

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

7th Year—Number 1.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JANUARY 7, 1937.

FIVE CENTS PER COPY

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| 3                 | 4  | 5  | 6  | 7  | 8  | 9  |
| 10                | 11 | 12 | 13 | 14 | 15 | 16 |
| 17                | 18 | 19 | 20 | 21 | 22 | 23 |
| 24                | 25 | 26 | 27 | 28 | 29 | 30 |
| 31                |    |    |    |    |    |    |

## State Will Let Paving Contract On Highway 60

### Fire Victim Relation of Local People

Mrs. G. W. Chesher, victim of the tragic fire which destroyed \$35,000 worth of property in Sudan Tuesday of last week, was the sister of Mrs. C. E. Wade, R. L. Harvey, and the aunt of Mrs. O. West, all of Hereford. The local people attended the funeral services held at Littlefield Thursday, December 31.

Mrs. Chesher was suffocated when she was trapped in the upper apartment of the Garden Theatre by fire which broke out in the building and spread to the balcony before it was discovered. Her sharp cries and screams awoke her husband who was sleeping in the back part of the building and Y. Onstott who was sleeping in the back of another store four doors down the street.

Help could not reach her, due to the spread of the blaze through the balcony, and Mr. Chesher begged her to jump from the second floor window. She attempted to follow his suggestion but fell back from the window when, it is believed, she was overcome by a heart attack. Small windows prevented firemen from rescuing the body until holes were cut through the roof and the blaze driven back into the building.

Mrs. Chesher was born June 24, 1878, and was reared at Gatesville. As Miss Sarah Louise Harvey she was married to G. W. Chesher at Jacksonville in 1905. To this union was born four sons and two daughters, all of whom survive their mother.

The deceased had visited relatives here many times and spend a few days here just prior to Christmas. She was known by many Herefordites.

Mrs. West, Mr. Harvey and Mrs. Wade of this city attended the last rites at Littlefield and were accompanied on the return trip by two of the victim's brothers, John Harvey of Anson and E. P. Harvey and wife of Newcastle, who remained here through the first part of this week.

### Boom Is Noted In Irrigation Well Business

Irrigation well contracting drillers here have been enjoying boom business for the past few weeks, illustrating the advantage farmers of Deaf Smith county are taking of the vast supply of shallow water in this area. New wells are reported in various sections of the county, while other land owners have announced plans to drill within the next few weeks.

Among those reported as having recently completed irrigation wells were DuBois Walker, two wells; Fred Arnold, one; Pete Engle, two wells worked over; J. E. Andrews, one; Mr. Harper, south of Summerfield, one well. Other wells have been completed during the past few months, but the Brand had not contacted their owners Wednesday.

It has been predicted that by the first of February at least a dozen rigs would be working day and night on projects all around the city of Hereford.

Enjoy Special Dinner.

Mr. and Mrs. L. L. Cannon of the Summerfield community, were hosts to a number of invited friends at a dinner Sunday. Those enjoying the occasion included Lee Curry and family, G. E. Walker and family, E. E. Friday and wife, C. J. Padock and wife, and Mrs. Edna Bove.

Here from Amarillo.

E. W. Kinney of Amarillo was in Hereford Wednesday attending to business matters. He and family and former citizens of this city. They moved to Amarillo about ten years ago.

### Brand Passes Another Milestone As Publication Enters 37th Year

Time marches on! The Hereford Brand passes another milestone in its years of publication as this issue marks its entry into the 37th year. Starting in 1901, known then as the Hereford Reporter, the publication has maintained the aim, "a service to the area it represents," and the prophecy, "a greater Hereford and Deaf Smith county."

So accurately has the Brand recorded the interesting accounts of local happenings and other events having direct bearing upon the citizenship of this area that the paper has long since become recognized, within the newspaper fraternities of Texas, as one of the leading weeklies of the Panhandle.

The Brand files speak a loud boast of the fact that all its publishers have accomplished must in the way of improvements throughout both the county and the City of Hereford. Its editorial columns have carried much influence and resulted in vast development of the county proper, while its news columns have recorded the happenings of worthwhile events and promotional activities to the extent that a living and accurate history of the area is ready to be handed down through the ages to come.

The publishers of The Brand during its early history were many. Few changes have been made since the late Seth R. Holman and Earl Gough obtained the paper in 1917. Mr. Holman became sole owner a few months later when Mr. Gough entered the World War. In 1925 the late publisher became associated with W. R. Steckman and that partnership lasted one year. The Nunn-Warren Publishing Company purchased the Brand in 1929, when Mr. Holman retired because of ill health. He again acquired The Brand in 1932, at which time Mrs. Seth B. Holman became active in the affairs of the business and continued as publisher through the time of his illness and death in July, 1933, and until the present time.

Time marches on—and today the aim of the publisher is the same as in The Brand's first year, "a service to the area it represents." For this, the 37th year, the prophecy is still "a greater Hereford and Deaf Smith county," but "served by the best weekly in the Panhandle" is added. It is The Brand's goal, and with the continued good support of a splendid citizenship and progressive, advertising business firms that goal will be reached as time marches on.

### Lion Members to Attend Zone Meet Tuesday

Members of the Hereford Lions club made plans Wednesday to attend a zone meeting of Panhandle clubs at Dalhart next Tuesday. The local club will furnish part of the program.

A banquet at 7 o'clock will open the district meeting, which will attract club members from over the entire Panhandle, and an hour of business will be followed with dance, party and free picture show, according to program announcements coming from the host city.

About three cars of Hereford Lions and their wives had promised to make the trip early this week.

### Nine Per Cent Gain Shown In Mail Receipts

More Christmas shopping and sending of yuletide greetings through the mails accounted for 90 per cent of the increase shown at the local office for the last quarter of 1936 as compared to the same period of 1935. Postmaster Walter Pickett announced Tuesday.

Receipts for the last quarter of 1936 were \$4,244.55 as compared to \$3,907.95 for the 1935 quarter, or a gain of approximately nine per cent.

The report of the postal department further illustrates the belief that business and conditions in general during the past 12 months were much improved over the previous year in the Hereford area.

### Local Banks Stronger in '36 By \$118,859

Comparative figures show that Deaf Smith county's banks enjoyed healthy increases in business in 1936 over 1935, to the extent of \$118,859.98 gains in combined loans and deposits at its two banks.

At the close of business on December 31, 1936, the First National Bank of Hereford claimed a total of \$467,967 in loans and deposits, while at the end of December, 1935, the total figures had reached \$349,247.02. This represents a gain of \$218,720.02 in the bank's business.

The First State Bank of this city reported a total of \$596,820.27 in loans and deposits at the close of business on December 31, 1936, as compared to \$462,240.28 on the same date in 1935. Their gain for the past year thus being established at the high figure of \$94,579.99.

The general trend toward better conditions—accounts for gains in deposits and loans in this county, it was believed.

### Castro County's '36 Cotton Crop Shows Increase

Ginning reports in Castro county, prior to December 1, 1936, showed an increase of 1297 bales over the same period of 1935, according to a recent report of W. T. Rutledge, special agent of the department of commerce.

The report prior to December 1, 1935, showed a total of 789 bales of cotton ginned, while for the same period in 1936 the count reached 1997.

### Drilling Is Delayed On Garcia Well

Drilling which was scheduled to begin last week on the Farwell No. 1, located in the Garcia Lake area in Deaf Smith county, was delayed another week when seepage water was discovered in the old casing, according to reports Tuesday.

During the shut-down since 1930 of activities at the wildcat test, proviers cut the heavy cable and dropped the bit into the bottom of the 1500-foot hole. The old bit was removed soon after the Uscan Company resumed work on the test in December, but it was not until last week that the damage done to the 20-inch casing, through the water sand, was discovered.

The new contractors propose to drill 4500 feet when operations are resumed as soon as the casing is pulled and re cemented.

### Mercury Drops To New Low Of 5 Degrees

Old Man Winter made his first serious professional call on this area last week with his initial visit sending the mercury down to 8 degrees above zero last Saturday night, while his latest appearance Wednesday night saw the mercury drop to the season's low of 5 degrees early Thursday morning. A light snow covered the area Wednesday night and continued throughout the day on Thursday.

Following the cold wave Saturday night and Sunday, the mercury climbed back to the sixties through the first part of the week, only to drop again Wednesday. The cold wave, which struck from the north, brought both rain and snow and drove the mercury to the season's low of 5 degrees during the night Wednesday.

With the area still in winter's grasp late Thursday morning, the United States weather bureau located atop the Brand building did not show records of the snow's moisture.

### Body Inspects Local Project Prior To Tour

A group of federal soil conservation workers from over the Panhandle and Eastern New Mexico inspected project work of the local office Monday, prior to a tour of region six. The group was headed by C. W. Humble, former Deaf Smith county judge and now a member of the regional conservation staff at Amarillo.

Following a two hour survey of experimental work through a personal tour of the local project, the group left for other project stations throughout the region. The tour will take approximately a week.

Those in the group beside Mr. Humble were F. R. Stanburg of the Amarillo office; W. Scott Anand, formerly of the local office, now head of the district program at Perryton; Lee T. Morgan, head of the district composed of Deaf Smith and Randall counties and stationed here; J. R. Thomas of Clayton, New Mexico; Claude Lovell of Channing, and Thomas H. Elter of Vega.

### Telephone Report From Austin Monday Night Announced State Highway Department's Decision

The Texas Highway Commission has approved the plans submitted by W. J. Van London, division engineer stationed at Amarillo, for paving of 21 miles of Highway 60 through Deaf Smith county, according to a telephone call received from Austin Monday night of this week.

"In a telephone call from Austin Monday night I was informed that the state highway commission has approved plans for the paving of Highway 60 in Deaf Smith county, and it was understood that contracts would be let about the middle of February," Van London informed county officials here Tuesday.

The division engineer estimated that caliche and asphalt work in this county will cost \$100,000 and his office is now preparing detailed plans and specifications for the construction project. The work is being pushed in the hope that contracts will be let next month.

Contracts for grading and drainage work on sections of the highway through Farmer county were awarded last month, and that was the only work scheduled for Highway 60 in the immediate plans of the state department. However, in a conference with State Engineer Glichrist and the commissioners in Austin last week Mr. Van London recommended that additional funds be provided for paving of portions where the grade work has been completed. He was advised Monday that the department had followed his suggestion.

Commissioners Wood and Martin approved the project in the absence of Chairman Harry Hines.

### J. R. Daniel Dies Following Long Illness

Joseph Hardy Daniel, a resident of Deaf Smith county for the past 31 years, passed away here Tuesday, January 5, after an illness of several weeks. Services were held at the First Baptist church with Rev. B. N. Shepherd, pastor, officiating. The Black Funeral Home had charge of the services and interment, which was made in West Park Cemetery.

The Hereford pioneer was born January 13, 1864, in Georgia. He came to Texas when six years old in 1870, and settled with his family at Gatesville. He came to Deaf Smith county in 1905. He was an active member of the I. O. O. F. lodge.

Pall bearers at the funeral held Wednesday were W. C. Phillips, H. G. Conkright, A. O. Thompson, C. J. Padock, Clarence Strange and Earl W. Wilson.

Surviving relatives are three sons, Russell Daniel of Hereford, J. F. Daniel of Gruver, Texas, and Ray S. Daniel of Amarillo; two daughters, Mrs. J. E. Thomas of Ende, New Mexico, and Mrs. O. L. Shugart of Hereford. One sister, Mrs. Dollie Pope, of Florida, also survives, besides 19 grand children.

Relatives and friends attending the services from out of town were Mrs. J. E. Thomas, Ende, New Mexico; Mr. and Mrs. J. F. Daniel, Gruver; Ray S. Daniel and family, Amarillo; Mr. and Mrs. Trust McClain, Amarillo, and Mr. and Mrs. Grover Thomas, Widorado.

B. T. Nunn left Tuesday afternoon for Post, where he will visit his son, Rev. Roy Nunn and family.

### Weather Chart

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

| Day       | Max. | Min. | Moist. |
|-----------|------|------|--------|
| Thursday  | 57   | 20   | 0.00   |
| Friday    | 56   | 27   | 0.00   |
| Saturday  | 47   | 22   | 0.00   |
| Sunday    | 40   | 8    | 0.00   |
| Monday    | 52   | 30   | 0.00   |
| Tuesday   | 64   | 39   | 0.00   |
| Wednesday | 63   | 31   | 0.00   |
| Thursday  | 77   | 5    | 0.02   |

### NEW HEALTH OFFICER



DR. GEORGE W. COX

who was recently named State Health Officer of Texas, has served in the state department of health since his appointment by Governor Allred in January of 1935. As a youthful physician he accepted an appointment by Governor Thomas M. Campbell to be in charge of quarantine stations at Brownsville.

### Current Tax Collections of City Increased

Current tax collections for the city of Hereford for the first three months of 1936 show an increase of more than \$1,130 over the same period of 1935, according to a report from the office of City Tax Assessor and Collector M. E. Pittman. Better business and conditions accounted for the increase, it was believed.

Figures show that collections during the last three months of 1935 were: October, \$538.21; November, \$2480.60; December, \$1503.45, or a total of \$4,612.26. For the same period which ended the year 1936 the collections were: October, \$1026.02; November, \$2361.17, and December, \$1755.03, or \$5742.82.

During the same period the city office collected \$2128.26 in delinquent taxes in 1936 as compared to \$517.20 collected during the same three months of 1935. This represents a collection increase of more than \$1611 in delinquent taxes for the past 12 months.

A hearty response is expected from city tax payers during the present month.

### County's 1st '37 Babies To Get Free Policies

To the first two babies born in Deaf Smith county in 1937, Paul Barnett, local insurance agent, will give a total of \$1500 worth of policies, according to announcements this week.

"To the first baby born will go a \$1,000 twenty-year policy and to the second will go a \$500 ordinary life policy," Mr. Barnett said in announcing the prizes.

It was understood that up to Thursday there had been no births recorded within the county during the first seven days of 1937.

### 215 Filed For Aged Security Number Here

Approximately 215 persons filed applications for federal old-age benefit accounts under the Social Security, at the local post office, Postmaster Walter Pickett stated this week. One hundred and ninety of the applications have been answered through the return of assigned numbers.

Those not yet returned are in the process of being examined by the board, the local postal authorities pointed out, and their delay is due chiefly to the applicant's tardiness in filing, while in some cases the applications have been filed for the second time because of errors made in the original.

More than 800,000 persons in the states of Texas, Louisiana and New Mexico have filed applications in the southwestern region, according to Oscar M. Powell, regional director of the Social Security Board at San Antonio. Texas led the region with more than 590,500.

### Land Work Is Begun Here By Erosion Body

With already enough windy days to indicate erosion-hazardous lands within the county, the Deaf Smith Wind Erosion Body met Monday of this week and made final plans to work all or parts of 17 sections in precinct four. The body, comprised of the commissioners court members, as provided by law, started this week the task of listing reported lands where the owners were unable to work.

"Land is being reported every day," Judge Earl W. Wilson, head of the erosion body, stated Tuesday, "and owners are being notified in ample time before their lands are assessed. This work is being conducted purely in the interest of the land owner and every individual to the extent, further expanding the body's plan in the work and idea of the movement."

Judge Wilson further pointed out that each farmer is first given a chance to work his land once it is reported blowing and then if he finds it impossible to do the work himself the county will hire workers to list parts or all of his hazardous land and assess the owner the actual cost of the work. It has been estimated that a full listing will cost approximately 55 cents per acre.

Where possible the county will only strip list the land and the charges for such service will be made accordingly, but, regardless, the cost can not go over the 60 cents advertised. Each owner whose land is assessed will be given three years to pay, while his land will stand as security and an interest rate of five per cent will be charged.

The entire project is being conducted for the sole purpose of protecting each individual plot of land until the entire county has been blanketed for protection against such wind erosion hazards. The county does not benefit from financial angles or any other way besides the mass protection against blowing, it has been pointed out.

The body meets each Monday morning to receive listings of reported lands and work out the problems of the respective owners. They then contact the reported land's owner to find if it is possible for him to work his land before men are hired to conduct the work and his place is assessed. Work will begin in other sections next week.

Mrs. Bonnie Brantley, who was reported earlier in this week as being unable to work her land, is rapidly improving.



# The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 14

HEREFORD HIGH SCHOOL, THURSDAY, JANUARY 7, 1937.

PAGE 29.

## GIRLS WIN TWO GAMES; BOYS GAIN ONE TILT

The Hereford boys and girls basketball teams played two games each Friday and Saturday nights. The girls won both of theirs, while the boys split.

The Hereford girls beat Vega girls 33 to 14 here Friday night. The Hereford sextet was only four points ahead at the half, but in the second half they scored 21 points to Vega's 6. Mary Turrentine, Hereford forward, was high point girl of the game, scoring 11 points.

The following night the girls had a much harder time, barely posting out the Farwell girls by one point. The score at the end of the game was 18 to 17. The Farwell girls were ahead at the half by only one point, having scored a field goal in the closing minutes of the half. Hereford, however, came back in the second half and scored nine points to Farwell's seven. Randall of Farwell, was high point girl.

The boy cagers beat Vega in the second of their two game series

by a score of 23 to 20. The score was tied at eight-all at the half, but the Whitefaces scored 15 to Vega's 12 and pulled ahead in the last quarter. Johnson, Vega forward, led with 10 points.

Hereford boys Saturday night were beaten by the Farwell team. The game ended at 32 to 14. Farwell led at the half 18 to 2. Hereford scored seven points the third quarter while holding Farwell to no score. Farwell snapped out of it in the last quarter and scored 16 points. Hereford only scored five. Darr of Farwell was high point man, with 10 pointers.

### EXCHANGES

"I have only just a minute, Just sixty seconds in it; I must suffer if I lose it; Must give account if I abuse it; Just a tiny little minute, But eternity is in it."  
—C. E. Roark, in Rabbit's Tale, Plainview.

## Ex-Students Visit School

Hereford high school has been again brightened by the happy faces of some of its former students and some visitors. Jim Kirby of State University; Sally Gilbreath of Kansas Agricultural College; Jean Snyder, Mildred Stewart, Herbert Boardman and Bob Baird of WTSTC, were present in assembly Tuesday morning. The visitor was Billie B. Fleisher of Canyon. These students expressed their gladness to be back and refused to be counted as visitors.

During the week there were other former students appearing from time to time, included Bill McLean, Texas University; Billie Patton, James Bell, J. D. Clayton, Edward Fullwood, Edgar Horton and Palmer Norton of A. & M.; Virgil Cloyd and a guest from Baylor; LaNelle Scheffgen, J. T. Carroll, Howard Williamson, Charlene Brown, Hugh and Eugene Harman, WTSTC, and Luanne Line of Canyon; Roy Hastings and Billy Ross Phillips of Texas Tech, and Nina Tynes of Lubbock; Edna Culpepper, Portales Junior College; Evelyn Hunter, Portales; Richard Baker, Eastern New Mexico Junior College; Alma Cox and Ruth Easter, Amarillo; James Brown and Bud Steger, of Oklahoma; Jack Russell, Rice Institute, and Carl Spratt, who is teaching at Yancy, Texas.

Friday morning in assembly J. T. Carroll, Hugh and Eugene Harman and Herbert Boardman played with the high school band. Several of the above named students were present for the program.

This school always welcomes former students and visitors and hopes that they will feel free to come at any time.

### HUMOR

The biology classes are supposed to study about snakes and their rattles, but do you know that Mr. Wilson was seen with a little red rattler with bells on it? We wonder if he can make his classes believe that is another kind of animal!

## Hi-Y Sets Goal

The members of boys and girls Hi-Y clubs are cooperating in a movement for clean scholarship in school. A committee from each will meet and compose a plan for the progression of this movement. Clean scholarship is one of the most vital things in school. The very success of a school and its students depends upon it.

Clean scholarship should especially be stressed at this time, due to the coming mid-term examinations. Clean scholarship consists of honest work on examinations. It is indeed unfortunate for a student to ruin his educational career by unfair methods. Clean scholarship by no means applies only to exams. It should be practiced in school every day, in notebook work, class work or daily quizzes.

There is another very important, but rarely considered, phase in clean scholarship. This is included in the student's attitude, and it is honest effort and application. A student who does not use his full ability or mentality is in reality cheating himself as much or more, so, than he would if he cheated in his work. The purpose of school is to teach the student to apply himself so that he can face the future with greater fortitude and assurance. Suppose some subject one is taking does seem discouragingly difficult and useless. This is no adequate reason to give up or merely try to pass it. Even if it does not seem to be of any tangible value, there will ultimately be a gain, in that you will have developed your character by application. The Hi-Y clubs urge you to do your utmost to cooperate with them in this excellent task, and to further the cause of clean scholarship.

### VIGNETTES OF SCHOOL LIFE

Frances Borden.  
Well, Santa Claus has gone and baby New Year is here. We can't see either of them, but these most elusive creatures have left some apparent results on some students.

There, for instance, is a girl who received a new pair of shoes for Christmas. No, I knew she had taken them off to rest her feet before I ever looked around. Another fair damsel (detected by that galloping aroma) received a bottle of perfume. Boys, too, received some of these nostril stimulating gifts. For baby's complexion on the cheek, bald heads, or long gray beards they get shaving soap, hair tonic, or a curry comb.

Baby New Year has done much for those who would like to start over again. Today I witnessed ever so many peaceful Winkens, Blinkens, Nods, and Sound Sleepers, just before I dozed off.

Charles Wilson: A car catches cold because it leaves its muffler off.

### RESOLVED

To attend school more, come in earlier at night, get some sleep out of civics class, and love my teachers.—Alva Barber.

To answer college boys' letters more promptly.—Mary Ann Baird.

Not to make any resolutions for 1937.—Billie Jo Roberts.

To be real good, a very good boy, so Santy will come to see me next year.—Bill Stanford.

Not to have any more fist fights with my sister and to be kinder to all dumb animals, and especially to my teachers.—Helen Ann Snyder.

To hear more, see more and do more of the things all good little boys and girls should do.—E. B. Posey, Jr.

To leave the girls alone and also to quit playing with rattlers in English class.—Andy Schumacher.

To get very mad if certain boys in school don't leave a certain other boy alone.—Nora Jean Russell.

To try to plan how to get Donald Brotherton to school before 8:45 more than six times in four and one-half months.—Ray Nunn.

To try to keep Howard West from day dreaming and sleeping in seventh period study hall.—Paul Foster.

Not to have three dates in one night.—L. A. Ricketts.

To cause fewer gray hairs.—Charles Wilson.

To make better use of the old saying, "education is application."—Sybil Weckesser.

Miss Rigler: Is that clear to you?

Jack Boydston: Yeah, clear as mud.

Miss Rigler: Good! Then it covers the ground.

### THE STATE OF TEXAS

Vs. W. F. Cramb, J. O. Cramb, if living, and the unknown heirs their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants.

### IN THE COUNTY COURT OF OLDHAM COUNTY, TEXAS

On this 14th day of December, 1936, C. L. Morris, A. L. McNabb and A. M. Miller, special commissioners appointed by the Court to assess damages of W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, by reason of the construction and opening of State Highway No. 13, upon, across and through certain lands, to-wit: Section Number 27, Block H-1, Oldham County, Texas, more particularly described in Plaintiff's Original Petition, reference to which is here made, to which real estate the fee simple title is in the said W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, is more fully set out in said petition of the State of Texas, acting by and through the Commissioners' Court of Oldham County, Texas, Vs W. F. Cramb, J. O. Cramb, if living, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, Docket Number 149, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936, said commissioners having been sworn to assess said damages fairly and

impartially and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Oldham County, Texas, at Vega, Texas, in said Oldham County, on the 18th day of January, 1937.

The sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendants, W. F. Cramb, J. O. Cramb, if living, and the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants, and each of them, by making publication of this notice in some newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said Sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the aforesaid named defendants, W. F. Cramb, J. O. Cramb, if living, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, and all unknown claimants to appear at said time and place, at 10 o'clock A. M. at the Court house in Vega, Oldham County, Texas, for the purpose of offering any evidence they may desire as to the amount of damages to be assessed

against the State of Texas, and to be paid to the said W. F. Cramb, J. O. Cramb, the unknown heirs, their heirs and legal representatives of J. O. Cramb, deceased, to unknown claimants for the of way and strip of land of in said plaintiff's original petition filed with the County of Oldham County, Texas. Witness our hands this 11th day of December, 1936.

C. L. MORRIS,  
A. L. McNABB,  
A. M. MILLER,  
Special Commissioners, all whose addresses, Vega, as.

### IRRIGATION OR WATER WELL

I am in a position to give you a good bid on drilling or equipping any kind of well, from smallest water well to largest irrigation plant.

J. O. LYTLE  
Hereford, Texas

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Plate Lunches  
Sandwiches  
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# NEW EASY-ACTION SAFETY BRAKES

They offer the following advantages:

1

Self-Energizing Operation . . . gives greater stopping power—with easier, softer operation of the brake pedal.

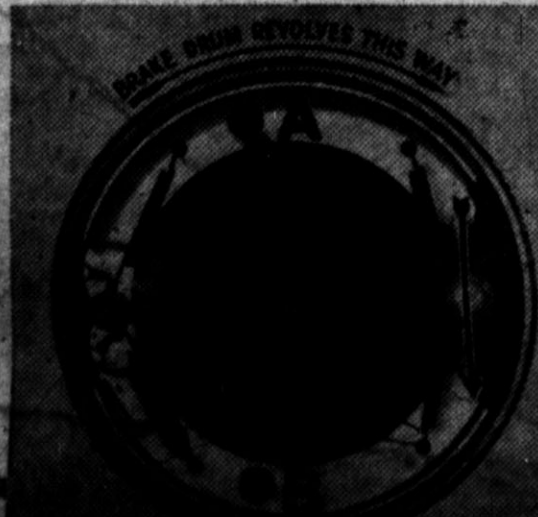
2

Cable-and-conduit Control . . . gives sure, all-weather operation of brakes—the safety of steel from pedal to wheel.

3

Big 12-inch Rib-cooled Drums, give extra large braking surface per lb. of car weight, and long life for brake-linings.

You can't judge Brakes until you drive the **1937 FORD V-8**



### HERE'S HOW IT WORKS

As primary shoe "A" is applied against the moving brake drum, the drum helps to apply pressure on secondary shoe "B." As a result, about one-third less pedal pressure is required of the driver.

Four of these brakes, with a total area of 186 sq. ins. give 1937 Ford V-8's greater braking surface per pound of car weight than any other 1937 American-built car. No wonder Ford V-8 brakes are called "Easy-Action Safety Brakes."

YOUR FORD DEALER

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

## THE FIRST STATE BANK

HEREFORD, TEXAS

Condensed Statement at the Close of Business Dec. 31, 1936

| RESOURCES                    |              | LIABILITIES       |              |
|------------------------------|--------------|-------------------|--------------|
| Loans and Discounts          | \$228,393.27 | Capital Stock     | \$ 50,000.00 |
| Overdrafts                   | 877.79       | Debentures Sold   | 25,000.00    |
| Banking House, Fur. & Fix.   | 8,585.00     | Undivided Profits | 4,908.54     |
| Other Real Estate            | 7,845.58     | Deposits          | 358,426.97   |
| Other Assets                 | 542.75       |                   |              |
| Int. in Fed. Dep. Ins. Corp. | 267.50       |                   |              |
| Cash & Exchange              | \$171,723.62 |                   |              |
| Bonds                        | 20,000.00    |                   |              |
|                              | 191,723.62   |                   |              |
|                              | \$437,735.51 |                   | \$437,735.51 |

The Above Statement Is Correct. C. C. ACKER, Cashier



# SOCIETY

JOHN McCREAN, Society Editor Phone 181-W

## MEMBERS OF THE LOCAL WORKERS CLUB ENTERTAINS GUESTS

Members of the Local Workers Club entertained their families and guests with a covered lunch on Friday at the Odd Fellows hall. The hall was made attractive with seasonal decorations. Red and green garlands and bells added cheer to the holiday atmosphere.

## MRS. ARLE DEAN HOSTESS FOR LAE CLUB

L. A. E. club met Tuesday afternoon at the home of Mrs. Arle Dean. Nine members responded to roll call, and Mrs. Jln Lipscomb, president, directed the business session. The following officers were re-elected: Mrs. Jim Lipscomb, president; Mrs. Bill Hutson, vice president; Mrs. Geo. Suggs, secretary-treasurer; Mrs. Bob Higgins, parliamentarian; Mrs. Wiley Roberson, council member.

## INFORMAL PARTY HONORS OUT OF TOWN VISITOR

Mrs. S. P. Rosson entertained with an informal contract party Friday afternoon honoring Mrs. Ida Lee Price, who visited friends here during the holidays. Guests included old-time friends of the honoree. Games of contract were enjoyed informally.

## MRS. MERCER HOSTESS IN HONOR OF TWO

Mrs. Dow Mercer entertained Thursday afternoon with a lovely bridge party in honor of Mrs. Ida Lee Price of Amarillo and Mrs. Paul Barnett of Wichita Falls, who spent the Christmas holidays here. Four tables of players enjoyed the games, and Mrs. Herbert Patterson was awarded high score. Guest prizes were given to Mrs. Price and Mrs. Barnett.

## BENNY FULKERSONS HONORED AT DINNER

Honoring Mr. and Mrs. Benny Fulkerson of Roswell, New Mexico, who spent the holidays here, Mr. and Mrs. Edgar Sowell entertained with a lovely new year dinner at their home. Guests brought covered dishes and conversation furnished entertainment for the afternoon.

## WATCH PARTY GIVEN FOR BYPU

A watch party was held by members of the BYPU new year's eve at the Baptist church. Games and contests furnished entertainment for the evening. Refreshments were served.

## MUSIC STUDY CLUB HAS INTERESTING PROGRAM

The Classical Viennese Era and the Romantic Movement, was the interesting subject of study when members of the Music Study club met at the home of Miss Ruth Conkright Monday afternoon.

## BRIDGE PARTY ENTERTAINS CLUB

Mrs. Charles Brooks was hostess with a bridge party at her home Thursday afternoon for members of the London Bridge club. Several out of town visitors were among those included in the guest list.

## WATER PARTY GIVEN FOR BYPU

A water party was held by members of the BYPU new year's eve at the Baptist church. Games and contests furnished entertainment for the evening. Refreshments were served.

# A Tribute

## TO 1937 CARS FROM THE 1937 GASOLINE

NEARLY 500,000 workers are now building your 1937 car. For this vast productive employment, the nation owes a deep debt of gratitude to the automobile industry:

Undaunted by the depression, it courageously expanded its facilities to give greater value... made real improvements in safety, in driving and riding comfort, in beauty... lifted engine efficiency and operating economy.

As cars have changed, so have gasolines. In fact, Phillips 66 Poly Gas has been called "the gasoline that is years ahead," ready now for the cars of tomorrow.

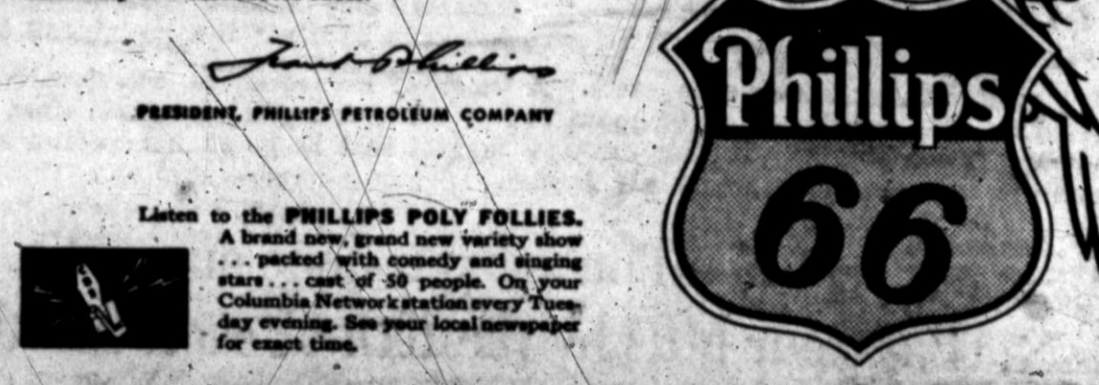
The reason lies in Phillips' initiative, independence, chemical research, and engineering skill. All these combined have helped give Phillips a remarkable record of "firsts."

Whenever you read or hear about custom-tailored gasoline... remember that Phillips did it first! Whenever you read or hear about highest test gasoline at the price of ordinary motor fuel... remember that Phillips did it first, and still offers higher test than others! Whenever you read or hear about the patented POLYMERIZATION process which puts extra energy units into every gallon... remember that Phillips did it first!

That is why Phillips 66 Poly Gas stays out in front, always at the head of the parade—whether you judge it for faster starting, more mileage, or finer all-round performance. It delivers more power, more pep, more flexibility, and faster response to the throttle.

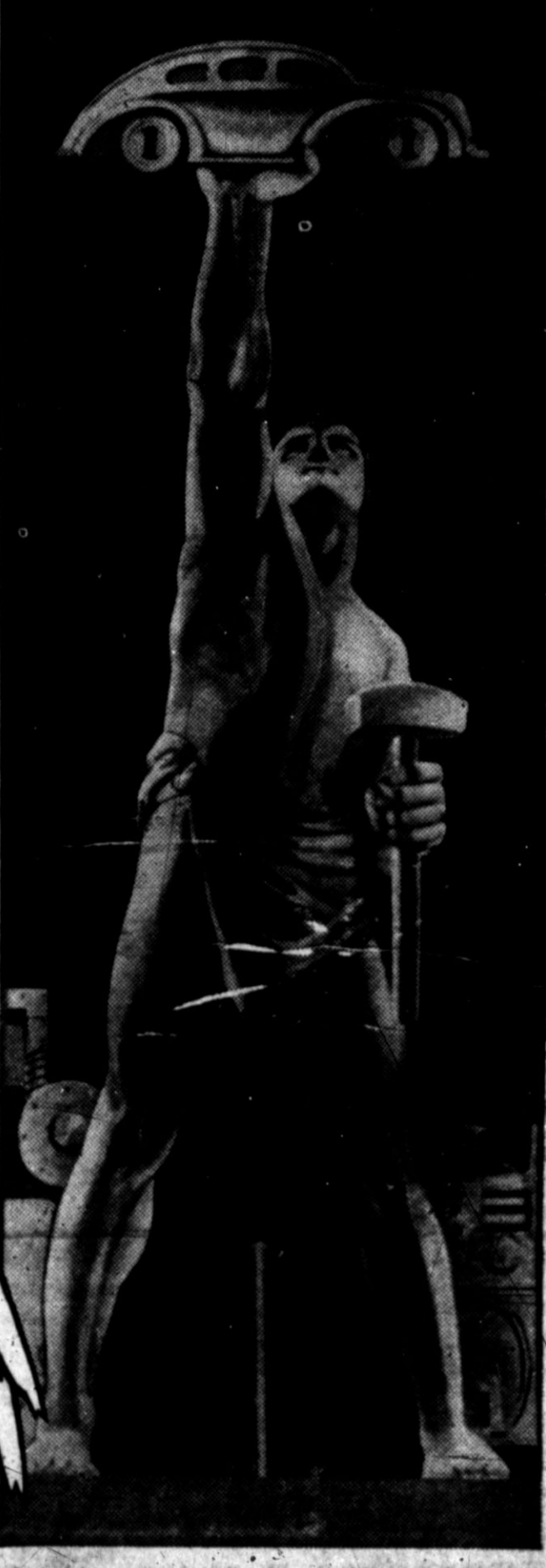
So it gives you service and savings which simply are not possible in old-fashioned gasolines.

I invite you to prove these statements for yourself. Just try one tankful of the new Phillips 66 Poly Gas. It does not cost a penny more than ordinary low-test motor fuels.



## Phill-up with Phillips for Instant Starting

# PACEMAKER OF AMERICAN INDUSTRY



**LISTEN AT THIS, FELLOWS**

Clip This Ad and Bring to This Station and Receive a **FREE TIRE REPAIR!**

**Sewell Service Station**  
CONOCO GAS

**QUALITY FOODS**  
at lower prices

|                   |  |         |
|-------------------|--|---------|
| <b>COFFEE</b>     | SCHILLING'S 1 POUND                        | 28c     |
| APPLE JELLY       | Quart jar                                  | 24c     |
| SUPER SUDS        | Large Box                                  | 17c     |
| CRACKERS          | Brown's Snow Flakes, 2-pound box           | 17c     |
| <b>SUGAR</b>      | 10-POUND PAPER BAG                         | 57c     |
| NAPKINS           | Fort Howard or Havana Knap, 2 packages for | 15c     |
| SHINOLA           | Brown, black or tan, 2 boxes               | 16c     |
| COCOA             | Our Mothers, 2-pound can                   | 23c     |
| LIMA BEANS        | Pioneer Brand, can                         | 9c      |
| COOKIES           | Brown's Assorted, three 10-cent packages   | 25c     |
| <b>Shortening</b> | CRUSTINE 4-LB CARTON                       | 58c     |
| <b>PRODUCE</b>    |  |         |
| ORANGES           | Each                                       | 1c      |
| GRAPEFRUIT        | 3 for                                      | 19c     |
| LEMONS            | Dozen                                      | 29c     |
| <b>MEATS</b>      |  |         |
| ROAST             | Heavy beef, pound                          | 12 1/2c |
| BRICK CHILI       | Home Made, pound                           | 15c     |
| HAMBURGER         | 2 Pounds                                   | 25c     |

**Flour**

**PACKARD'S SEAFOAM**

The ideal flour for better baking and pastry making. Any housewife will appreciate the fine texture of this fine flour.

48-Pound Sack

**\$1.70**

**CORN MEAL**

**PACKARD'S**

20-Pound Sack

**65c**

## SCHOOL MENUS FOR WEEK ANNOUNCED

Boys and girls have an opportunity to get substantial nourishment in every day dishes at the school cafeteria. Lower temperatures have indicated that winter definitely is here to stay and growing bodies need warm nourishment. Milk is served every day in addition to the usual menu of meats, vegetables, salads, sandwiches and sweets. Next week's menu follows: Monday, roast beef, corn bread, creamed potatoes, carrot salad, prune whip and milk. Tuesday, beef and vegetable stew, jello and whipped cream. Wednesday, meat balls, tomato sauce, English peas, whole wheat muffins, milk and cookies. Thursday, meat loaf, candied sweet potatoes, tomato and cabbage salad, tapioca pudding and milk. Friday, Spanish rice, hominy, fresh carrots, cocoa, prune cake.

Between 60 and 70 underprivileged children are served each day. Other children who desire to eat at the cafeteria are allowed to donate a nominal sum to this fund which is considered as a contribution toward the support of the project. Mrs. Carl Cockrell, supervisor, states that all visitors are welcome.

## BAND AND ORCHESTRATION PARENTS MEET

Band and Orchestra Parents Association met at the high school Tuesday night with 24 fathers and mothers present. Mrs. Lee Conklin, president, presided. Reports from committees were given and the same officers who were elected for the mother's organization were retained. The organization decided to purchase ten new uniforms.

The next meeting will be held at the high school on Tuesday, February 2.

## NOTICE OF SALE

I will sell the stock of the Hereford Jewelry Company (W. H. Ray) at three o'clock Wednesday, January 13th, 1937, at the office of the White Face Printing Company, either at private or public sale.

A. G. Thompson, Receiver.

## Frona News

**BY JOYCE LANDRUM**

Miss Ruth Mal of Hydro, Okla., spent the holidays with Miss Louise Euler.

Smoky Price and family visited in Oklahoma last week.

Floyd Johnson was here from Amarillo visiting friends last Friday.

L. J. Barron and Walter Mueller were here from Muleshoe Thursday of last week.

Mrs. C. F. Rogers, Mr. and Mrs. Smiley Fuiks and Mr. and Mrs. Frank Griffith were in Hereford Thursday.

Mrs. Bernice Allen, who has been in Floydada the past two weeks, returned home Friday; accompanied by her sister, Miss Edith Crabtree, who will remain here for some time.

Orle Allen has returned from a visit with his parents in Sulphur Springs, Texas.

Earl Bessley was here from Clovis Monday.

Mr. and Mrs. Elvin Johnson of Rodessa, La., visited here this week. Mr. Johnson returned, while Mrs. Johnson, the former Miss Bonnie

## Curry, will remain for a visit. Mr. Johnson was accompanied by his brother, Wayne.

Miss Martha Slagle and Floyd Stowers returned to their school work in Lubbock Monday.

Maurice Wagner of Lubbock was in Frona Wednesday.

Voloria Shaffer, Beatrice Buchanan, Geraldine McFarland and Nelson Welch, Gordon Shackelford and Harold Lillard, all of Lubbock, spent the holidays with their parents here.

Clyde Crow of Slaton visited here Sunday and Monday.

Miss Lois Presley of Amarillo called on friends here Thursday.

Biel Jennings and family of Clovis were in Frona Thursday.

Miss Gwendolyn Cowgill of Amarillo spent last week as a guest of Miss Seva Welch.

Ray Landrum was in Amarillo Monday.

Buck Fallwell and Brick Terry were in Farwell Monday.

Guests in the home of Mr. and Mrs. Ted Young for the Christmas holidays were her mother, Mrs. T. B. Hines, and niece, Miss Nadine Smoot, of Pampa. They returned to their home Sunday.

## Bippus Items

**BY RUTH REESE**

Hereford shoppers Saturday: Mr. and Mrs. Frank Canaba and children, Mrs. Jones, Mr. and Mrs. C. C. Griggs and son, Marvin Morrison, Mr. and Mrs. George Bippus and Herbert.

A dance was given at the Bill Winn home New Year's Eve. All those attending enjoyed the occasion.

Mrs. Morrison and Marvin visited relatives in Hereford Wednesday night.

C. T. and Milton Reese were in Hereford Tuesday.

Jack Fortenberry was on the sick list last week.

Mr. and Mrs. E. Doris of El Paso visited relatives here last week.

Marvin Morrison made a trip to Hereford Friday.

Jack Fortenberry was in Hereford Monday.

Mr. and Mrs. George Parker of Amarillo spent Sunday in Hereford. They visited Mr. and Mrs. C. C. Acker and family.

**TEXAS**

**Grocery & Market**

"NOT NOW CHEAP—BUT NOW GOOD"

GERONIMO PHONE 333 O. G. HILL, OWNER WE DELIVER GERONIMO

**RADIO'S Newest MARVEL**

**Focused Tone**

**Automatic**

**Mc Connell Electric Co.**

303 N. MAIN ST. GENERAL ELECTRIC RADIO DEALER



**Summerfield News**

BY MRS. ANA ATCHLEY  
Sunday will be church day here and you are invited to come.  
W. A. Vines has returned from a four months stay in Oklahoma. Mr. Fracher, Walsh, Colorado, and Mrs. Ross Baker of Amarillo visited the Lee Curry home lately. Mrs. Ness and daughter of Littleton, Colo., and John Ness of California visited the L. Huckert home recently.  
Messrs. and Mmes. C. B. Thomas and Ted Stadds were in Clovis Tuesday.  
Mr. and Mrs. Roy Wilson are home from a visit in Gail.  
Miss Ruth Atchley was in Farwell Saturday night.  
Mrs. Aaron Judd of Clovis were recent visitors in the Ray Johnson home.  
Mrs. Beulah Roberson of Hereford visited the Chas. Roberson home Friday.  
Former neighbors honored Mrs. Ness and daughter at the Ray Johnson home Thursday, about 100 attending.

Miss Thornton Shirley Hereford; Ruby Lowe, Friona, and Jas. Gandy, Wyche, visited the J. R. Oglesby home Sunday.  
Miss Viva Mae Thomas was home from Daniel for the week end. Christine, Ruth and Gertrude Atchley Viva Mae Thomas and Thurman were in Black Sunday. Mr. and Mrs. B. A. Atchley were in Amarillo Thursday.  
Viva Mae and Shirley Thomas were in Amarillo Saturday.  
Britt Clark and family visited the John Hicks home in Hereford Sunday.  
Miss Koma Hyatt of Dimmitt visited the Cullen Butler home last week.  
Messrs. and Mmes. Joe Kendall and Owen Stagner of Hereford were guests of the B. E. Roberson last week end.  
Mrs. J. A. Hyatt, Mr. and Mrs. Sam Butler and Mr. and Mrs. Willie Butler of Dimmitt visited the Cullen Butlers Sunday.  
Mr. and Mrs. J. A. Vernon and family of Sudan visited in the home of their daughter, Mrs. Joe Pitts, over the week end.

**Wyche Items**

BY PEGGY VALENTINE  
Mrs. R. W. Elliston and children, Peggy and Lorene Valentine and Ivagene Elliston and Fred Arnold were in Amarillo Sunday. Mr. and Mrs. C. E. Rea were in Amarillo Tuesday.  
Ruth and Peggy Valentine spent Thursday night with Thornton Shirley in Hereford and attended a new year's party at the Baptist church.  
Mr. and Mrs. C. E. Rea visited the Ben McBrayer home in Hereford Thursday.  
Ben McBrayer and family, of Hereford, Ruth Love of Messenger and Thornton Shirley of Hereford attended Sunday school Sunday.  
Genevieve, Berry, Jr., and Rollin Orr have returned to their school work in Lubbock.  
W. B. and E. B. Saxon visited the Medcalf home at Jumbo last week.  
Jim Gandy, Ruth Love and Thornton Shirley called in Summerfield Sunday.

Fred Arnold has gone to Borger to seek employment.  
A party was given at the H. B. Elliston home Saturday night in honor of Miss Ivagene Elliston, who returned to her school work at Keene Sunday. Games were played and cocoa and cookies were served to the large number present.  
Mr. and Mrs. E. C. Hewett were in Borger Sunday.  
DuBois Walker and sons, Jap Dickerson and G. L. Olson were in Messenger Sunday.  
Mr. and Mrs. E. J. Bosakin spent Sunday in the Pittner home near Hereford.  
J. P. Gandy and family have moved to the place east of the school house.  
Joe Lein has gone to Borger to look for work.  
J. P. Gandy and Clifford Gandy and family spent Christmas in Tulla with relatives.  
Miss Goten and Mrs. N. G. Elliston returned to Fortus Sunday to resume their school work.  
LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

**Easter Items**

BY LOUISE FRYE  
Sunday school officers elected Sunday were Superintendent, Mrs. C. W. Frye; assistant, Fred Walton; general secretary, Annie Mae Smith. Former superintendent, U. G. Randall and wife are leaving soon for Rock Park to make their home.  
Lynn Axe and family of Jumbo took dinner in the Geo. Chambliss home Sunday.  
Mary Louise Deah of Hereford spent the week end with Caroline Frye.  
Mr. and Mrs. Chris Wegner and H. B. Medley were hosts to a community watch party Thursday night in the Medley home. Dominos and 42 were played and sandwiches, fruit, doughnuts and coffee were served to 30 guests.  
Mrs. C. W. Frye attended a dinner in the Ray Johnson home at Summerfield Thursday.  
Harvey Smith and family of Big Square visited the Harry Smith home Sunday.

C. W. Frye and family visited in Clovis Sunday afternoon.  
Frank Allen and Foster Blod entertained the young people with a party Friday night at the Allen home.  
Carly Rae Frye visited Ruth Temple Hastings in Hereford over the week end.  
J. S. Smith and family, Mr. and Mrs. W. A. Epperson of Summerfield and Miss Hazel Chambliss were dinner guests in the E. M. Allen home Sunday.  
W. E. Braley returned last week from a holiday visit in Denton.  
Mr. and Mrs. Wiemler, Mr. and Mrs. John Morgan and children of Portales visited the D. S. Bruto home last week.  
Two New Stenographers.  
The local office of U. S. Soil Conservation announced this week the addition of two new members to the staff. Dorothy P. Cobb and Francis Morgan are two new junior clerk stenographers. Mrs. Cobb is from San Antonio and Miss Morgan comes from El Pas.

**To Enroll Men In CCC Service**

Four Deaf Smith county need youths will be given an opportunity to join the Civilian Conservation Corps when applicants apply for enlistment and examination at Canyon Tuesday, January 12, local relief workers announced this week.  
The county's quota has been set at four, however local workers were under the impression that an additional two may be received if other counties over the area fail to fill their quota.  
Youths eligible to enroll with the CCC are those who are eligible for WPA aid and are between the years of 17 and 24 in age.  
Mrs. George Young left Tuesday for her home in Vaughn, New Mexico, after a visit with her sister, Mrs. Vern Witherspoon, and her father, Dr. F. E. Bowe and Mrs. Bowe.

# Keep Your Credit Good

## ... Because It's an Invaluable Asset

**"HIS WORD IS HIS BOND"**  
You hear that said about someone from time to time, and it kindles a warm feeling of respect and admiration in your breast for the individual referred to.

There is a lot of satisfaction in living in a community where you know you can depend upon folks to do as they tell you they will do, people who play fair in social as well as business affairs. That's why the small city or town is so desirable as a place to call "home". The average folks in rural communities are dependable. For this reason Hereford can easily be made the social and business center of its vast trade territory.  
We realize that conditions sometimes alter cases. A "man of his word" is occasionally placed in the embarrassing position of being unable to make good on his promises. He may have bought goods and promised to pay at a certain time, but unforeseen circumstances, sickness in the family, or other causes, prevent him from doing so. In that case, we suggest that he go to his creditor and tell him frankly of the facts, and there will be some method found for handling payments satisfactory all around.

Ninety-nine per cent of all business is done on credit. Keep your credit good—it's an invaluable asset. Pay your bills by the 10th of each month, whenever possible.

We Are Prompted to Sponsor This Message to You Through Our Interest in Community Welfare

|  |   |   |   |  |  |
|--|---|---|---|--|--|
| <p><b>Magnolia Petroleum Co.</b><br/>W. J. (Bill) SMITH, Agent<br/>Phone 371</p> | <p><b>Roy's Produce</b><br/>Buyers of<br/>Cream, Poultry, Eggs<br/>Hides, Produce, Feed</p> | <p><b>Hillside Hatchery</b><br/>"Custom Hatching"<br/>S. Main St. Phone 70<br/>Ray Coneway, Manager</p> | <p><b>Davis &amp; McCracken</b><br/>Implement Company<br/>Minneapolis - Moline<br/>Dealer</p> | <p><b>Rosson Implement Co.</b><br/>Your<br/>McCormick - Deering<br/>Dealer</p>                         | <p><b>Texas Utilities Company</b><br/>Power-Light-Ice</p>  |
| <p><b>Weir's</b><br/>Red and White Grocery<br/>310 N. Main—Phone 117</p>         | <p><b>Ireland Motor Co.</b><br/>Dodge - Plymouth<br/>Sales - Service</p>                    | <p><b>Taylor &amp; Son</b><br/>Blacksmith - Welders<br/>104 West 2nd St.</p>                            | <p><b>Carl's Grocery</b><br/>Phone 325<br/>Fancy and Staple Groceries</p>                     | <p><b>Star Theatre</b><br/>'Air Conditioned'<br/>Latest and Best News<br/>Reels and Features</p>       | <p><b>Hereford Implement and Appliance Co.</b><br/>Philco Radios, Maytag Washers</p>                                     |
| <p><b>J. O. Newell</b><br/>Sheriff, Tax Assessor and Collector</p>               | <p><b>First State Bank</b><br/>A Strong<br/>Conservative Bank<br/>Phone 290</p>             | <p>READ YOUR HOMETOWN NEWSPAPER FIRST</p> <p><b>THE HEREFORD BRAND</b></p>                              |   | <p><b>Farmers Oil &amp; Grain Co.</b><br/>101 South Lee Avenue</p>                                     | <p><b>Kerr Hardware &amp; Implement Co.</b><br/>Everything for the<br/>FARM - HOME - RANGE</p>                           |
| <p><b>L. H. Foster</b><br/>County and District Clerk</p>                         | <p><b>H. L. Rice</b><br/>"Brunswick Tires"<br/>112 W. 3rd St. Phone 28</p>                  | <p><b>Furr Food Store</b><br/>"Where Hereford Housewives Buy"<br/>Phone 74</p>                          | <p><b>J. C. Penney Co. (Inc.)</b><br/>"Under More Than 1400<br/>Roofs"<br/>Phone 22</p>       | <p><b>New Club Cafe</b><br/>"Just a Good Place to Eat"<br/>Mrs. Henson, Manager</p>                    | <p><b>Packard Milling Co.</b><br/>Makers of<br/>Packard's Best Flour<br/>"Made in Hereford"</p>                          |
| <p><b>Pitman Grain Co.</b><br/>Grain Buyers<br/>Phone 1</p>                      | <p><b>West Texas Gas Co.</b><br/>"Good Gas With Dependable<br/>Service"</p>                 | <p><b>White Face Printing Co.</b><br/>"You Don't Have To Wait"<br/>Phone 277</p>                        | <p><b>Vogele Millinery Parlor</b><br/>"Fashionable Millinery"<br/>Always On Display</p>       | <p><b>Phillips "66" Station No. 2</b><br/>"Fill-up With Phillips"<br/>Washing, Greasing, Lee Tires</p> | <p><b>Fox Cleaners &amp; Hatters</b><br/>"In by 3:00, Out by 6:00"<br/>Phone One-One-One<br/>We Call for and Deliver</p> |





STAFF MEMBERS

**Editor-in-Chief** - Mary Turrentine  
**Assistant Editor** - Thama Cawthon  
**Business Manager** - Jack Barber  
**Business Manager** - Chill Foster  
**Editor** - Erma Faye Robson  
**Manager Editor** - Imogene Robson  
**Sports Editor** - Billy Smith  
**Columnists** - Mary Jane Morgan and Johnny Willett  
**Reporters** - Mary Lee Alexander, Virginia Carlyle, L. A. Ricketts, Norma Jean Foster, Nola Margaret Blue, Mary Tiefert, Grant Fuller, Clifford Estes, Charles Wilson, Elyse Wilkins, Jack Nicks, Thama Cawthon, Jean Williams.

ARE YOU?

Are you willing to take advice? Everyone knows that most students are not very inclined to accept advice, but sometimes it would be a wise thing to do. Think how students could profit by the experience of some of the ex-students of Hereford high school. These ex-students have been rather numerous about school during the past week. Most of these ex-students would tell us that we would be wise to apply ourselves more and really learn what we should, especially if we intend to go to college.

Some of us are realizing that we have not done all that we should in months past. Mid-term examinations are looming ahead of us.

Then let us profit by past experience and resolve to do better in the coming semester. This should not be an idle New Year's resolution, either. Now that we realize what we have not done, we will know what to do in the coming semester.

For once, let us accept another's advice and "make hay while the sun shines".

HUMOR

Roy Wederbrook: Dad, are fleas fleas because they fly?  
 Dad: Sure!  
 Roy: Well, are flies flies because they fly?  
 Dad: Sure, why?  
 Roy: I was just going to tell Mr. Wilson that bees are bees because they be.

Merchants Give Girls Bags

At the half of the Hereford-Vega basketball game Friday, January 1, the merchants of Hereford presented 12 small black trunks to the girls basketball team.

When the referee blew his whistle for the half, the girls marched on to the floor carrying the trunks in their right hands. Captain Gertrude Wilson made a speech: as she finished speaking the girls turned the bags, and on the top side was painted the names of the girls in white letters. When every girl had turned her bag so that the top side was facing out, the girls at the other end turned the bags over and on the other side was the name of one of the merchants that made it possible for the girls to receive these bags. After all the bags were turned the girls marched off the floor and were again ready to play ball.

The basketball team, the coach, Mr. Wilson, and sponsor, Miss Wrenn, wish to thank these merchants for such a practical gift: Messrs. Gaston Baer, Paul Foster, Glenn Weir, John Roberts, Charles Brooks, Homer Fox, C. L. Whitehead, Glenn Snyder, E. B. Black, H. E. Danforth, and Mrs. Bobbie Seed, and they wish to especially thank Mr. Arch Foster, as he was the one to sponsor the idea.

WHAT NEXT?

The scientific revolution is still forging its way with startling inventions and discoveries. Today, on nearly everyone's tongue is "what next"? New fields in science are being opened constantly, and industries have long since realized the necessity of it.

Here are a few of the latest "What Next?"

The soft cotton fuzz that remains on the cotton seed after ginning is now transformed into materials that make up fountain pens, shoe heels, motion picture films, novelties, and even gun cement.

Of the numerous products made from coal tar, probably the most outstanding is a substance which is 500 times sweeter than sugar.

Recently scientists have discovered that juice extracted from grass and mixed with milk promotes growth.

Through experiment, the United States government finds that black numerals on a yellow background are the easiest to see.

In developing proper diets for Russians, a new kind of candy is being made in large quantities. It contains vitamins.

Woolen cloth is now being made from cow's milk. This artificial wool is being made from the casein in milk.

Tests made on plants reveal that they grow large and better when in an atmosphere of carbon dioxide.

BIRTHDAYS IN JANUARY

- George McLean, 31.
- R. C. Ashlock, 18.
- Helen Ray Hamm, 5.
- Virginia Erle Reed, 13.
- Claude Rea, 13.
- Edwin Kerr, 12.
- Gayle Higgins, 31.
- Bill Montgomery, 2.
- Georgia Lomax, 12.
- Adella Benson, 27.
- Barbara Brotherton, 28.
- Nellie Thompson, 22.
- Caroline Frye, 18.
- Kitty Klos, Harlin, 24.
- Jeanne Williams, 14.
- Marguerite Weaver, 17.
- Doris Elaine Dillehay, 13.
- Shirley Cress, 12.
- Dorothy Funderburg, 27.
- Joe L. Hamilton, 6.
- Madelyne Whitehead, 6.
- Jack Smith, 20.
- Maurice Dayton, 10.

WRANGLERS PETITION

Wednesday, in room 23, the Wranglers held their regular session. It was decided that a petition would be sent to the student council requesting that debaters, declaimers and extemporaneous speakers receive letters or be recognized in their work in a manner similar to the recognition of those who take part in athletic events. This question has roused much interest among the debaters.

The debate question for the interscholastic league contest has been assigned and each member is working hard in order to be eligible for the team that will enter the debate contest this spring.

PERSONALITIES.

Virginia Lee Hussey: Studious, likeable and Student Council president.

Billy Beene: Calm, collected and attractive.

Varian Jay: Wears a wilted sunflower. Hurrah for Roosevelt!

A certain piccolo player running around loose. She's death on black felt hats!

F.F.A. SPONSOR JUDGING CONTEST

The annual poultry judging contest sponsored by the FFA in connection with the poultry show was held Saturday, December 12, with approximately 50 schools represented.

Quall took first place, with Tulla second. Tulla had won the loving cup furnished by the chamber of commerce for the last two years, and if they had won it this time it would have been permanently theirs.

The judging contest was one of the 12 objectives of the local chapter for the school year 1936-37.

WHAT IF—

One period passed without some girl seeing that notorious study hall mouse?

Mr. Dillehay did not have a watch chain?

Mary and Imogene dropped being rivals in everything?

Bill Stanford could agree with Mr. Hudson?

Miss Crawford did not have any keys?

Mr. Hudson could not say, "Gee! Minee!"

Miss Wrenn were not always in a hurry?

George Springer could learn to "sweat" (conjugation)?

Miss Rigler became sympathetic with a pupil whose paper she was grading?

Jerry had a date with some one besides Irene?

Clifford Estes had his shoes tied?

Norma Jean Foster were ever serious?

You could see Robert Petersen without a Strup?

Jack Knox could keep his mouth shut?

Lois Standifer had no voice?

STUDENTS THANK LIONS

The students of Hereford wish to express their sincere appreciation and thanks to the Lions for the Santa Claus parade and treat given them by the Lions Club. Hereford High School students realize the interest taken by the Lions in all school activities and are genuinely appreciative of that interest.

EXCHANGES

If we noticed little pleasures  
 If we notice little pains—  
 If we quite forget our losses,  
 And remember all our gains—  
 If we looked for peoples' virtues  
 And their faults refuse to see—  
 What a comfortable cherry piece  
 The world would be.—Globe, The Bulldog's Growl, Borge.

Thought of the Week.

Sound education, like character, is made up of many important small elements. If you are negligent in laying its foundation stones, you cannot hope to escape the consequences of such shortsightedness.—The Eagle's Tale, Canyon.

WHY STUDY?

The more we study,  
 The more we know,  
 The more we know,  
 The more we forget.  
 The more we forget,  
 The less we know,  
 The less we know,  
 The less we forget.  
 The less we forget,  
 The more we know.  
 So, Why Study?—Two Hereford High School Boys. (?)

Miss Rigler: Jack, correct this sentence: He carried peanuts in his hat, which he fed to the elephants.

Jack Owen: He fed peanuts to the elephants which he carried in his hat.

A sign appeared on the bulletin board: Junior pay day Wednesday. We wonder how much they get and how often; we may want to join them.

"When you've studied, half the night,  
 Who asks you to recite?  
 NOBODY!"—Lark, Gardena, California.

Miss Crawford: Why do I say that thoughts run on tracks?  
 Bill Stanford: We all have one track mind! (Some of us might resent that, Bill.)

Did you ever try sneezing and at that time saying "Who is she?" Then let someone else answer by sneezing "Go ask her!"

Reports Fine Wheat.

H. D. Robbins, who farms about seven miles south of Hereford, told a Brand representative Monday that he had in about 500 acres of wheat and every acre of it is in fine shape. His crop is showing very little need for moisture, he reported, and is not blowing at all. Besides regular crop farming Mr. Robbins enjoys a profitable sideline of turkey breeding and raising.

THE STATE OF TEXAS

Vs. Alice Murtaugh, a feme sole; Leo F. Garrity, Trustee in Bankruptcy of the Estate of Frank Murtaugh, a Bankrupt; Frank Murtaugh, and all unknown claimants.

No. 150 in the County Court of Oldham County, Texas.

On the 11th day of December, 1936, C. L. Morris, A. L. McNabb and A. M. Miller, special commissioners appointed by the Court to assess damages of Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a bankrupt, Frank Murtaugh, and all unknown claimants, by reason of the construction and opening of State Highway No. 13, upon, across and through certain real estate to-wit: Section 20, Block K-6, Oldham County, Texas, more particularly described in plaintiff's original petition reference to which is here made, to which real estate the fee simple title is in the said Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee as aforesaid, Frank Murtaugh, as is more fully set out in said petition of the State of Texas, acting by and through the Commissioners Court of Oldham County, Texas, vs. Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a Bankrupt, Frank Murtaugh, and all unknown claimants, Docket Number 150, filed with the Honorable County Judge of Oldham County, Texas, on the 11th day of December, 1936, said commissioners having been sworn; to assess said damages fairly and impartially and in accordance with law, do hereby appoint as the time and place for hearing said parties on the matter, the office of the County Judge of Oldham County, Texas, at Vega, Texas, in Oldham County, on the 18th day of January, 1937.

The Sheriff of Oldham County, Texas, is hereby directed and commanded to give notice to said defendant, Alice Murtaugh, a feme sole, Leo F. Garrity, Trustee in Bankruptcy of the estate of Frank Murtaugh, a bankrupt, Frank Murtaugh, and all unknown claimants, and to each of them by making publication of this notice in some

newspaper published in Oldham County, Texas, but if no newspaper is published in Oldham County, then by publication in the nearest county where a newspaper is published, once a week for four consecutive weeks previous to the return date hereof, and said sheriff will make due return how he has executed said writ.

The aforesaid publication shall be notice to the said Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid and to all unknown claimants to appear at said time and place at 10 o'clock, A. M. at the Court house in Vega, Oldham County, Texas, for the purpose of offering any evidence they may desire as to the amount of damages to be assessed against the State of Texas, and to be paid to Alice Murtaugh, Frank Murtaugh, Leo F. Garrity, trustee as aforesaid, and to unknown claimants, for the right of way and strip of land described in said Plaintiff's original petition, filed with the County Judge of Oldham County, Texas.

Witness our hands this the 11th day of December, 1936.  
 C. L. MORRIS,  
 A. L. McNABB,  
 A. M. MILLER,  
 Special Commissioners, all of whose residence is Vega, Texas.

PLAN YOUR HOME FOR CONTROLLED "WINTER COMFORT"

PAYNE Floor FURNACE

- Carefree
- Clean
- Comfortable

EASILY INSTALLED  
 REQUIRES NO BASEMENT

Estimates Furnished FREE

West Texas Gas Co.  
 Good Gas With Dependable Service

HERE'S WHAT YOU GET!

PHILCO 34-B RADIO  
 powerful single battery set built by PHILCO, complete with heavy duty battery. Nationally advertised and Nationally priced at \$49.95 east and \$54.95 west of the Rockies. Cost \$49.95

Continental Power Plant  
 This power charger is made by CONTINENTAL, manufacturers of high grade motors. This motor is nationally advertised to sell for not less than \$55.00 and can not be bought at a lower figure. Cost \$55.00

COMPLETE WIRING KIT  
 Consisting of light bulbs, sockets, rosettes, lamp cord, rubber covered wire, porcelain tubes, service switch, cleats, screws and fuse plugs. Cost \$15.00

Total \$119.95

Special Combination Offer . . \$99.95

NOTICE  
 Neither Philco nor Continental allow us to sell their merchandise at less than nationally published prices. Do not ask us to sell either unit at less than the advertised price. This special price is available only when both units are purchased at the same time.

Hereford Implement and Appliance Company  
 PHONE 451.

UNFAILING TRACTION.  
 FORWARD OR REVERSE

That's what you get in the Century Mudders. Their wide angled, cleared treads march straight through mud and snow, afford steady, powerful traction either forward or reverse.

Century Mudders enable you to use your car clear thru the year. Put on these super traction tires today and be prepared for winter driving.

See these outstanding Century Mudders before you buy. In our opinion, they are the most efficient super traction tires on the market today.

Beavers Brothers Garage  
 HEREFORD, TEXAS

CENTURY TIRES

CLOSE Drug Store  
 "HEREFORD'S FINEST"  
 "We're Always Your Best Bet"

FOR WEEKLY DRUG SPECIALS—FRIDAY AND SATURDAY

|   |   |
|---|---|
| \$1.00<br>Crazy Crystals<br>89c   | \$1.25<br>Creomulsion<br>97c                            |
| \$1.00<br>Cod Liver Oil<br>FULL PINT . . . . . 57c  | 50c NYAL<br>Milk of Magnesia<br>FULL PINT . . . . . 37c |
| 50c NYAL<br>H & H Cough Syrup<br>37c  | 70c<br>Kruchen Salts<br>49c                             |
| 60c<br>Alka-Setzler<br>49c  | 35c<br>VICK'S SALVE . . . . . 27c                       |
| 25c<br>KOTEX . . . . . 17c  | 30c<br>MENTHOLATUM . . . . . 27c                        |
| 20c<br>KLEBEX . . . . . 14c   | 50c DR. WEST'S TOOTH BRUSH . . . . . 37c                |
|   | 25c DR. WEST'S TOOTH PASTE . . . . . 13c                |
|   | OR BOTH FOR 47c   |
| \$2.00<br>Combination Hot Water Bottle and<br>FOUNTAIN SYRINGE<br>1 Year Guarantee \$1.29 | 3-Pound Box ASSORTED CHOCOLATES 69c                     |
|   | 50c FULL PINT ULTRA-HAND LOTION . . . . . 33c           |
|   | 50c CHAMBERLAN HAND LOTION . . . . . 39c                |

FOR QUALITY AND GOOD SERVICE VISIT OUR SODA FOUNTAIN!



# The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms  
HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 29

MRS. SETH B. HOLMAN Publisher and Manager  
EARNEST E. HAYLEY Editor

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Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

**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.

## OLD GUARDS ARE PASSING!

More than a quarter hundred of the original pioneers of this county have passed on since this date one year ago. Practically every week the columns of The Brand carry reports of those who have died. The Old Guards are passing fast.

In checking the 1936 files of this publication it is surprising to note the number of death reports to be found in the rank and file of Panhandle and Deaf Smith county pioneers. Those who came here when this area's present position was only their fondest dream have suffered, fought, conquered and are now passing on to a more just reward.

An Old Timers' picnic today would attract only a comparatively few of the number which pushed toward the northwest and pioneered the conversion of vast Panhandle waste land into rich, productive ranch and farming sections. What a different crowd such an assembly, today, would be.

Another few years and the number of original settlers of this comparatively new country will count less than the teens. With that thought in mind, The Brand favors an early reunion for those who yet survive that they may be honored before they, too, join the fast passing file of Old Guards.

## ADVERTISING TEXAS TOMORROW

The Texas Press Educational Bureau of the Texas Press Association recently entered definite plans for the creation of an advertising campaign which proposes the continuance of "attracting Americans to the Lone Star State" even since the Centennials have closed. Again the press is about to score.

The purpose of the plan is a noble one. California, Florida and other states have grown and prospered through advertising. Texas can do the same. This section of the Nation has often been described as "a nation within its own" in that enough resources may be obtained within its boundaries for the state to continue to prosper even if cut off from the remainder of the United States.

Such facts are worth advertising to the nation and world. Although this state is more than a hundred years old, it has many years to go before it is fully developed in the fields of its resources. Why not invite the world to a new country?

## Rance News

EDNA BEHREND'S

Mr. and Mrs. J. B. Noland moved to the Ben Wilhelm farm Monday.

Mr. and Mrs. Story and Dean, A. L. Behrends and family, H. G. Behrends and family attended a community dinner at the Ray Johnson home in Summerfield Thursday, given in honor of Mrs. W. C. Murdock and niece of Poplar Bluff, Missouri, and Mrs. H. J. Neis and daughters of Boulder, Colorado, who are here visiting and meeting old friends.

Mrs. Guy Easley and daughter of Crowell are visiting the home of A. J. Blakemore.

Mrs. W. E. Murdock and brother, Cephas Shelobarger and niece of Poplar Bluff, Missouri, left for their home Friday.

Walter Wainwright and family were in Amarillo and Panhandle last Thursday.

Mrs. Axtell of Springlake visited the A. L. Behrends home last Thursday.

Mrs. J. D. Fry and Dean visited in Amarillo Friday and Saturday with her sister, Mrs. J. H. Florey. Mr. Churchill returned with them.

Nebula Behrends returned to Canyon Sunday.

Mrs. B. L. Rule and Myrtle and Raleigh went to Oklahoma Wednesday to visit her mother.

Miss Plung, the teacher, returned from Hedley where she spent the holidays with her parents.

Mr. and Mrs. B. Rule and daughter left for their home in Colorado Tuesday.

Rev. Holman preached here Sunday morning and night.

## NOTICE TO THE PUBLIC

The Woodmen of the World Lodge will have a Public Installation of officers on Thursday, January 14, 1937. Members of the W. O. W. Lodge and Supreme Forest Woodman Circle are expected—the public is invited. A nice program will be given and lunch will be served free.

C. L. Whitehead, C. C. E. E. Fridley, Fin. Sec.

## WARNING!

**DOGS MUST HAVE LICENSE TAGS**

The Hereford city commission this week issued warnings to all dog owners that tags must be purchased now.

"The town is over-run with stray dogs," Mayor C. J. Paddock said in commenting on the commission's warning, "and the only way strays and owned dogs may be distinguished is by their tags."

The tags may be obtained from the city office for \$1.

## Bits O' Nothing

About This and That  
By EARNEST E. HAYLEY

To die a coward may be best after all. A living person has to pay taxes, even if he is a hero.

The finance company which holds the papers on our car has an installment collector who reads the Bible. We know he does because he practices it, you know: "Whither thou goest, I will go."

If some of us would pay more to the preacher and spend less on automobiles we would have more assurance of transportation into heaven.

Our wife says that before the vows were taken we shaved, dressed and took her some place every night, but since the ceremonies we sit at home and read, and if she goes any place she goes alone.

They say a lock of hair brings back fond memories; still, as someone has said, we don't like to find it in our butter.

Those who say that lightning never strikes in the same place twice must not have had an old-fashioned father like ours, who maintained an old-fashioned smokehouse where lightning struck in the same place hundreds of times to our certain knowledge.

We used to believe in seeing a dentist every six months, but for the past four or five visits he has been telling us our teeth are needing some work. We don't go any more, because we are afraid we'll weaken, sooner or later.

## Off to Oklahoma City and Detroit.

A party consisting of Mr. and Mrs. J. T. Gilbreath, Jr., Ernest Medkief and Woodrow Ireland left Wednesday for Oklahoma City. Mr. Ireland will attend a Dodge sales meet; Mr. Medkief will attend to business, and Mr. and Mrs. Gilbreath will go on to Detroit, Michigan, where they will get a new DeSota and drive it home.

## Here from Brownfield.

Mrs. W. J. Smith of this city had as her guests last week and her brother, L. G. Walters and wife and family of Brownfield. Mr. and Mrs. Smith spent the Christmas holidays with the Brownfield people and were accompanied home by Vineta Gayle Walters, who remained here for a visit until her parents came after her last week end.

Ralph Biggs attended the Hereford basketball games in Farwell Saturday night.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 5, 1906.)

The first issue of the year, and already candidates were announcing for office, Bern H. Smith for county treasurer and W. M. Cogdell for county and district clerk, and J. W. Ford for tax assessor were among the early birds.

C. H. Carl and family were to leave soon for an extended stay at Decatur.

Snow, according to some of the correspondents, made the Christmas holidays very much like other days—nothing to do but wait for fair weather.

L. A. Simpson, W. M., called all Masons to meet in the new Masonic Hall over the Garrison hardware store, Saturday evening, January 6.

Witherspoon and Gough, long partners in law and real estate here, had dissolved the partnership, greatly to the surprise of all.

(From The Hereford Brand, January 6, 1916.)

In the Parrott community, about 30 calves belonging to Noble Bros. walked out on the ice of a lake. The ice broke, throwing the animals into 12 feet of water and every one of them drowned.

"Dr. H. D. Rueker has relegated his Ford and is now enjoying the ease and comfort of a four-cylinder car."

Dalhart reported a temperature of seven below zero.

"Little" Ed Connell was an avowed candidate for sheriff of Deaf Smith county.

Henry Ford and his Peace Conference members were home from Europe where they had been in an effort to patch up the slight differences then existing among a few score of the world's leading nations.

Then, as now, Clovis was in the midst of hot political fights. The subject in 1916 was whether or not liquor was to be sold there.

Miss Olive Perkins had gone to Shenandoah, Iowa, for an extended visit.

Mrs. C. C. Ferguson was the proud driver of a brand new automobile.

## Back from Wichita Falls.

Mrs. Mary Palmer of this city returned home Sunday from Wichita Falls where she has been visiting the past month with her son, Walter L. Palmer. She was accompanied on the return trip by Mrs. S. H. Hodges of Wichita Falls, Mrs. Ballard of Frederick, Oklahoma, and Mrs. Palmer's sister, Mrs. Belle Hodges, of Wichita Falls. The Hereford lady's sister will remain here during the winter months, it is understood.

Try the Hereford merchants before going elsewhere to buy.

## Want Ads

### For Sale or Trade

USED CARS FOR SALE: 1936 Ford coach, 1934 Ford sedan, 1934 Chevrolet Master sedan, 1930 Chevrolet coach, 1934 Dodge coach, 1935 Chevrolet standard sedan, 1934 Chevrolet Master sedan, 1934 Chevrolet pick-up, 1935 Chevrolet pick-up, 1935 Ford pick-up, 1935 Ford truck, L. W. B.; 1935 Pontiac 8-coach, 1934 Chevrolet Standard coupe, 1930 Chevrolet coach, 1932 Ford B. sedan, 1933 International truck, 1930 Buick coupe, 1930 Chevrolet sedan, 1931 International truck, 1933 Chevrolet Master coach, 1936 Chevrolet Master coach, Brumley-Woodford Chevrolet Company. 1c

FOR SALE OR TRADE: Round Oak coal burning cook stove, G cap, good reservoir. \$15 cash or \$15 trade, prefer feed or piping. See J. E. Cockrell at the court house. 1c

FOR SALE: Silver Laced Wyandotte roosters. See Arch Conklin or Ben Conklin. 1-3p

FOR SALE: Soy bean seed, for dry or irrigated land. See Joe Ballinger. 1p

TURKEYS FOR SALE: Copper Back Bronze young toms with double rainbow tails. H. D. Robbins, seven miles south on 25-Mile Avenue. 1-2p

FOR SALE: Dodge truck, 1934. Good condition. Rosson Implement Co. 1-1f

FOR SALE: Two C-1 International Pick-ups. Rosson Implement Company. 1-1f

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 606. Prairie Dairie. 26-1f

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FEED FOR SALE: Two cents bundle. At my place 6 miles north-east and second place north of dump grounds. J. W. Vicker. 52-2p

FOR SALE OR TRADE: A white face bull coming 4 years old. Will trade for white face bull. Fred Saltzman, 3 miles west, 7 miles north of Hereford. 52-2p

FOR SALE: Two acres of land, with good well and house in South Hereford, reasonable terms granted. See Mrs. Bessie Davis at 410 Sampson Avenue. 52-2c

## For Rent

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 803 1/2 Polk St., Amarillo, Tex. 52-1c

## Wanted

WANTED: To buy or lease second hand feed troughs. See J. G. Evans or leave word at Pitman Grain Company. 1-2p

SALESMAN WANTED: Man wanted for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today. Rawleigh's, Dept. TXA-352 SA2 Memphis, Tenn. 1-2p

WANTED: Wheat land near Hereford in the shallow water belt. Prefer land that is already broken and sown partly to wheat. Write Donald Schwab, 542 Amarillo Bldg., Amarillo, Texas. 52-1c

WANTED: To contact owner of some out-law or blow-up land in western part of county who might be interested in reclaiming, trading or selling cheap for cash. J. D. Love, Hereford. 62-3p

## Lost and Found

LOST: Pair of lady's overshoes Saturday afternoon, between Hereford and Dimmitt. Finder please return to J. P. Wood or to the Brand office. 1p

LOST: Pair of gold-rimmed spectacles. Possibly lost on mail route No. 3. Will pay small reward if returned in good shape. E. Ramey Carrier Route No. 3. 1p

LOST OR STRAYED: Poland China sow, left pigs four days old. Left home Tuesday afternoon. H. J. Edwards, one mile east of the Wyche school house. 1p

# THE CHURCH WORLD

## ST. ANTHONY'S CHURCH

The Holy Name Society reorganized Sunday with Louis Benzer as president, Henry Hellman, vice president; John Albracht, secretary. A number of names were added to the membership.

The BUM Sodality heard reports of the year in a meeting Sunday afternoon. The choir met Monday night and voted to hold weekly meeting each Monday night at 8 o'clock.

Sunday will be the Feast of the Holy Family, Mary and Joseph. Masses will be held at 8 and the Cateria sang mass at 10. Benediction of the Blessed Sacrament will be held at 4 p. m.

## METHODIST CHURCH

Preaching, 11 a. m. and 7 p. m. Sunday school, 9:45 a. m. Epworth League, 6 p. m. W. M. S., 3 p. m. Wednesday. Prayer meeting, 7 p. m. Wednesday.

Sunday-morning the pastor begins a series of sermons on the Unwritten Sayings of Our Lord. The first will be Our Sacred Trust, from the unwritten saying, "Show yourselves approved bankers." The sayings do not appear in either of the Gospels, but they have been discovered and proved as reasonably authentic sayings of our Lord. They throw interesting and helpful sidelights on the teachings and ministry of our Lord. Hear them. T. C. Willett, Pastor.

## PRESBYTERIAN CHURCH

The Apostasy of the Fearful will be the subject of the sermon Sunday morning by the pastor, Rev. J. C. Thorns. Where is He? will be the subject at the vesper service at 5 o'clock.

Sunday school, 9:45 a. m. G. M. Hudson, superintendent. Christian Endeavor, 6:30 p. m. Miss Faye Crosthwait, leader. Prayer meeting, Wednesday at 7:30 p. m.

## CHRISTIAN CHURCH

H. M. Redford, pastor, and wife returned from Dallas and Fort Worth where they visited during the holidays. A splendid congregation was present last Lord's Day to hear the sermon. Facing the New Year. Next Lord's Day, Mr. Redford will preach on The Word Became Flesh. At the evening hour he will deliver the first of a series of sermons on the general subject, The Evangelism of Jesus. Bible school, 9:45. Morning worship at 11. C. E. Societies, 8:30 p. m. Evening worship, 7:30. Everyone invited to attend these services.

## Undergoes Operation.

Mrs. Seth B. Holman received word Monday that her brother, Harvey Cash, of Canyon had that day undergone a successful operation at the Baylor Hospital in Dallas. Mr. Cash has many friends here who will be interested in his recovery. He is also a brother of Mrs. H. C. Baird.

## Visits Here from Friona.

Rev. Daniel E. Moore, pastor of the First Baptist Church at Friona, visited with A. O. Thompson here Wednesday. He was a guest of the Lions Club luncheon while here.

## In Littlefield and Lamasa.

O. T. Williams, head of the Hereford office of the U. S. Soil Conservation, has been in Littlefield and Lamasa most of this week where he has supervised inspections of the project work.

## Old-Age Checks Promised Soon

Orville S. Carpenter, acting director of the old-age assistance, announced last week that January pension payments were expected to be issued soon. Carpenter said a new policy of spreading payments would be tried in an effort to facilitate work of the treasurer's office which was inundated by mail the past month and that the January checks would be sent out between January 10 and 20. A social security board approval is expected about Saturday and will result in quarterly grants of \$2,677,000 instead of a monthly allotment as in the past.

## Is SS Velma Lykes Radioman.

Sid Parks, son of Mr. and Mrs. E. S. Parks of Dimmitt, is employed on the Steamship Velma Lykes as radioman. The boat first sailed to Havana, Cuba, and is now visiting other ports among the islands.

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# Unaccustomed As We Are . . . to Public Speaking . . .

It's up to us to give all you folks an inspiring 1937 inaugural address . . . and extend a petition of thanks from the entire personnel of The Brand to each individual who has helped in any way, great or small, financially or otherwise, to make this publication a continuous public servant for the past 36 years.

Much water has passed under the bridge since the paper was established in 1901. Many shortcomings, along with the righteous, has resulted from the efforts of the organization's staff, who after all are only human. But, the present staff of The Brand pledges to give subscribers an even better publication in the years to come.

In its 36 years of service The Brand has seen Hereford and the Panhandle grow and prosper—and at the same time the paper has grown until today it is classed by the nation's major advertising agencies as "one of the leading weekly newspapers of the Panhandle." The publication's staff has set an even higher goal for 1937, and with the continued good support of both reader and advertiser (makers of a good newspaper) it will be reached.

In closing, may we again say: "Thanks for your cooperation in the past, and solicit your suggestions for improvements in the future".

# THE Hereford Brand

MRS. SETH B. HOLMAN, Publisher R. V. MILLER, Business Manager  
EARNEST E. HAYLEY, Editor MRS. JOHN M'LEAN, Society Editor  
W. C. NIX, Shop Foreman  
RUSSELL WHITEHEAD, Floorman BILLIE NIX, Pressman  
JACK LONDON, East Side Newboy GEO. M'LEAN, West Side Newboy



# SOCIETY

JOHN McLEAN, Society Editor Phone 181-W

## LOERWALD, MISS SCHUMACHER WED MONDAY

Marie Schumacher, daughter of Mr. and Mrs. Clem Schumacher of this city, will become the bride of Eugene H. Loerwald, son of Mr. and Mrs. J. A. Loerwald, at St. Anthony's church Monday morning, January 9 o'clock.

Both young people are well known in Hereford. Mr. Loerwald is here with his parents, Mr. and Mrs. J. A. Loerwald, from Delta Falls about six years. He is employed at Jacobson's and is very popular in Hereford.

The bride elect came here with her parents more than ten years ago from Muenster, Texas, and attended the local Catholic school, continuing her education at Hereford high school with the class of 1934. She is an active member of the young ladies' society, having served as perfect girl last year.

## JUNIOR PIONEER CLUB MEETS AT SCHROETER HOME

Miss Genevieve Eberle was co-hostess with Mrs. Margaret Schroeter for members of the Junior Pioneer club Tuesday evening at the Schroeter home.

The club resumed its study program on "The Home." Members responded to roll call with a household hint on How to Remove Stains. Elizabeth Brumley, president, directed the business meeting. Plans were made for the social and educational program of the club which will be carried out during the remainder of the club year. Nora Alice Ray presented informal magazine sketches in "The American Home" magazine.

The next meeting will be held at the home of Lyndell Mitchell on January 19.

Those present were Lueta Borden, Elizabeth Brumley, Marie Cogdell, Anna K. Hardesty, Virginia Lillard, Lyndell Mitchell, Marguerite Newell, Nora Alice Ray, Gene Streu, a guest, and the hostess.

## EGYPT IS SUBJECT OF LONE STAR CLUB

Mrs. Harold Close and Mrs. E. W. Young were co-hostesses at the meeting of the Lone Star Study club held at the home of Mrs. Close Monday afternoon. Egypt was the study subject for the afternoon's program. Mrs. Ralph Smith discussed Ancient Egypt, and Mrs. Robert Thompson told of the Egypt of Today.

Mrs. Close, president, presided at the business meeting. The following new officers were elected: Mrs. E. W. Young, president; Mrs. Ernest Medkief, vice president; Mrs. R. G. Blue, recording secretary; Mrs. Lawrence Womble, corresponding secretary; Mrs. Jack Grady, treasurer; Mrs. Ralph Smith, parliamentarian. Mrs. Tom Majors was appointed reporter to fill a vacancy.

The next meeting will be held at the home of Mrs. Ralph Smith January 18.

Mr. and Mrs. Lee Cocanougher were in Idalia last Friday to visit their uncle and aunt, Mr. and Mrs. J. B. Stogner, who are seriously ill. Miss Maggie Cocanougher returned home with them several days there.

## LUNCHEON CLUB HAS NEW YEAR LUNCHEON

Mrs. C. C. Rockwell was hostess at the New Year luncheon given for members of the Wednesday Luncheon Club on Wednesday of last week. White combined with red and silver carried out an effective color motif in decorations. Tall red candles centered the lace laid table from which the luncheon was served buffet style. Clusters of red holly berries centered smaller tables and clever place cards were held by tiny silver horns.

Mrs. Jack Wayland won high score in bridge games.

Those present were Meses W. L. Davis, B. M. Wiltshire, Jack Wayland, Alton Fraser, W. M. Emmons, Oscar Easley, R. R. Wills, a guest, and the hostess.

## WATCH PARTY IS GIVEN FOR CLUB

A watch party was held by members of the Pleasure Hour club and their husbands New Year's Eve at the home of Mr. and Mrs. Roy Jowell. New Year suggestions were used in decorations. Gay balloons hung from chandeliers and adorned windows. Favors were whistles, bells and other appropriate noise-makers.

Games of bridge furnished entertainment and prizes were won by Mrs. Boyd London and Owen Stagner.

A delicious salad plate was served to Messrs. and Meses Boyd London, Owen Stagner, Ralph Smith, R. R. Dixon, W. J. Smith, Harry Lomas, Buford Farmer, Roy Jowell, Mrs. Smith McLeRoy.

Mmes. Owen Stagner, W. J. Smith and Smith McLeRoy were assistant hostesses.

## CHRISTIAN ENDEAVOR HAS CONSECRATION SERVICE

The Christian Endeavor Society of the First Christian church held an impressive consecration service at the regular meeting Sunday evening at 6:30. The service was led by Carl Oldham. Others taking part were Nola Margaret Blue, Erma Faye Roberson and Betty Cockrell. Rev. H. M. Redford talked on the Christian Endeavor motto, "For Christ and the Church." A large lighted cross, beautiful in its significance, was used as a symbol of service and emphasized the program's central theme.

The Endeavor meets each Sunday evening at 6:30 and the public is cordially invited.

## DISCUSSION GROUP WILL HEAR DR. C. A. PIERLE

Dr. C. A. Pierle of WTSTC will be speaker at the discussion group of the new year for 1937 which will be held at the home of Mrs. M. T. Wiley on Wednesday evening at 8 o'clock. Dr. Pierle held a similar position in WTSTC.

## MISSIONARY ADDRESSES CHURCH NIGHT AUDIENCE

Mrs. M. T. Wiley, returned missionary from India, was the principal speaker at the mid-week church night meeting at the First Christian church Wednesday night. A large crowd was in attendance. Members gathered at the church at 6:30 when a covered dish dinner was served to approximately 125.

Mrs. Wiley, who now lives in Arlington, was born in Horsens, Denmark. She and her husband were missionaries in India for several years. She was brought to Hereford under the auspices of the Woman's Missionary Society of the local Christian church.

In Mrs. Wiley's talk on India, she spoke of the contrast between the Hindu customs and beliefs and the Mohammedan traditions. She also compared the Mohammed religion with Christianity, and told briefly the difficulties missionaries encounter in their work in the foreign fields.

Mrs. Wiley will speak to the Missionary Society at the Christian parsonage Friday afternoon at 3 o'clock. Missionary Societies of all other churches are cordially invited to attend.

## WOMAN'S MISSIONARY SOCIETY MEETS

The Woman's Missionary Society of the Methodist church entertained with a covered dish luncheon Wednesday at the parsonage, with Mrs. T. C. Willett as hostess.

Following the luncheon, Mrs. J. E. Ward, president, presided at the business and educational meeting. Pledges were made, committees were appointed and plans were discussed for the coming year's work. Mrs. William McGehee was leader of the study program in the World Outlook.

Mrs. W. S. Williams of Annette and Mrs. Ross Harrison of Jacksonville, Illinois were visit-

## EMPLOYEES ENTERTAIN POSTMASTER AND WIFE

Complimenting Mr. and Mrs. Walter Pickett, a lovely dinner was given Tuesday evening by the postal employees at the home of Mr. and Mrs. Reed Williams. The rooms were decorated with bouquets of flowers. The dining table was centered with a low bowl of red roses on a mirror reflector. Silver holders held tall red candles at each end of the table.

Following the dinner, the evening was spent informally, games of 42 furnished interesting diversion.

Attending were Mr. and Mrs. Elmer Patterson, Mr. and Mrs. George Millard, Mr. and Mrs. E. W. Young, Mr. and Mrs. Lee Caldwell, Mr. and Mrs. E. Ramey, Mr. and Mrs. A. Peterson, Mr. and Mrs. Owen Stagner, Mr. and Mrs. Reed Williams and the honor guests.

## Progressive News

BY OLIVE PERKINS  
Mrs. Ira Ricketts visited Mrs. Luke McBrayer and daughter Friday afternoon.

Mrs. Wilkerson of Miami spent the holidays with her daughter, Mrs. Watson and Mr. Watson.

Ben Conkling spent Monday night in the Ray Hershey home.

Arnold Hershey left Monday for the Perrin ranch near Adrian. A good number enjoyed the new year's party at the school house. Party-goers and other games were played. Refreshments of candy and apples were served.

Little Lloyd Russell, who had a severe case of pneumonia, is improving.

Ira Jeanne Ricketts was out of school several days because of sinus trouble. Betty McBrayer has been out of school because of a boil on her knee.

The Sunday school re-elected the following officers Sunday: Ray Hershey, superintendent; Noel Higgins, assistant; Ira Jeanne Ricketts, secretary and treasurer; Millard Gregory, song leader; Virginia Bowman, assistant.

At singing school Sunday evening C. P. Caldwell was elected as president; Ray Hershey, vice president; Millard Gregory, song leader; Edgar Russell, assistant; Eunice Caldwell, secretary and treasurer; Augustine Gregory, pianist.

## RATS ARE ECONOMIC AND HEALTH PROBLEM

That rats not only destroy property, but carry disease germs, is a well known fact. Prompt and effective measures by the United States Public Health Service for killing and rat-proofing buildings have saved this country from serious epidemics, such as occurred in the Old World in past generations.

Rats are a pest which has become a health officer, because of the large amount of money and loss of life which these pests may cause.

"If rats are in your home or business house, kill them as soon as possible. Because rats increase so rapidly it is useless to expect more than temporary relief from campaigns of riddance restricted to killing only. To be of lasting benefit the work of building rats out of their shelters and away from their food supply must go along with that of trapping, poisoning and other means of eradication.

"Rats eat every known food, both animal and vegetable. The removal of garbage, rubbish, trash and similar material is of importance in rat control as it affords shelter as well as food.

"In recent years the use of 'red squill' as an effective rat poison has placed in our hands a most effective weapon. In case human beings or domestic animals should eat the bait containing 'red squill' they would vomit and rid themselves of the poison, but it seems that rats cannot vomit and they die of a progressive paralysis, which kills in from one to four days, thereby giving them time to take to the open, as they commonly will.

"A thorough and systematic campaign to rid your neighborhood and community of rats will not only save money but will preserve your health and that of your family."

## California's King's Highway

There are thousands of miles of paved highway in California, says a writer in the Detroit News, but perhaps the most traveled is El Camino Real—the King's Highway. Motorists speed down this historic road inconspicuously, little heeding that its length from San Diego to San Francisco was first painfully explored by the slow pilgrimages of Spanish padres who centuries ago were accustomed to make the journey on foot, each mission having been established a day's journey distant from the other, so that in case of attack they might lead each other aid.

## COURTHOUSE RECORDS

**Oil and Gas Mining Leases.**  
Gussie John and Western Union Oil Co., 8 1/4 section 19, T-3-N, R-3-E, 320 acres.

Fred Wolber and Western Union Oil Co., section 5 of T-3-N, R-3-E, and SE 1/4 section 32 T-4-N, R-3-E, 800 acres.

Alfred Ellison and Western Union Oil Co., SE 1/4 section 22, N 1/2 section 21, NE 1/4 section 29, all in T-4-N, R-1-E, 480 acres.

W. F. Nichols and Western Union Oil Co., E 1/2 section 27 and NE 1/4 of section 34, all in T-3-N, R-1-E.

**Lease Assignments.**  
Western Union Oil Co. to C. R. Smith, SE 1/4 section 19, T-3-N, R-3-E, 160 acres.

Western Union Oil Co. to C. R. Smith, W 1/2 section 5 T-3-N, R-3-E, N 1/2 SE 1/4 of section 32, T-4-N, R-3-E, 400 acres.

Western Union Oil Co. to C. R. Smith E 1/2 section 27 and N 1/2 section 34, T-3-N, R-1-E, 480 acres.

**Warranty Deeds.**  
J. Ray and wife to George B. Ray, lot 5 and S-23 of lot 4 of block 25, Town of Hereford, survey 61.

J. Ray and wife to Mary Lois Ray, a feme sole, lot 5, block 26 of town of Hereford, survey 61.

**Patents.**  
To W. L. Shugart, assignee, 161.8 acres being NE 1/4 of section 22 BS & F certificate 1-703 block 7, 16 miles north, 45 degrees east of Hereford.

To W. L. Shugart, assignee, 161.8 acres being SE 1/4 section 22 certificate 1-703 block 7 BS & F 17 miles north 45 degrees east of Hereford.

Try First to Buy in Hereford.

## Local Burial

### Ass'n Sold To Amarillo Ass'n

Paul Barnett, president, this week announced the purchase of the Hereford Burial Association by the Western Burial Association of Amarillo. The new owners assumed all liabilities of policy holders in the Hereford Association on December 31, 1936.

Successors to the Hereford insurance company are highly recommended by Amarillo banks and other firms familiar with their sound business management. Mr. Barnett said.

The Hereford Burial Association was established several months ago and was sound in the protection of its policy holders.

### Sandhill Crane's Courtship

Few people have ever had the opportunity of seeing the fantastic and amusing courtship antics of the sandhill crane, and the following description by N. S. Gross in the "History of Birds of Kansas" is one of the few complete accounts: During the courtship and early breeding season their actions and antics at times are ludicrous in the extreme, bowing and leaping high in the air, hopping, skipping and circling about with drooping wings and croaking whoops, an almost indescribable dance and din, all working themselves up into a fever of excitement, only equaled by an Indian war dance, and like the same it only stops when the last one is exhausted.

### Port and Sherry

Jerez, Spain, is where sherry comes from. Port comes from Oporto, Portugal.

## GENETICS PROVIDES GUIDE FOR GROWERS OF SORGHUM

One of the newest sciences, genetics, is making the work of the plant breeder easier. Sorghum improvement for example: It has about a dozen objectives, all of which are more readily attainable because of what plant breeders are learning about this science that deals with inheritance in plants and animals.

Among the qualities which plant breeders seek in new sorghums are earlier maturity, white or yellow palatable seed, dwarf types for easy machine harvesting, juicier forage, lower prussic acid content, improved syrup production, resistance to insects, seed and root rots and smut leaf spot and lodging, and ability to grow in spite of drought or cool temperatures.

Resistance to disease, insects, drought or cool temperatures and hybrid vigor or earlier maturity results in larger or more stable yields. Other improvements mean better utilization or more economical production.

Plant breeders with their recently acquired knowledge of genetics know that certain crosses will produce a fairly definite percentage of sorghums for a specific purpose. Seed dark brown in color is unpalatable. White or yellow seed is palatable. If a sorghum with a red or yellow seed is sought, immature plants of the wrong type may be discarded before they are mature, because the basic color of the seed coat always is present in the leaves, the boots and flower parts.

Similarly, good forage hybrids with juicy stalks may be spotted early. If the leaf midrib is dull gray, the stalk will be juicy—if nearly white, dry. If the seed coat is chalky in appearance, the sorghum probably is susceptible to seed rots and the grower may have difficulty in obtaining a stand.

Switch TO RUDGE and save Money!

We Have Some Very Unusual Bargains In USED CARS See Them IRELAND Motor Co.

FREE TO THE FIRST 1937 BABY BORN in Deaf Smith County, a \$1,000 twenty premiums policy. Old line legal reserve company.

TO THE SECOND 1937 BABY BORN in Deaf Smith County, a \$500 ordinary life policy. Old line legal reserve company.

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  - American Boy...1 Yr.
  - McCALL'S MAGAZINE...1 Yr.
  - True Confessions...1 Yr.
  - PATHFINDER (Weekly)...1 Yr.
  - Better Homes & Gardens...1 Yr.
  - Christian Herald...6 Mos.
  - Flower Grower...6 Mos.
  - Home Arts—Needcraft...1 Yr.
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  - Romantic Stories...1 Yr.
  - Screen Play...1 Yr.
- Check 2 Magazines thus (x)
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  - Country Home...1 Yr.
  - Good Stories...1 Yr.
  - Successful Farming...1 Yr.
  - Southern Agriculturist...1 Yr.
  - Illustrated Mechanics...1 Yr.
  - Progressive Farmer...2 Yrs.
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TOWN AND STATE \_\_\_\_\_

# PURE FOODS

AT STARTLING SAVINGS

|  |  |
|--|--|
| <b>CRACKERS</b><br>All 2-Pound Box<br><b>15¢</b> | <b>PRUNES</b><br>Gallon<br><b>29¢</b>                |
| <b>PINTO BEANS</b><br>4-pounds <b>25¢</b>        | <b>PEAS</b><br>Phillips, No. 2 can, 2 for <b>25¢</b> |
| <b>TOILET TISSUE</b><br>4-pounds <b>25¢</b>      | <b>TOMATOES</b><br>No. 2 can, 3 for <b>25¢</b>       |
| <b>10¢</b>                                       | <b>SALMON</b><br>Fancy pink, 2 cans                  |
|  | <b>TUNA FISH</b>                                     |

## Compound 402

**FLOUR**  
GREAT WEST  
48-Pound Sack **\$1.74**

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| <b>PEANUT BUTTER</b><br>Quart Jar<br><b>25¢</b>                | <b>SOAP</b><br>Red and White, 5 Giant Bars<br><b>19¢</b>   |
| <b>CLEANSER</b><br>Red & White or Lighthouse, 2 cans <b>9¢</b> | <b>CATSUP</b><br>Brimful, 14-oz bottle <b>12¢</b>          |
| <b>BABO</b><br>2 Cans <b>15¢</b>                               | <b>HOMINY</b><br>No. 2 can, 3 for <b>25¢</b>               |
| <b>SUPER SUDS</b><br>Large size <b>19¢</b>                     | <b>ALL BRAN</b><br>2 boxes with measuring cup <b>25¢</b>   |
| <b>MUSTARD</b><br>Quart Jar <b>14¢</b>                         | <b>IMITATION VANILLA</b><br>Cage's, 4-oz bottle <b>15¢</b> |

## \$5 Free Groceries Saturday

**Coffee** Weir's Supreme Fresh Ground Pound Package **25c**

# WEIR'S

RED & WHITE



# Review News Highlights of 1936 Through Brand Headlines

## Summary of Local News for 1936

### Mixes Pathos, Progress, Triumph

The passing of the year 1936 marks the completion of another chapter in the history of Hereford, Deaf Smith county and vicinity. That history has been recorded from week to week in the columns of The Brand, and it is the headline highlights from this publication that were used in composing the compact review of the last 12 months, as given here.

Passing of pioneers and well known citizens were the outstanding headlines of the year 1936, but prominent business, civic and social activities also are to be found in The Brand's summary of Hereford and Deaf Smith county's newest chapter to history.

#### January, 1936.

B. H. Hopkins, vocational agriculture teacher resigns; W. M. Emmons selected by school board to fill vacancy. Rain and snow is weatherman's New Year's gift. Vincent L. (Dad) Moore passes away quietly on Christmas Day. Sheriff John B. Miller dies instantly in highway mishap. Mrs. W. H. Patton succumbs to long illness. Between five and six inches of snow falls January 7. Alex R. Bateman named county agent succeeding Dewey Reed. Death claims Joe H. Foster, pioneer newspaper man. Mrs. John B. Miller named sheriff to complete term of deceased husband. Mrs. F. H. Brittain passes away. E. T. Allred, L. H. Foster and J. C. Allred first candidates to announce. H. C. Matfeson, 78, dies January 20. Area is having coldest weather in five years as new mark is reached with six degrees above zero on January 30. Mrs. H. C. Doak passes away. Chamber of commerce names Jesse Stanford, G. W. Brumley, George Muse and Alex Thompson as new directors and at same time retains three members of the old board, S. O. Wilson, Wilson Giles and C. J. Paddock.

#### February 1936.

Services held for Mrs. R. T. Nunn and Chester Ogleby. Soil conservation work here thrown open to all labor. Jesse Stanford named C. O. C. president. Cattle production in Deaf Smith county increases 24 per cent from April, 1930. Hereford high school herd receives trophy cup from Plainview chamber of commerce for being regional runner-up in 1935 by playing Matador a 19 to 14 game. Jim Lipscomb elected president county agricultural council. 227 employed on erosion project. Ex-service men of county will get almost \$100,000. Thomas Winston Hamm of Dimmitt dies of injuries received in automobile accident. Hereford gets 1 1/2 per cent credit in fire insurance. Farmers apply for emergency grants. Rural schools to stage meet on March 14-15. Soil conservation service ready to start terracing, tree planting and blanket covers ground. Two new bridges, Larry Galloway bridge over river and one at bridge over river is sponsored by the county. Rev. W. A. McQuinn pastor of assembly of God church here. Funds received for Hereford county farmers. Terracing work started by Mayor C. J. Paddock. There is epidemic of influenza in Hereford. Resigns as C. O. C. president. Young Shirley and theatre company.

#### MARCH, 1936.

Hereford high school girls win district basketball title at Tulla. Floydada club gives program for Lion tote. Survey indicates wheat in excellent condition. Setting out of trees starts March 5. Deaf Smith's WPA road project lost. Stree hardware moves to new location. Mrs. Josephine A. Gallaher passes away. 150 more emerg-

ency grants arrive. Drivers tags hit 1100 mark. Mr. and Mrs. J. N. Messenger celebrate 44th wedding anniversary. A. A. Ott, pioneer land man, dies. To make survey of rural power users. Last rites for J. H. McMurray held. Rev. H. M. Redford called to local First Christian church. Rites held for Mrs. Laura C. Gilmer at Friona. A \$2266 grant, received through PWA for Central school work. Westway wins county meet with total of 250 points. Hereford selected for 1937 Christian Endeavor meet. J. Alton Miller named Utilities head. D. R. Gass succumbs to injuries. Cattle shipments heaviest in three years, is report. Mrs. S. M. Carr dies.

#### APRIL, 1936.

C. H. Hardwick goes to Spur, buys two theatres, John Roberts of Cloris named manager of Star here. Homer Fox opens The Man's Shop, 10 per cent cut in city's water rate announced. Bill Kerr and Gus Streu returned to school board. Mayor and commissioners returned to office in two elections. Last rites held for E. H. Blood. Jail empty for first time in many months. Plans for Centennial Day announced. Cantatas feature Easter service. School setup remains unchanged as board renews contracts. Carl Spratt hurt in car crash. Formal opening of Weir's Red and White grocery held. LaNelle Schel-hagen places first in state music contest in Fort Worth. Work started on Central school. DeMolay group organized here. Week of April 27-May 3 designated as spring fire prevention clean-up week in proclamation by Mayor C. J. Paddock. Hereford high wins third in district interscholastic league meet at Canyon. Girls win district title in debate. Showers general over south, east portions of area. Hereford takes fourth in state home economics contests.

#### MAY, 1936.

Brand issues 18-page Centennial edition. Hereford band awarded trip to centennial. Local musicians carry off many honors at 22nd annual festival of North Texas School Band and Orchestra Association contests in Amarillo. H. H. Fennell of the soil conservation service addresses 300 farmers here. 5000 join in celebration of Centennial here, display of collection of day's leading products, old timers, etc. Hereford graduates get diploma, as George Conklin and Mary Virginia Eberle are named high students. Horace Johnson, Dimmitt school senior, drowned on class outing. Townsend club organized here. Howard J. Eberle receives medical degree from Texas University at Galveston. Rites held for Billie Ray Putts who was drowned in Tierra Blanca creek. Signing of 500 farm work sheets swings new program into action. Rain and hail covers county, doing considerable damage. Five inches recorded at Friona, from 4 to 8 over county. Clyde Posey defeats J. M. Posey to take local golf honors. Ralph H. Bennett succumbs to heart attack. June 16 set as Hereford day at Centennial. Judge Mal Stewart off for Washington. Hartland Caraway's automobile goes for swim in lake northwest of Jumbo.

#### JUNE, 1936.

Rites held for B. M. Hines, pioneer ranchman. Beauty takes a holiday as men's burlesk is given; Baptist revival held. Summer youth

project approved, work begins. Summer's attack sends mercury to 105 degrees. Ralph Smith named Boss Lion. Fire destroys D. W. Crawford home and damages Ellis Wilson place. C. W. Donovan dies. Hereford band opens National Folk Festival at Dallas. More moisture needed. Lois Stauffer, 13, rescued from Tierra Blanca by Glenn Weir. Bonus bonds received. Ireland Motor Company moves into new location. C. F. Moore named manager of J. C. Penney Company here.

#### JULY, 1936.

Bandit's trail lost near Hereford after Friona bank robbed of \$965. Louis Woodford joins Brumley in partnership. Mrs. Allen Murphy improved after walking into spinning airplane propeller here. Clyde Posey medalist at West Texas-New Mexico golf tournament. County receives over million farm payments. H. B. Shields, Vega rancher, dies suddenly. Over 3000 take in July 4th celebration here. Plaque erected by state highway department honoring Deaf Smith. 65 candidates are listed on local ballot. Mrs. Betty Cavanaugh, 71 year old pioneer, dies. Work of Congressman Marvin Jones endorsed through petition. Edgar Ireland unhurt in Detroit train wreck. Funeral rites for Mrs. Minnie Smith and Mrs. W. C. Russell marks the passing of two more pioneer citizens. 17 injured in accident over area during week end prior to July 23. Herbert Stanley given life sentence in Parwell for Friona bank robbery. Mercury soars to 100 1/2 degrees, new record. County's wheat yield estimated at 250,000 bushels. Dimmitt elevator robbed. Largest deed of trust recorded, for three million dollars. Mrs. Bessie L. Smith and Earl W. Wilson elected in first primary. J. C. Allred and J. O. Newell in run-off for sheriff. Jack Rose and S. O. Wilson in run-off for commissioner, precinct one.

#### AUGUST, 1936.

C. W. Price killed in flag shooting. 60th district court docket has 59 cases. Irrigation veteran surprised at abundance of shallow water here. Burial Association organized. Boy Scouts organize. Government weather station atop the Hereford Brand building. Judge W. M. Stewart placed on drought committee. Dimmitt celebrates 45th birthday. Roy Richard Hudgeons, 15-month old son of Mr. and Mrs. J. H. Hudgeons, drowns in stock tank. Drought meet held in Amarillo. L. L. Richardson of Spearman is killed in car wreck near Hereford. New power line to be constructed to serve irrigation district south of city. Unofficial returns give J. O. Newell one-vote majority in sheriff's race. Jack Rose re-nominated for commissioner.

#### SEPTEMBER, 1936.

Court adjourns at completion of third week because of illness of District Attorney. Spoon, Wash.

gridsters report for football. Cattle sales increase. Contour work in county praised. Schools open, 777 enrolled. Clean-up campaign ordered. Clyde Posey wins Hereford invitation golf tournament. Rites held for Nathan Ellis Hord, pioneer ranchman. W. S. McNabb succumbs to injuries received in car accident in which L. L. Richardson was killed. Hereford Lions capture district softball title. Al-derson buys S. E. Variety store. Hearing of protest in sheriff's race results in nomination of J. O. Newell. H. C. Natt, Lubbock success-man, found dead on highway 60. O. G. Hill purchases Texas grocery and market from Jimmy Robinson. Fencing completed along proposed Hereford-Dimmitt route. Farmers' Creamery Association, Inc., purchased by S. B. Walker and son, Dick Walker, name changed to Hereford Creamery Co. J. M. Henderson exhibits grand champion of Tri-State Fair poultry division. Two men are charged after one is shot, following affray at Fore farm. Women of area win more than four dozen prizes in domestic exhibits at Tri-State fair. Panhandle defeated the Hereford football team, 31 to 0.

#### OCTOBER, 1936.

Fire prevention drive sponsored. Mrs. W. A. Tate, Castro county pioneer, dies. Electrification project pushed through mass meeting. WPA work of calicheing city streets begun. Band plays at Tri-State fair. Portales 7, Hereford 0. Ross Fuller exhibits grand champion at South Plains fair poultry division at Lubbock. Mrs. Mandy Cooper, aged resident, dies. Dr. Lyle H. Leslie, Oklahoma City, joins staff of local Richmond University. County's first trench silo filled. Mr. and Mrs. Elliston observe 52nd wedding anniversary. J. C. Lance rites held. Open house at newly remodeled central school building. Summerfield school bus features in highway crash. H. N. Gregory and R. E. Cottingham injured in collision. Snow blankets area with temperature below freezing. Whitefaces defeat Happy, 13 to 6.

#### NOVEMBER, 1936.

County joins nation and state in election opinion, with light vote. F. A. Robinson, Castro county founder, dies. Alton Fraser purchases Cone Elevator. W. B. Dameron, Panhandle pioneer, taken by death. Rev. T. C. Willett reappointed to local pastorate Methodist church. FFA clubs form district organization. Erosion danger reported on 60 to 70 sections. Mrs. Lucy Hall and daughter, Myrtle, formerly of Hereford, killed in crossing crash near Kelchey, Kansas. Whitefaces tie Tulla 7-7; lose to Canyon 20-0. \$100,000 worth of wheat checks received. Annual poultry show premium list issued. City Drug.

area, all agencies join to combat erosion. Red Cross over top in roll call. Death takes Mrs. Adaline Walker. Paul Posters buy Ikes Cafe. State to buy bonds of independent school district at 4 per cent. B. T. U. winners enter state meet at Abilene. Democrats give \$106.06 to fund. '97ers enjoy annual reunion.

#### DECEMBER, 1936.

Word picture of largest take in Northwest Texas painted in meeting here, regarding dam across Tierra Blanca. Tax payments show increase in current state and county collections. L. L. Womble purchases M. D. Womble Implement company, changes name to Hereford Implement and Appliance Co. Local officials attend meeting regarding regional police radio station. Thomas Mason Whitman, Hereford business man, laid to rest in Canyon cemetery. Earnest E. Hayley becomes editor of the Brand, Editor Adrian Odum goes to Childress Index. Handel's Messiah well attended. Area gets 15 inch moisture. Dozen Hereford delegates attend Highway 60 meeting in Amarillo. McConnell Electric Co. opens here. Turkey breeders pool 85 dressed birds. Services held for Mrs. Margaret Knight, mother of Mrs. Pat Wederbrook of this city, at Canyon. Dimmitt Appliance Co. formed at Dimmitt. High school girls present Christmas Cantata. HHS football and pep squads hold banquet. Electrification project goes before division at Washington. State receives bids on Highway 60 work in Parmer county. Final respects paid Mrs. W. E. Neal. Seventh annual poultry show claims honor of best quality birds ever exhibited. County's wheat in fine shape, but erosion warnings issued. Congressman Jones visits here. Conservation committee named. Activity renewed at Garcia Lake wild-cat test. Lions play host to Santa and 2200 children. WPA sewing room holds open house. Miss Mattie Mae Swisher hurt in fall. Mrs. D. S. Gideon dies. Local Scouts hold court of honor. Conservation body attends Amarillo meet. W.

R. Kimbrough joins agent's staff. G. A. Harris rites held. College students home for holidays. Amarillo wins state football crown third year. Mr. and Mrs. John L.

Wilson celebrate golden wedding. Mrs. Steve J. Sanders dies after long illness. Grading rushed along Dimmitt route. Fire destroys farm home of H. Broach.



### Plan Now For College

### Your Bank Can Help

If you've made a New Year's resolution to prepare yourself for a successful career by going to college, make another resolution to gain this goal. And put this resolution into action by starting a saving plan now. A little laid aside every week amounts to quite a bit at the end of the year. Start saving now and you'll find it easy to gain the advantages of a college education!



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The helpful idea we're talking about always contains more or less moisture, which can gradually form water in your gasoline system. There is less chance of this when you keep too much air out of your gasoline tank, by having it filled close to the top. It is still just as important as ever to get a gasoline that always fires away lickety-split in any cold... not dripping and flooding wastefully... not draining your battery by a lot of "false starts"... not thinning your oil by needless choking. The most helpful thing you can do for yourself right there is to keep your tank full of sure-firing Special Winter Blend Conoco Bronze. Continental Oil Company

## SPECIAL WINTER BLEND CONOCO BRONZE GASOLINE

Protect What You Have INSURE John McLean Insurance Agency Phone 373

# THANKS . . .

As appointee to serve the remainder of my husband's term as Sheriff and Tax Collector of Deaf Smith County, I have enjoyed the full support and cooperation of my co-workers and the people of this county. For the considerations and assistance afforded me during this tenure, I offer my grateful thanks.

## Mrs. J. B. Miller









# PERSONALS

Mr. and Mrs. R. G. Blue and family visited friends in Canyon Sunday.

Miss Ida Martha Pierle of Canyon spent the week end visiting her sister, Miss Eleanor Pierle.

Mr. and Mrs. T. W. Alkerson and daughter, Miss Marjorie, spent Sunday in Sudan.

Mrs. E. S. Ireland spent Monday in Canyon with her mother, Mrs. H. T. Bell.

Mr. and Mrs. Alton Fraser left Monday morning on a business trip to Albuquerque, New Mexico.

Mrs. J. D. Buchanan and daughter, Miss Beatrice, of Friona were shopping here Saturday.

Mmes. Short and Anderson of Friona were shopping in Hereford Saturday.

Mrs. Bentah Lee Carter of Amarillo spent the week end with her daughter, Harriett, and her mother, Mrs. Hatti Rutherford.

Rev. and Mrs. H. M. Redford returned Saturday from a Christmas vacation spent in Arlington, Fort Worth and Dallas.

Mrs. H. C. Patterson left Tuesday afternoon for Kansas City, Missouri, where she will join her husband and go to Cleveland, Ohio, where they will make their home. Mrs. Patterson, the former Helen Sisk, has been visiting her mother, Mrs. R. G. Sisk.

Mrs. W. H. Russell attended the basketball games between Hereford and Farwell at Farwell Saturday night.

Mr. and Mrs. Homer Brumley returned Saturday from a business trip to Fort Worth over the week end.

Mayor C. J. Paddock and City Marshall Wallace Cox made a business trip to Amarillo Wednesday.

Rev. and Mrs. Roy T. Nunn of Post spent New Year's Day with his father, R. T. Nunn and family.

Mr. and Mrs. Buzz Henson and baby of McAllen arrived Friday to visit his mother, Mrs. Ethel Henson.

Mrs. Rex Tynes and daughter, Nina, have returned to their home in Lubbock after a visit here with friends.

Mr. and Mrs. Benny Fulkerson and family of Roswell, New Mexico, left Sunday for their home after spending the holidays here with relatives.

Mr. and Mrs. Paul Mathers returned Monday from Munday, where they visited Mrs. Mathers' mother, Mrs. Ethel P'Pool, during the holidays.

Mrs. John Haberer has returned from Big Square where she visited her sons, Roy, A. L. and Herman and their families during the holidays.

Mr. and Mrs. Coleman Wright have returned after spending the holidays with relatives in Dismitt. Mr. Wright is a mechanic at the Hereford Motor Co.

Mr. and Mrs. W. S. Williams and daughter, Mrs. Zola Henry, and grand daughter, Mary Louise Henry, of Amarillo were Hereford visitors Friday.

## Enter Birds In Slaton Poultry Show This Week

Three poultry breeders of Deaf Smith county this week entered birds in the Slaton poultry show which opened Tuesday. Jack Wright left Tuesday with 40 birds to be exhibited from this county.

Mr. Wright took 21 of his own White Rocks, including the pullet which won the grand championship of the seventh annual Tri-County Poultry Show held here in December, and 11 Golden Seabright bantams, which are owned by Jackie Wright.

Ross Fuller sent eight Buff Orpingtons, prize winners in their own rights, to bring the total of exhibits from this county to 40.

## Hospital Notes

Mrs. E. J. Johnson of Rodessa, Louisiana, was admitted Wednesday for medical treatment. She was visiting her mother, Mrs. A. S. Curry, of Friona, prior to her admittance to the Deaf Smith county hospital.

Bill Stoker, who was admitted Friday, January 1, with pneumonia, was reported improved Thursday of this week.

Herman Hyopock, who was operated on December 31, was expected to be released this week.

Mrs. D. W. Brown was reported much improved Thursday.

Albert White, admitted December 28, was greatly improved. He has been receiving medical treatment.

J. W. Blakely was dismissed Wednesday after being brought to the hospital Tuesday suffering a severe bleeding of the nose.

A business visitor in Hereford this week is William G. Brouse, government auditor of Houston.

Carl Spratt left Saturday for Yancy, Texas, where he will resume his work as band instructor in the public schools at that place.

Mrs. J. M. Murchison and children returned home last week end after a visit with her parents, Mr. and Mrs. A. F. Park, in Dallas.

Mrs. E. Ramey and daughter, Miss Oline, Mrs. G. A. Frye, Mr. and Mrs. S. A. Swim were in Amarillo Saturday visiting relatives and friends.

John Haberer and son, John M. Haberer and wife returned Saturday from a two weeks visit in Los Angeles with Mr. and Mrs. Henry Sherman. Mrs. Sherman is a daughter of John Haberer and is the former Miss Ruth Haberer.

Mr. and Mrs. S. A. Swim and son of Wichita Falls visited Mrs. Swim's sisters, Mrs. A. C. Putts and Mrs. E. Ramey, and niece, Mrs. G. A. Frye, during the holidays. They returned home Monday.

Miss Ella Broadwell returned last week to her school work as teacher of social science and history in the public school in Georgetown. She spent the holidays here with her mother, Mrs. H. L. Broadwell.

Mr. and Mrs. H. D. Culpepper returned last week from a holiday visit with their daughter, Mrs. Felix Kuykendall, and family of Phoenix, Arizona. They were accompanied by their son, O. H. Culpepper.

Miss Lillie Hostetter and brother, J. C. Hostetter, spent Sunday with his son, Henry and wife, in Borger. Accompanying them were Mr. Hostetter's two grand daughters, Mary Alice and Barbara Jane, who had been visiting in Hereford.

Mrs. Ida Lee Price left Sunday after spending the Christmas holidays here with Mr. and Mrs. Dow Mercer and other friends. Mrs. Price is a former resident of Hereford and for many years was actively connected with social and civic affairs of the community.

Virgil Cloyd, son of Rev. and Mrs. V. M. Cloyd, former Hereford residents, visited friends here last Friday. Virgil is a student at Baylor University, Waco, and was spending part of his holiday vacation with friends in Plainview. Rev. Cloyd is a former pastor of the local Baptist church.

Valley Forge

Valley Forge received its name from Valley Forge Creek, and the creek received its name from the Mount Joy Iron Works, which were built on the stream, 19 miles northwest of Philadelphia. The foundry was known locally as "the valley forge" and in time the stream was called that, too. The site of the camp is now a state park.

## New Officers Take Oaths and Assume Duties

Chosen by the voters at the 1936 Democratic primaries and the November general election, persons elected to important Deaf Smith county offices took their oaths Friday, January 1, in ceremonies at the court house.

Judge W. M. Stewart swore in Judge-elect Earl W. Wilson, and the commissioners. Other officials were sworn in by Judge Wilson. All officers, including both new and re-elected, were sworn in Friday except County Attorney John Coffee and T. C. Mathies, constable of precinct one, who were out of town.

The Commissioners' Court, comprising Judge Wilson, Commissioners P. J. Rose, T. W. Roberson, H. D. Culpepper and Ernest T. Allred, held a session and approved the bonds of all county and precinct officials.

## Stockholders Of Farm Loan To Hold Meet

The Hereford National Farm Loan Association will hold its annual stockholders meeting in the Deaf Smith county court room next Tuesday, January 12, at 3 o'clock, A. O. Thompson announced this week.

The annual meeting is being held at the afternoon hour so that members may hear the radio address beginning at 3 o'clock by A. C. Williams, president of the Federal Land Bank of Houston.

Flax for Paint

Sixty-two million acres are required to produce flax necessary for our annual consumption of linseed oil. This is equivalent to the area of the upper four New England states.

## Ridgeway Rites Held Colorado December 13th

Funeral services for O. E. Ridgeway, former Hereford citizen, who died at Cripple Creek, Colorado, on December 11, were held in that city Sunday, December 13. Interment was made in Mt. Pisgah Cemetery.

Mr. Ridgeway was a plasterer by trade and was associated with Pat Wederbrook of this city in that profession for a number of years before leaving here about two years ago. He had worked in many sections of the United States and was a business agent in Amarillo during the boom days of 1926-27.

Oran Everett Ridgeway was born at McPherson, Kansas, July 15, 1883. He was married to Mrs. Eddith McDonald of Hereford on October 15, 1926, at Clovis, New Mexico.

The deceased had been in poor health for more than two months, but he was working and death came unexpectedly from a hemorrhage. He passed away in five minutes.

He is survived by his wife, of Cripple Creek, four step children, Russell G. McDonald of Panama, Verne and Olive Ruth of Galveston, and Paul, of Cripple Creek; and a brother, J. E. Ridgeway, of San Diego, California.

Leaves for Pampa

Miss Ruby Thompson, accompanied by her mother, Mrs. A. O. Thompson, left last week end for Pampa, where Miss Ruby assumed her duties as teacher of Public School Music and Health in the Pampa public schools Monday morning. Mrs. Thompson will spend this week in Shamrock assisting in some church work there.

Winds Are Constant

Because of the world's rotation, there are certain latitudes in which the winds blow in a more or less definite direction almost the whole year through.

## Deaf Smith Is Transferred to New District

In a letter received by Alex R. Bateman this week, announcements were made by the Extension Service at College Station of the transfer of Deaf Smith county from District 2 to District 1. The change became effective January 1.

This change is made to facilitate the handling of the Extension program in Deaf Smith county.

H. H. Williams, state director, wrote: "The Wind Erosion set-up in the Panhandle made this change necessary," the letter explained.

The transfer places the local county agent's office under the supervision of Parker D. Hanna of College Station, rather than O. D. Tumlinson of Lubbock. It does not effect the county's program in any way, as far as the public is concerned.

Inhabitants of the Earth  
About 2,000,000,000 persons live on the earth, according to the League of Nations.

## Floor Covering SPECIALS

We open the new year with a great array of beautiful floor coverings at attractive bargains. To appreciate their value and beauty, visit our store and ask to see them.

9 x 12 Rugs

Attractive patterns of bright, gay colors. Just the thing for adding that complete look to your home.

\$4.95



6 feet wide, felt base goods, per foot ..... 18¢  
9 feet wide, felt base goods, per foot .... 42¢

**E. B. Black Co.**

## STAR THEATRE

Hereford, Texas  
Thurs. - Fri.

### Reasons Nite

You may register Thursday matinee or night or Friday matinee and you do not have to be present to answer to the announcer!

On the Screen:

Mr. Deeds Goes to Town for the best looking gal in China!



GARY COOPER and MADELINE CARROLL  
in  
**'The GENERAL DIED at DAWN'**

Saturday Only

NEW POLICY  
Kiddies 10¢ Adults 15¢  
Matinee and Night  
DOORS OPEN  
12 O'CLOCK NOON

FAST FURIOUS ACTION!

FIGHTING!  
RIDING!  
SHOOTING!

HAROLD BELL  
WRIGHTS

WILD  
QUANTZ

BUCK JONES  
PHANTOM RIDER

## STAR THEATRE

Sunday - Monday  
Preview Saturday Nite

THRILL of THRILLS!  
Garbo in the arms of Robert Taylor! A love drama you heart will never forget!



GARBO loves ROBERT TAYLOR

CAMILLE  
with LIONEL BARRYMORE  
ELIZABETH ALLAN - JESSIE BALPH  
HENRY DANIELS - LINDOR ULICH  
LAINA HOPE CREWS

Tues. - Wed.

BARGAIN DAYS

THE FLEET'S IN  
BUT WHEN HE FELL IN LOVE THE WHOLE NAVY TRIED TO HELP!



BE CAREFUL  
LEW AYRES  
MARY CARLISLE  
LARRY GRABER  
BENNY BAKER  
GRANT WITHERS

This Selected Short Subjects

|    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

|                 |                               |               |
|-----------------|-------------------------------|---------------|
| OYSTERS         | 5-OZ CANS                     | 25¢           |
| BABO            | TWO Cans                      | 15¢           |
| PRUNES          | NO. 10 Can                    | 29¢           |
| SOAP            | WOODBURY'S 3 Bars             | 23¢           |
| CANDY           | ALL BULK Pound                | 10¢           |
| COFFEE          | SCHILLING'S Pound             | 27¢           |
| SOUP            | HEINZ 3 Cans                  | 25¢           |
| SYRUP           | Brger Rabbit, 1/2 gal         | 34¢, gal. 59¢ |
| PANCAKE FLOUR   | Aunt Jemima, regular size     | 10¢           |
| PINEAPPLE JUICE | 3 cans                        | 25¢           |
| APPLE CIDER     | Quart                         | 20¢           |
| VANILLA EXTRACT | 8-ounce bottle                | 15¢           |
| CHILI BLEND     | Lb pkg 40¢, 1/2-lb pkg        | 23¢           |
| SOAP            | White Flyer, closing out, bar | 2¢            |
| COCOMALT        | Can                           | 45¢           |
| CLEANSER        | Lighthouse, can               | 4¢            |
| BAKING POWDER   | K. C., 50c size               | 29¢           |
| OVALTINE        | Large size 54¢, small size    | 29¢           |
| MUSTARD         | Quart                         | 15¢           |

**PORK & BEANS** 11 Ounce CAN **5c**

**PEACHES** NO. 2 3/4 CAN 2 CANS **29c**

|                              |     |                          |         |
|------------------------------|-----|--------------------------|---------|
| LYE                          | 25¢ | SOAP                     | 21¢     |
| Nu-Lye, 3 cans               | 10¢ | Giant Yellow Bar, 5 bars | 5¢      |
| PEAS                         | 5¢  | JELLO                    | 12 1/2¢ |
| Early June, No. 2 can        | 25¢ | All flavors, pkg         | 27¢     |
| COCONUT                      | 23¢ | DATES                    | 25¢     |
| 3-ounce package              | 25¢ | Pitted, 8-oz pkg         | 25¢     |
| SPINACH                      | 23¢ | PEANUT BUTTER            | 25¢     |
| No. 2 can, 3 for             | 23¢ | Quart jar                | 25¢     |
| OATS, Moon Rose              | 23¢ | TOMATO JUICE             | 25¢     |
| Plate or cup and saucer, box | 23¢ | 8 cans                   | 25¢     |

FRESH PRODUCE

|                       |         |
|-----------------------|---------|
| LETTUCE               | 4¢      |
| Head                  | 4¢      |
| ORANGES               | 12 1/2¢ |
| Dozen                 | 12 1/2¢ |
| LEMONS                | 27¢     |
| Dozen                 | 27¢     |
| ONIONS                | 10¢     |
| 3 pounds              | 10¢     |
| CRANBERRIES           | 24¢     |
| Quart                 | 24¢     |
| GRAPEFRUIT            | 35¢     |
| Texas Seedless, dozen | 35¢     |

# PIGGLY WIGGIN

FRANK GYLES, Manager

BUY AT HOME PHONE 61