments must be put away one at a time, it is better to wrap each in strong unbroken wrapping paper (after cleaning and sunning) with the ends turned under. As an added safeguard, sprinkle some of the flakes or crystals in each package. Label everything to simplify later identification, and store the package in the special closet.

If you do not have such a closet to spare, you can probably make a tight cupboard or storage closet of boards or wall board that will answer the purpose. Line it with strong unbroken wrapping paper and when you put away your winter things put in plenty of the flakes or crystals referred to above. Your best rugs deserve similar attention. They could be stored in a special box long enough to take them when rolled on poles to prevent wrinkles. If both should be vacuumed into the storage box.

WINTER FOODS

That Build Healthy Families!

Resolve to shop here for quality foods at low prices in 1935. Home managers always attack their food budgets with renewed interest at the beginning of the New Year. We want you to give us a month's trial—actually see for yourself the great savings to be realized by shopping here consistently.

BEAN SPROUTS	10¢	CATSUP, Empson's	15¢
La Choy, can	12¢	Made with rich, ripe tomatoes and pure spices, large bottle	17¢
SALMON	25¢	CRACKERS	25¢
Alaska Pink, tall can	19¢	A-1, 2-lb caddy	10¢
CHOP SUEY	19¢	SODA	10¢
La Choy, can		3 large pkgs	
(1 can Chow Mein Noodles FREE)		VINEGAR	
VEGETABLES		Pyre cider, pint	
Mixed, La Choy, can			

KARO

Light or Dark, No. 5 can 29c

PIMENTOS	11¢	TOMATOES	25¢
7-ounce can		3 No. 2 cans	
SPINACH	25¢	CUT BEANS	25¢
Medina, 3 No. 2 cans		Medina, 3 No. 2 cans	
CORN, Rosedale	15¢	LIMA BEANS	19¢
Golden Bantam, No. 2 can		2-lb package	
SHREDDED WHEAT	25¢		
2 packages		FLOOR WAX	33¢
		Johnson's, 1 lb 59¢, ½ pound	
		PALMOLIVE	14¢
		3 bars	
		CRYSTAL WHITE SOAP	19¢
		5 Giant bars	
		SOAP FLAKES	31¢
		Crystal White, 5-lb package	

PEACHES	25¢	RICE	10¢	PICKLES	15¢
Choice Quality, 2-lb pkg		Choice Blue Rose, 2-lb pkg		Whole sour or dill, qt. jar	
CHERRIES	25¢	MILK, Borden's	6¢	CLOROX	25¢
Red Pitted, 2 No. 2 cans		or Carnation, small size 3¢, large		Pint 15¢, quart	
FLOUR	\$1.77	OVALTINE	57¢	WHITE KING SOAP	19¢
Sunrise, 48-pound bag		Small size 31¢, large size		Granulated, medium size pkg	
WAX PAPER	15¢	PINEAPPLE	19¢	TOILET SOAP	13¢
Cut Rite, 2 packages		Half slices, No. 2½ can		White King, 3 bars	

Quality Meats for Mid-Winter Menus

ROAST	Baby Beef, Boned, Rolled and Tied, pound	12c
BACON	Sugar Cured Squares, pound	18¢
LOAF MEAT	Pork added, pound	10¢
LARD	Pure Pork, Hing Pall, 4 pounds	47c
CHEESE	No. 1 Long Horn, lb	19¢
BACON	Armour's, sliced, lb	28¢

Serve More Fresh Fruits and Vegetables!

SPUDS	Red, 10 lbs	15c
GRAPES	Red Emperor, 2 lbs	25¢
BANANAS	3 pounds	20¢
ORANGES	Large size, dozen	25¢
APPLES	Winesap, dozen	19¢
CRANBERRIES	Quart	23c

FURR FOOD

FREE DELIVERY TELEPHONE 74

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS AND FRED.

The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms
 HEREFORD, DEAF SMITH COUNTY, TEXAS
 TELEPHONE 30
 MRS. SETH B. HOLMAN Publisher and Manager
 DE WITT LANDIS Editor
 W. C. NIX Foreman

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 Per Year.
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 Year.



Entered at the post-office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

ABOUT THE FARM CENSUS

Of outstanding importance to the farmers of Deaf Smith county—therefore to everyone in the county—is the Federal Farm Census now in progress.
 The census of 1930 showed only a few over 800 farms. The Agricultural Adjustment program revealed at least 1,000 farms in the county. But officials at Washington were prone to accept the 1930 census as accurate and were reluctant to allow the county its full share of wheat acreage.
 Since the county's economy seems destined to be controlled or at least supervised as far as agriculture is concerned, it behooves every county to have a complete and accurate count in the census as future programs will no doubt be based largely on the results of the enumeration.
 Farmers will thus be doing themselves and their counties a disservice in failing to cooperate to the fullest with the enumerators. It is significant that information in the census schedules will be confidential and will not be used as a basis of taxation nor communicated to any tax official.

Ford Doings

MRS. H. M. BENSON

Take cleaning and pressing to West's, one door north of Corner Drug.
 The community enjoyed a program and Christmas tree at the school house Monday night.
 Mr. and Mrs. Fred Brunson spent Monday with relatives in Claude.
 Mr. and Mrs. J. E. Hill are spending the holidays in Mineral Wells.
 New officers for the Sunday school were elected last Sunday. W. M. Stewart is superintendent; Mrs. J. L. Hight, assistant; George Benson, secretary; Ted Langley, song leader; J. S. Garrett, assistant; J. E. Hill, Bible class teacher; W. M. Stewart, assistant; Miss Mildred Stewart, pianist; Mrs. Geo. Benson, assistant. Other teachers will be selected next Sunday.
 Mr. and Mrs. H. D. Hill spent Christmas day with her parents in Summerfield.
 Mr. and Mrs. Ted Langley and children went to Hereford Saturday afternoon.
 Dinner guests in the John Whitsett home Sunday were Tom Bassett and Mr. Sandiford.
 Mr. and Mrs. A. K. Webster entertained a number of friends in their home Thursday night with a forty-two party.
 Mrs. Jess McGowan attended services at Vega Baptist church Sunday.
 School reopened Monday, but some of the pupils will take New Year's day off.
 Miss Rachel Shields spent the holidays with home folks in Vega, and Miss Ida Lee Cope visited her parents in Claude.
 Hardy Benson, Jr., celebrated his ninth birthday last week by entertaining a number of friends at a dinner and a day of pleasure.

Among those present were Mrs. Bill Bernhardt and children, Bill and Nancy Ann Garrett, Dorothy Langley and Billie Webster.
 A. K. Webster and family left Sunday morning for Temple to visit his parents.

Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL
 Take cleaning and pressing to West's, one door north of Corner Drug.
 B. F. Fulkerson of Roswell, New Mexico, spent several days here with his son and daughter.
 Mr. and Mrs. Cole of Colby, Kansas, and Miss Audine Biggers are spending the holidays with their father and sister.
 A large crowd enjoyed a party in the B. R. Fulkerson home Saturday night.
 Mr. and Mrs. Ted and Henry Roebek were Christmas dinner guests of the Straufuss family at Ford.
 Mr. and Mrs. Arlie Dean and family returned Friday after spending Christmas in Plainview and Odessa.
 Dean school began Monday with four pupils present.
 Mr. and Mrs. Dean and Mary Louise ate supper Sunday night with Mr. and Mrs. H. R. Conkright on the D-Bar ranch.
 Mr. and Mrs. Jim Boyd were in town Saturday.
 B. R. Fulkerson and family visited Mr. and Mrs. Earl Springer Sunday.
 Mrs. A. A. Head and son, Harold Lloyd, returned home Sunday from a holiday visit to Hale Center.
 Mrs. Morel, Eldon Harris, Miss Loyd, Mr. and Mrs. Dean and Mary Louise were guests of Mr. and Mrs. T. P. McCollister at a lovely 6 o'clock dinner Tuesday.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 1, 1904.)

Sam Morris had resigned his position with the Western National Bank to enter into a partnership with W. B. Mersfelder in the mercantile business at Bovina.

J. A. Stegall, Castro county ranchman, had been in Hereford on business.

B. C. Roberson had been in town from Boom and bought an organ for use in all public meetings in that community.

Maple Daniel (who had received a broken leg in a tussle with a broncho-over in New Mexico) was able to be out again.

E. H. Fullwood had been in town from Endee, New Mexico.

"Ross Davis has accepted the position in the Western National Bank vacated by Sam Morris," and Attorney W. H. Russell will have charge of the Hereford Land and Abstract Company's business."

C. P. Arthur was able to be up and about following a long seizure of "slow" fever.

Trustees had decided Hereford schools could be conducted with six teachers instead of seven, and notice was given to that effect.

"Poll tax payments were picking up. Out of a total number eligible to pay in Deaf Smith and Farmer counties, 123 had paid.

Rev. J. F. Elder, pastor of the Baptist church, tendered his resignation and was preparing to move to Waco.

"For fine pigs at reasonable prices, see Troy Womble."

(From The Hereford Brand, January 2, 1914.)

The political pot was beginning to warm up, and among those already in the field were J. S. Jones and A. O. Thompson for county and district clerk; W. D. Kellehor, sheriff; J. W. Sellers, of Hereford, attorney 69th district; D. B. Hill, Dalhart, judge 69th district.

E. R. Elliston and Miss Caille Sanders were married Christmas Eve by Rev. J. R. Henson of the Methodist church.

Mr. William Jesse Stanford of

Lorenz, Texas, and Miss Nellie Black of Hereford were married at the Methodist church, December 30, and left on Wednesday for their home at Lorenz.

"We asked the young lady across the way what she thought of the Hetch Hetchy proposition, and she said that for her part she liked the old-fashioned two-step better than any of the new dances—Kansas City star.

A few of the "homeless" young boys of the city were given a turkey dinner by Mrs. Clarence Smith. Present were O. J. Burns, C. A. Skelton, J. C. Burkhalter and D. M. Blanton.

Postmaster R. H. Barnett had purchased a new automatic cancelling machine for use in the Hereford office.

Day and night the younger people of Hereford were enjoying the splendid skating to be had on all lakes near town.

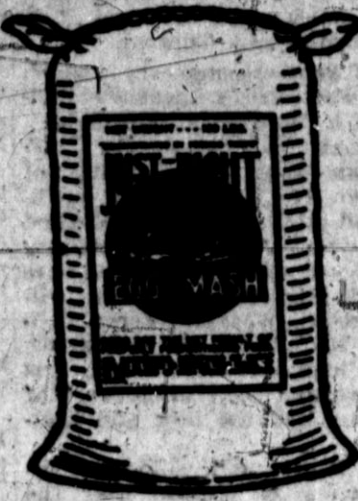
J. A. Fox, it seemed, was about to get title to the whole town of Friona, the hotel there being his latest venture.

You Have to Buy Chicken Feed

Get the Best

JUST - RIGHT

Is But Little Higher Than Grain and Look At the Results.



With eggs at their present high price and since you must buy feed, you cannot afford not to use JUST-RIGHT. It produces eggs.

WE HAVE PLENTY OF COAL

West Texas Feed and Seed Co.

Phone 265.

We Buy Produce.

THE CHURCH WORLD

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, Superintendent.
 Morning worship, at 11.
 Christian Endeavor, 6:15 p. m.
 Evening service at 7:00.

St. Anthony's Church

Sunday, feast of the Epiphany, mass at 8, second at Bovina. Business meeting of Young Ladies' Sodality after first mass. Benediction at 7:30 p. m. Catechism instructions Saturday at 3 p. m.
 Weekday mass at 8 o'clock.
 The pastor was highly gratified at the attendance during the Christmas season, especially at midnight mass. The favorable comment on arrangement of the crib, floral decorations, and the church in general, is gratefully acknowledged, on behalf of the ladies who did the work. The choir's rendition of the beautiful mass of St. Joan of Arc bespoke both zeal and devotion as well as artistic finesse.

First Methodist Church

REV. T. O. WILLETT, Pastor

Holidays are over and it is time to get down to serious work. I hope all of you had a merry Christmas and a prosperous, happy year. Surely you included in your resolutions one with reference to Sunday school and church attendance. Let's make this the greatest church and Sunday school year in the history of Texas. Should have at least 1,500 people in Sunday school next Sunday.
 Scripture reading, prayers, songs and fellowship will give your a change of thought and environment that will send you to your job with more zeal and courage. If you are a Methodist we will be looking for you and will be disappointed if we fail to see you. If you have no preference pay us a visit, we will do our best to make you welcome and your visit helpful. Sunday school meets at 9:45. Morning worship, 11 to 12. You will enjoy the pipe organ and the splendid choir. Young people's meeting at 6:30 p. m., and evening service at 7. Thirty minutes choir and congregational singing at evening hour. The Methodist church wants to be your church for 1935 and we want to begin to be your church next Sunday.

First Baptist Church

REV. B. N. SHEPARD, Pastor.

Sunday school, 9:45 a. m., A. O. Thompson, superintendent.
 Preaching Sunday at 11 a. m. and 7 p. m.
 B. T. S., Sunday at 6:15 p. m.
 W. M. S. each Wednesday at 2:30.
 Prayer meeting, teachers meeting and choir practice each Wednesday at 7 p. m.
 Special offering last Sunday for Buckner's Orphan Home was \$220. Friona Senior BYPU favored us with a special program at BYPU hour.
 Young people home from college on their holiday presented the work being done by the BSU in the colleges where they attend, followed by a short message from the pastor and baptismal services.
 Newt Riggs, Jr., of Amarillo was a business visitor here Wednesday.

FUNDAMENTALIST BAPTIST

COLEMAN CAMPBELL, Pastor.

We had a wonderful service at the church Monday night until after midnight, with Mr. and Mrs. Wiley, ex-missionaries to Afghanistan. It was the greatest treat we have had for a long time.
 In our Thursday evening services we study the book of Matthew. Sunday school lesson Exodus 24.

Band to Be At Church.

Rev. B. N. Shepard invites the general public to attend both services and to hear this group play. "They are exceptional musicians," he said.

Easter Items

BY LOUISE FRYE

Take cleaning and pressing to West's, one door north of Corner Drug.
 U. G. Randall was elected superintendent of the Sunday school last Sunday. Fred Walton is assistant, Emerald Smith, secretary-treasurer; Tom Jameson, song leader; Mrs. Medley, teacher of adult class. Other teachers are Misses Henry and Mobley, and Miss Vay Allen.
 Luke Medley of Abilene spent Christmas with his father, B. H. Medley. Mr. Medley took him back home and visited with another son, Paul, at San Angelo.
 Mr. and Mrs. J. S. Smith had as dinner guests for Christmas Mr. and Mrs. H. Smith and A. Epperson.
 E. M. Allen and family went to Wellington Friday for a week's visit. Mr. and Mrs. Claude Smith are caring for the Allen home.
 John Franks is staying at the Melvin Green home in Oklahoma Lane while Mr. and Mrs. Green are visiting in Oklahoma.
 Viola Phillips of Hereford visited the week end with Louise and Caroline Frye.
 Maxine and Billie Jean Durant entertained several friends with a party Saturday afternoon.
 Mr. and Mrs. T. N. Jameson had as Christmas guests relatives from Floydada.
 Misses McClure and Ramey returned Sunday from their Christmas vacations and school was reopened Monday.
 Geo. Chambers and family were dinner guests in the Frank Aze home at Jumbo Christmas Day.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

A WORD OF

Appreciation

TO OUR CUSTOMERS

OF 1934

We wish to express our thanks for their business and friendship. We hope that the New Year brings joy to you all. May we continue to serve you during 1935?

FRANK'S CASH GROCERY

FRANK RICHARDS, Proprietor

STAMBAUGH COMPANY

Second and Main Phone 160

CLEANERS HATTERS

ANNOUNCEMENT!

We Will Have a 1935 Standard Chevrolet In Our Showrooms

SATURDAY, JANUARY 5th.

Did you know that Chevrolet ranks first in General Motors, and also ranks first nationally? There must be a reason—better look them over.

Brumley Chevrolet Co.

"SALES AND SERVICE"

SOCIETY

CURRY-NEILL NUPTIALS READ

Miss Mary Lee Curry and Rev. D. J. Neill were married Wednesday noon at the Baptist church in Summerfield, with Rev. Herman Coe of White Deer officiating. The vows were spoken before an improvised altar of mistletoe and holly.

The couple was attended by Miss Laura Black of Clarendon, a cousin of the bride, Miss Margaret Fuller of Denton, Rev. Ernest Shepherd of Plainview, and Pat Neill of Merkel, brother of the groom.

For the ceremony the bride wore her mother's wedding dress of silk net over ivory satin with ivory accessories. She wore a shoulder corsage of sweet peas and carried a beautiful ivory beaded bag which was a gift from the groom. Misses Black and Fuller wore pink with black accessories.

Before the ceremony Miss Ruth Marie Mounts of Hereford played "At Dawning." Miss Ruby Thompson sang "Because," accompanied by Mrs. Major Schroeter. The attendants followed by the bride and groom entered to the strains of Lohengrin's Wedding March, played by Miss Mounts. She play-

ed Mendelssohn's Wedding March as the recessional.

Immediately after the ceremony the bridal party left the church to welcome the following guests at an informal luncheon held at the home of the bride: Mr. and Mrs. R. A. Baker and daughter of Pampa; Mrs. W. A. Davis and Howard Black, Pampa; Mr. E. C. Proctor and sons, Walsh, Colorado; Mrs. N. M. Patton and John Patton, Mr. and Mrs. Joe Kendall, Hereford; Rev. and Mrs. Herman Coe and daughter of White Deer; Mr. and Mrs. B. E. Roberson and children, Mr. and Mrs. Guy Walser and son, Mr. and Mrs. Jim Clark, Summerfield.

The young couple left immediately after the luncheon for Lubbock where they visited the groom's brother and his wife, Mr. and Mrs. Oren Neill.

The bride's going away costume was a rich navy crepe with matching accessories.

Mrs. Neill is the daughter of Mr. and Mrs. Lee Curry of Summerfield. She is a graduate from Hereford high school and is well known because of her pleasing personality in both Hereford and Summerfield.

The groom is a son of Mr. and Mrs. W. C. Neill of Merkel. He is a licensed minister and is now a student in Wayland College of Plainview.

Rev. and Mrs. Neill will be at

Home to their friends at 1704 West Seventh, Plainview, after January 1.

MRS. REED HOSTESS TO PEP CLASS

Mrs. H. P. Reed entertained the Pep Class of the Methodist church with a party at her home last Thursday, December 27. Games were played and delicious refreshments served.

Attending were Helen Ann Snyder, Minnie Dea Smith, Virginia Carlyle, Nina Tynes, Madlynne Whitehead, Jean Snyder, Helen Seed, Virginia Earl Reed, Mildred Rutherford, Billie Jo Roberts, R. A. Daniel, Charles Spradley, Clyde Oldham, Billy Patton, Spike Harris, Herbert Boardman, Carl Dean Mountz and Meade Smith.

EASLEY FAMILY HAS NEW YEAR'S PARTY

With 22 present, relatives of Mrs. S. L. Easley spent Monday with her and enjoyed a New Year's dinner in the evening.

Present were a brother of the late S. L. Easley, George Easley of Cortez, Colorado, two sisters, Mrs. David McGee of Levelland, and Mrs. S. A. Campsey of Quanah, with their families, and a niece, Mrs. J. C. Baker, of Amarillo, whose family also attended.

AMARILLO GUESTS HONORED AT DINNER

Mmes. H. K. Fox, J. A. Pitman, Seth B. Holman and Miss Helen Sisk were hostesses at a dinner party given New Year's Eve in honor of Mr. and Mrs. H. T. Neely and Mrs. Henry Gooch of Amarillo, at the home of Mrs. Holman.

After the dinner those at the party attended the New Year's dance. Covers were laid for the honored guests, and Messrs. and Mmes. Cliff Acker, Prentice Ross, Alton Fraser, Harry Fritz, C. A. Skelton, Oscar Easley, T. L. Morgan, Miss Eloyse Pitman and Jack Wayland, in addition to the hostesses and Messrs. Fox and Pitman.

Place cards carried out the New Year motif and decorations were in keeping with the season in red and green.

BROOKS HOME SCENE OF CHRISTMAS PARTY

Mr. and Mrs. I. B. Brooks entertained with a lovely Christmas dinner at their home, 218 B Street, Christmas day. The tables were softly illuminated with red and green candles, and the house gave forth a real Yuletide spirit with bright decorations and appetizing odors of turkey and all the trimmings.

The guests spent the afternoon visiting and playing bridge.

Those enjoying the day were Mr. and Mrs. B. D. Woodlee, Mr. and Mrs. B. A. Fuller, Mrs. and Mrs. J. H. Flanagan, Mrs. Christine Parks and son; Bob Flanagan, and Winifred Fuller, all of Dimmitt; Mr. and Mrs. Travis Shaw, Canyon; Mr. and Mrs. Travis B. Shaw of Hobbs, New Mexico, and Mr. and Mrs. A. S. Headley of Houston.

New Cars

(Continued from Page One)

essentially the same. It has a new crankcase ventilating system, copper-lead floating connecting rod bearing and a new cast alloy front crankshaft. Otherwise the V-8 is unchanged.

The body does not appear to be at all the same. In the first place it is longer and the engine now rests over the front axle, placing the seats between the axles. The bodies, as a result, are much roomier. Safety glass all the way around is now standard equipment. Springing also has undergone considerable changes with the moving forward of the engine.

The Ford is available in nine body types and almost as many colors.

The Plymouth, described upon its arrival several weeks ago, follows the essential lines of the Dodge.

George Brumley will have a new Chevrolet Saturday, according to the present schedule. The Chevrolet will come in two lines, the Master Deluxe and the New Standard. Both will have the Master Six engine. Numerous chassis and body refinements are announced. It is said to be more economical to operate than any previous Chevrolet and this has been one of the strong points.

Bodies are to be streamlined with the Fisher "turret-tops." They will still have knee-action. More power in the valve in head engine is a feature. The wheel base is longer and bodies roomier as a result. Brakes, too, are improved.

Pontiac announces a new six, one of which the Norton Motor Co. will be put on display Saturday. There will also be steel Fisher bodies, hydraulic brakes, silver alloy bearings, knee-action, no-draft ventilation, double K-Y frame, cross-flow radiator and pusher valve cooling, full pressure lubrication and numerous other refinements.

Pontiac calls its body lines "streamlined styling." It, too, has a sharp tendency toward full streamlines. The body has the turret top as does the Chevrolet.

Brumley will handle the Oldsmobile, but has no cars yet. This vehicle will feature much the same refinements as the other General Motors cars, with Fisher bodies, knee-action front wheels and improved brakes as well as longer wheelbase and increased streamlining.

Back to Be Here Saturday

Ezra Norton announced at noon today that he will have a 1935 model Buick here Saturday. It will be a sedan. Norton stated that refinements and changes will be as sweeping as in other makes.

Wombles' Maytag cagers will meet the Texaco basketballers of Vega at the high school gym next Wednesday evening at 7 o'clock. An admission charge of 10 cents will be made.

Mr. and Mrs. Oscar Easley and Miss Eva Skelton spent the week end in Dallas visiting relatives.

Enumerators

(Continued from Page One)

or William L. Austin of the Bureau of the Census:

"The earnest cooperation of the farmer is necessary to the success of this census, for it is one of the federal activities designed primarily for his benefit. However, the welfare of agriculture affects all other industries, directly or indirectly, and the public generally. The statistics are necessary not only for the ordinary transaction of governmental business, but also for allotment programs. The programs range from the allocations of the Agricultural Adjustment Administration to the Federal Emergency Relief and Farm Credit Administrations. Indeed, the benefits expected to be derived from this Census are incalculable and will have a marked influence on the future welfare of agriculture and the country as a whole. At the completion of the canvass every effort will be put forth to make preliminary tabulation reports available at the earliest possible moment.

"The Bureau desires to call attention to the law which provides that the individual return made by each farmer is an absolutely confidential government report and to emphasize the fact that no individual figures will be used for taxation purposes nor given to any tax official. All enumerators, as well as all census employees, are sworn to secrecy and are required to read the law and the severe penalties established for any disclosure of information. Only sworn employees of the Census Bureau have access to the files. Section 9 of the Fifteenth Decennial Census Act provides penalties for failure to answer questions by enumerators or for giving false information."

New Meat Counter at Furr's.

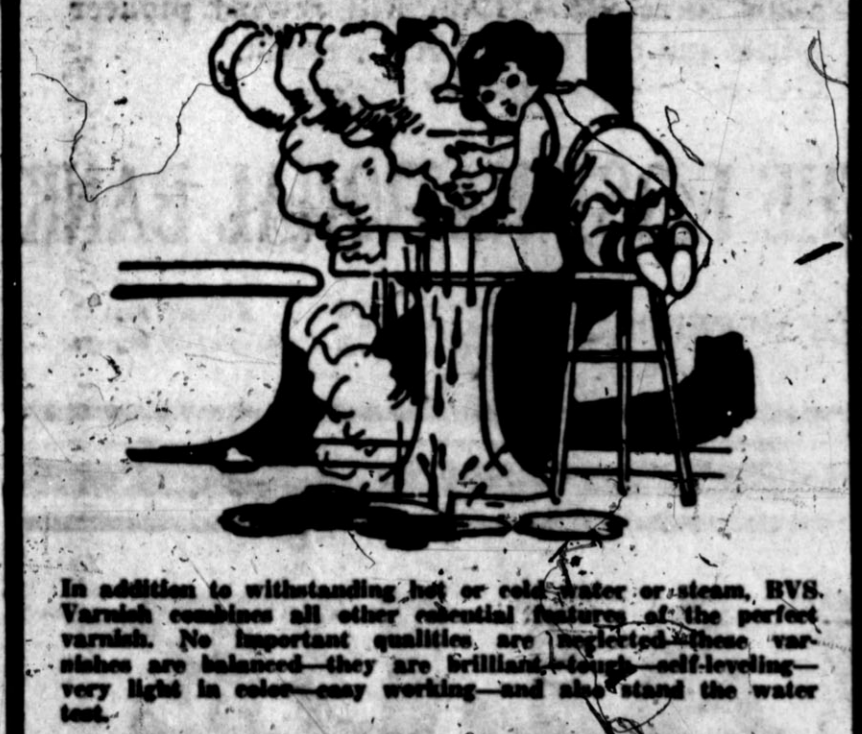
The newest and most modern refrigerating meat counter has been installed at the Furr Food Store. It is finished in white porcelain and completely lighted, giving a better display of meats.

One of its newest features is the location of coils. There are two refrigerating units in the bottom and one in the top, making for uniform cooling throughout the case. There is a rubber plate to catch the drip from an upper coil and complete insulation to prevent sweating in the case.

Ministerial Association to Meet.

The Ministerial Association meets at study of the Christian church Thursday afternoon at 4 o'clock. There are several important matters to discuss.

W. M. Griffin, Secretary.



In addition to withstanding hot or cold water or steam, BVS Varnish combines all other essential features of the perfect varnish. No important qualities are neglected. These varnishes are balanced—they are brilliant, smooth, self-leveling—very light in color—easy working—and stand the water test.

BVS Floor Varnish

This varnish has been tested with other floor varnishes and these tests have proven our claims that this varnish has no equal. Will not wear or scratch white—only applied—dries quickly.

Rockwell Brothers & Co.

LUMBERMEN

Phone 4 So. Main St.

BASKETBALL

WEDNESDAY, JANUARY 9

WOMBLE MAYTAGS VS. VEGA TEXACO OILERS

7:30 P. M., High School Gym. Admission 10c

Announcing

Our New Location At 302 North Main Street

We have moved from our old location on West Third Street to our present location the first door north of the Corner Drug Store.

We have added new equipment and are better prepared to serve you than ever before.

We Are Cleaning and Pressing Specialists

No matter what material the garment may be made of you will find that we will clean and press it without damage. We use only the best of cleaning solutions and we guarantee satisfaction in the handling of your clothing.

WEST TAILOR SHOP

MRS. O. F. WEST PHONE 385

Want Ads

For Sale or Trade

FOR SALE: 1929 Pontiac sedan. Phone 308-J. Mrs. J. O. Huckert, Hereford. 1p

FOR SALE: Almost new No. 12 DeLaval cream separator. Mrs. John B. Davis, 410 Sampson Avenue. 52-2p

FOR SALE: At less than half, 21 modern residences in Hereford (owned by loan company). Very small cash of trade as first payment, balance monthly. Monthly installments will be less than actual rent. Shown by appointment only. Ralph Barnett. 52-2c

FOR SALE: Five close in, lots, or will trade for car and assume payments. See A. A. Ott. 52-2c

FOR SALE: Good kafir and begari feed, \$12.30. F. O. B. cars here. We are pooling car orders. Geo. W. Smith, P. O. Box 697. 51-1f

FOR SALE: Master-Six Buick Sedan. Call 272-W. 50-1fc

FOR SALE: A block of 20 lots facing 12th Street. \$225.00. Inquire Brand office. 49-1fc

FOR SALE: Violin, in good condition. Apply Brand Office. 1f

Five room frame residence, close in. Automobile as cash payment, very small monthly payments (less than rent). 160 acres ten miles Hereford. 130 in wheat. Small cash or trade for first payment. Price only \$10 per acre. Ralph Barnett. 52-2c

Lost and Found

\$100.00 reward for information leading to return of ten head of heifer yearlings branded HD on left hip. Jimmie Boyd, P. O. Hereford. 1c

Wanted

WANTED: Housework by week, either in or out of town. Pearl Evans, call 30 or Reed & Taylor, blacksmith. 1p

For Rent

FOR RENT: Five room house, 509 Main. See L. Baskin. 1p

FOR RENT: Two furnished light housekeeping rooms. Dr. Florence Miller, 218 B Street. 1c

FOR RENT: Furnished room with bath, on corner of Eighth and Loc. 54-1fc

JANUARY CLEARANCES

Send Prices Crashing

Now is the time to lay in a supply of Dresses. You can buy three at the price you ordinary pay for one. Lovely wools, silks, knits—every dress in the house must move now. We are taking our loss now to clean out for dresses which will soon be coming in.

Regular \$16.95 **\$10.95**

Regular \$12.75 **\$6.00**

Regular \$ 9.75 **\$3.00**

Regular \$ 6.95 **\$2.00**

Come, Bring a Friend

COATS

A few real bargains left in Coats.

Prices in Lingerie are so cheap you will want to lay in a supply to last a year.

ALL SALES FINAL AND FOR CASH ONLY

FASHION DRESS SHOPPE

ARMOUR CREAM STATION We are always in the market for your CREAM, POULTRY AND EGGS. Accurate Test—Highest Market Prices. Three Doors South P. O. I. H. SPRATT

Money Savers

FRIDAY AND SATURDAY SPECIALS

SPUDS, 10 pounds **17c**

VINEGAR, pure apple cider, gallon **27c**

BEANS, small Limas, 3 pounds **25c**

PEACHES, gallon tins **35c**

PICKLES, sour, mixed, quart jar **14c**

HOMINY, large 2 1/2 cans **10c**

LETTUCE, nice heads **5c**

COFFEE, M.J.B., Aladdin, 1-lb can **29c**

SALMON, Brimfull, best grade pink, can **12c**

CORN, No. 2 can **10c**

CRACKERS, 2-lb box **19c**

ALICE BRAND tall cans Hominy, Peas, Vegetables, each **10c**

BANANAS, nice and ripe, pound **6 1/2c**

SALAD DRESSING, Marco, quart jar **28c**

MEAT SALT Smoked, 25-lb sack **85c**

FLOOR POLISH, pint bottle Cage's Cedar Oil **20c**

PRUNES, bulk, 3 pounds **25c**

ONIONS, No. 1, 5 pounds **20c**

POST TOASTIES, large box **11c**

GRAPEFRUIT, Texas seedless, large, each **4c**

PRUNES, gallon tins **31c**

BLUING, Mrs. Stewart's, large bottle **15c**

WALNUTS, No. 1 grade, pound **21c**

WASHING POWDER, Swift's, large pkg **16c**

APPLES, nice 150 Winesaps, dozen **21c**

COCOAMALT, 1-lb can **41c**

MACKEREL, tall can, each **9c**

PEANUT BUTTER, 1-pint jar **16c**

Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver Brings Us Your Eggs—Market Price—Buy At Home.

Contentment!



There is something about a friendly open fire that seems to radiate a spirit of peace and contentment—something that warms the heart as well as the hands. Perhaps that accounts for the unending popularity of the Gas Radiant Heater, which not only adds to the charm of any fireplace or mantel, but affords a practical, efficient source of instant heat.

If you'd like to re-discover the joy and comfort of an open fire. Go in and let your Gas Appliance Dealer demonstrate the Gas Radiant Heater—and tell you how easily you can own one.

Wool Texas Gas Co.

CREOMULSION

Your own doctor is authorized to prescribe Creomulsion. Used to clear up your chest if you are not relieved by Creomulsion.

COUGHS

RAVENWOOD-NIGGERHEAD

CHANDLER-CANON CITY
SUNSHINE-MAITLAND
BEST COLORADO COALS
Sold By Your Coal Dealer

Progressive News

BY OLIVE PERKINS

Take cleaning and pressing to West's, one door north of Corner Drug.

Miss Madge Childre left Monday for Raton, New Mexico.

Mrs. H. R. Patterson visited Mrs. Jewel Chambers at Canyon and Miss Bagley at Umbarger Sunday afternoon.

Mr. and Mrs. Elwyn Hutchenson and children called at the Ira Ricketts home Christmas afternoon.

Rev. Hornback took dinner Sunday in the S. A. Edwards home.

Ira Jeanne Ricketts spent the week end with Odessa Cockrell at Hereford.

Mr. and Mrs. A. O. Thompson of Hereford spent Thursday evening with Mr. and Mrs. Emmet Blake-more.

Owen Neal and family spent Christmas day with her parents, Mr. and Mrs. J. W. Vicks.

Mrs. Henry and children spent several days last week with her mother, Mrs. J. L. Park. Mr. Henry spent Christmas day in the home.

Mr. and Mrs. W. C. Russell had their Christmas dinner and treats Monday. Mr. and Mrs. Clyde Russell and son of Whittenberg, Mr. and Mrs. Ora Russell and sons and Edgar Russell were present.

Mr. and Mrs. C. P. Caldwell entertained Mr. and Mrs. C. P. Hodges and daughters, Mr. and Mrs. Jeff Roberson and sons at dinner Christmas day.

Mr. and Mrs. Ray Hershey visited their daughter, Mrs. Dudley Buzard and daughter, and Jim Ricketts and sons called on Mrs. Lester Galley Friday afternoon.

Miss Ruth Botts of Amarillo spent Christmas day with her parents, Mr. and Mrs. Ed Botts. Mr. and Mrs. Clarence Botts and son also were dinner guests in the Botts home.

Miss Eunice Caldwell spent the week end with her sister, Mrs. C. L. Hodges.

Mr. Curry and family of Hereford spent Sunday with the Neals.

Miss Mattie Lou Harrison called on Miss Flossie Bowman Friday.

Misses Flossie, Virginia and Elizabeth Bowman and Messrs. James Platt and Harold Donovan visited the Harding Ranch Thursday.

Mrs. G. H. Brooks and E. T.

Brooks visited in the Perkins home Sunday afternoon.

Miss Flossie Bowman of Vernon and Jas. Platt of Frederick, Okla., left for Vernon Saturday.

E. Blakemore and family spent Christmas day with his parents south of Summerfield, Forbes and Jimmie remaining for a visit.

Wayne Kimmins returned Sunday from a visit with his parents at Lark.

Howard Higgins was taken to the Hereford hospital Friday with an acute case of appendicitis. He was able to return home Sunday.

Singing school had an enjoyable party at the school house Friday night.

Rev. Hornback preached at Progressive Sunday afternoon.

Mr. and Mrs. J. L. Click spent Christmas day in the Orpha Click home in Lubbock.

Odessa Campbell spent several days last week with Ira Jeanne Ricketts.

Ira Ricketts and family spent Friday in the W. A. Ricketts home in Hereford.

Literary Society will meet Friday night.

Luther McFarland and family spent Sunday afternoon in the S. A. Edwards home.

Arnold Hershey was at home Monday.

Miss Agnes Childre has returned to her school work at Fort Sumner, N. M.

Mr. and Mrs. C. C. Ferguson and Mrs. Albee Lea spent Sunday in the Perkins home.

Mrs. J. L. Park fell Christmas Eve and sprained her left wrist.

Elmer Patterson and family, Mrs. Jewel Chambers and Miss Bagley of Canyon and Ezell Patterson of Amarillo took Christmas dinner in the H. B. Patterson home.

Luke McBrayer and family spent Christmas evening in the T. E. Baker home at Westway.

Mrs. J. F. Gibson and children of Wellington spent the holidays in the John and S. A. Edwards homes.

Mr. and Mrs. Ira Ricketts entertained at a family dinner on Christmas day. Present were Mr. and Mrs. W. A. Ricketts, Hereford; Mrs. Jim Ricketts and two sons, Springer, N. M.; Mr. and Mrs. Luke McBrayer and daughters; Mr. and Mrs. Archie Dougherty and children, Broadview, N. M.; and Mr. and Mrs. Clyde Russell and son, Whittenberg.

Messrs. and Mmes. C. L. Hodges and Jeff Roberson attended singing at Progressive Sunday.

Dimmitt News

MRS. BUCK WOOD

Take produce to Carl's Gro. if Take cleaning and pressing to West's, one door north of Corner Drug.

Mr. and Mrs. W. G. Baxter, Mrs. Elsie Hunter and daughter, and Miss Marinel Carson of Batesville, Texas, spent Christmas with Mr. and Mrs. Fred Boswell.

Miss Marilyn Miller, who is attending school at SMU, spent last week with her father, Dr. Mayes Miller.

M. R. Avery and family of Lubbock visited friends in Dimmitt Thursday and Friday.

Cullen Butler and Miss Ruby Hyatt were married in Cova on December 28. Miss Hyatt is a daughter of Mr. and Mrs. J. E. Hyatt and has been teaching in Frio school the past two years.

Mr. Butler is the son of Mr. and Mrs. Sam Butler. After an extended trip to points in New Mexico, Mr. and Mrs. Butler will be at home in Dimmitt.

Mrs. Ernest Medkief of Hereford visited Mrs. O. B. Trimble Thursday.

Miss Dorothy Maples of Canyon spent the holidays with her parents here.

Mr. and Mrs. John Ballenger left Friday for a visit with relatives in Oklahoma City.

Mr. and Mrs. Durward Houston and little daughter of Marlin spent several days in the Bill Easter home.

Mrs. Carroll Gunter is visiting her parents in Silverton.

Jim Elder of Muleshoe spent the holidays with relatives in Dimmitt.

Mrs. Hez Wright and little daughter of Carlsbad, New Mexico, spent last week with her parents, Mr. and Mrs. A. O. Gregory.

Mr. and Mrs. L. G. Manning, Mrs. Buck Wood, Miss Alyne Creager and Roy Wood visited in Amarillo Sunday.

Mr. and Mrs. Andrew Murphy and son of Muleshoe spent the week end in Dimmitt.

Mr. and Mrs. E. T. McBride and family of Amarillo spent several days last week in the home of Mr. and Mrs. Floyd Reynolds.

Mrs. I. B. Brooks of Hereford and Mrs. Travis Shaw of Hobbs, New Mexico, visited friends in Dimmitt last week.

Miss Jo Cowsett of Gruver spent the Christmas holidays with her parents.

Coleman Wright of Plainview is visiting his parents, Mr. and Mrs. F. M. Wright.

Claude Morris and Leland Lee returned from Snyder, Oklahoma. Mmes. Lee and Morris remained for a two weeks visit with their parents.

Clifford Bills and Mr. and Mrs. Boyd Davis of Snyder, Oklahoma, spent last week with Mr. and Mrs. Goodwin Miller.

Mr. and Mrs. Andrew Elder spent several days last week with her parents in Lubbock.

Misses Ruby Denny and Madge McGuire spent the week end with relatives in Borina.

Mr. and Mrs. Fred Walton of Easter community were Dimmitt visitors Saturday.

Mrs. W. H. Whitlaw of Kress is visiting her daughter, Miss Louise

Whitlaw and her son, Pete Whitlaw, this week.

Mr. and Mrs. Raymond Wilson visited in Tulla Friday night.

Mr. and Mrs. Homer Norwood spent Christmas with his mother in McAllister, New Mexico.

Mr. and Mrs. M. M. Morris and daughter of Idalou spent last week in the E. C. Hudson home.

Sid Parks who is attending school at Fort Arthur, spent last week with his parents.

Mr. and Mrs. Carter Ballew of Borina spent the week end with Mr. and Mrs. L. D. Parker.

Jess Goodman and family spent several days last week with relatives in Arkansas City and Wichita, Kansas. His parents returned home with them for an extended visit.

Miss Jonay Beth Tate spent last week with relatives in Amarillo.

Miss Avon Creager left Sunday to visit relatives in Dalhart.

Mr. and Mrs. Dilmond Nymeyer and Mrs. Ed West left Saturday for a trip to California.

Willis Jones and family were in Odell last week.

Mr. and Mrs. Jack Miller visited relatives in Fort Worth last week. Mrs. Miller remained for several weeks.

Mr. and Mrs. Houston Hulin spent Christmas in Dill, Oklahoma.

Mr. and Mrs. Curtis Tate and Paty Kay returned home Sunday from an extended visit with Mrs. Tate's parents in Sici, Oklahoma.

Mr. and Mrs. Cecil Montgomery and Mr. and Mrs. Byron Shipley spent Tuesday in Vega.

Miss Faye Ashcraft is visiting relatives in Borina.

Messrs. and Mmes. L. G. Manning and H. C. Webb spent Christmas day in Amarillo with Mr. Webb's mother.

Pete Whitlaw made a business trip to Oklahoma City Monday.

Mrs. Cleve Tate was in Amarillo Monday.

Mr. and Mrs. H. C. Webb spent Monday and Tuesday with relatives in Lamesa.

Messenger News

BY ESTELLE WILLIAMS

Take cleaning and pressing to West's, one door north of Corner Drug.

Rev. Bennie Harrison will preach Sunday, his day having been changed to the first Sunday. There were 47 at Sunday school last Sunday.

J. L. Smith was elected superintendent; Mr. Agee, Bible teacher; Mrs. Coleman, young people; Mrs. Smith, senior teacher; Mrs. Walker, card class; Marie Smith, secretary.

Mrs. W. P. Walker and children were Sunday guests in the Homer Sharp home.

Mrs. Minnie Green and Mr. and Mrs. Elwyn Green of Borina took Christmas dinner in the home of their daughter and sister, Mrs. H. L. Agee.

Mrs. Keeler and daughter Beatrice and grand daughter, Francis, spent the holidays with her daughter, Mrs. E. W. Fanning.

Mrs. Walker and son of Lubbock spent Christmas in the Larry Walker home.

Messrs. and Mmes. J. L. Smith and John Boone took Sunday dinner in the E. J. Colman home.

J. H. Hudsons and family left Saturday for Burk Burnett to spend the holidays with relatives and friends, returning Thursday.

Messrs. and Mmes. L. E. Ware of Ford, J. A. Williams of Cameron, N. M., together with their families, spent Christmas in the L. M. Williams home.

Alta Williams is spending a few days in New Mexico.

Henry Turner who is attending school in Hereford, spent Christmas with his parents, Mr. and Mrs. L. M. Turner.

L. M. Quince and Hobby Williams were in Hereford Thursday.

Lewis Hoyt, Ralph Smith and Raymond Bass are in Oklahoma, Raymond returning to his home there. The Smith boys will return next week.



The Pioneer Spirit For The New Year

The old frontiers of the West have gone—but there are many new frontiers today that are left to conquer. Things are being done to overcome unemployment, to set the boat of National Economy on an even keel, and this bank has its shoulder to the wheel to help make these plans successful. 1935 will reward pioneer spirits and this bank is ready to aid.

THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

NEW-VALUE DODGE

SMART AS TOMORROW

1935 Models Now On Display!

Straight from the outstanding sales success of 1934, Dodge engineers present in this remarkable new-value Dodge Car, a challenge of style, beauty, brilliant value and price attraction, that is without parallel in this company's 20 years of leadership.

New Streamlined Bodies "Synchronomatic" Front Wheel Suspension

We want you to take advantage of this opportunity to examine at leisure the extraordinary new developments that give new luxury, new comfort, new performance and economy in the 1935 Dodge Line—new Dodge Red-Ram Engine, new Dodge Synchronomatic Control, new Dodge Ride Levelator—these and other advancements that produce the amazing Dodge Airglide Ride!

DODGE PRICES:	
Delivered	
Business Coupe	\$625.00
2-Door Sedan	\$570.00
4-Door Sedan	\$615.00
2-Door Touring Sedan, with built-in trunk	\$690.00
4-Door Touring Sedan, with built-in trunk	\$735.00

All fully equipped with spare tire, oil bath air cleaner, bumper guards, metal tire cover, tire lock.

New Riding Comfort . . . More Power . . . Greater Economy

COME IN TODAY—SEE AND DRIVE THIS TRULY GREATER AUTOMOBILE!

New 1935 PLYMOUTH Also On Display!

Ireland-Beavers Motor Co.

Dodge-Plymouth

Sales and Service

VALUES and how!

- PORK and BEANS ----- 5¢
- PICKLES, sour, quart ----- 19¢
- OATS, Quick Quaker, large package ----- 22¢
- PRUNES, gallon ----- 32¢
- GOLD DUST, small, 6 for ----- 19¢
- VANILLA WAFERS, 1 pound ----- 14¢
- PEANUT BUTTER, small size, 2 for ----- 15¢
- CEDAR OIL, 16-ounce bottle ----- 19¢
- PRESERVES, 1-pound jar ----- 21¢
- SUNBRITE CLEANSER, 6 for ----- 25¢
- COFFEE, M.J.B., 1 lb 30¢, 3 lbs ----- 89¢
- JELLY, Rex, 5 pounds ----- 35¢
- DATES, 2 pounds ----- 27¢
- COCONUT, 1 lb long thread ----- 17¢
- SYRUP, Brown Label Brer Rabbit, gal. 55¢

OUR QUALITY MEATS

WHY PAY MORE FOR MEAT WHEN YOU CAN BUY BETTER MEAT AT THE

Texas Market & Grocery
PHONE 353—FREE DELIVERY