

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 4

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JANUARY 30, 1936.

FIVE CENTS PER COPY

AROUND TOWN

Sights and Faces Seen

If anyone is looking for a masterpiece of ceremonies or toastmaster general program manager, Harry Brooks is open for engagements. He got a good start Thursday night, but needs practice to become a past master of the art.

We noticed at the football pep and banquet that Mrs. Dillehay omitted the usual "Mr. and Mrs." and signed a program as "Mrs. H. Dillehay and Husband."

While on the football banquet subject, we might add that we learned the answer to the question, "Was my face red?" when Wilbur Willett was called on for a speech after being elected captain.

There's lots of noise and working on around the old Fox mercantile building that is soon to be occupied by the Strou Hardware, but it's all being done behind closed doors and we can't tell what the new store will look like. A brick warehouse is being constructed at the rear of the building.

Harold Close is displaying a fine, new bicycle, but we understand it is going to some boy or girl and that he did not get it for himself. His recent frolic in the snow, however, might be grounds for doubt.

Wanted: Farmers to supply soil conservation service with 5,000 corn cobs. These must be supplied by contract; therefore it is necessary to contact O. T. Williams before making plans to provide the cobs. Williams doesn't throw you out of his office first, perhaps he'll explain the details.

Bobsledding returned as a popular sport in Hereford last night, and went on far, far into the night, with screams, laughter and shouts filling the air. We learned this morning that among the most accomplished "tumbler-off-of" Jack Wayland, Doc Whitacre, Bill Davis and Oscar Easley stood high.

How about a bobsledding contest, with Mayor Charles Paddock acting a referee? Main Street could be converted into an excellent course; we're sure the merchants would be glad to close and line up along the sidewalks, and we could have a "snow bowl" or something. The first person to get a compound fracture of the neck and the third rib from the bottom on the left side broken in two places exactly three inches apart would be the winner, and everybody would have lots of fun.

Welcome, C. A. Skelton, to this end of town. It's not so crowded and has a good chance of building up, especially after we get the new post office across the street on the lot now occupied by a combine and a signboard.

GRAND PRIZE WINNER NAMED NEXT WEEK

This week closes the first month of jumbled word contest, and with the naming of winners next week also will come the grand prize winner of the month, the award for which will be a full week's pass to the Star Theatre. Enter this week's contest, if you have not before, and try for the grand prize. Here are the words:

1. PTOORCA—A pictorial caricature.
2. BURENTOCO—Extends or prolongs.
3. YLSQIMC—Representative.
4. NBSIRUE—First appearance of the sun.
5. NBATINI—Without delay.
6. PRELIT—To make threefold.
7. CYPLO—A certificate of insurance.
8. HORMAI—Smooth, lustrous cloth.
9. PGENONI—Act of beginning.
10. FMINES-IHIS—Partly complete.

Winners will receive two tickets each to the Star Theatre to see Jack Oakie and Joe Penner with an all-star cast of comedians and songsters in "Collegiate," one of the cleverest comedies of the season.

The President Speaks



(International News Photo) Talking by telephone to a dinner meeting of the National Committee for the Birthday Ball for the President at the Waldorf-Astoria on Jan. 18th, President Roosevelt's words were picked up by radio and broadcast to the nation. The address marked the first time in Birthday Ball history that the Chief Executive spoke to the nation previous to a birthday ball, urging support for the benefits to raise funds for a nation-wide war on infantile paralysis. Col. Henry L. Doherty, chairman of the National Committee, presided at the Waldorf dinner, attended by nearly one hundred of the nation's leaders. Millions of Americans listened in.

Birthday Ball To Draw Huge Crowds

DANCES TO BE STAGED AT TWO CENTERS TONIGHT

Several hundred people from all over the Hereford area will go "round and round" tonight on the city's two popular dance floors as they celebrate the birthday of President Roosevelt and join in the fight against infantile paralysis.

Joining several thousand cities throughout the nation in this worthy cause, Hereford will hold its third Birthday Ball for the President. The bulk of the crowd will be gathered at the City Hall where loud speakers will carry the music over the entire building. Others will dance on the smaller floor at the Hereford State Park club house.

Start at 9 o'clock. The festivities will get under way at 9 o'clock, with Herb Sindt and his orchestra and the Footwarmers furnishing the music. The celebration will last until midnight. Advance ticket sales which were started last week indicated that both floors will be packed and a second floor may be brought into use at the City Hall.

Advance purchase of tickets was not necessary. Admission may be secured at the door tonight for one dollar, which entitles the couple to dance at either place or both. This same procedure is to be followed in every city, some of which are having a dozen or more dances honoring the President.

Becomes Big Event. Starting two years ago as a tribute to President Roosevelt and as a manner of providing funds for research work at the Georgia Warm Springs Foundation, the President's Ball has grown in magnitude until it assists not only in research in several centers but also helps paralytic sufferers in every locality. Last year the plan was devised by which 70 per cent of the returns were to be retained by the local committees to be used as they saw fit in the treatment of infantile paralysis. Thirty per cent is sent to the national committee to be applied to the research fund. Last year the local committee assisted several patients who otherwise probably would not have been aided. This will happen again this year, through the aid of those who not only desire to join the festivities but also wish to have a part in fighting and treating

C of C Names Directors At Banquet Here

THREE ARE RE-ELECTED AND FOUR NEW MEMBERS CHOSEN

Directors of the Chamber of Commerce were elected at a membership banquet held last Thursday night at the First Presbyterian church. Three members of the old board, S. O. Wilson, Wilson Gyles and C. J. Paddock, were re-elected and four new members were chosen. They were Jesse Stanford, G. W. Brumley, George Muse and Atex Thompson.

The program was featured by a round table discussion of chamber of commerce work and by the report of Secretary H. V. Hennen covering the accomplishments of the past six months. A membership committee including E. S. Ireland and Gaston Baer, was appointed. A complete canvass of the town is planned in an at-

(Continued on page four)

Area Is Having Coldest Winter In Five Years

Followed by the lowest temperature of the season, snow blanketed the Hereford area yesterday in the most beneficial fall of the year. Estimated at better than four inches in Hereford, the white flakes fell almost straight down and remained where they hit, doing little or no drifting. It was general over the entire Panhandle. A bright sun this morning, following a still night, virtually assured good moisture for all open ground.

Temperatures hovered around 16 degrees throughout yesterday morning, rising to 20 during the afternoon. The drop to a new season's record came between 7 o'clock and 7:30 this morning when the gauge at the West Texas Gas Company reached six above zero. The mercury had climbed to nine above at 8:30 o'clock.

Hereford and the Panhandle are experiencing the coldest winter in five years, according to the daily temperature averages from December 15 to January 22. This is true here despite the fact the mercury has not been below 10 degrees above zero.

The average mean temperature for the period was 32.62 degrees. This figure was obtained by averaging the daily mean temperatures. However, the average minimum temperatures for the entire period was approximately 26 degrees, six below freezing.

Hereford escaped the severe cold that was predicted by the United States Weather Bureau. A bulletin issued Saturday morning predicted a drop to as low as two degrees here, but the wave missed the Panhandle. Cold weather brought low temperatures for the week end of 22 degrees Saturday morning, 14 Sunday morning and 20 Monday morning.

Mrs. Sam Gilbreath and baby of Memphis visited from Friday until Tuesday with her sister, Mrs. Robert Brady, and with Mr. and Mrs. J. T. Gilbreath, Jr.

(Continued on page four)

Farm Legislation Demanded by Deaf Smith Farm Group

VOTE 100 PER CENT SUPPORT OF CONTINUED PROGRAM; TO GIVE DEMONSTRATIONS AT ORGANIZATION MEETING FEB. 8

Deaf Smith county farmers stand solidly behind a government sponsored program for agriculture to replace the fallen Agriculture Adjustment Administration. Support of such a program was shown on Tuesday at a meeting of the Deaf Smith County Agricultural Association, when the organization voted unanimously in favor of the continuation of such a program.

The meeting was held at the county court room for the purpose of hearing Clifford Day of Plainview discuss the present status of the Triple-A and the prospects for a new program to replace it. Mr. Day was a member of the group of farmers called to Washington by Secretary of Agriculture Wallace to help formulate a new program that could be applied to all basic agricultural commodities on a more equitable basis than the old AAA program.

Organized industry is maintaining a lobby of 50 of the best lawyers in the United States to fight farm legislation, Mr. Day declared. If the farmers do not get together to support a representative in Washington to fight this lobby, he stated, there may not be a farm program of any real benefit to agriculture. He said representatives came away from Washington "with blood in their eyes" and a determination to "carry this fight to a finish."

The Eastern agricultural section is well organized, Day asserted, and the South and Southwest must organize and join hands with them. The Eastern organizations are looking to West Texas for leadership. If the farmers are not strongly organized, he said, they cannot even get a hearing by either the House or Senate agricultural committees.

It was following Day's address that local farmers took action in behalf of a new farm program. Approximately 150 attended the session and heard Day's forceful discussion of the situation as it now stands. They also voted unanimously to support the county-wide organization and to hold community meetings in the nine communities on or before February 7 and to meet in a county-wide demonstration and organization in the district court room here at 2 o'clock Saturday afternoon, February 8.

WILLETT, 197-POUND TACKLE, TO LEAD GRIDSMEN NEXT FALL

ANNOUNCE 15 LETTERMEN PEP LEADERS ARE RE-ELECTED

Wilbur Willett, all-region tackle, was selected by lettermen to captain next season's Hereford Whiteface football team, and Nora Jean Russell and Gertrude Wilson were re-elected pep squad leaders for the year. The elections took place at the annual football-pep squad banquet given by mothers of members of the two groups Thursday night at the First Baptist church.

Coach Tommie McCollum announced 15 lettermen for last year from the group that carried the Hereford banner into the regional clash over one of the toughest Class B fields in years. Lettermen were: back, Clayton, Benge, Hastings, Daniel and Patton; ends, Posey, Jowell, Vaughn and Loerwald; guards, Dean and Barber; tackles, Willett, Hagar and Boardman, and center, Hicks.

Of this group, only five, all one-year lettermen, will be available for next fall's eleven. They are Captain Willett, Posey, Hagar, Vaughn and Loerwald. Not all the others will be lost through graduation. Some have had their four seasons in high school, and at least one who will be in school will have exceeded the 18-year age limit. Two others, Loerwald and Hagar, would have been lost had the 18-year limit gone into effect, McCollum stated.

Captain Willett, son of Rev. and Mrs. T. C. Willett, played a full season for the first time last year. Although he reported for training the preceding season, he played only a short time in conference games and did not earn an award.

(Continued on page four)

Tax Payments Near Deadline Without Rush

POLL TAXES DUE FRIDAY; PENALTY TO START FEBRUARY 1

Despite the fact that only one more day remains for the purchase of poll tax receipts and for the payment of other taxes without penalty, payments have moved along slowly at the tax collector's office.

Only 850 poll tax receipts had been issued in the county Tuesday afternoon. Officials expected that number to be doubled since 1,750 should be paid this month. With important national and state elections coming up, this trend has been difficult to explain. A rush was anticipated to allow virtually every voter to go to the polls this year, yet the actual payment has been about as poor as an off-election year.

Other taxes probably will be around 70 per cent of complete payment, it was forecast. This is approximately the same amount paid last year. The first penalty on delinquent taxes will go into effect on February 1. A one-per cent penalty will be charged during February, and the penalty will increase one per cent for each month until July 1. On July 1 the full eight per cent penalty will be applied, plus six per cent interest per annum thereafter.

Although the payment was small during the early part of the week, members of the office force were anticipating a stampede during the last two or three days and were prepared to meet such a rush. Nevertheless, those waiting until the last minute to meet these obligations may be required to wait in line for several minutes before they can be attended.

Aged Resident of Deaf Smith Dies Recently

H. C. Matteson, 78, passed away here Monday night of last week at 10:25 o'clock, following an illness of several weeks. Funeral services were held Wednesday afternoon at 3 o'clock at the Black Funeral Home, conducted by Rev. T. C. Willett, assisted by Rev. Roy Patterson. Burial was at West Park Cemetery.

Mr. Matteson was born at St. Charles, Illinois, on April 30, 1857. His family moved to Kansas when he was nine years old, and when he was 10 they moved to Missouri. He became a church member early in life and was a Christian throughout his life.

On February 6, 1887, he was married to Miss Fannie Mosler at Sulphur Springs, Arkansas. To this union were born eight children, the four oldest preceding him in death. Soon after their marriage Mr. and Mrs. Matteson moved near Fort Worth, where they lived a number of years. In 1905 they moved to Cordell, Oklahoma, where they lived until coming to Deaf Smith county seven years ago.

Survivors include Mrs. Matteson, one son, Paul Matteson of Hereford; three daughters, Mrs. Bessie Clayton and Mrs. Grace Wink of Cordell, Oklahoma, and Miss Jessie Matteson of Shawnee, Oklahoma; 14 grand children, and a sister, Mrs. Kate Frederick of Los Angeles.

40 TIMES AROUND WORLD—DISTANCE V. J. FULLER TRAVELED ON STREET CAR

How long would it take you to travel a distance equivalent to circling the globe 40 times? It has taken Varian J. Fuller, father of Grant Fuller, 50 years to do it on a street car in the city of Chicago. And although he has traveled over a million and a half miles Hereford is the farthest he has ever been away from Chicago.

For half a century Mr. Fuller has been a conductor for the Chicago surface lines, making average runs of about 75 miles a day. On the six different routes that he has traveled, he has gone far enough to have circled the earth about 40 times—along the same streets for as long as nine years

Uninteresting, uneventful life. That probably is your first thought, but Mr. Fuller has not found it so. The job has had its excitement—the kind of excitement that is found on big city streets—but it also has been interesting and complete from a more important viewpoint. Married on the same day he started to work for the company, Mr. Fuller had 50 years of home life and reared a family of four sons and one daughter. Mrs. Fuller passed away January 11, and Mr. Fuller came to Hereford with Grant for a visit here.

When he started to work, Mr. Fuller was a conductor on a horse-drawn street car. He remained on this car for 21 years before

He has never been off the job for more than three weeks at one time and is now on a leave of absence from his visit here. For almost 47 years he has taken his car on every work morning out of the same barn. He is one of 16,000 employees used to carry on the business of the company and to run 3,600 street cars and 300 trolley buses.

Mr. Fuller is proud of his record, and well might be. "During the 50 years I have been a street car conductor," he stated, "I recall only one accident chargeable to the company occurring while passengers were alighting from the car and no chargeable accidents occurring while passengers were getting on."

Jack Rose Again Seeking Office

Jack Rose, commissioner of Precinct No. 1, this week announces his candidacy for re-election to this office. He was the only candidate to enter the race through an announcement this week.

Calling attention to the economic condition from the time he took office to the present time and the manner in which the commissioners court met the economic change, he pointed out his qualifications and his work in assisting in obtaining allotments, work relief approvals and various aids for the people of the county. "I have always practiced the policy of being fair to every one," he stated.

Noel Bryant, student at McMurry College, Abilene, visited between terms with his parents, Mr. and Mrs. D. H. Bryant.

"SMOKIE" IS DEAD; VICTIM OF POISONING

"Smokie" is dead. Poisoned! "Smokie" was just a dog, but he was an old woman's friend and companion. His mistress is almost deaf, and she had trained him to bark and let her know when anyone knocked. He was helpful as well as being company for her when she was alone at home.

"Smokie" was also the friend of children and neighbors, and all will miss his. No one knows why he was poisoned, why anyone should want to poison him, for "Smokie" was a real dog.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

Editor's Corral

ON THE WATCH

While taking examinations recently, I observed that several teachers were kept in the examination rooms, watching the students continually to see that no unfair play or cheating occurred. This condition only served to impress on my mind the fact that previous to this time, during class periods or school hours, teachers persistently watch the students to prevent talking, see that test papers and notebooks are "correctly revised" and see that the books, chairs and other equipment are kept intact in some degree, at least.

Students, are we at fault for such a condition? Do the teachers ignorantly mistrust us or do

they know from experience that we must be watched? Lest the latter question may be answered affirmatively, let us consider the results of such action: People in high school should not demand guards to watch them all the time. Many times a small amount of talking seems necessary and not out of place, but it takes only a strong will to refrain from cheating and doing other such things for which the teachers must incessantly watch.

For at the present time, we are establishing a reputation, as well as setting a standard for our future lives. How will others decide whether he who requires watching now will require it in the business and social world of later life? Think of the future and what it means to you, then make sure that your habits have a clean reputation.

Roundup Stampede

HI-Y

Officers of the local HI-Y club went to Amarillo last Saturday to discuss plans for the coming spring conference to be held in Amarillo. The conference theme is "Christian Use of Leisure Time." Boys of the HI-Y club picked this theme last fall at Ceta Canyon and shows what subjects these HI-Y boys are interested in. The new district secretary, Pat Henry, is on the job and is certainly doing a splendid work. Details of the Amarillo meeting will be found in next week's paper. Don't miss it.

Saddle Strings

AN EXPLANATION

Due to the fact that last week was mid-term examination week, and many students and staff members have attempted to do the greater part of their semester work this week, the paper is limited. We have not had time for any regular meetings, or for writing reports.

SPUR JINGLES, SADDLE SONGS

Spur Jingles and Saddle Songs is the title of a new book by Judge L. Gough and it is now in the HHS library. It is a collection of simple, clear poems and prose accounts of incidents in the old T-Anchor ranch life. They were written in the Plains cowboy vernacular without any attempt at "dialect" many years ago by Mr. Gough solely for the entertainment of other cow punchers and now are published by request of old friends and others interested in authentic history of the Panhandle.

Because of its vivid, plain style

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Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for 75 years, America's most quoted and most cherished magazine.

Send \$1 (mentioning this ad) to The Atlantic Monthly, 8 Arlington St., Boston

and historic accurateness, this book is very interesting and of great historic value, for, who knows the cowboy and his life and times as well as the cowboy himself? You will enjoy the book even as much as the students enjoyed Judge Gough's talk in assembly.

ASSEMBLY PROGRAM

Four members of the public speaking class had charge of the assembly program Thursday, January 23. Jean Snyder, Herbert Boardman, George Conklin, and LaNelle Schelhaugen presented their declamations to an appreciative audience. The class has been working on their declamations for the last few weeks and these four were chosen by the class to represent it with their declamations.

About half the assembly period was also devoted to the making of announcements pertaining to mid-term schedule changes.

ASSEMBLY PROGRAM

For assembly program Friday, January 24, the high school band played several selections. These selections were United American March, Webber; The Three Solitaires, cornet trio, Herbert; A Summer Evening in Hawaii, descriptive, Wheeler, and Blue Danube, Waltz, J. Strauss.

These selections were well rendered and seemed to be enjoyed by all the students and faculty.

FIVE SUBJECT PEOPLE

Some members of each class in HHS taking five subjects: Seniors, Charles Brown, Henry Turner, Roger Brunley, Louise Frye, Sybil Calloway, Chas. Wilson, Maxie Miller, Genevieve Orr, Jean Snyder, Mildred Stewart, Jean Millard, Jack Dean, Byron George and Ted Clancy. One Junior, Virginia Carlyle, is taking five subjects. Sophomores: Bernadette Albright, Aurelia Hoffman, Thama Cawthon, Frances Berner, Mildred Hacker, Nelle Hall, Andie Maxie Kaker, Viola Phillips and Leo Hellman. Two freshmen, Virginia Harman and Juanita Ray, take five subjects.

Besides those named, approximately 50 students who are taking band or orchestra and in many cases both, in addition to four subjects.

Bippus School News

On the honor roll the last six weeks were Junior Lee, Chester Dodson and Billie Jean Woolery. Repair work on the school building was completed recently. The building is in much better condition as well as much more comfortable.

The school thanks the management of the Star Theatre and the Junior Band Mothers for getting reduced prices for school children to the picture, The Tale of Two Cities. The school attended the show Tuesday afternoon and found it interesting and educational.

The school regrets the moving of the Woolery family from this community and the loss of Billie Jean, who was in the second grade. However, best wishes are extended to them in their new home.

Jumbo News

BY LA-RUE BECK

Rev. C. W. Howell of Dimmitt preached here Sunday.

Mrs. W. C. Thomas of Archer City, sister of L. A. Matthews, has been visiting here.

There was an attendance of 33 at Sunday school.

Mrs. M. L. Simpson visited Mrs. R. T. Nunn in Hereford Saturday. The senior boys played basketball with Hart Wednesday.

Paul and Bonnie Jean Andrew of Hereford spent Saturday night with their grand parents, Mr. and Mrs. E. L. Pinckert.

W. W. Adams was in Flag Saturday on business.

Finis Hunter took a car of cattle to Oklahoma City Thursday.

Miss Viola Stork has been home from Nazareth on account of sickness the past two weeks.

H. E. Barnes was in Dimmitt Wednesday and Saturday.

Rev. C. W. Howell, Mr. and Mrs. Ed Wilmeth and Dwayne took dinner in the Ullman Hunter home Sunday.

Jake Conner, brother of Mrs. L. A. Matthews, died at his home in Archer City with double pneumonia Monday. Mr. and Mrs. Matthews, Pauline and Lawrence attended the funeral Tuesday.

Mmes. M. L. Simpson and Glen Gilliam and Margaret were in Amarillo Monday.

Mr. and Mrs. W. A. Hunter visited their son, Addison, at Muleshoe Sunday.

L. A. Matthews and Wade Park of Dimmitt were in Fort Worth on business Monday.



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about the technicalities which created this amazing economy feature. But you can't help being interested in the cash money it saves you.

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an important saving. This is why! With ordinary motor fuels, every time you use the choke for starting, or while the motor is cold and sputtering, you use up gasoline five to fifteen times faster than normal! Just think of the mileage thus wasted... of the drain on your battery... of the damage to your engine caused by dilution of the crankcase oil.

It always has been the high-test headliner. Now it is even better than ever, because an added supply of heat units is crammed into every drop by the scientific POLYMERIZATION process.

Remember, Phillips 66 Poly is the gas that lets you go easy on the choke. You probably do not care

These extra B.T.U.'s bring you

Phill-up with Phillips for Instant Starting

Hereford visited the F. L. Pinckert and C. Andrew homes Sunday. Luke Beck was in Amarillo Sunday.

Mr. and Mrs. W. A. Hunga and children and Dalton Layman moved to California Thursday.

Mr. and Mrs. L. A. Matthews accompanied Pauline to Muleshoe Sunday.

Mrs. Lee and Willie Oxford visited Miss Kittle Oxford at Flag Sunday. Kenneth Hunter and family of

Hereford called in the Ullman Hunter home Sunday.

Marie Hardin and W. A. Hardin entered school Monday.

Try the Hereford merchants before going elsewhere to buy.

Ford

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NEW UCC 6% FINANCE PLAN

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Not unless you have some definite security behind you—a back log of savings that you can fall back on should sickness, unfortunate investments, or other difficulties impossible to foresee come your way. Start to insure your future today—by starting a regular savings plan with us. Come in and let us show you how!

First State Bank

Are Hurt in Falls.
When arms resulting from were. Hereford's only casual- during the last period of last and the preceding week end, women sustained fractures they slipped on ice-covered sidewalks and a third was injur-

ed when she tripped and fell. The injured were Mrs. D. W. Crawford, Mrs. Artis Daniel and Mrs. A. D. Godwin.
Messrs. and Mmes. Stanley White and Bill Gentry attended the wrestling match in Amarillo Thursday night.

Fox Cleaners AND HATTERS

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is worth more than all the gold mines in the world," said Webster.



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| 50c
IODENT
Tooth Paste
31c | 3-oz. Cream of
ALMOND
LOTION
36c | 35c
VICK'S
Vapo-Rub
24c |
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Regular Heart Box
59c
A distinctive package containing a select combination from our two best sellers. Choice of two cover designs. Valentine Pink Heart Box, \$1.35. Beautiful red box, red and white ribbons contain choice assortment of small pieces.

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- 600 LIVER OIL, 40c
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- REMEDIES**
- BROWN SALTZERS 41c
 - COUGH SYRUP 49c
 - PERTUSSIS 49c
 - MALTY OF 39c

- DENTAL**
- 50c IPANA 33c
 - TOOTH PASTE 2 29c
 - 50c CALOX 43c
 - MOUTH WASH 49c

- BEAUTY AIDS**
- 10c WOODBURY 25c
 - BRIGHTLINE 21c
 - TIDY 49c
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- SPECIALS**
- GARVEY INK 9c
 - STATIONERY 9c
 - ZIPPER BAG 89c
 - ADHESIVE TAPE 15c
 - TOILET TISSUE 14c

AT OUR FOUNTAIN

- | | |
|----------------------------------|---------------------------------|
| BANANA SPLIT
Triple Dip 13c | JUMBO MALT
Four Big Dips 15c |
| SANDWICHES
Butter Toasted 15c | FROZEN
Malt Each 10c |

Dawn Items

By VIVIAN BOWERS
Rev. Smith of Amarillo preached here Sunday afternoon.
Dawn Study club met with Mrs. W. P. Caraway recently. Santa Fe and Texas was the program subject. Mrs. Dick Frye will be hostess at the next meeting, February 4.
Mrs. T. C. Greer visited school Monday.
Mr. and Mrs. Jim White are the parents of a new son, who has been named Joe Dale.
Mr. and Mrs. Owen Miller and Junior of Hereford spent Sunday in the Johnnie Womble home.
Mr. and Mrs. Calvin Johnson of Canyon were guests in the H. E. Miller home Sunday.
Miss Pauline Edwards of Hereford spent the week end with Miss Margaret Bowers.
Miss Mary Chambers was a week end guest of Miss Ruth Wolfe at Walcott.
On the sick list are Mrs. C. F. Miller, Mrs. A. Frye and Recco Stewart.
Misses Ethel Womble and Mincola Lyle of Dimmitt spent Thursday night in the Baker Womble home.
Misses Inez Miller and Vivian visited the former's cousin Ruth Crawford, in Amarillo Wednesday.
Mr. and Mrs. J. C. Green attended the American Legion dance in Hereford Tuesday night.
A lovely party was given recently in the Ed Reynolds home, honoring Miss Mary Chambers' birthday. The evening was spent at bridge, with six tables. High score went to Miss Chambers, low to J. A. Edwards, Canyon. Refreshments were served to Messrs. and Mmes. Shelly Barber, A. T. Frye, J. A. Edwards, Underwood, Coo, W. J. Stewart, Baker Womble, Clifford Stewart, Ernest May, and Miss Ruby Harris and Mr. Cecil Benton.

Ward News Notes

By MRS. GEORGE SUGGS
Regardless of the cold, a number attended Sunday school. Rev. Thomas will preach here next Sunday afternoon.
Honor roll students: Billie Hutson, Frank Zinser, Hope Zinser, Oliver West, Ruth Morrison, Martha Rutter, Fred West and Maxie Morman.
The trustees have been working at the school house several days.
Mr. and Mrs. Reed Williams of Hereford visited Mr. and Mrs. Jim Lipscomb Sunday afternoon.
Jim Harrison and family of Progressive visited the W. R. Harrison home recently.
Mr. and Mrs. Chester Hodges and son who are living at Dumas for a while, spent Sunday in this community.
Mr. and Mrs. Albert Oden spent Sunday with Chester Hodges.
Arle Dean of Dean community visited Bill Hutson Friday.

Black

By MRS. H. L. McLEAN
Everett Deaton, his two sisters, Mmes. W. H. Flowers and Mitchell and children of Des Moines, N. M., visited their mother, Mrs. Pat Deaton, first of the week.
Mr. and Mrs. Jim Clark were in Clovis one day last week.
A. C. and Jim Hays spent Wednesday in Amarillo.
Jake Bennett and Geraldine Hinds are ill with mumps.
Rev. Rex Ray and family of Amarillo spent Friday night and Saturday with his mother here.
Mr. and Mrs. Dick Rocky of Muleshoe spent Saturday night and Sunday with her parents, Mr. and Mrs. Howard Elmore.
Messrs. and Mmes. Verner Meugin and Henry McLean, and Mrs. T. L. Welch were in Clovis Saturday.
A number from this community have been attending the Hamilton trial in Farwell.
Mr. and Mrs. Dave Galloway entertained a number of friends with a party Saturday night.
Mr. Blair, Santa Fe agent here, and family were called to Amarillo last week by the illness of Mrs. Blair's mother.
Black boys defeated Summerfield in a ball game at Hereford one night last week. The girls won a game from Rhea Friday afternoon in Friona gym.

Bippus Items

By RUTH REESE
Mrs. Jim Stagner of St. Vrain, New Mexico, is visiting her daughter, Mrs. J. F. Reese.
Mrs. Emmet Dorris of El Paso is visiting home folks, Mr. and Mrs. Jack Fortenberry.
Junior Reese was absent from school last Wednesday.
Steve Williams called in the C. T. Reese home Thursday.
Violet Bippus is spending the week with home folks.
W. E. Hicks of Garden City, Kansas, is here visiting friends and attending to business.

To Survey Subsurface Water.

Subsurface waters to be found in various localities in Texas and at various depths are to be surveyed under the terms of a cooperative project between the WPA and the state board of water engineers, according to Dr. E. P. Schoch, director of the University of Texas bureau of industrial chemistry. Laboratories of the university bureau are to be used for testing the chemical properties of the waters found. The survey will cover some 70 counties of Texas.

Church of Christ.

A splendid increase in interest and attendance in all services during the past week. Both the mid-week Bible study Wednesday night and evening worship on the Lord's day increased 100 per cent. A series of sermons featuring events and characters in the book of Genesis is being given at the Sunday night services. Questions asked by members of the congregation in written form are answered at this hour. Sermon subject Sunday night "The Character of Abraham." One of the questions to be answered is "Please explain the new birth."

Daniel News

By PAULINE MOORE
There was a large attendance at the 42 and bridge party given by Mr. and Mrs. H. Tomlinson Friday night.
Mr. and Mrs. Dave Moore, Glenna Lucille and Will Moore were in Hereford Saturday.
Mr. and Mrs. F. Tomlinson and Norma Jean ate dinner in the J. M. Breathing home in Canyon Sunday.
Rev. Holtzclaw preached at Palo Duro Sunday.
Mildred Gill, Ernest and Rose Ellen Ford and E. W. Womble, Jr., have missed school several days because of illness.
H. F. Moore left Saturday for his home in Seymour after a visit here with his sons.
Joe Moore was in Amarillo Saturday.
Pauline Moore and Ruth and Joe Gill were home from Canyon over the week end.
H. F., A. D. and W. R. Moore were in Canyon Friday.
Andrew Pat Jones of Pampa visited his mother, Mrs. A. M. Jones, Tuesday and Wednesday of last week.

Mr. and Mrs. Cecil Hodges were in Hereford Saturday.
Leda Smith, who is attending training school at Canyon, spent the week end with her parents, Mr. and Mrs. Otto Smith.

BUSINESS AND DIRECTORY PROFESSIONAL

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candies
Magazines

INSURANCE
JNO. H. PATTON
PHONE 50

HOGS
Please bring your hogs on Friday for Top Prices.
G. W. & H. L. Brunley

The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON
ABSTRACT CO.
4% Per Cent Federal Farm Loans.

DR. J. W. HENDRIX
Chiropractor and Masseuse
109 B Street—Just North of Mother's Park
Phone 341 for Appointments

THE HEREFORD BRAND
JOB PRINTING

You'll Like These Furr Food Week - End VALUES

These food bargains are food bargains not only because the prices are low but also because the quality is unusually high. Notice the famous brands as you check through this advertisement... they are brands that you KNOW are all right. Plan now to do all your food shopping at our store this week... we can save you both time and money!

Butter
HEREFORD Creamery, pound 34c

FLOUR
HEREFORD SUNRISE, 48 lbs \$1.67

Produce

ORANGES, California Navel, medium size, dozen 23c	APPLES, Washington Small size, 2 dozen 25c	Large Size, 2 dozen 35c
SPUDS, U. S. No. 1 Colorado Red, 10 pounds 19c	GRAPEFRUIT, Arizona Seedless, large and juicy, 3 for 10c	LETTUCE Large, firm heads 5c

Meats

Fancy Grainfed Baby Beef Choice cut top round steak, lb 34c	SWISS ROUND STEAK Pound 24c	RUMP ROAST Pound 20c	ROUND STEAK Pound 27c	CHUCK STEAK Cut from fancy beef, lb 18c	CREAM CHEESE Longhorn, pound 19c	PEANUT BUTTER Bulk, bring your pail, pound 12c
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Methodist Ladies Having BAKE SALE HERE SATURDAY!

OLIVES, Libby's Stuffed or Queen, small bottle 10c

PEACHES, Libby's Sliced or halves, 2 No. 2 cans 25c

BARTLETT PEARS, Libby's, No. 1 tall can 14c

ASPARAGUS, Libby's Large natural, picnic, can 17c

CUT BEETS, Libby's, 2 No. 2 cans 15c

BABY FOOD, Libby's, Homogenized, 3 cans 25c

Premium Flake Crackers TWO Lb Package 30c

Excell Crackers TWO Lb Package 15c

NUCOA The Perfect Spread for Bread! 21c

White King Toilet Soap THREE Bars 13c

Granulated Soap LARGE Size 30c

LIMA BEANS, Happy-Vale Small white, 2 No. 2 can 23c

TOMATOES Standard, 3 No. 2 cans 20c

SCOT TISSUE Two rolls 15c

OATS Quick Quaker, large pkg 17c

PEP Kellogg's, 2 pkgs 17c

SUGAR, Beet 10 pounds 52c

MEAL Hereford, 5 pounds 14c

PANCAKE FLOUR Aunt Jemima, 20-oz pkg 10c

3 1/2-Pound Package 25c

BEANS Great Northern, 2-lb pkg 10c

CUT BEANS Standard, 2 No. 2 cans 15c

PINK SALMON Select Alaska, 2 No. 1 tall cans 25c

MOLASSES Waconia, No. 5 can 31c

No. 10 can 59c

BAKING POWDER Dr. Price's, 12-oz jar 19c

Shortening 8-Lb Carton 98c

Lipton's TEA Orange Pekoe 1/4 Lb 21c, 1/2 Lb 39c, 1 Lb 77c

Heinz Ketchup Large Bottle 23c

COFFEE Schilling's, 1 pound 26c, Two pound can 51c

COFFEE Two cans 15c

CORN, Extra Standard Sugar, 3 No. 2 cans 25c

ROYAL DESSERTS All flavors, 2 pkgs 11c

SUNBRITE CLEANSER Two cans 9c

KARO Light or dark, No. 5 can 34c

FREE—All Day Saturday, Sandwiches and Hot Coffee—Schilling's!

FURR FOOD

FREE DELIVERY PHONE 74

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
 ADRIAN ODOM, Editor

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NOTICE TO PUBLIC
 Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

A SILENT VOICE

Tomorrow we shall know how many people in Deaf Smith county reserved the right to speak out during this, one of the most important years in recent decades, and we shall know how many neglected to meet requirements, thereby losing their right to express any opinion.

Regardless of what happens, how the tide flows, the person who fails to reserve the right to cast his ballot has no authority to be indignant or to oppose any proposition proposed by others in the matter of government. If you are not interested one way or another, there is no necessity of paying the poll tax, but who can say he cares not, for instance, if Roosevelt or Hoover or Al Smith is elected President?

This is a last warning. Poll taxes must be paid tomorrow, or your voice may not be added to that of the people. Perhaps the right to vote should not be taxed or the voter penalized, but it is being done, nevertheless, and it boils down to this: "Pay up or shut up!"

Present Concert of Sacred Music

A group of 22 singers from the studios of Ardelle George will present a program of sacred music at the Central Presbyterian church in Amarillo Sunday afternoon at 5 o'clock, the Vesper hour. The same program will be given at the First Baptist church here at 8 o'clock Sunday night.

HOSPITAL UNDER A NEW SUPERINTENDENT TODAY

Miss Della Simmons has been appointed superintendent of the Deaf Smith County Hospital, succeeding Mrs. Ramsey Landrum, who with her son, Pat, left this morning for San Antonio to join Mr. Landrum and to make their home there. Miss Simmons came to the local hospital from Plainview on December 1. Mrs. Landrum had been in service here for several years and was superintendent for the past two months.

Miss Morene Hite of Plainview was added to the local staff to fill the vacancy. It was also announced that Miss Dorothy Burch will leave the Deaf Smith hospital soon for Amarillo and that a Miss Dixon of Amarillo will come here for night duty.

Card of Thanks.

We take this means of thanking our many friends who so kindly aided us during the illness of our beloved one, Buddy Sanders, and during the darkest hours after he passed away. Especially do we thank Dr. LeGrand and the nurses for their untiring services. We also want to thank Brother Holtzclaw for his consoling words, and Mrs. Carl Mounds and the choir for their beautiful music. We also desire to thank the ladies of the Baptist church, the American Legion Auxillary, the school teachers and classmates of our dear Buddy, our neighbors and friends for the food and the beautiful floral offerings. May God bless those who came to us in our time of great need.

Mr. and Mrs. H. J. Sanders
 Mary Lou Sanders
 Mr. and Mrs. Steve Sanders
 Mrs. Ella Newson
 Mr. and Mrs. Walter Mann and Daughters.
 Messrs. and Meses. Tom, Jay and Jack Sanders
 Grover Sanders
 Mrs. Bessie L. Smith

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries of July 25, 1936:

For County Judge and Ex-Officio Superintendent County Schools:
 EARL W. WILSON

For Sheriff, Tax Assessor and Collector:
 J. C. ALLRED

For County Commissioner, Precinct No. 1:
 JIM CARROLL
 P. J. (Jack) ROSE
 (Re-election)

For County Commissioner, Precinct No. 4:
 ERNEST T. (Dick) ALLRED

For County and District Clerk:
 L. H. FOSTER

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

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 27, 1905.)

Thos. R. Reagan was putting in a water works system to serve the business district, consisting of a steel tank at the plant of the Hereford Sheet Metal Works, three-inch mains and two-inch hose connections at each place of business. This installation was for fire protection.

John Droke was seen returning from Hereford through the mud last week with his wagon loaded with groceries. This means that Dimmitt is getting to be a flourishing little place.—L. E., Dimmitt Correspondent.

Judge John P. Slaton was spending the week in Fort Worth on business.

Mrs. Fletcher Rogers of Bovina was a Hereford visitor.

Eli Dunlap had purchased 100 head of yearlings from Castro county ranchmen at about \$11 per head.

Geo. A. Brandon, editor of the Canyon News, spent Sunday here, a guest of the Brand editor.

Mr. and Mrs. G. T. Abbott of Castro county had been in Hereford transacting business.

School note: "Tramp, tramp; tramp, the boys are marching. This occurs when Mr. Hawkins gets out and makes his wondrous music on the triangle."

(From The Hereford Brand, January 29, 1915)

Mr. and Mrs. D. F. Ashbrook had presented the Methodist church with 125 new song books.

A. C. Elliott, editor of The Brand for the past seven and a half years, had severed his connection with the paper, and was succeeded by B. F. Guthrie, of Milan, Missouri, more recently of Amarillo.

"Tonight at the old opera

house, Homer Fox will give his initial entertainment—a new movie show. The place has been fixed up for the new enterprise. On the first night the Hereford Brass Band will also give a concert and furnish music for the occasion."

A post office had been established at the new town of Dawn, 13 miles east of Hereford, January 1.

Dr. Graham Bell, inventor of the telephone, had held a long distance telephone conversation with Thos. Watson, former assistant to Dr. Bell, across the continent. Others who participated in this first cross-continent conversation were President Wilson, Mayor Curley of Boston, and President Vail, of the American Telephone and Telegraph Co., the latter talking a distance of 4,400 miles.

Some wonder was expressed at the existence of a combination of a barber shop and blacksmith at Quitaque.

The doubleheader session here on Saturday night will get under way at 7:30 o'clock.

With virtually every player hitting the basket, the Herd gained their first victory by a 19-16 decision over the Bovines. Although low in score, the game was fast and rough and furnished the fans numerous thrills. The girls opened the session with a 29-19 victory. This session, scheduled to fill in a vacancy, was preceded Friday night by battles with the traditional foe from Canyon. Unable to cope with such basketeers as Dobbs, Taylor and Rusk, the Herd went down, 29 to 22, despite the

Mothers Fete

(Continued from page one)

to rely upon their own judgment. He complimented the pep squad for its loyalty and support, comparing their work on the sidelines with a similar task most of them will have through life, being loyal and offering support from the sidelines while the boys receive the plaudits of the crowds. He also read a telegram from B. H. Hopkins, former athletic manager, expressing his regrets at being unable to attend the banquet.

Benge outlined the early season non-conference games, and Clayton told of the title clashes, concluding with the presentation of gifts of appreciation from the squad to Coaches McCollum and Wilson. Coach McCollum announced last season's lettermen and next year's football captain and pep squad leaders were selected.

The mothers served what was conceded to be the finest football banquet ever given here. Not only did they have a menu that was a real feast, but the manner in which it was served brought praise from those attending. Among this group were the ex-lettermen who were invited to the affair for the first time. "We appreciated the invitation more than they will ever know. We certainly enjoyed the banquet and want to express our appreciation for the consideration to the mothers," several of the ex-lettermen told the Band Friday. Music during the banquet came over a radio installed by M. D. Womble.

Children Head

(Continued from page one)

dressess. Family of six, boy, 9, needs shoes, size 4; girl, 11, needs shoes, size 3½ or 4; boy, 3, needs overalls. Family of nine on relief whose children are not in school because of want, boy 12, needs shirts, girl, 10, needs shoes and stockings; boy, 8, needs overalls and underwear (he has one pair but no change); girl, 6, needs shoes and stockings.

Some of the above descriptions may sound funny to some readers, but to those actually in need, a pair of heavy underwear or a pair of gloves is a very serious matter.

To let these people continue in needs of such vital items of clothing is to neglect one of the duties of protected citizens. Any article tucked away somewhere in the attic or basement and of no particular use to anyone might prove to be a wonderful garment to some poor tot. Even adult underwear partly worn can be made into garments for children, so no article is worthless to the Red Cross. Donations should be taken to the Red Cross on Wednesday or Thursday afternoons when a receiver will be on hand, or Mrs. Cockrell should be notified if the giver wishes that the articles be called for.

Card of Thanks.

We take this means of expressing our sincere thanks to all our friends and neighbors who so graciously assisted us in any way during the illness and death of our husband, father and brother. Mrs. H. C. Matteson
 Paul Matteson
 Miss Jessie Matteson,
 Shawnee, Oklahoma.
 Mrs. L. M. Clayton and Family,
 Cordell, Oklahoma.
 Mrs. John Wink and Family,
 Cordell, Oklahoma.
 Mrs. John Funderburg and Family
 W. H. Mosier, Dill, Oklahoma.

Local Quintet

Puts Up First Court Victory

TAKES ONE OF THREE BATTLES OF WEEK; GIRLS WIN ALL

In three games played during the past week, the Hereford Whitefaces broke into the basketball win column by defeating the Bovina club last Saturday night, while the girls' sextet continued their winnings ways with three straight victories.

The battles continued this week end, with the Herd scheduled to invade Tulla Friday night for clashes with the Hornets and to return home Saturday night to entertain the Dimmitt outfits. While the girls are forcing their way into the fore with victories, the lads under Coach Tommie McCollum are gradually improving their ball handling ability just as he predicted they would, and their clashes are becoming more interesting as the season progresses.

C of C Names

(Continued from page one)

tempt to get 100 per cent backing from local business men.

Four major projects were planned for the year, including the rural resettlement project that has been a major project for some time, further trades day activities, support of the Business and Professional Women's Club in its cannery project and to investigate more fully the possibilities of rural electrification.

The report of the secretary showed a balance of \$108.92 in the treasury on August 1, 1935, \$528.30 collected up to January 1 and a January 1 balance of \$68.01. Leading expenditures included \$200 given to help promote the Tri-County Poultry Show, the secretary's salary, resettlement project work, luncheons, advertising and office expenses.

Satisfied Patients

Dr. REA of Minnesota
 Specialist

At Hereford, Cordova Hotel, Thursday, February 6th
 ONE DAY ONLY

HOURS—9:30 A. M. TO 4 P. M.

Dr. Rea, registered and licensed in many states, specializing in stomach, liver, kidney, bowel and rectal diseases, as complicated with other diseases without surgical operation.

Some of his satisfied patients: Mrs. A. J. Bradshaw, Wimbombro, Texas, stomach ulcer; R. W. Perry, Barry, bladder trouble; Mrs. L. K. Wardlow, Santa Anna, pelagra; Chas. Frederick, Schulenburg, piles; Mrs. W. J. Franklin, Hearne, overweight; Paul P. Stengel, Munday, stomach; Ignatz Kromicky, Wallis, stomach ulcer; Mrs. Joe Meyer, Schulenburg, pelagra; C. E. Claib, Opila, stomach; Mrs. J. E. Brown, Olney, liver.

Herbert J. Blaschke, Schulenburg, colitis; J. B. Swamy, Rosebud, gall bladder; C. H. Mathis, Bryan, stomach ulcer; Mrs. B. A. Gardner, New Port, gall stones; Mrs. Thos. C. Rogers, Douglas, goiter, leg ulcer; Mrs. B. R. Richardson, Palestine, pelagra; Willie Cooper, Montalba, liver; Mrs. Albert Dodgens, Santa Anna, diabetes; Mrs. B. E. Howell, Big Springs, rheumatism; Tom McNeil, Richland Springs, cancer of nose.

Dr. W. D. Rea, Medical Laboratory, Minneapolis, Minnesota, Since 1898.

"No Better Cleaning at Any Price"

DRY CLEANING SPECIALS

GOOD FOR THIS WEEK
 Lower Both Cleaning and Pressing Costs

Cleaning & Pressing

Two Suits	\$1	One Suit	\$1	Two Dresses	\$1
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Semi-Finish Service
 Minimum Charge 75¢ for 15 Pounds

Shirts Finished, 10¢ Each, In This Service.

HEREFORD LAUNDRY AND DRY CLEANING CO.

PHONE 296

fact that Clayton led the parade with 10 points. The young ladies partially saved the day with an 18 to 12 victory in the opener.
 Making up a postponed tilt earlier in the season, Happy's speedy clubs invaded the high school gymnasium Tuesday night to split a doubleheader, and give local fans two of the most thrilling clashes of the season. Hereford won the first by a two-point margin and dropped the second by the same difference in score. Miss Arthur, Hereford forward, was right personally accounting for 20 points in the locals' 36 to 34 victory. She made eight field goals and counted on four of her six shots from the foul line. Clayton again went on a spree from his forward position to score 12 points, but his tossing was not enough to overcome the combined efforts of Toles, Walker and Guest of the visitors, and the Herd went down, 23 to 21.

Try the Hereford merchants before going elsewhere to buy.

Local Men to Fort Worth.
 Phil Radovich, dealer, and Geo. S. McConnell service man, left Tuesday for Fort Worth to attend a Frigidaire convention held at the Texas Hotel Wednesday, for a preview of 1936 models, and sales and advertising plans. Several officials of the company were present.

Preaching Services at Dawn.
 Preaching services will be held at Dawn Sunday. Rev. Roy Patterson will conduct both morning and night services. Everyone is invited to attend.

"OUR GANG FOLLIES OF 1936"

OUR GANG COMEDY
 With
 Spanky McFarland
 and a Cast of 100 in their first annual edition of their own Follies!

HERE COMES A STAR!
 You'll love her in this movie star in love!
GINGER ROGERS
in Person
GEORGE BRENT

To - Night Thursday & Friday
10¢ BARGAIN MATINEE EACH DAY 15¢
 From 1:30 to 3:00 P. M.
REGULAR ADMISSION 25¢ AFTER 6:00 P. M.

STAR THEATRE

CAUGHT IN THE WILD

By ROBERT AMES BENNETT



Their Plane Lost in the Forest

Alan Garth fought to save the lives of three tenderfeet—while they plotted to take his! Here's the year's big thrill story...

Read every installment as it appears serially in

THE HEREFORD BRAND

STARTING NEXT WEEK

SOCIETY

Simplicity Marks Marriage of Miss Gladys Seigler to Mr. DeWitt Landis Sunday

Beautiful in its simplicity was the marriage Sunday afternoon, January 26, of Miss Gladys Seigler to Mr. DeWitt Landis of Amarillo. The service was read at two o'clock by the Rev. T. C. Willett, pastor of the Methodist church, the impressive ceremony making use of the single-ring ritual. The bride was in white, the bridegroom in a tuxedo. They entered from the dining room and took their places in front of the casement windows of the living room between two tall baskets of white stocks where the officiating minister waited. Here the age-old but solemnly beautiful words were pronounced.

Following the ceremony, an informal reception was held. The guests were served in the dining room from a table covered with an oriental grass-linen cloth centered by a crystal bowl of souv-enir de Claudius Pliernet roses placed between silver candelabra with white candles. At one end was the wedding cake, two tiered, and bearing on its snowy surface a miniature bride and groom surrounded by dainty rosebuds and lilies. After the traditional "first-lice" had been cut by the bride, Mrs. J. W. Witherspoon cut and

served the cake with mints, nuts and coffee which was poured from the opposite end of the table by Mrs. Hugh Cooper. The lovely wedding gifts displayed in the dining room added a note at once decorative and interesting. For her marriage, the bride wore a lovely wedding gown of white bridal satin fashioned on princess lines and having a short, long-sleeved jacket. She carried an arm bouquet of ten and tube roses. Her going away costume was of powder blue wool with silver clips and belt, and black accessories. Immediately following the reception, the couple left for Amarillo where they will be at home in the Palo Duro apartments.

The bride is a daughter of Mr. and Mrs. T. E. Seigler, well known citizens of Hereford. She came here with her family from Olney just after her graduation from high school there. Later she attended WTSTC at Canyon, TU at Austin, and TCU, Fort Worth, majoring in dramatics which she has since successfully taught here and at Clovis. The groom, a former editor of the Hereford Brand, is a son of Mr. and Mrs. C. G. Landis of Amarillo. He has been

for some time sports announcer over radio station KGNC. Attending the wedding were Mr. and Mrs. C. G. Landis, Judge and Mrs. Hugh Cooper, Mr. and Mrs. Wes Izard, Misses Blanche McDonald and Louise Evans, Messrs. Jerry Mallin and Hugh Cooper, Jr., all of Amarillo. Local guests were Messrs. and Misses J. W. Witherspoon, Adrian Odom, Mrs. Seth Holman, Mrs. and Mrs. T. E. Seigler, T. E. Seigler, Jr., the latter of Wichita Falls.

CHURCH ACTIVITIES ARE HELPFUL AND SOCIAL

Recent activities within the various circles of the Methodist communion are evidencing a salutary interest throughout the membership and are providing an enjoyable social fellowship.

Tuesday evening of last week, the Sunday school teachers were entertained at the church with a chili supper, Mrs. Ray Coneway, primary superintendent, having charge of the pleasant affair. Chili, salad, doughnuts and coffee were enjoyed and a helpful group discussion followed. Wednesday three cars of Hereford women attended the zone meeting held at Dimmitt at which the entire district was represented by perhaps 150 women. The hostess group provided an elaborate covered dish luncheon at noon and the afternoon fellowship and program were much enjoyed. Mrs. J. F. Ward contributed to the latter with an inspirational talk.

Monday evening of this week the board of Christian education held a meeting for consideration of the why, how and when of continuing training course study. A discussion of best means for securing best results was led by Jesse Stanford.

MISS OLIVE PERKINS HOSTESS AT DINNER PARTY

Miss Olive Perkins entertained a number of friends Sunday with a dinner party given at her home in Progressive community. The attractively appointed dinner served at noon, and the afternoon of pleasant social intercourse which followed were enjoyed by Mrs. S. E. Askren, Misses Lillie Hostetler and Virginia Bowman, Mr. J. C. Hostetler, Mr. and Mrs. C. C. Bowman, Will Bowman, Mr. and Miss Perkins.

MRS. N. P. SIKES HOSTESS TO SUMMERFIELD STUDY CLUB

Mrs. M. P. Sikes was hostess to the Summerfield Study Club Thursday, January 16. For the program, another fascinating division of Southern Literature was found in Negro Folk Lore.

From Odom's "Rainbow Round My Shoulder," Mrs. Lee Curry followed the trail of Black Ulysses over 40 states in a revealing characterization of this type of the real Southern negro. Mrs. Charles Walser based an excellent number on Julia Peterkin's "Black April," bringing out the fact that superstition is an essential part of negro personality. Mrs. Ray Johnson, taking "Green Pastures" as a guide, discussed "The Negro and the Bible," showing that the negro is innately religious. The three numbers combined to portray those qualities which are dominant in the character of the Southern negro.

A delightful social hour with the hostess serving sandwiches, fruit salad, cake and spiced punch was enjoyed.

DISCUSSION GROUP HAS GOOD ATTENDANCE

The meeting of the Discussion Group Friday had an attendance of 24 persons. This was one of the largest meetings of the year when only local talent was used. Mr. Cottingham's interesting presentation of East Indian religions was not finished and will be resumed this week.

Teachers Pet and so do the students!

It's rhythm on the campus and music in the air when four daffy guys take over a girls' school and turn it into a co-ed circus. Jack Oakie inherits a

girl's school and with Spence Overman, his shandy man, and Ned Sparks, his publicity agent, starts hitch-hiking to the school. On the road they encounter Joe Penner, who has a nice car, plenty of money, and a bad case of amnesia.

Can you imagine what happens when they take charge of the school? It's a barrel of fun. Laughs... new songs... new dances... and one of the best and goofiest entertainments you ever saw.

Joe Penner, Jack Oakie, Frances Langford and a host of others in "COLLEGIATE" coming to the Star Theatre soon. Don't miss it.

LONE STAR STUDY CLUB MEETS WITH MRS. CRONIN

The Lone Star Study Club enjoyed an interesting meeting Monday, January 20, in the home of Mrs. J. T. Cronin, with Mrs. Louie LeGrand as assisting hostess. The president, Mrs. Harold Close, presided at the business meeting and directed the program.

"Preservation of Wild Life in Texas" was discussed by Mrs. Earl Phillips, her number showing the value to the state of its wild life and the importance of preventing the wanton destruction that threatens its extinction. The Forests of Texas and the Preservation of Wild Flowers, presented by Mrs. Cronin, stressed the economic and esthetic value of the state's varied and extensive flora. The close relation of the two numbers added to their interest. A salad plate was enjoyed.

MUSIC STUDY CLUB MEETS WITH MRS. BEYER

Mrs. J. E. Beyer was hostess to the Music Study Club Monday, January 20. A program of Russian music was given under the leadership of Mrs. G. A. F. Parker, who gave the historical background out of which the music developed interestingly and with great helpfulness to an appreciation of the program. Numbers given were: Boheme Polka, A. Rubinstein, Mrs. Acker; The Hills of Gruzia, Mednikoff, Mrs. Coneway; Orientale from Kaleidoscope, Caesar Cul, Mrs. A. C. Thompson; Only a Yearning Heart, Tschakowsky; Mrs. Monitz; March-De L'Opera, "L'Amour Des Trois Oranges," Prokofeff, Mrs. McCracken; On the Steppe, Gretchaninoff. Misses Fox, Coneway, McCracken, Roberson, A. C. Thompson, Hawkins.

JOLLY FEMMES MEET WITH MRS. GILLILAND

That congenial group of youthful matrons known as the Jolly Femmes was delightfully entertained Thursday of last week with a "tacky" party given by Mrs. Wanza Gilliland.

The clever costuming was a real entertainment feature and together with bridge and other games provided a thoroughly enjoyable afternoon's program. The prize for the most amusing costume was won by Anita Gentry. Pictures of the group were taken by Mrs. Rutherford. A refreshment course included hot tamales, stuffed eggs, gingerbread with whipped cream and coffee. Eight members were present.

MRS. BOBBY SOWELL HOSTESS TO CLUB

Mrs. Bobby Sowell was hostess to the Jolly Femmes club at its last meeting. Bridge was enjoyed, high score prize going to Mrs. Jo Neva Bradley. A refreshment plate of chicken salad, sandwiches, fruit jello with whipped cream, cookies and coffee was served.

Club members present were Misses Jewel Bailey, Wilma Webb, Aulta and Marilyn Gentry, Jo Neva Bradley, Ruby Long, Wanza Gilliland and Bobby Sowell.

MISS PITMAN HOSTESS TO DINNER BRIDGE CLUB

The Dinner Bridge Club enjoyed its regular meeting Tuesday in the home of Mr. and Mrs. J. H. Pitman with Miss Eloise Pitman as hostess. The usual covered dish dinner preceded a delightful evening with the club game, high score prize for ladies going to Mrs. W. C. Pitman; high score for men to Jack Wayland; low score to Alton Fraser.

Five tables of players included Messrs. and Misses Homer Fox, Rosson, Wayland, Fraser, Acker, Oscar Easley, J. A. and W. C. Pitman, Mrs. Seth B. Holman, Misses Eloise Pitman, Opal Cawthon, Mr. Mack Pitman.

PRESBYTERIANS OBSERVE CHURCH NIGHT STUDY

Church Night is being observed at the Presbyterian church on alternate Tuesday evenings with a continuance of the study "Toward Christian America," conducted by the pastor.

The service is being made an all-church program with the children having a definite part. The primary department is in charge of Mr. Hudson. Rev. group has been enjoying stories of Indian and Eskimo life with illustrative handwork. Mrs. Olson has the Juniors. Her program includes the making of posters and other varieties of handwork related to Bible scenes and stories.

NEW MEXICO INDIANS IS THEME OF STUDY

Mrs. Mary Palmer was hostess to the Presbyterian Auxiliary on Tuesday with Mrs. Clay Ridgway in charge of an interesting program on the New Mexico Indians. Mrs. B. T. Bell gave an excellent number concerning the Navajos, her paper containing much interesting information attractively presented. Music and a devotional period completed the program.

PIONEER CLUB STUDIES AMERICAN FOLKLORE

Misses J. E. Beyer and Wirt Phillips were hostesses to the Pioneer Club Tuesday afternoon at the home of Mrs. Beyer.

Among other business matters that came before the club was a decision to entertain club husbands with a buffet dinner and one-act play, and to accept an invitation from Westway to give a Centennial program there. For the program, American Folklore presented an interesting field of thought. The Negro in the New World was discussed by Mrs. Weir. She cited various activities in which the negro is prominent, mentioning his accepted role as an entertainer. Mrs. Jack Rose gave an interesting picture of the characteristic Pennsylvania Dutchman in her number, Beliefs and Superstitions of the Pennsylvania Germans. A lovely refreshment course of chicken salad, wafers, cake and coffee was served.

THIRD ANNIVERSARY CELEBRATED BY CLUB

The Business and Professional Women's Club celebrated the third anniversary of its organization with a birthday party at the Legion Hall Monday evening.

TO THE VOTERS OF PRECINCT NO 1:

In making my announcement for re-election for Commissioner of Precinct No. 1, I am asking everyone to review the economic condition from the time I took office to the present time. With each severe economic change the Commissioners' Court met with difficult problems. I have kept well informed on all of the Government programs and have done all in my power to assist in obtaining allotments, work relief approvals, and various aids for the people of the county.

Realizing that you must always be cautious in selecting the man whom you are to support, I wish you would look over the county's financial statement for the past year, which is printed in the Hereford Brand. I feel confident you will admit that your county has been brought through the economic crisis in very good shape considering the low percentage of taxes collected. I earnestly feel that experience gathered while in office during these trying times enables me to give better service to the people than when I was unexperienced.

I have always practiced the policy of being fair to every one. I feel justified in asking for the office again, and should I be elected I resolve to give my county my full time as I have done in the past.

Thanking you for your past cooperation and soliciting your help in the present election, I am, Respectfully,
P. J. (Jack) ROSE.

Mr. and Mrs. John L. Wilson of Messenger community spent last week end in Stratford with their son, Paul, who is with the soil conservation service at that place.

Mr. and Mrs. Ed Johnson, Miss Nita Roy Lobdell and Woodrow Ireland attended the Blue Steele dance in Amarillo Tuesday evening.

CAGNEY SWAPS HIS G-GUN FOR BARE FISTS
To Rule The World's Most Famous Underworld

JAMES CAGNEY
FRISCO KID

A murderous mob on his trail!
Women's kisses on his lips!
A price on his head!
One girl's memory in his heart!

Warner Bros.' mighty screening of the 'Frisco of the flaming 'Fifties.'

—also—
Betty Boop Cartoon
Novelty and News

STAR THEATRE
HEREFORD
SUNDAY — MONDAY — TUESDAY
FEBRUARY 2-3-4
Midnight Preview Saturday Night.

Without becoming technical...

Will you please tell me what a kilowatt hour is?
Certainly, madam, we'll be glad to!

A kilowatt hour is a unit of measurement. Just like a pound of butter, a peck of potatoes, a quart of milk. That's all—just a convenient unit to measure the amount of electricity you use in your home each month.

True, you can't measure it with your eye as you can a quart of milk or a pound of butter, but you can measure the work it does for you. For example:

ONE KILOWATT HOUR (or KWH as it appears on your bill) WILL

- Light a 100 watt lamp for 10 hours
- Run an electric clock for more than 2 weeks
- Run an average-sized electric refrigerator about 20 hrs.
- Run a 10-inch fan 27 hours

Kilowatt hours now cost less than ever before. In fact, some add nothing to your bill! By using all the electricity to which you are entitled you get the greatest benefits from the new ultimate rate now in effect.

TEXAS UTILITIES CO.

Wincharger

Do not confuse the WINCHARGER with some of the smaller electric generators. The Wincharger is a complete electrical plant in itself.

ONLY PHILCO HAS IT

Special Offer

With each battery PHILCO RADIO, the purchaser will be given a certificate, which with \$15.00 entitles him to a \$44.50 WINCHARGER. Investigate this unusual offer.

THE WINCHARGER IS NOW ON DISPLAY AT

M. D. Womble
IMPLEMENTS

Opening

In Guthrie Building, Two Doors North of Brand Office TO HANDLE

Case Machinery
AND
DeLaval Cream Separators

I am entering the implement business exclusively, having sold my variety store to J. D. Saunders and Bryan Edwards of Lubbock. These men are the kind of people Hereford wants and needs, and I urge my former customers to give them their patronage. They are in Dallas buying stock and will be ready to open at an early date.

Formal Opening, Saturday, Feb. 8

Talking pictures will be shown explaining all the operations of Case machinery. Other entertainment features will be provided. A carload of tractors and other machinery has just been received and will be on display. Company officials from this section will be present. I invite all my old customers and new prospects to visit this opening and to—

Watch For Announcement Next Week

C.A. Skelton

ZANE GREY'S Latest
GEORGE O'BRIEN'S Greatest
THUNDER MOUNTAIN
A FOX Release

A new story of the old west—fresh from the pen of your favorite author—with the star who always thrills you playing his greatest role!

Also Showing
Noah Beery, Jr., in
"CALL OF THE SAVAGE"
Chapter 2
and Cartoon Comedy

SATURDAY
10¢ BARGAIN SHOW 10¢
From Noon 'Till Midnight
STAR

Contest Winners

Several jumbled word contests made errors week before last in that they did not compose sentences using the words they had jumbled. So last week was the contest editor's week, and he made a big mistake. The first word in the contest, "destructive," did not appear in any of the ads in last week's edition of the Brand. Through an error, the true word, "distinctive," was changed. This was unfair to contestants. It forced a lot of work on them

without bringing desired results. But, nevertheless, it was discovered too late and nothing could be done about it. Since this happened, we suggest that hereafter if you are unable to find a word or if some of the jumbled letters fail to make a word because of one letter missing, you go ahead and work the contest and send in your answers. Whenever a mistake is made, that word will not be considered, and contestants still will have an equal opportunity. We're not excusing future mistakes and will do all in our power to prevent them, but nevertheless, they may occur.

At the conclusion of next week's contest the grand-prize winner will be announced for the month and will receive a full week's pass to the Star Theatre. In the meantime, here are this week's contest winners who will receive two tickets each to see James Cagney in "Frisco Kid."

Theresa Belle Smith, Bebe Frye, Mrs. G. H. Hamm, Mrs. J. W. Kirby and Mrs. Ullman Hunter.

First Presbyterian Church.

Both services will be based on the Home and Christ, announces Pastor Thorns. "The Prodigal Father" will be the morning subject. "The Heart of the Family" evening subject.

Sunday school, 9:45.
C. E. Vesper 6 p. m.
No church night this week.
Prayer meeting Wednesday at 7:30 p. m.

Frio News Items

BY MRS. W. A. SPRINGER
Frio Worthwhile club met in an all day session January 23, at the home of Mrs. H. D. Allman. Six members were present, and Mrs. Schwartz was a visitor. Next meeting will be with Mrs. Jodie Benson February 13, when it is hoped everyone is present, as this is Mrs. Benson's first club meeting.

Mrs. Deward Roberson of Amarillo was operated on last Friday morning, and at last reports was improving rapidly.

Mr. and Mrs. Elmer Jones are in Amarillo with their baby, who is under treatment. The baby is reported improving.

Frio will present a play soon for benefit of the school. It has 12 characters. Watch for date.

D. H. Allman and family, Miss Koma Hyatt were in Amarillo Saturday.

Mr. and Mrs. T. L. Springer, Mrs. Andrew Gilliam, J. E. Springer and children, Mrs. A. T. Jones and family, and Mrs. Jodie Benson visited Mrs. Deward Roberson and Mrs. M. A. Springer in Amarillo Saturday.

Mrs. Tims visited her son and family in Amarillo Saturday. Mrs. Tims is staying in the J. E. Springer home.

Rev. Lansdown will preach here Sunday, and everyone is urged to be present at morning and evening services.

Summerfield News

MAUD E. NOLAND
Mr. and Mrs. Ulys Pierce of Hereford spent Sunday in the N. P. Sikes home.

Messrs. and Mmes. C. R., Guy, D. C. and Hollis Walser and their families; Mr. and Mrs. Jim Clark surprised J. C. Lance in Hereford Thursday night with a birthday supper.

Miss Ruby Thompson broadcast with Luke Fields' Melody Makers over KGNC Sunday afternoon.

YVA met with Evelyn Schulz Monday night.

E. B. Thomas of Amarillo and Miss Joyce Davis of Hereford spent Sunday in the C. B. Thomas home.

Mr. and Mrs. Asa Atchley, Mrs. C. B. Thomas, Misses Gertrude and Christine Atchley were in Vega Wednesday afternoon.

Will Schulz and family were in Amarillo Saturday.

B. A. and Thurmond Atchley moved W. E. Hawkins to Lamesa Tuesday.

Dave and Herman Stewart and other helpers are constructing a new school building at Rance.

B. E. and Mrs. B. C. Roberson were in Amarillo Saturday. Mrs. B. E. Roberson returned home with them. She has been in Amarillo several weeks and underwent an operation for her eyes.

Miss Viva Mae Thomas has been ill the past week.

Mrs. Woodrow Welty returned home Saturday, after having attended the funeral of her sister in New Mexico last week.

Jim Noland was in Clovis part of last week.

Miss Zae Dee Rule of Hereford spent the week end here with her parents.

C. R. and Hollis Walser and their wives were in Amarillo Tuesday.

Lester Suttle and Miss Lois, Mr. and Mrs. C. B. Thomas and Mrs. B. A. Atchley were in Crosbyton Friday.

Miss Beatrice Lawrence spent Sunday night with Lucretia Wilson in Hereford.

Messrs. and Mmes. B. A. Atchley and W. E. Hawkins visited the H. D. Hill home at Vega last Sunday.

Jimmy Lee and Billie Lloyd Lookingbill are ill with mumps.

Ralph Tedford of Friona was shopping here Monday.

INSTANT SERVICE

You will find us ever ready to give you instant service on TEXACO gas, oils and greases.

Texas Service Station

Glenn Snyder

Health Service

MANOLOGY CHIROPRACTIC
COLON IRRIGATION MINERAL BATHS

Dr. R. E. Perkins

Phone 246. 710 N. Main St.

Classified Ads

Are Little Workmen
Who Pay Big Dividends

At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

THREE INSERTIONS
For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or, sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE

Hereford Brand

Dimmitt News

By EMILY McLEAN
Joe Jimmy Colvin visited relatives and friends here this week.

Mr. and Mrs. Howard Bridges of Sunnyside were here Saturday.

Mr. and Mrs. Bob Phillips are the proud parents of a baby girl, named Emily Oleta.

Tommy Hanks was in Clovis Saturday.

Mrs. Rosa McLean, Bob McLean and Miss Helen Anthony spent the week end in Lubbock.

Little Miss Joe Ella Wright, who has been suffering from blood poisoning, is reported better.

Ray Sheffy attended the John Deere show in Plainview Friday.

Harvey Younts and Harold Gladman went to Shawnee, Oklahoma, Saturday.

Mrs. T. J. Bridges visited in the home of Mr. and Mrs. Wade Dent the past week.

Gene Kimball left Sunday for Phoenix, Arizona, where he will take over his new position.

Miss Mamie Cox of Amarillo visited here Sunday.

The Dimmitt Bobcats played Plainview Wednesday night, there, the A team being defeated, B team winning.

Mr. and Mrs. B. McLean, Mr. and Mrs. Chas. McLean and Miss Emily McLean were in Friona on business Friday.

Clem Maples was in Plainview Friday.

The Bobcats played Bovina Friday night at Bovina. Both boys and girls won.

Andrew Elder was in Plainview Saturday.

Swain Burkett was in Plainview Friday and Saturday.

Wyche Items

BY PEGGY VALENTINE
Mrs. Pete Carmichael and parents of Hereford visited here on Tuesday. She spent the remainder of the week with the parents of her husband, Mr. and Mrs. D. R. Carmichael.

Jack Rose was in this community Tuesday.

Clyde Miller, representative of the Commercial Extension College, Omaha, Neb., visited Miss Peggy Valentine Tuesday. Miss Valentine is a member of the student body of the college.

Douglas Walker, Junior McBrayer, Audrey, Lucy Ann, Marion and Starlin Mitchell and Emmett B. Saxon have been absent from school because of sickness.

Miss Aileen Hughes of Hereford visited Sunday school Sunday.

H. B. Elliston attended the Power Parade in Hereford Tuesday.

Mrs. Ben McBrayer has been ill the past week.

Mrs. J. W. Dickerson is visiting in Amarillo.

Starlin Mitchell is reported recovering from his serious illness.

Mid-term examinations are over and students are aiming for higher grades the last semester.

Miss Genevieve Orr attended the football-pep club banquet in Hereford Thursday night.

This community sends its sympathy to the parents of little Buddie Sanders who was laid to rest in the cemetery Monday after an unsuccessful operation for appendicitis. The Sanders have been, until recently, residents of this community.

Mrs. John Harvey of Crosbyton visited in the home of Mrs. Herman Gray last week. Mrs. Harvey is a former Hereford resident, moving to Crosbyton last year where Mr. Harvey became superintendent of Public Works Administration.

CLOSED DRUGSTORE

HOME of 60c PURCHASE PLAN

MAKE A 60c PURCHASE HERE NOW

Nyal Nasal Drops

A soothing medicated oil that reduces nasal congestion in head colds, asthma and hay fever—makes breathing easier.

Dropper bottle 35c Atomizer pkg. 69c

Nyal Aspirin Tablets

Excellent for colds and fever, neuralgic and rheumatic pains. A tablet in water as a gargle checks throat inflammation.

Bottle of 100 5-grain tablets 39c

Nyal Milk of Magnesia

The quick corrective for acid stomach and heartburn, indigestion and gas.

50 cent pint 39c

Nyal Norwegian Cod Liver Oil

An excellent tonic of high vitamin content—builds resistance against colds and contagion.

Full pint bottle . . . 59c

Nyseptol

A refreshing mouth wash, an efficient antiseptic and breath deodorant.

Pint bottle 49c

Ultra Shampoo

A liquid cocoanut-castile shampoo that cleanses the hair, leaves it soft and glossy.

Full pint bottle 39c

Nyal Cod Liver Ext. Tablets

Easy to take—quick to improve appetite and build up resistance against colds—winter ills.

Bottle of 85 tablets . . 89c

Nyal Honey and Horehound

An old-fashioned remedy that eases hacking coughs and checks stubborn colds.

Two sizes 25-50c

Do You Know

THAT—We Have Many Other Specials On Display?

- THAT—A small amount of Tincture of Iron on a cut place will stop the bleeding immediately?
- THAT—Parents should worry less about how their children will turn out, and worry more about how they turn in?
- THAT—We want you for a customer?
- THAT—You should look for your name in this ad? (If it appears you will be entitled to a pint of ice cream.)
- THAT—The first goes to Mont Baker. (Prince of Grocery Men.)
- THAT—Boys and girls between the age of 8 and 15 should watch our windows and see the wonderful prizes we are going to give away free in our Junior Business Builders Campaign starting soon.
- THAT—Our 60 Cent Purchase Plan is profit sharing.

COMPLETE Close-Out Sale Of Sprows-Cronin Stock.

THIS IS NOT A FLY-BY-NIGHT SALE! We cater to the old as well as the new customers of this firm. Obtaining the merchandise at about 60 cents on the dollar, we are passing this big saving on to you. You'll find every article in the house marked at the lowest prices you've ever seen. The stock is large and complete. You know the quality of the merchandise. You'll find just exactly what you want here and at prices that will astonish you.

HERE ARE A FEW OF OUR HOT SHOT BARGAINS

SILK DRESSES

only \$1.75 ea.

Other Dresses

\$2.75 and \$3.75

HATS

All in the latest styles, \$2 and \$3 values. Any hat in the house for

50c

SHOES

87¢ \$1.95 \$2.95
Standard Brands, Including Whites

MEN'S SUITS

\$6.50 and \$12.50
Up To \$17.50

STETSON HATS

\$4 and \$5

Men's Work Sox

6¢ Pair

SILK THREAD

Many dozen spools of Standard silk thread to be given to you at

20c Per Dozen

AND HUNDREDS OF SIMILAR PRICES THROUGHOUT THE STORE!

Watch For Our Circular

It Carries More Real Bargains Than A Mail Order House Catalog!

E. T. Burk, Owner

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

MRS. TRAVIS DAMERON BRIDGE HOSTESS

A pleasant afternoon was enjoyed Friday when Mrs. Travis Dameron entertained a small group at bridge. Several rounds of the game with two tables of players were concluded with the serving of a lovely refreshment plate of

smacks, olives, salad, potato chips and hot tea.

The hospitality was extended to Mmes. Ferguson, Mathers, Medkief, Guthrie, W. S. Kerr, Mercer, Rockwell and Close. The presence of Miss Nita Roy Lobdell of Franklin, Louisiana, who is Mrs. Dameron's sister and house guest, was an added pleasure.

MONEY In the Bank!



The phrase itself has become symbolic of security and safety—because that is just what money in the bank means to so many people. Freedom from petty worries, from fear of the future, from the expensive consequences of sickness or accidents. It's a mighty good thing to have—money in the bank. Come in and let's talk over a way to give it to YOU!

THE EMBLEM AT THE LEFT IS YOUR GUARANTEE OF PERFECT SAFETY

THE FIRST NATIONAL BANK OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

RAY VIEW CLUB—DISCUSSES GERMANY AT THURSDAY MEET

Germany seen from many angles was the forceful picture presented to the Ray View club in its last Thursday's program.

Introducing the lesson with her number, "Recent Transition in Germany," Mrs. Ray Barber made the arresting statement that "this transition could be expressed in one word—Hitler. An impartial story of the genius, the ambition, and the personal selfish greed for power that placed Hitler, where he is today lifted a curtain on this difficult page of German history. The support given his regime by the princesses Celia, Adelaide, and Frau Wagner was an interesting sidelight as was also Mrs. Barber's discussion of the Jews in their relation to Hitler's program. This was illuminating, the origin of his hatred being shown to have its basis in the fact that to him they represent capitalism, presumably his pet aversion.

German culture was discussed under the heads of science and literature. With the former, given by Mrs. Olson, the fact was brought out that in almost every field of scientific development, the world is debtor to the Germans, a surprising schedule of familiar great names in the world of science testifying to this fact. Among others noted were Roentgen, Bunsen, Von Zeppelin, Marconi and Einstein. Mrs. Jones talked of German literature. She pointed out that its slow development in an early day was largely due to geographical isolation from the world literary centers of that day. She drew the interesting inference that warlike tendencies are not conducive to literary achievement, but that in spite of handicaps Germany had produced some of the greatest names in the world of literature, Goethe, Heine, Schiller, and Hauptmann, with the earlier Martin Luther being noted.

The roll call as conducted by Mrs. Bob Wilson was an interesting and informative number. Previous assignments brought to it snappy sketches of Germany's great musicians and artists, the number being an apt conclusion of an excellent program.

Constipation

If constipation causes you Gas, Indigestion, Headaches, Bad Sleep, Pimples, Skin, get quick relief with ADLERIKA. Through in action yet entirely gentle and safe.

ADLERIKA

10c Trial Sizes on sale at City Drug Store.

MISS GLADYS SEIGLER COMPLIMENTED

Complimenting Miss Gladys Seigler, whose marriage was an event of the following Sunday, Mrs. Colby Conkright and Miss Ruth Conkright were hostesses of a tea given Friday at 4:30 at the home of Miss Conkright.

A crisp, wintry afternoon found a pleasing contrast in the cheery atmosphere of an open fire, soft lights and attractive rooms to which beautiful blooming poinsettias added a lovely note. The guests were welcomed at the door by Miss Conkright and presented to a receiving line made up of the bride-elect and her mother, Mrs. M. E. Seigler; Mmes. Colby Conkright, J. W. Witherspoon, Miss Fern Carlisle. A program including a vocal solo by Mrs. Carl Mountz, readings by Miss Katherine Kirby, and a piano solo by Miss Ruth Marie Mountz was enjoyed.

Tea was served in the dining room with Mrs. Alton Fraser pouring. A lovely, lace-covered table was centered with a bouquet of exquisite roses arranged in a silver bowl with fern and baby breath. A further adornment were the two triple-holder silver candelabra with their glowing white candles. Miss Vida Hicks assisted the hostesses in serving sandwiches, olives, nuts and guest cookies.

Twenty-five guests shared the delightful courtesy.

LOYAL WORKERS ENJOY ALL-DAY MEETING

The Loyal Workers Club of the Rebekah Lodge held an all-day meeting at the lodge hall Friday. Luncheon was served at noon and the afternoon was spent in quilting a quilt for Mrs. A. H. Elliston. Those enjoying the entire day's program were Mmes. Fridley, Elliston, Norton, Williamson, Barnhart, Bowe, Stewart, McCullough, Kye Higgins. Present for the luncheon only were Misses Edah Park and Ursalee Fridley.

MRS. R. E. McCULLOUGH HOSTESS AT WAFFLE SUPPER

A waffle supper given at the R. E. McCullough home Thursday evening of last week was a pleasant observance of the birthday of Mr. McCullough. A beautiful birthday cake was served with the dessert course.

Following the supper, an evening of bridge was enjoyed by Mr. and Mrs. McCullough and a small party of guests.

MISS GWENDOLYN SPRADLEY ENTERTAINS JUNIOR CLUB

Miss Gwendolyn Spradley was hostess to the Junior Bay View club Thursday evening with a one-number program introduced by Miss Katherine Kirby as leader.

Miss Fern Carlisle presented a detailed and closely comprehensive story of Bruno Frank's "The Man Called Cervantes." Her number had the interest and clearness that comes with complete familiarity with the theme presented. This fact, together with the interesting subject matter combined to make an intellectual treat as well as a pleasing entertainment. A salad plate with coffee was served.

LONDON BRIDGE CLUB GUESTS OF MRS. MORGAN

The London Bridge Club spent a delightful afternoon Thursday when the club was entertained by Mrs. Ardelle Morgan in the home of Mrs. Marie Cogdell, a former member.

The club game was enjoyed by two tables of players, high scoring to Mrs. Gladys Medkief, low to Mrs. Laura Milburn. Mrs. Cogdell received a lovely guest prize—Tuna fish salad, sandwiches, olives and coffee were served. The pleasant function was enjoyed by Mrs. Leora Morgan, Dessie Hardwick, Jewel Brooks, Ina Mae Glibbreath, Norma McBright, Laura Milburn, Gladys Medkief, Marie Cogdell and Ardelle Morgan.

DAWN CLUB HAS INTERESTING PROGRAM

With Mrs. W. F. Caraway as hostess, last week's meeting of the Dawn Study club featured a program on "Santa Fe and Texas," with Mrs. Walter Galley directing the club study.

Mrs. Lois Miller gave an excellent descriptive paper on "The Santa Fe Trail." She gave a vivid picture of this famed, early day route and told of its development into the great national highway that it is today. "Texas Under Six Flags" was interestingly presented by Mrs. Baker Womble. In this she included the admission of the State into the Union.

Following the program, a brief business session was held. Mrs. Walter Galley presiding. Refreshment were served to 14 members and one club guest. The next meeting will be held with Mrs. Dickson.

Progressive News

BY OLIVE PERKINS

Horace Hershey and family of Springfield, Colo., came Saturday for a visit with Mr. and Mrs. Ray Hershey.

Ira Ricketts and family visited the W. A. Ricketts home in Hereford Sunday.

Geraldine Taylor has the mumps. Mr. and Mrs. Sam Schoenick and Mrs. Chas. Smith of Abilene came Monday for a visit with their niece and cousin, Mrs. Horace Hershey, and with Mr. and Mrs. Ray Hershey. Monday they went to Hereford to see Horace Hershey, who was attending a soil conservation meeting there.

Club meets the first Wednesday in February with Mrs. C. C. Bowman. This will be a social meeting and all ladies of the community are invited to attend.

Messrs. and Mmes. Ray and Horace Hershey and sons visited the Howard Hershey home in Hereford Sunday.

Misses Luella Park and Lilla Short and Mrs. J. H. Short were in Amarillo Saturday visiting the latter's daughters, Mrs. S. A. Edwards and Miss Short. Mrs. Short went to Memphis to visit another daughter before returning to her home at DeLeon.

Betty Jean McBrayer, Reba Mitchell, Irene Edwards, Rosalie Powell, Jimmy Blakemore and Wilma Higgins were on the honor roll. A large number attended literary Friday night. An excellent program was given by the young people.

Mr. and Mrs. Ray Hershey, Miss Lilla Short, Horace Hershey and family and Owen Bower went to Amarillo Sunday, Horace remaining there to attend a soil conservation meeting.

Because of cold weather only a small number attended Sunday school and preaching by Rev. Wilburn.

Mr. Hostetter, Miss Lillie Hostetter, Mrs. Askren, C. C. Bowman and family were dinner guests in the Perkins home Sunday. In the afternoon Mr. and Mrs. H. T. Wedel called.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Westway Items

(BY WILMA SKYPALA)

Mrs. A. C. Pierce has returned from a long stay in Abilene with her mother, who has been ill for some time.

Mr. and Mrs. Patterson of Hereford, Bill and Tom Roe spent Sunday afternoon with Mr. and Mrs. T. L. Vaughn.

T. A. Roe and family spent Sunday in the J. H. Landers home.

V. Skypala made a business trip to Amarillo Saturday night. The community was saddened to hear of the death of H. C. Materson, who died Tuesday morning. He is survived by his widow and five children. G. C. Hartman and family were in Kress Tuesday where they attended the funeral of his father. Mrs. Johnson is on the sick list this week.

Now in effect

SPECIAL SUNDAY RATES

for Long Distance telephone calls

AND

REDUCED PERSON-TO-PERSON RATES

after 7 every evening

Long distance telephone station and person-to-person rates are now reduced as follows:

The reductions apply on all calls to points more than 100 miles distant from your telephone, and to many shorter calls. The Long Distance operator will be glad to give you the rate now in effect to any point.

1. Person-to-person rates are now reduced after 7 every night. (Heretofore, only station-to-station rates were lower at night.)

2. The low "night" rates are in effect all day Sunday on both station-to-station and person-to-person calls.

TYPICAL 3-MINUTE RATES

NUMBER OF MILES	STATION-TO-STATION			PERSON-TO-PERSON		
	Day Rate	Night & Sunday Rate	Reduction	Day Rate	Night & Sunday Rate	Reduction
100	.60	.35	.25	.90	.65	.25
150	.80	.50	.30	1.15	.85	.30
200	1.05	.60	.45	1.40	.95	.45
300	1.40	.80	.60	1.80	1.20	.60
400	1.75	1.00	.75	2.20	1.45	.75
500	2.05	1.15	.90	2.55	1.65	.90
1900	3.75	2.00	1.75	4.75	3.00	1.75

SOUTHWESTERN BELL TELEPHONE CO.

Definition Contest PRIZES

Through the cooperation of the Star Theatre, free tickets to the Star Theatre will be the reward of those contestants whose work brings the most satisfactory results. The five entrants whose original sentences, under the rules listed below, are adjudged the most clever, will be given two free tickets to the Sunday, Monday, Tuesday picture each week. Contest winners will be announced in the following week's issue of The Brand, and passes will be awarded for the second week-end following the contest.

GRAND PRIZE

At the end of the month, the most clever sentence submitted during the month will be selected, and the writer awarded a Grand Prize.

A Full Weeks Pass to the Star Theatre

RULES

- Ten jumbled words, along with their definitions, may be found on page 1. The words have been selected at random from advertisements by local merchants in this issue.
- The contestant must first unjumble the letters, forming them into the word whose definition is given. Then find in which advertisement it appears.
- List the word and the ad in which it was found in the space provided in the accompanying entry blank.
- The word may appear in several ads, but only one need be listed.
- After all words are found, compose a clever sentence of not more than 30 words, using all the contest words in their proper sense, one time only, and write it in the space provided. Remember, cleverness counts!
- Sign your name clearly.
- Bring or mail your entry to the Brand so that it will reach this office not later than noon Tuesday following the appearance of the contest.
- This contest is open to everyone with the exception of the employees of the Star Theatre and Hereford Brand and members of their families.
- If you sell the entry blank, make out another on a piece of white paper.

ENTRY BLANK

I have found the following words that apply to the definitions on Page 1 in the following ads:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

My sentence containing these words and of not more than 30 words is:

My name is _____
My address is _____

Water Water Everywhere "But Not a Drop to Drink"

A big portion of this Plains country has water—lots of water—stored away underground in quantities sufficient to properly irrigate large acreage—BUT—the biggest part of the land which can be irrigated is being farmed by land methods.

So, like the sailor—stranded in the doldrums—dying of thirst—with oceans of water all around but no way to make it drinkable—the farmers of the Plains have struggled along in drought after drought with plenty of water under their farms but no way to bring it to the surface and put it to work for them.

NOW—at your disposal—on terms within YOUR capacity—YOU can get the machinery (well, pump, engine)—everything necessary to bring this precious liquid—WATER—to your fields—to irrigate your crops—to make MONEY for YOU—to give you that sense of security that comes from knowing a good crop will be harvested.

We are now financing, on terms as long as three years, COMPLETE irrigation plants—so that by dealing with us you can arrange to purchase a well, casing for that well, a pump that is easy running, sturdily built and cheap to operate, and an engine, all completely installed on your farm. The EXTRA profits will pay for it and leave many dollars besides to buy those other badly needed things.

PEERLESS, leader in the pump business, is the ONLY company offering such terms—cooperation with the Federal Housing Administration makes this possible. This plan, by Act of Congress, expires April 1, 1936. Make your arrangements for an irrigation plant NOW while such liberal terms are available to you.

Mr. Snyder, Factory Credit Manager, and Mr. C. K. Hughes, Panhandle Manager, will be in Plainview every Monday and Tuesday at the Hilton Hotel, and in Lubbock every Thursday and Friday at the Hilton Hotel.

See them—talk to them—Get that Great gift—WATER—working for you. Bring along a legal description of your property.

Peerless Pump Division

"MAKERS OF PUMPS THAT INSURE WATER"

PANHANDLE OFFICE
POSTOFFICE BOX 452 PLAINVIEW, TEXAS PHONE 972

Try Your Skill!
It's Fun and Educational

PERSONALS

Mr. and Mrs. Marlin Gilliland spent Sunday in Tulla.

Mmes. Homer K. Fox and C. C. Acker spent Tuesday in Amarillo.

Jess Carter of Amarillo was a business visitor here Tuesday.

Mrs. C. A. Skelton was an Amarillo visitor Monday.

Mr. and Mrs. Alton Fraser were business visitors in Amarillo on Wednesday.

B. C. D. Bynum of Amarillo was here Wednesday attending to business.

Mr. and Mrs. H. G. Conkwright and Miss Ruth Conkwright were Amarillo visitors Saturday.

Mr. and Mrs. Joe Hill of Canyon spent Wednesday with Mrs. Hill's mother, Mrs. A. M. Jones.

G. M. Hudson and Bob Baird were in Amarillo Saturday attending a H-Y conference.

Mrs. Bess Jennings of Plainview spent the week end here with friends.

H. E. Miller and A. E. Frye of Dawn were business visitors here Tuesday.

J. H. Pitman returned Tuesday morning from a business trip to Henrietta.

Mrs. A. K. Webster of Ford community was shopping here last Monday.

Mrs. Ed Blair of Slaton spent several days last week with her sister, Mrs. Artis Daniel.

Mr. and Mrs. Harry Johnson and children of Amarillo were Sunday guests in the home of Mr. and Mrs. C. H. Dyar.

Mrs. Pink Gilliland was in Amarillo Saturday, attending a relief divisional meeting.

Messrs. and Mmes. Mack Balmum and Bill Gentry spent Sunday in Amarillo.

O. G. Hill went to Muleshoe Wednesday to attend to the delivery of some cows which he had sold.

Appearing at D. R. Gass & Son Dry Goods Friday, January 31, representative of Dr. Scholls. Visit the store.

Mr. and Mrs. Leaton Branson and son of Canyon visited the families of W. L. Branson and A. H. Elliston Sunday.

A. M. Smith of Plainview came Friday and will spend some time here as a guest in the home of his daughter, Mrs. C. H. Dillehay.

Dr. Scholls' representative will be at D. R. Gass & Son's Dry Goods store Friday, January 31. Don't fail to see him.

Mrs. Alma McGowen and Miss Myrtle McGowen of Canyon and G. L. Stanley of Washburn spent Tuesday of last week with Mr. and Mrs. Fred Bailey.

The High School Band and Orchestra Mothers Association will meet Tuesday, February 4, at 3:30 o'clock in the high school building. It is very important that every mother be present at this meeting.

Mr. and Mrs. W. F. Gillis of the Fashion Dress Shoppe left Sunday morning for Dallas where they will spend several days buying spring merchandise. Mr. and Mrs. Gaston Baer of the Popular Store also are in Dallas for the same purpose.

Mrs. H. C. Doak Dies Wednesday

Mrs. H. C. Doak, 77, passed away Wednesday at her home about five miles southeast of Hereford. Funeral services were to be held at 2 o'clock this afternoon at Silvertown. Mrs. Doak had been a resident of this section for the past 15 years.

She is survived by three daughters and three sons, Mrs. I. E. Woolery of Hereford, Mrs. V. E. Gardner of Tulla, Mrs. R. E. Brookshire of Silvertown, H. C. Doak of Grady, New Mexico, A. R. Doak of Kimm, Colorado, and E. E. Doak of San Jon, New Mexico.

N. Y. A. Project To Start Friday

A national youth administration project will be started here tomorrow with a training school to teach young men to run lines for contour terracing and fallowing. Twelve young men whose parents were on the relief rolls are being selected today for this work.

John Aldredge, conservation project engineer, is to have charge of the school. The youths will be permitted to work 48 hours per month and will be paid prevailing WPA wages.

Thomas Sanders Passes Sunday

Funeral services were held Tuesday morning at the Black Funeral Home for Thomas Sanders, 16-year-old son of Mr. and Mrs. H. J. Sanders. Interment was in West Park Cemetery.

Thomas passed away at 10 o'clock Sunday night at the local hospital, following an illness of two weeks and an emergency appendix operation. He was attending Central school. The services were conducted at 10 o'clock Tuesday morning by Rev. Carrol Holtzclaw.

He is survived by his parents and a sister, Mary Lou Sanders. Out-of-town relatives here for the services included Mr. and Mrs. W. H. Mann and two daughters of Tulla, and Mr. and Mrs. G. D. Elliston and family of Lubbock.

BAND MOTHERS PRESENT PLAY TOMORROW NIGHT

"Mrs. Apple and Her Cows" will be presented tomorrow night in the high school auditorium. The curtain will rise at 7:45 o'clock. The production is being presented by the High School Band and Orchestra Mothers Association.

Admission is 10 cents for children and 15 cents, two for 25 cents, for adults. Members of the organization assure everyone that this "is not a cheap entertainment. The prices are cheap simply because we wish everybody to have a part in helping to send the band to the Centennial."

Farmers to Meet Friday at Dawn

The Dawn Community Agricultural Association will meet Friday night, according to an announcement made Tuesday, and every farmer in the community is urgently requested to be present.

It was stated that matters of vital importance to every farmer will be discussed. One of the speakers will be Alex R. Batesman, the new county agent. Every one is invited to attend the session.

CONSERVATION MEMBERS ATTEND REGIONAL MEET

O. T. Williams and Scott Amend from the local conservation service attended a conference of agronomists and range examiners of Region 6 in Amarillo Tuesday. Some 75 conservation leaders were present, including representatives from Washington headquarters and from the Department of Agriculture.

The purpose of the meeting was to provide a more uniform and more coordinated program throughout the entire area.

AGED RESIDENT DIES AT HOME NEAR FRIONA

P. S. Hall, 88, passed away Monday at his home five miles north of Friona. Interment was made in the Friona cemetery Monday.

Mr. Hall and a son had been living near Friona for less than two years. Born January 24, 1848, he had observed his 88th birthday only three days before his death.

Mrs. Omer Baker of Sunray spent a few days here this week attending to business. Mr. and Mrs. Baker formerly lived here, having moved to Sunray several months ago where Mr. Baker is deputy sheriff.

Opens Firm in Dimmitt

M. D. Womble has opened up a new implement house in Dimmitt. The new business will handle the same farm machinery and household appliances as the Hereford firm.

Confer On Road Project

County Judge Mal Stewart and Commissioners Jack Rose, Dick Allred and H. D. Culpepper went to Dimmitt Tuesday to confer with County Judge Percy Estes in the interest of the proposed north-south highway through Hereford.

Grace Moore in a new picture!

To a waiting world there can be no more thrilling news... no news so rich in its promise of heart-filling romance, ear-titling melodies! The star of "One Night of Love" starts to greatest glory in the grandest of all musical dramas!



Alluring
Grace Moore
in
LOVE ME FOREVER

STAR THEATRE
Thursday and Friday
February 6th-7th
SPONSORED BY MUSIC STUDY CLUB
Tickets now on sale... buy your tickets from the Music Study Club.

Store Wide Sale Of Furniture

ATTRACTIVE PRICES DURING FEBRUARY ON OUR ENTIRE STOCK



Special
TWO-PIECE MOHAIR SUITE—Combination End Table and Book Rack **\$72.95**
HAND VACUUM CLEANER

E. B. BLACK CO.
VISIT OUR STORE

9c SALE
Continues Thru Saturday
Below Are A Few of the Bargains

MEN'S SOX 9c Each	36 INCH OUTING 9c Yard	TINWARE Assorted 9c Each	TURKISH TOWELS 9c Each	DRESS PRINTS FAST COLORS 9c Yard
PAPER NAPKINS 120 IN PACKAGE 9c	WAX PAPER 100 SHEETS 9c	Cleansing TISSUE 200 SHEETS 9c	Men's CANVAS GLOVES 9c Pair	TOOTH PASTE TWO TUBES 9c

KELLOGG'S
5c to \$1.00 STORE
"WHY PAY MORE?"

These prices are proof of your savings!

CRACKERS Two-pound box	17c	SALMON Flaw, two cans	23c	BEANS String, three cans	25c	OATS Mother's, large package	25c
Flour GOLD 24-Pound Sack	99c	MEDAL 48-Pound Sack	\$1.04	OLIVES Quart jar	35c	JELLO Any flavor, 3 for	19c
PINEAPPLE Crushed or sliced, flat can, 3 for	25c	SOAP P. and G., 5 bars	19c	MATCHES Large box	24c	TAPIOCA Minute, package	12c
COFFEE Del Monte lb.	28c	APPLES Pie, No. 2 1/2 can	10c	TUNA Two cans	25c	CATSUP Fraser, 14-ounce bottle	12 1/2c
STARCH Elastic, 3 boxes	23c	WHEATIES Two packages	25c	STARCH Elastic, 3 boxes	23c	GRAPE JUICE Quart 30c, pint	16c
Nucoa pound	21c	SALAD DRESSING Worth's, quart jar	29c	CHERRIES No. 2 red pitted, 2 cans	25c	PORK AND BEANS Can	5c
OXYDOL One Large and One 10c Package, both for	28c	PANCAKE FLOUR Washburn's, package	9c	SALT Roush 10c packages, 2 for	15c	PRUNES 25-pound box	\$1.10
COCOA Mother's, pound can	11c	PUMPKIN No. 2 can, three for	25c	MELO Large package	17c		
Soap White King Toilet 5 Bars	19c	Fresh Fruits & Vegetables		BANANAS Dozen	17 1/2c	SPUDS Ten pounds	14 1/2c
LEMONS Dozen	26c	ONIONS Three pounds	10c	ORANGES Extra large, dozen	38c	LETTUCE Three large heads	10c
GRAPEFRUIT Three for	10c	CELERY Large size bunch	12 1/2c				

PIGGLY WIGGLY
ALL OVER THE WORLD
FRANK CYLES, Manager PHONE 81. BUY AT HOME