

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

1937 JANUARY 1937						
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THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JANUARY 21, 1937.

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## AROUND TOWN

Sights and Faces Seen

A walk down the main stem this week finds many firms along 500 block receiving new coats of paint and other improvements. Among them are the Star Theatre, Luke barber shop, Star barber shop, Whiteface lunch room and town's produce, Hereford Bakery.

A prediction: In the years to come Herefordites will sit up and say "I knew him when..." They will be talking about Lynn Wood Hallman, son of Mrs. F. S. Smith of this city, the most promising young artist of these parts. His work is already pronounced super-duper.

Bureau of vital statistics records at the county clerk's office show that 47 deaths were recorded in Deaf Smith county during 1936. Of that number 28 were males and only 19 were females.

An indication of how conditions have changed is found in the fact that A. H. Elliston when he came Hereford 32 years ago, traded section of good shallow water land in Deaf Smith county for a house and lot here in the city. That was back during the days of the old Add-Ran college. Mr. Elliston came from Armstrong county to this country.

## Birthday Ball Committees Announced

Glenn Weir, local chairman of the annual Birthday Ball for the President, this week named general committee members and Hereford organizations to conduct ticket sales for the fourth annual ball to be held here Saturday night, January 30, at the Pitman Elevator building. A price of \$1 was placed on the tickets.

The American Legion Auxiliary and the Business & Professional Women's club were placed in charge of the ticket sales, and Prentice Bosson, Leonard Foster and John Patton were named on the general committee. Other plans are to be worked out this week. It was understood.

Dancers at the President's Birthday Ball not only find personal enjoyment in celebrating President Franklin D. Roosevelt's fifty-fifth birthday, but will contribute much financial aid toward the alleviation of suffering and the attack of science on infantile paralysis. As in the past, 70 per cent of the proceeds from the ball will be distributed locally for treatment of infantile paralysis, and 30 per cent will be delivered to the President for presentation to the Georgia Warm Springs Foundation.

Many individuals are planning to avail themselves of the opportunity being offered by Western Union to send greetings to the President on his birthday for only 25 cents. Of all the funds received at the Hereford office of Western Union, through birthday greeting messages, 70 per cent will be returned to this city for use in the fight of infantile paralysis in Deaf Smith county. The remaining 30 per cent will go to the Warm Springs Foundation, just as the birthday ball funds are handled.

## Nix Sells Star Barber Shop to C. O. Wilkins

Newton V. Nix this week sold the Star barber shop, located in the Star theatre building, to C. O. Wilkins. Mr. Nix has operated the shop for the past five years. The new owner, who took charge Monday, has been with the Whitehead shop here for the past six months and was with the Brooks shop here for more than five years. The Star is being repainted and reconditioned this week.

Mr. and Mrs. A. M. Kelly announced the birth of a daughter on Monday, January 13.

## Electrification Project Given Added Hope

Further optimism for the approval of the electrification program in Deaf Smith county was expressed in a wire received from Boyd Fisher, director of the development division in Washington, Wednesday afternoon.

Mr. Fisher's wire was a request for further quotations regarding the electrical rates to be charged under the program, but said in part: "... If you obtain quotations and commitment examination can proceed. All other reports favorable."

H. V. Hennen of the chamber of commerce talked with L. C. McClurkin, general sales manager of the company office in Lubbock and was informed that the requested quotations would be wired within the next 48 hours. The Hereford man in turn wired Fisher that the quotations would be sent within the time period.

A wire of approval on the entire projects is expected Saturday by those working with the program here.

## Resettlement Office Opens Two Days Week

The Resettlement Administration has opened offices on the third floor of the Deaf Smith county court house. E. Burch of Dimmitt, supervisor of the local office, announced this week that the office will be open Thursday and Friday of each week.

The supervisor stated that his office is accepting applications for spring loans from those who are qualified under the 1936 borrower program.

Mr. Burch is to be assisted by Miss W. Irene Hurst, former Junior school teacher, as home supervisor. Miss Hurst succeeds Miss Magdalena Clements, who was recently transferred to Lubbock county.

## Deputy Clerk Resigns

J. M. "Pete" Murchison has resigned as office deputy at the Deaf Smith county tax collector's office after holding the position for the past 14 years. He is to be succeeded by Fred W. Baird, who has been county auditor for a number of years.

## McFADDEN MAGAZINE ANNOUNCES PURCHASE 42 YEAR OLD MURDER STORY

WRITER BY MRS. E. C. EUBANKS OF THIS CITY

Mrs. E. C. Eubanks of this city, author of many magazine stories and articles, received an acceptance letter from the McFadden Publications last Saturday for her latest story regarding a 42-year-old murder, which took place in Lynn county, Missouri. The publishing company informed the local author that her story would be used in one of the nationally known detective magazines at a date to be announced later.

The story, which is titled "Murder Men of Missouri" has a double interest to citizens of this area. It was not only written by a Hereford journalist, but the father of Mrs. J. B. Jones of this city plays a part in the story of the murder which took place in 1894. Her father, Dr. Van Wye, held the inquest over the bodies of the victims, Gus Meek, his wife and children, and returned a verdict of "Came to their death at the hands of Bill Taylor (a banker) and his brother George a farmer." Still another interest is found in the fact that the author's step-father was sheriff of Lynn county at the time. He, James A. Nix, removed the victims' bodies from the grave in which the murderers had placed them.

Bill Taylor was hanged in Carlton, Missouri, in 1896, but George, as far as is known, is still a tharge.

Mrs. Eubanks has had a number of stories and articles published, but this marks her first venture into the true-crime field. The author's first published story appeared in the Brand about six years ago.

## ASKS FOR FLAGMAN!

The Hereford Chamber of Commerce has requested the Santa Fe Railway to station a flagman at the Main Street crossing, in a letter addressed to J. B. Brisco, general superintendent, this week.

H. V. Hennen, secretary of the chamber of commerce and writer of the request letter, stressed the hazardiousness of the crossing and the safety precaution which a flagman would add.

## District Court Opens Here On February 1st

The February term of the Deaf Smith county district court will open here on Monday, February 1. The grand jury is expected to devote most of the first week to their deliberations. Non-jury cases will also be disposed of during that week.

The list of grand jurors, as selected by the jury commissioners of the district court of Deaf Smith county at the August term in 1936 to serve during the February term is: Wes Bradley, D. H. Alexander, Frank A. Gyles, Lester Galley, John H. Biggs, H. G. Conkright, W. R. Scheithagen, G. C. Hartman, R. R. Jackson, Frank Zinner, J. E. Young, J. G. Fortenberry, John Whitsett, R. A. Frye, F. J. Knabe and T. D. Stambaugh. The jury commissioners during the August term were J. G. Weir, A. H. Strau and J. H. Brooks.

District Judge Reese Tatum of Dalhart will preside over civil and criminal cases, while District Attorney Jimmy Witherspoon of Hereford will assist the grand jury in its deliberations.

## DEAF SMITH BOYS ENROLL IN CCC CAMPS

Five boys from Deaf Smith county were enrolled in Civilian Conservation Corps at Canyon on Tuesday of last week, the Hereford relief office announces. The county's quota was originally set at four, but one alternate was allowed after other counties of the district failed to enlist their full quotas.

Those from this county were Kenneth Lomax, Summerfield; Goldman Brasher, Westway; Walter Kuper, Hereford; Levi Mullin, employee of the B. A. West farm for the past year, and Curtis McKinney, Westway.

## Rev. Shepherd Resigns Local Pastorate

Rev. B. N. Shepherd, pastor of the First Baptist church for the past two years, tendered his resignation to the church Sunday, January 17, to accept a position to serve as missionary of the Abilene and Sweetwater district. He is to preach his last sermon here Sunday, and will move to Abilene perhaps next week.

Rev. Shepherd gave up a position as missionary of the Lubbock district to become pastor of the local church in September, 1934. He and his wife have resided here and been active in church and civic affairs since that time. Their son-in-law and daughter, Mr. and Mrs. Carroll Holtzclaw, are students of Baylor University, and they, too, have made many friends while on visits here.

The church's board of deacons have received the names of a number of Baptists ministers and educational workers as suggestions for filling the place left vacant by the resignation of Rev. Shepherd, and they will be considered at an early meeting of the board. It has been announced. Many leading pastors of the Panhandle and West Texas are included on the list. It is reported.

## Tourists Hurt In Car Wreck At Summerfield

Miss Enla Houston of Sapulpa, Oklahoma, was admitted to the Deaf Smith county hospital Tuesday morning suffering bruises and shock as a result of an automobile wreck near Summerfield. She was dismissed Wednesday and continued her trip to Oklahoma.

The car in which she was riding with her sister and husband, Mr. and Mrs. Walter D. Hunt of Ballinger, Texas, and a man companion, turned over on the Summerfield road Tuesday morning after a tire had blown out and control of the car was lost. Miss Houston was the only occupant of the car to be admitted to the hospital, the others suffering minor injuries.

They were returning from Long Beach, California. It was reported, and continued their trip Wednesday after the wrecked automobile had been restored to running condition at a Hereford garage.

## Unique Contest Will Feature Babies' Revue

An unusual contest is being staged in connection with the two-night presentation of Coast to Coast here next week. The contest-revue is titled, Belles and Beaux of 1936, and starts Friday morning at 8 o'clock.

Popular children of Hereford between the ages of two and seven are being sponsored by leading merchants of the city. Winners will be chosen by penny votes placed in fruit jars arranged for this purpose by each merchant or individual sponsoring an entry. Benefactors are to go to the Central school cafeteria.

All the children will be presented on the stage at each performance of the play. Winners will be presented prizes on the stage Friday night.

Cooperating merchants and the babies they are sponsoring in the unique contest are: Packard Milling Company, Barbara Ann Burrey; Ike's Cafe, Patsy Wilshire; Brunley-Woodford, Wilma Jo Roberson; Carl's Grocery, Betty Carl; Phillips 66 Station No. 2, Bonnie Jean Andrew; Sewell Service Station, Mike Nickerson.

(Continued on last page)

## In Spotlight!



President Franklin D. Roosevelt

Even though he has been in the Nation's spotlight for the past four years, he was even more so on Inauguration Day last Wednesday when thousands rode the special trains to Washington for the occasion. The rest of the United States heard by radio the first presidential inaugural program ever held in the month of January.

## TWO HURT IN MAIN STREET TRUCK CRASH

Two Hereford citizens received cuts and bruises when the truck in which they were riding collided with one driven by a Portales, New Mexico, man at the intersection of Main Street and Highway 60 here Saturday afternoon. They were given first aid treatment at the Deaf Smith county hospital.

Mr. and Mrs. H. H. Wise were driving north on Main street at the intersection of Highway 60 when they were struck by a truck driven by S. E. Archer of Portales. Both trucks were moving at comparatively low speeds, witnesses reported.

Both Mr. and Mrs. Wise were rushed to the hospital where Mr. Wise received first aid treatment for cuts and bruises, and Mrs. Wise was treated for a sprained shoulder. She was dismissed Sunday afternoon. The Portales man and his two companions were unhurt. The Wise truck was demolished.

## "Bull" Marcum Employed With Agent's Staff

C. E. "Bull" Marcum, who was in College Station first of the week, was advised by wire Monday that he had been added to the staff of the Deaf Smith county agent's office, Judge Earl W. Wilson announces. Mr. Marcum was to have returned Wednesday.

He served as engineer of contour lines with the local office for about eight months during 1936. His new duties will be to work with the soil and wind erosion program in this county. It was understood.

## "Coast to Coast", A Benefit Play for the Central School Cafeteria, Is Comedy Hit Featuring Many of Hereford's Leading People; 2 Nites Next Week

Many favored players are featured in Coast to Coast, a Central school cafeteria benefit play, which is to be presented at the high school auditorium Wednesday and Thursday nights of next week. The production is being presented under the auspices of the Junior Pioneer Study club.

The leading feminine roles is played by Mrs. Marie Cogdell, who has been in a number of successful performances in recent years. She is supported by Frances Borden, Mrs. Lois Moore and

## School Bus Turns Over, Many Hurt

Twenty boys and girls, members of the Hereford high school basketball teams, narrowly escaped with their lives when the school bus in which they were riding overturned on a detour near West Park Cemetery, one mile west of this city, Saturday night. The injured were rushed to the Deaf Smith county hospital where first aid treatments were administered. The bus, driven by Coach James Wilson was demolished.

The teams were returning from Friona where they had played earlier in the evening. At a point near the cemetery where work had begun on the caliche-topping of Harrison Highway, a detour was necessary. The bus had traveled only a few yards down the bar-pit when the accident occurred, it was understood.

Many of the occupants were cut by flying glass and most of the young people suffered bruises and shock. Miss Evelyn Lovelady, daughter of Mr. and Mrs. J. W. Lovelady, was perhaps the most seriously injured. She suffered cuts on one limb and about the head. She was dismissed from the hospital Sunday.

Others injured but dismissed from the hospital after first aid treatment Saturday night were Miss Neville Wrenn, Helen Ann Snyder, Mary Virginia Whitehead, Thama Cawthon, Nora Jean Russell, E. B. Posey, Jr., Clyde Posey, Gertrude Wilson, Helen Danforth, Imogene Roberson, Meiba Schulz, Anna Marie Kuper, Gaytha Wilson.

Three members of the boys' team who were uninjured were Ray Nunn, Jasper Vaughn and Varian J. Fuller.

## Men of Church To Hold Stag Supper Tonight

Men of the First Presbyterian church of Hereford will hold a stag supper tonight at 7:30. Rev. John C. Thorns, pastor of the church, has announced. The men will cook and serve the entire meal.

All men of the church interested in the work and the re-organization of the Fellowship of Men have been urged to be present. Expenses of the meeting tonight will be met by a free will offering.

## Roy's Produce Changes Hands

Carroll Hagar last week closed a deal with Roy Onstead for the purchase of Roy's Produce House on East Third Street, and assumed charge of the business.

Mr. Onstead disposed of his business interests here prior to returning to the veterans' hospital for treatment.

## City Approves Texas Utilities Hereford Rate

Hereford users of electricity, both residential and commercial, will find smaller bills in their mail boxes February first as a result of the rate reduction made by the Texas Utilities Company and approved by the city commission this week. The reduction represents a total saving of about \$3,750 for Hereford and vicinity, local manager, Alton Miller, reports.

"The new rate will net a very substantial saving for the commercial user of electricity," Mayor C. J. Paddock pointed out when he announced the commission's approval had been passed on the company's proposed rate schedule.

The new rate is already in effect and will be realized on the February first bill, which covers the amount of current used between December 20 and January 20. This latest reduction comes as a regular custom of the Texas Utilities Company, which is to effect rate cuts as rapidly as operating conditions permit.

"Details under which the new rate schedule takes effect will be explained to the customers as they call at the office," Mr. Miller informed the Brand.

## Deaf Smith In Fine Financial Shape, Report

Deaf Smith county's financial report, issued this week, shows pleasing improvements over the 1936 records. It has been announced by Fred W. Baird, county auditor, that the actual cash balance is approximately \$6,000 better than one year ago.

"The county is in excellent condition," Mr. Baird said. "Bonds outstanding (for hospital) total \$36,000 and time warrants of \$18,093.91 represent the balance of the outstanding indebtedness, which is \$54,093.91."

Automobile registrations accounted for an almost \$1,000 increase and current tax collections were also better by about \$1,000.

Perhaps the most interesting feature of the report is that regarding the Deaf Smith county hospital. Operating costs during 1936 were \$530 less than the previous year, yet the revenues of the institution increased \$620, leaving a saving to tax payers of \$1,170 as compared to the 1935 records.

A decrease of about \$17,000 in county and district court expenses and an increase in indebtedness of approximately \$2,000 gives the county a net reduction in operation costs of \$15,000 over a year ago. Road maintenance costs jumped about \$1,800, due, it is believed, chiefly to wind erosion.

The new Dimmitt-highway accounted for the major part of the \$1,000 increase in road work.

## Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	52	29	0.00
Friday	51	29	0.00
Saturday	50	28	0.00
Sunday	50	28	0.00
Monday	47	28	0.00
Tuesday	48	28	0.00
Wednesday	48	28	0.00
Thursday	47	28	0.00



# DEPUTY OF THE DEVIL

By BEN AMES WILLIAMS

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(Continued from last week)

"Of course," he assured her. "And Professor Carlisle. Make it a family party!"

Mrs. Greeding in the end, although with a clear reluctance, agreed. Professor Carlisle and Dan and Mary Ann would come to dinner on Tuesday night.

Doctor Greeding had heretofore, save on the occasion of their first meeting, seen Mary Ann only in street clothes, or in her nurse's uniform; but tonight he thought he saw her for the first time. Her gown itself he could not have described, knew only that it was a harmonious part of her. Yet she seemed to him so radiant that it required a conscious effort on his part to control his tones and make them no more than casual. When he lifted his cocktail his eyes met hers and the drink was flame in his veins.

He took refuge in jocosity.

"Dan," he announced, "we've a special treat for you tonight. A friend of ours sent Nancy a salmon, and we're having it for dinner!"

It requires not much encouragement to lead a fisherman to talk about fishing, and Dan was full of reminiscences of his trip. The dinner-table conversation was almost a monologue. When Mrs. Greeding rose at last, she said:

"Ned, I expect Professor Carlisle and Dan would like a liqueur, and to smoke their cigars here."

She and Mary Ann and Nancy went into the other room; but Doctor Greeding saw Dan's eyes follow them, and he said amiably:

"No need of your staying with us, Dan. I think Nancy has some design on you. Go along and see."

So Dan grinned and he too disappeared. Doctor Greeding sat at one end of the table, the Professor at the other; for Professor

Carlisle had filled the pipe which he preferred to a cigar, and the Doctor had no desire to come near the source of that scent so offensive to his nostrils.

For a little, nothing was said. Then Doctor Greeding remembered certain matters almost forgotten and he said, making his tone casual:

"Professor, Mrs. Greeding tells me that you gave her that lecture on poltergeists. She had so much to say about it that I came home and read up on the subject myself. Do you seriously think there is any truth in these tales?"

Professor Carlisle smiled faintly. "I should hardly expect you to accept them," he confessed.

Doctor Greeding chuckled. "But I'm not completely incredulous," he protested. "I had a friend once who confessed to some personal experiences of the sort."

Professor Carlisle looked at him with a new interest. He said, at hazard: "It has often seemed to me that an open-minded physician must observe in his practice many things not easily explained by any medical formula."

Doctor Greeding nodded. "That is true," he said. "I do remember occasions when things seemed to go unusually well, in the course of an operation; when my fingers were successful without my mind being fully conscious of the sources of that success. For instance, there was a man with a crushed and lacerated arm, necessitating amputation; it was during my days at the City, on relief work. An artery tore loose and retracted into the upper arm. Ordinarily this means a swift and extensive dissection in order to catch the end of the vessel and check the hemorrhage. I did it in a matter of seconds; and even now, I don't know just how it was done. The artery seemed almost to thrust itself into my reach."

He continued: "But I wasn't referring to any experience of my own. This friend of mine—" He hesitated guardedly. "Well, you know the old belief, Professor, that to be born under a caul was lucky. This chap was born under a caul; and I think he was always secretly a little proud of the fact, feeling that he was set apart from other men by that circumstance."

The Professor smiled. "He was not also, by chance, the seventh son of a seventh son?" he suggested in ironic amusement.

Doctor Greeding chuckled. "No, an only child," he admitted; and he went on:

"We grew up on adjoining farms and if there are poltergeists, I suspect that he was one. I remember that when he was a boy, if he was left alone in a room, something was apt to fall and break. Of course, he was always blamed, and punished. His father used to say he whipped this youngster not for breaking the things in question, but for lying about it afterward."

Professor Carlisle commented: "I know, the human body has an in-

finite capacity to rise to emergencies. If a man loses sight or hearing, his other senses become more acute. If a vein is destroyed, even the jugular, others take up the burden. If fingers are amputated, the thumb redoubles its usefulness. Isn't it possible that in some cases, when a man ap-



"That's Outside the Bounds, of Course," He Commented, Not Smiling.

proaches old age and the impairment of his muscular strength, he may by way of compensation develop such a power."

"Old men acquire wisdom," the professor pointed out. "That is weapon enough!"

"But in a primitive society," Doctor Greeding urged, "old men, when their increasing weakness made them a burden to the tribe, would have been eliminated unless, as their strength failed, they learned other ways to defend themselves. For instance, to imagine a wound, and have that wound appear—"

And he said, his eyes gleaming strangely: "A man able to do that would be a dangerous enemy."

Professor Carlisle said reflectively: "I expect he would be more dangerous to himself than to others. The world seems to be organized for the general rather than the individual benefit. Probably some counter force would arise to deal with him."

"Yet, it's a fascinating thought," Doctor Greeding insisted.

Professor Carlisle retorted very gravely: "I should be inclined to remind such a man that he who eats with the devil will need a long spoon!"

There was something monitory in his tone; the Doctor felt it, and suddenly wary was silent. Before he could speak again, Mrs. Greeding came to the door.

"You two have been alone long enough," she suggested. "Dan and Nancy have disappeared, and

Mary Ann and I are talked dry. Professor, I thought you might care for bridge?"

"By all means," Professor Carlisle assented, and rose so quickly that Doctor Greeding suspected the other man was glad to see an end to this conversation. They settled at the table in the other room, the Doctor and Mary Ann as partners.

But almost at once the telephone rang, and Ruth came to call Doctor Greeding. When he returned, it was with apologies.

"I'll have to break up the game," he explained. "This is a call I can't very well refuse. Up in Gennebunk. An old friend, an emergency." He looked at Mary Ann, smiled. "It's a grand night for a drive, Miss Carlisle," he suggested. "But if you'd rather not—"

"I'll come, of course," Mary Ann assented. "You will want the kit—"

"We'll stop by for it," he said. Mrs. Greeding protested: "Ned, it can't be necessary to subject Mary Ann to this—nor yourself, either. You could send Doctor Mayhew."

Mary Ann insisted: "Oh, I don't mind. After all, it's my job, you know!"

"I don't know at all," the older woman argued. On the surface there was in her words no more than solicitude for Mary Ann. "Surely your regular work is—"

But Doctor Greeding interrupted. "Tosh, Myra," he said cheerfully. "A doctor's work is never done; and a nurse is just as much abused as a doctor. Come, Mary Ann!"

And Mrs. Greeding yielded, though reluctantly. So they were presently upon the road.

(Continued next week)

## Jumbo News

BY MRS. ULLMAN HUNTER

C. Kring spent last week in Stephenville visiting relatives.

Mr. and Mrs. Dave Skidmore of Shamrock visited her sister, Mrs. Finis Hunter, Friday.

Mr. and Mrs. Wilmet, Miss Corrie and Mr. Myers went to Canyon Saturday.

Mr. and Mrs. Finis and Carol Hunter were in Amarillo Friday. Friends of Mrs. Wilford Taylor of Umbarger will be interested in knowing she has been moved from the hospital in Amarillo to her home and is recovering nicely.

Noel Baggett and Betty Joe of Idalou visited here Friday.

Ullman Hunter made a business trip to Fort Worth Monday.

The Muncieys of Amarillo were here on Business Monday.

E. C. Burks and Katie Mae of Arney called on Mrs. Addison Hunter Thursday.

Mrs. Jim Baggs and Mrs. Imogene Pace visited the Kring home Friday.

Miss Pauline Andrews spent the week end in Dimmitt with her sister, Mrs. Clem Maples.

Mr. and Mrs. Sam Hunter visited relatives in Oklahoma City the first of the week.

Mrs. Brooksie Spencer and her

daughter, Miss Loretta of Memphis are visiting the Spencer boys, who are nephews of Mrs. Spencer.

Miss Izora Clark of Vernon and Mrs. Wayne Thomas of Dimmitt visited the Adams home last Thursday evening.

Bill Wilmet of Cordell, Okla., who has been visiting his brother, E. D., returned home Saturday.

John Hardy Wood who is attending school at Hereford, spent the week end at home.

Frio school children will put on a play here Friday evening, entitled Miss Molly's Girl. No admission will be charged and everyone is invited to see it.

Miss Irene Hurst called on Mrs. Ullman Hunter Wednesday. Miss Hurst was formerly employed in the Resettlement office at Lubbock, but has been transferred to Deaf Smith, Castro and Pomer counties, with headquarters in Farwell. She formerly taught in the Jumbo school.

Protect What You Have INSURE John McLean Insurance Agency Phone 273

## GENERAL ELECTRIC

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303 N. Main St. G-E Radio Dealer. Phone 759

# IS YOUR WIFE A SMARTER STARTER THAN YOU ARE?

You can settle that most fairly on your own home grounds after you both have your chance at these latest simple rules, which automotive authorities approve today:

First be sure the garage doors hold open against any Winter wind! . . . your protection from fumes. Before touching the starter or ignition switch, step on clutch pedal and keep it down.

Open hand-throttle about one-third. Now pull choke out full (unless your car has automatic choke).

With ignition switch still off (except startix-type) operate your starter, until your engine has made 2 or 3 revolutions.

While starter is turning, switch on the ignition, being ready to release starter so that it has no chance of retarding the engine after explosions begin!

People have asked whether the advice we are printing about correct Winter starting doesn't help all gasolines. Yes, but anything you can do with them doesn't bring them up to Special Winter Blend Conoco Bronze. We are not afraid of that. Continental Oil Company

## Smart Styles

in genuine

I. E. S.

BETTER SIGHT

Lamps

AT UNBELIEVABLY LOW PRICES!

• YOUR EYES—can you afford to trifle with those precious, priceless jewels? Safeguard your family's sight with better light—with the soft glareless eye-rest light of I.E.S. lamps. And while you're doing it bring your home a new welcoming charm with such smart styles as these. We're featuring newest styles at prices that are hard to believe. There are dozens of specials we'd like to show you.



This tag

is your assurance that the lamp it identifies was approved by the Illuminating Engineering Society. Look for it on the lamps you buy.

Indirect and direct diffused light from one bulb. These lamps have newest glass reflectors.



Many of our I.E.S. lamps give three degrees of light from one bulb—100 watts, 200 watts or 300 watts.

\$3.95 to 14.95

TEXAS UTILITIES COMPANY

# Beware The Cough

From a common cold

## That Hangs On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies, such as, Syrup of White Pine Compound with Tar, fluid extract of Licorice Root, fluid extract of Wild Cherry and Menthol, but also has fluid extract of Ipecac for its powerful phlegm loosening effect, fluid extract of Cascara for its mild laxative effect, and, most important of all, Beechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children.

Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)

heal the irritated tissues as the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Beechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble. Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)



SPECIAL WINTER BLEND

# CONOCO BRONZE

GASOLINE

# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## MRS. ELLISTON AND MR. CURRY, OF PAMPA, WED

An impressive ceremony united a marriage Miss Alleth Elliston and Mr. Bob Curry of Pampa Friday evening. The nuptial vows were spoken at the home of the bride's parents, Mr. and Mrs. Byrle Elliston, with Rev. H. M. Redford, pastor of the First Christian church, reading the sacred and beautiful words of the marriage rites.

Lohengrin's Wedding March was played by Mrs. J. C. Eicketts, who deftly played I Love You Truly during the ring ceremony.

The bride wore a floor length dress of white silk fall and long princess lines. She carried an arm bouquet of white carnations. Following the ceremony, a reception was held in the dining room. The table was covered with an imported white, linen cloth and adorned with a two-tiered wedding cake, which was decorated with a miniature bride and groom. Tall white tapers in crystal holders burned at each end of the table. Miss Ruth Elliston presided at the punch bowl.

Relatives and a few intimate friends of the couple were present. Out of town guests included Mr. Curry's parents, Mr. and Mrs. W. M. Curry, and Mr. and Mrs. Hubert Curry, all of Crosbyton. The bride was born and reared in Hereford. She was graduated from Hereford high school and later from W. T. T. C. Canyon, and has been teaching art in the public schools at Pampa for the past year and a half. Mr. Curry, a graduate of McMurry College, is physical education instructor and coach of the Guertle teams in the Pampa schools. Both Mr. and Mrs. Curry formerly taught in Miami.

## HOME MAKERS CLASS HAS MEETING

The Home Makers class of the First Baptist church met Thursday afternoon, January 14, for its regular monthly business meeting. Bless Be the Tie was sung by the group, and Mrs. Alva Wilson gave the prayer. Class interests for the new year were discussed and plans were made for a covered dish luncheon to be given in honor of the teacher, Mrs. W. L. Alexander. Lovely refreshments were served by group three to Meses. Roy Thompson, Edgar Mosley, Ralph McCullough, Otto Massie, W. A. Smith, Alva Wilson, Jeff Robertson, Joe Kendall, W. L. Alexander and Charles Hussey.

## GENEVIEVE EBERLE IS LEADER OF LESSON

The Junior Pioneer club met at the home of Lyndell Mitchell, with Lots Moore as co-hostess, Tuesday evening. The program, under the leadership of Miss Eberle, was on Clothing. Anna K. Hardisty discussed The Care of Clothing. Gussie Edelman gave an interesting article on Selection of Clothes. She stressed the selection of clothes from an artistic and practical point of view.

Elizabeth Brumley, president, presided at the business meeting and plans were discussed concerning the play which is being sponsored by the club.

Those present were Gussie Edelman, Bessie Patterson, Elizabeth Brumley, Virginia Miller, Anna K. Hardisty, Nona Willis, Marie Roden, Margaret Schroeter and the hostesses.

## PRESBYTERIAN AUXILIARY MEETS TUESDAY

The Presbyterian Auxiliary met Tuesday afternoon at the home of Mrs. Henry Hastings. An introduction to the National Mission Study course was given by Rev. John C. Thorns. For the next five weeks the Auxiliary will study The Negro in America, using as text books a preface to Racial Understanding by Charles S. Johnson, and Like a Spreading Tree, by Janet E. Seville.

Rev. Thorns told of the contributions of the negro to American civilization, his gifts of labor, music, folklore and religion. The study programs will be under the leadership of Mrs. D. H. Alexander and Mrs. John C. Thorns. The Auxiliary will meet each week until the new program is completed. The next meeting will be held at the home of Mrs. T. M. Palmer, January 29.

## PEP CLASS ENTERTAINED AT PARSONAGE

About 30 members of the PEP Bible class of the Christian church assembled at the parsonage last Thursday night to enjoy an evening of recreation. Following the games, refreshments of hot chocolate and cookies were served.

Pastor H. M. Redford is teacher of this class. With the beginning of the year the class began a systematic study of religion, its origin, nature and function. Just now the class is studying the kind of religion obtained in the land of Palestine more than 20,000 years before Christ. Ellis Coombes is president of the class.

## MRS. SHEPHERD IS HONORED

Mrs. O. T. Williams entertained with a covered dish luncheon at her home Tuesday complimenting Mrs. B. N. Shepherd, who will leave soon for Abilene to make her home. The guest list included special friends of Mrs. Shepherd and the lovely affair was in the form of a farewell party for the honor guest. Conversation and quilting furnished entertainment for the group and a quilt was completed and presented as a farewell gift to Mrs. Shepherd.

Those attending were Meses. Artie Daniel, Lilliam Ray, H. G. Conkright, James Allredge, Arthur Thompson, Short, Allen Powelson, Wood, Jack Roberson, Wirt Phillips, Phil Radovich, Huntzinger, W. A. Long, Miss Ocie Howard of Stephenville, and the honoree.

## METHODISTS ATTEND AMARILLO CHURCH MEET

Four representatives of the local Methodist church attended the Bishops' Crusade meeting held at the Park Street Methodist church in Amarillo Tuesday. Rev. T. C. Willett, Mrs. J. F. Ward, Sarah Agnes Bryant and Mrs. D. H. Bryant attended the meeting, which was one of 44 which will be held over the southern area of the United States. Addresses were made by Bishop H. A. Boaz, Bishop Cesar Da Corso of Brazil, and Bishop Paul B. Kern of Durham, North Carolina.

The Bishops' Crusade represents a program instituted in the College of Bishops of the Southern Methodist Episcopal Church for 1937 and 1938, and emphasizes the idea of missionary enterprises.

## MRS. EDGAR SOWELL, CLUB HOSTESS

Mrs. Edgar Sowell was hostess for the L. A. E. club at her home Tuesday afternoon. The program subject was Personality, and Mrs. Bill Hutson discussed the topic, Charm vs. Ego. Mrs. Arlie Dean gave an interesting talk on The Most Important Traits of Personality. Opinions of club members concerning personality were given in a general discussion led by Mrs. Jack Hutson.

Mrs. Jim Lipscomb, president, directed the business meeting. Members present were Meses. Jim Lipscomb, Bob Higgins, Jim Higgins, Wiley Roberson, Bill Hutson, Jack Hutson, Robert Viegel, T. P. McCollister, Arlie Dean, George Suggs and the hostess, Mrs. E. E. Fridley was a guest.

## CHRISTIAN ENDEAVOR STUDIES MISSION WORK

Missionary Work of the Christian Church was the interesting subject of study at the regular meeting of the Christian Endeavor held at the church Sunday evening. Lottie Tyson was leader of the program, and a special talk on Mission Work was made by Carl Oldham. A general discussion of the work was conducted.

An expression of appreciation was extended to Miss Elnora McKinley who was elected pianist for the Endeavor Society.

## CLASS HONORS MRS. W. L. ALEXANDER

Complimenting Mrs. W. L. Alexander on her birthday, members of the Home Makers class of the First Baptist church entertained with a covered dish luncheon at the church Monday. Mrs. Alexander is teacher of the class and 14 members were present to help celebrate the happy occasion. A quilt was completed which will be given as a class gift to a needy family.

A gift was presented to Mrs. B. N. Shepherd, who with Rev. Shepherd, is leaving soon for Abilene. Members present were Meses. W. L. Alexander, B. N. Shepherd, O. P. Hussey, R. L. Thompson, O. L. Massie, Edgar Mosley, W. A. Smith, Jeff Robertson, Walter Easter, Raymond Wells, J. J. Boydston, Edgar Sowell, R. E. McCullough and Alva Wilson. Guests were Miss Howard of Stephenville, and Mrs. W. A. Long.

## BAND ORGANIZATION HONORS RALPH SMITH

The Junior Band Mothers of Central school entertained with a surprise buffet supper honoring Band Master Ralph Smith on Wednesday evening of last week. Guests met at the home of Mrs. E. E. McCullough and went in a group to the home of Mr. and Mrs. Smith. Each guest brought a covered dish and after the informal supper games of 42 furnished interesting entertainment.

Those attending were Meses. and Meses. B. R. Dixon, Carl Jennings, George McConnell, Barnard Hicks, E. S. Ireland, Drebell Young, Jack Wright, R. E. McCullough, Boyd London, Cliff Estes, Louie LeGrand, Cecil Guseman, Joe Kendall, Harry Lomas, Mack Beich, Mrs. O. G. Hill, Jimmy Gannall and Mr. and Mrs. Smith.

Mrs. Cliff Estes and Mrs. Earl Phillips were Amarillo visitors Saturday.

## JUNIOR BAY VIEW CLUB CONTINUES TRAVEL PROGRAM

Miss Edna Daughette entertained members of the Junior Bay View club Thursday evening, January 14. Eight members were present and the program for the evening continued the travel course as outlined by the year books, with Miss Ruth Conkright as leader. She introduced the countries of study, Bulgaria and Turkey, by describing the people, their customs, dress and modes of living.

Miss Edna Daughette gave interesting facts concerning Bulgaria, one of the smallest countries in the Balkans. In Turkey the contrast between the old manner of living and the present was shown in the complete change in government, religion, customs and education. Miss Daughette told of the emancipation of women from harem life as one of the most outstanding changes made.

Refreshments were served to Fern Carlisle, Ruth Conkright, Eva Gilliland, Eva Pitman, Rhita Jean Sullivan, Gwendolyn Spradley, Margaret Witherspoon and the hostess.

Miss Eleanor Pierle left Friday for Canyon where she visited her parents over the week end.

## MR. AND MRS. J. A. PITMAN ENTERTAIN CLUB

Dinner and games of contract were the order of the evening when Mr. and Mrs. J. A. Pitman entertained members and guests of the Tuesday Dinner club at their home Thursday evening.

Colorful fruits of the season in a silver bowl centered the damask covered table. Red candles burned at each end of the table. The dinner was served informally and places were laid at quartet tables for 16 guests. Jack Wayland won high score for the men, and Mrs. S. P. Rosson won high for the ladies.

Members and guests attending were Mr. and Mrs. H. K. Fox, Mr. and Mrs. C. C. Acker, Mr. and Mrs. S. P. Rosson, Mr. and Mrs. Jack Wayland, Mr. and Mrs. Harold Close, Miss Eloyse Pitman, Mrs. Seth B. Holman, Mr. and Mrs. Lee Morgan, Mrs. R. L. Riney of Liberal, Kansas, and the hosts.

Rev. and Mrs. John C. Thorns and Miss Eleanor Pierle attended a district Council meeting of Christian Endeavor workers at the Central Presbyterian church in Amarillo Sunday.

## CLASS MEETS WITH MRS. W. M. RIGLER

The Frances Witherspoon Bible class met with Mrs. W. M. Rigler Thursday afternoon for the first regular business and social meeting of the new year. Mrs. W. M. Cogdell, president, presided over the business meeting. Reports from committees were given, and a nominating committee appointed. New officers will be elected at the next regular meeting.

Needlework and conversation furnished entertainment during the social hour. Members present were Mrs. W. M. Cogdell, Mrs. C. F. Kerr, Mrs. J. E. Gyles, Mrs. Maggie Hopper and the hostess.

## Has Operation

Friends of Carroll (Bub) Laird of Kilgore, will be glad to know he is getting along nicely following an operation in Dallas last Monday. Bub is a son of Mr. and Mrs. D. C. Laird of Kilgore, former Hereford citizens, and is a nephew of Mrs. Seth B. Holman and Mrs. H. C. Baird. His wife is the former Zelma Ruth Shore, daughter of Mr. and Mrs. L. H. Shore.

## LONE STAR STUDY CLUB HAS PROGRAM ON AFRICA

Members of the Lone Star Study club enjoyed a varied and interesting program on Africa at a meeting, Monday afternoon at the home of Mrs. Ralph Smith. Mrs. Tom Majors was assistant hostess.

Mrs. Harold Close, president, conducted the business meeting. Mrs. A. R. Posey began the study program with an interesting paper on Industrial Progress of South Africa. She outlined the progress which had been made as a direct influence of white people.

A special number was given by Mrs. Tom Majors, who told the history of Stephen F. Foster's life and works. Mrs. Majors illustrated her talk musically with selections from Foster's compositions. Mrs. R. G. Blue contrasted the Romance of Africa with the Romance of America.

Mrs. C. F. Moore will entertain the club February 1 at her home on East Third street.

Members attending the meeting were Meses. Harold Close, R. G. Blue, James Allredge, Jack Grady, Jim Higgins, Roy Jewell, Ernest Medkief, Earl Phillips, A. R. Posey, J. M. Posey, Robert Thompson, Lawrence Womble, E. W. Young, Ralph White, C. F. Moore, O. K. Howe and the hostesses.

# Super Savings on Foods

## Sliced Bacon MACHINE SLICED 30c POUND

SALT PORK	For Seasoning Pound	19c	SAUSAGE	Pork Seasoned Right, lb	20c
ROAST	Baby Beef Chuck cuts, pound	14c	STEAK	No. Seven Tender, juicy, lb	15c
FISH	Fresh Pound	23c	OLEO	Durkee's Vegetable Pound	19c

MILK, Borden's	Best Brand, tall can 7 1/2 c, small can	4c	RIPE OLIVES	Libby's, buffet-size can	9c
VINEGAR, Million Smiles	Pure Apple Cider, quart bottle	12c	PINEAPPLE, Libby's	Crushed or Tidbits, 9-oz can	7c
APRICOTS	Rosedale, No. 2 1/2 can	17c	TOMATO JUICE	Libby's, 3 cans	22c
CORNED BEEF HASH	Libby's, 15-ounce can	15c	SAUCE, Worcestershire	Uncle William, bottle	10c

## COFFEE

MATCHES	Diamond, box	4c	GELATINE	Marvin, assorted flavors, pkg	4c
LIMA BEANS	White Swan, No. 2 can, 2 cans	25c	CATSUP	Kerns, 14-oz bottle	10c
MARSHMALLOWS	Angelus, 1-lb pkg	15c	MACKEREL	3 tall cans	25c

## SUGAR 10-POUND PAPER BAG 53c

LYE	Hudson, 3 cans	25c	SARDINES	American Oil, can	4c
SODA	Arm and Hammer, 1-lb pkg, 3 pkgs	25c	MACARONI	Spaghetti, Beldone, pkg	5c
PICKLES	Whole sour of dill, quart jar	15c	APPLE BUTTER	Libby's, No. 2 1/2 can	15c

## SALMON PINK, NO 1 TALL CAN 10c

BAKING POWDER	Clabber Girl, 2-lb can	23c	WHITE KING	Granulated Soap, large pkg	30c
MINCEMEAT	Marvin, 9-oz pkg	9c	WHITE KING TOILET SOAP, 3 bars		15c
TOILET SOAP	Woodbury's, 2 bars	15c	CHARMIN	Toilet Tissue, 4 rolls	23c
			SALAD DRESSING	RELISH SPREAD, Bestyett, qt. jar	25c

## FLOUR PACKARD'S SEAFOAM

48-POUND SACK	24-POUND SACK	
\$1.66	85c	

# FURR FOOD

PRICES GOOD FRIDAY AND SATURDAY

## NEW SPRING Arrivals Daily

In Lingerie, Coats, Suits and Dresses. Ladies who prefer style and quality at very reasonable prices will always think of the FASHION SHOPPE when in the market for clothes. Courteous treatment always extended to everyone.




**CLEARANCE SALE**

still on all FALL DRESSES and COATS. Marvelous values — two dresses for the price of one, ordinarily. See our **\$3.95, \$5.95** groups, they are tremendous values. Come see ours before purchasing.

## FASHION DRESS SHOPPE

WE BUY CLEAN, SOFT FUR AND HIDES

## 1936 Review Points Out C. of C. Activities and Resulting Value Of Its Works to This Community

H. V. Hennen, secretary of the Hereford Chamber of Commerce, has issued the following reports of activities which have been conducted under the sponsorship of the chamber during the past year, for the sole purpose of pointing out the works of the organization and the resulting value it lends to the community. Included with the report is to be found the listing of expense accounts of various activities which the Hereford chamber cooperated to sponsor.

On this same page is also given the names of the directors of the Hereford C. of C., as well as the membership list. This is done in view of the fact that a membership drive is to be conducted soon and business firms and individuals may see who has contributed to the cause of the organization for the past year.—Editor's Note.

**C. of C. Activities of 1936.**  
By Secretary H. V. Hennen.  
The rehabilitation of the tenant's of Deaf Smith county is a major project that a very great amount of effort has been given. The project has developed a lot of information for the farmers of the shallow water area that can not be valued in a small way. The government has had a corps of engineers in this area for about

three months and the study of soil and water conditions has been a major study. Wells have been measured and remeasured to determine the effect of heavy pumping on the water level, the best methods of irrigation have been studied with soil conditions, all of which goes into the report that

**Expense of some activities cooperated in by Hereford Chamber of Commerce:**

Annual banquet, January 22, 1936	\$ 25.00
Ribbons, rural school meet	10.00
Luncheon, erosion officials	22.00
Prize, essay old settlers' convention	10.00
Expense for Herbert Boardman to Des Moines, Iowa, music contest	25.00
Alumni Association	8.20
Luncheon, high school band, Tri-State Fair	11.50
Centennial panel advertising Deaf Smith county	30.00
Expense preparing panel	10.00
Sponsoring home town oratorical contest for Hereford, WTCC convention	6.00
Advertising pamphlets trails to take in the Panhandle	80.00
Poultry show expense	100.00

was completed Saturday. We believe the completion of the report at this time when the country and Congress is thinking so much of this tenantry question that the Hereford area will be one of the first locations to be considered.

The Rural Electrification project seems to be in a fair way to be approved at a very early date. The investigation is almost completed and the report from Washington is that we will be advised in a few days as to its feasibility. This project has required a lot of work as details including survey maps and reports were prepared by the chamber of commerce. If this project is approved and an allocation of funds made to finance it, this county will become an irrigated area which will put it equal to any irrigated area its size in the country, because it is backed up by a soil that is the best to be found.

The announcement of the paving of Highway from Hereford to the Randall county line by the highway department a year ahead of schedule was very gratifying to the people of this community and will mean a lot to the commercial and

social interests of the territory. The chamber of commerce has cooperated to the limit with the commissioners court in this improvement of which we are very thankful to the highway department. We should have the west end completed in another year, then we can start to work on the north and south road.

The application for the Hereford post office building which was filed some time ago is a major improvement we should all get behind, and while congress is in session all possible pressure should be put behind the project. I am sure our congressmen will welcome some assistance in this matter. All data should be gotten together and sent to Washington to assist in getting a new post office building for Hereford at this session of Congress.

The chamber of commerce has cooperated in making the weekly sales day a success. This sale is bringing many people to Hereford every Tuesday and should be encouraged more, as this could be a very profitable trades day for the whole town. Many towns have successful free sales grades days which might work well here.

The C. of C. has cooperated with Mr. Williams of the soil conservation service, and we wish to express thanks to him and regional authorities for the employment and educational features that have come to the community from their efforts. We have also cooperated with County Agent Bateman, and appreciate his efforts for the farmers of Deaf Smith county.

Director of the C. of C. are supporting the newly organized Panhandle water and soil conservation association, which may mean the building of dams on draws that run-off water may be stored. This will be in cooperation with county agents and the soil conservation movement in the Panhandle and should be administered through those channels.

**Directors of C. of C.**  
Jesse Stanford, president.  
A. O. Thompson, vice president.  
Wilson Gyles, treasurer.  
George Muse.  
C. J. Paddock.  
S. O. Wilson.

**Membership.**  
Fred Baird, Brooks Drug Store, E. B. Black Company, Dr. F. E. Bowe, Chocolate Shop, City Drug Store, Close Drug Store, Consumers Fuel Co., H. G. Conkwright, Ike Crosthwait, C. H. Dillehay, Oscar Easley, W. M. Emmons, Farmers Creamery, L. H. Foster, First National Bank, First State Bank, Furr Food Store, Alton T. Fraser, Homer Fox, D. R. Gass & Son, Mrs. W. F. Gillis, Frank Givans, Hereford Brand, Hereford Motor Co., Hudson Produce Co., Ireland Motor Co., Beavers Bros., Kemp Lumber Co., J. H. Miller, Ezra Norton, John Olson, J. C. Penney Co., P. & S. Ry. Co., Panhandle Lumber Co., Piggly Wiggly Co., Popular Store, Packard Milling Co., Pitman Grain Co., Rosson Implement Co., H. L. Rice, Star Theatre, S. W. Bell Tel. Co., A. H. Stren, Stambaugh Cleaners, Texas Utilities Co., A. O. Thompson, Texas Market, Mrs. N. C. Vogeley, J. G. Weir, West Texas Gas Co., O. T. Williams, Mr. McGehee.

**Sends Brand to Parents.**  
Mr. and Mrs. Colby Conkwright didn't stop with paying their own subscription to the Brand, but they sent it on to their parents. Mrs. Conkwright had the Brand sent to her parents, Mr. and Mrs. J. J. Flannery, at Sherman, Texas, and Mr. Conkwright presents his father, J. C. Conkwright, of Winchester, Kentucky, with a year's subscription.

### Frio News Items

**BY MRS. W. A. SPRINGER.**  
Frio school children will put on a play at Jumbo Friday evening. Miss Molly's Girl is the title. No admission charge, and everyone is invited to see it.

Mr. Allman and family, Owen Andrews and family, Mr. and Mrs. Larlin and Miss Koma Hyatt attended a lecture at Westway Sunday afternoon.

Jim Bagwell and family of Bethel visited the Paul Williams home Sunday.

Molly Jo Roberson of Hereford spent the week end in the J. B. Harlin home.

Miss Pauline Bagwell of Bethel spent the week end in the D. H. Allman home.

W. A. Springer and family spent Sunday in the Gilliam home at Wyche.

D. H. Allman and family and Miss Koma Hyatt were guests in the Cullen Butler home at Sumnerfield last Sunday.

G. Albert Springs attended a ball game in Friona Saturday.

M. T. Sparkman and family of Duke, Okla., moved to the D. S. Jones place. We are glad to welcome these new people.

Mrs. J. B. Harlin and H. M. Mobley spent Monday with Mrs. Jack Roberson in Hereford.

Messrs. and Mrs. T. L. Sparkman and T. L. Jr., spent Tuesday in Amarillo.

D. S. Jones and family moved to near Crosbyton to make their home.

## Santa Fe Cuts Westbound Time To California

Inauguration of a faster transcontinental service and transformation of the Santa Fe's Scout to an all coach and tourist pullman train from Chicago to Los Angeles through Hereford, became effective January 10. Forty minutes were cut from the across-country trip.

The new Scout features Fred Harvey dining cars on which passengers may obtain three meals for only 90 cents, with breakfast starting at 25 cents, luncheons at 30 cents and dinners at 35 cents.

Westbound time between Chicago and Los Angeles is now cut 40 minutes, the new time required for the trip being 60 hours and 15 minutes. The eastbound journey is cut ten minutes, and now required 58 hours and 35 minutes. The new schedule effects the westbound train into Hereford by only a few minutes, it now leaves at 1:23 a. m. rather than 1:35 a. m. The eastbound continues to depart at the usual time of 3:47 a. m.

The Santa Fe's Chief and California Limited also cut their westbound time by several minutes. No changes were made in either the Grand Canyon Limited and Navajo, and the Super-Chief, extra fare once-weekly train, continues its old schedule of 39 hours and 45 minutes between Chicago and Los Angeles.

When the Scout became a coach and tourist train it began carrying air-conditioned smokers and chair cars, with porter service, and free pillows provided; air-conditioned tourist pullmans and diners. The chair cars are of the latest type, with large dressing rooms for both men and women.

### He Wanted The Brand.

J. W. Shinn of Kirksville, Missouri, wants the Brand, according to a letter received by the tax collector's office here last week in which he enclosed a check for his taxes and requested: "I wish you would step over to the Hereford Brand office and have them send me the paper for the difference of my check; that is for the time it will pay for." H. C. Baird of the tax office, obliged both Mr. Shinn and the Brand and the new reader is added to the subscription list.

### Son Born to Carlsbad People.

Mr. and Mrs. James B. Garrett of Carlsbad, are the parents of a six pound, eight and a half ounce son. The young man arrived at the Deaf Smith county hospital Sunday and has been named James B. Garrett, Jr. Mrs. Garrett is the daughter of Mr. and Mrs. C. A. Skelton of this city, and she and husband lived here until they moved to Carlsbad about a year ago. Mr. Garrett is employed at the United Dry Goods Company store in the New Mexico city.

### Attends Lamb Funeral.

Messrs. and Mrs. Charles Hodges and Ky Higgins were in Amarillo Friday, called there by the death of Arthur Lamb, husband of their niece, Peggy Rambo Lamb. Attending the funeral services Saturday were Mrs. J. S. Orr, another aunt, and Mr. Orr, and Mr. and Mrs. J. C. Ricketts.

Mr. and Mrs. J. T. Gilbreath, Thornton Shirley, Karl Shirley and Chilton Foster were in Amarillo Saturday.

### Progressive News

**BY OLIVE PERKINS**  
Mr. and Mrs. Drake, their son and his family have moved to the farm they bought from the Blacets. They intend to put down an irrigation well.

Howard Hershey and family spent Sunday in the Ray Hershey home.

Olin Huff of Canyon spent the week end with Ralph Arseneaux.

C. P. Caldwell and family spent Sunday with the Cecil Hodges.

Mrs. Ray Hershey spent Saturday night with Mrs. Arch Conklyn at Hereford.

The Mitchell family has moved to Hereford and Mr. and Mrs. Funk moved to the house vacated by them.

Mr. and Mrs. Ira Ricketts spent Monday with Mr. and Mrs. W. A. Ricketts in Hereford.

Among those ill with influenza are Gordon Higgins, Jimmy Blakemore, Mrs. A. S. Higgins and Mrs. Emmett Blakemore and the Watson family.

Miss Lucille Park spent the week end with her parents, Mr. and Mrs. J. L. Park.

Literary will meet Friday night. Ira Jeanne Ricketts spent Monday night in town with friends.

On account of bad weather, very few were at Sunday school last Sunday afternoon.

### INFLUENZA IN TEXAS IS NOT AT ALARMING STAGE

Reports to the State Department of Health indicate a seasonal increase in influenza, but there are no indications of an epidemic in any such degree as that which swept the Nation with such disastrous results during the World War, is the assurance given Texans by Dr. George W. Cox, state health officer.

"The number of cases reported for the first two weeks in January is not in excess of those reported for the same period last year," he said, "and the situation does not call for alarm, such as is likely to arise in the minds of the people because they recall the terrible destruction wrought by influenza in 1918.

"Influenza is an acute, contagious and highly infectious disease, occurring in epidemic and isolated form and often characterized by suddenness of onset, fever, headache, marked prostration and a tendency to severe complications of the lungs. Practically everybody is susceptible to it. No matter how many times you have had the disease you may contract it again.

"Attempted preventive measures fall naturally into two groups: first, everyone should try to avoid exposure to the disease by avoiding overcrowded places and stay away from persons ill with the disease; and, second, every person should form such health habits as will keep the resistance of the body at a maximum, so that when they are exposed the body will be able to resist invasion of the germs.

"Sufficient rest, cleanliness of hands, mouth and teeth, fresh air while at work and at sleep, regulation of meals and bodily functions, wholesome food and freedom from anxiety will increase bodily resistance and go a long way to avoid contracting the disease.

"The complications of influenza are far more important than the

disease itself. Pneumonia all too often follows influenza. Don't neglect a cold. If you have the slightest suspicion of fever, go home, go to bed immediately, and call your physician. Stay in bed until he tells you that you can get up, and follow his advice explicitly."

### Renews for Brand.

The Brand has a letter from Mrs. Jacob Kvinland in which a check was enclosed for another year's subscription to this publication. The former Hereford citizen, now living in Gilman, Iowa, wrote in part: "We are always interested to see what the weather conditions are down in your country, and we always see news about some of our friends we learned to know while living there." She reported the warmest Christmas on record in the Iowa city.

### Legion Worker Here.

Chas. Whitaker of Lubbock, one of the leaders of American Legion work in West Texas and the Panhandle, was a business visitor here Wednesday.

### New Brand Reader.

A. H. Tedford of Friona is a new reader of the Brand. He is farming in the Friona community and has been a resident of this part of the country for the past 17 years, but has never subscribed to the Brand before.

### Dimmitt Lions Club.

The Dimmitt Lions Club this week invited members of the Hereford club to attend their Ladies' Night Banquet to be held there Tuesday night, February 9. Many Hereford Lions will accept the invitation, it was understood.

Mrs. B. N. Shepherd has as her guest her niece, Miss Howard, of Stephenville, Texas.

### Former Citizen Visits Here.

Raymond Cone, formerly of the Cone Elevator Company here, was visiting old friends and attending to business here Saturday. Mr. Cone is now in the oil business at Lovington, New Mexico.

Mr. and Mrs. C. H. Dillehay and daughters, Doris Elaine and Virginia Ann, were guests of Mr. and Mrs. L. F. Sheffy in Canyon Saturday and Sunday.

The  
**Star Barber Shop**  
Has Been  
**SOLD**  
To  
**Cecil Wilkins**  
And Will Still Be Known  
As the  
**Star Barber Shop**

I solicit the continued patronage of my friends and former patrons that I have enjoyed in the barber trade, and also solicit the business of the patrons of the STAR BARBER SHOP while it was under the ownership of Newton Nix and will endeavor to please, should they see fit to give me their future business.

**Cecil Wilkins**

## PENNIES!

No sense denying yourself the COMFORT of CONSTANT hot water when a few cents daily is all it COSTS to operate a SELF-ACTION GAS WATER HEATER and have plenty of hot water always on tap!

West Texas Gas Co.  
Good Gas With Dependable Service

**Ownership Change**  
I hereby give notice of the purchase of  
**Roy's Produce**  
formerly owned and operated by Roy Onstead, and invite your continued patronage.  
**Hagar Produce**  
We Want Your CREAM, EGGS, POULTRY, HIDES  
**Carroll Hagar**  
Owner

**EXPERT AUTO REPAIRING**

You wouldn't go to any old doctor if you were sick, then why take your car to any old mechanic when something goes wrong?

In this garage we have the latest scientific equipment and tools for doing any repair job in a factory way, and all the work is done by mechanics who know their business.

No matter how little or big the job, drive in and we'll tell you how much it will cost—and when the work is done we'll give you a guarantee.

Are you getting mileage? Let us test your car and adjust ignition and carburetor so you get the most from your gas dollars.

**Beavers Brothers Garage**  
HEREFORD, TEXAS

**We want Action!**

**Compound** Swift's Jewel, 8-Lb Carton (Limit) **\$1**

BEETS No. 2 1/2 Can	10¢	RICE 3-Lb Pkg	19¢
TOILET TISSUE Six Rolls	25¢	MATCHES Diamond Carton	25¢
DOG FOOD Ideal, three cans	25¢	TOMATO JUICE C. H. B., Three cans	25¢
TOMATOES No. 2 can, three for	25¢		

**Crackers** A-1 2-Lb Box **15c**

COCONUT One-pound package	19¢	JELLO All flavors, package	6¢
COLLEGE Weir's fresh ground, pound	25¢	BRAN FLAKES Red and White, package	9¢
HOMINY No. 2 can, three for	25¢	TOMATO SOUP Stokley's, two-cans	15¢

**SOAP** Red & White 5 Bars **19c**

TUNA FISH Two cans	25¢	WASHO Package	20¢
SALMON Fancy Pink, two cans	25¢	APPLES Winesaps, 2 dozen	35¢
VIENNA SAUSAGE Three cans	25¢	SPUDS Home grown, 10 pounds	29¢
BABO Two cans	15¢	GRAPESFRUIT Textless Seedless, 6 for	18¢
OATS Gold Medal, package	23¢	LEMONS Large Sunkist, dozen	27¢
FRESH PRUNES White Swan, No. 2 1/2 can	15¢		
CATSUP Bimful, 14-ounce bottle	12¢		

**WEIR'S** RED & WHITE FOOD STORE

# WE'RE SHOOTING THE WORKS

**PENNEYGRAM**  
 MR AND MRS CITIZEN  
 PENNEY'S MIDWINTER CLEARANCE  
 ON NOW STOP BARGAINS GALORE  
 STOP TAKE TIP FROM ME BUY NOW  
 MANAGER

# PENNEY'S MID-WINTER CLEARANCE

Beginning  
**FRIDAY**  
**8 O'Clock**

PLENTY OF EXTRA SALES  
 PEOPLE TO TAKE CARE OF  
 THE CROWDS THAT WILL  
 THROU OUR STORE!

It amazes us, too... this CLEARANCE without an equal. More goods are coming—so what we have must go. Former costs have been ignored, prices are slashed to sell. Don't wait. Big bargains in every department... the crowds will buy quickly. So come early!

**CLEARANCE**  
 Ladies Suede Leather  
**JACKETS**  
 PRICED TO GO!  
**\$2.77**



Don't Miss this Outstanding Value!

## DRESS SHIRTS

Exceptional Quality for **67c**  
 such a Low Price!

It's an "event" when Penney's offers such a startling buy at such a price! Attractive patterns of fine percale! Nu-Craft, non-wilt collars that will look better longer! Buy several and take advantage of this marvelous offer!



DON'T MISS THIS BARGAIN!  
 BIG DOUBLE 70 x 80

PART WOOL

## BLANKETS

LIMITED QUANTITY HURRY!  
**\$1.69**

An opportunity to buy a pair of blankets at a price you'd ordinarily pay for one!

ONLY 6—AND YOU'D BETTER BE HERE WHEN WE OPEN!

## Men's and Boys' SUITS

While They Last

**\$5**

**CLEARANCE**  
 LADIES' RAYON  
**UNDIES**  
 Applique and Lace Trimmed, Big Assortment, Stock Up NOW!  
**15c**

ONLY 25—BIG 70 x 80  
 BLOCK PLAID, DOUBLE  
**COTTON**  
**BLANKETS**  
**\$1.00 EA.**

Big Table of Ladies and Children's All-Leather  
**SHOES**  
 All Sizes in Children's Odds and Ends in Ladies'  
**\$1.00 pair**

Clearance One Group Men's and Boys' All-Leather  
**OXFORDS**  
 Leather Soles, Smooth Finish Uppers  
**\$1.98**

BOYS' COBUDROY  
**BOOT PANTS**  
**LONG PANTS**  
**and JACKET**  
 Repriced to Sell Quickly, Odd Sizes!  
**98c**

**CLEARANCE**  
 LADIES' BROADCLOTH  
**SLIPS**  
 ALL SIZES  
 Sensationally Low Priced!  
**29c**

Children's Tuck Stitch  
**PANTIES**  
**and VESTS**  
 Or Rayon Bloomers  
 Clearance Price **12c Pr.**

## REMnants—Repriced!!

ENTIRE ACCUMULATION FROM THE LAST 60 DAY SELLING OFFERED DURING THE CLEARANCE AT  
**SENSATIONAL BARGAIN PRICES!**

Boys Fast Color  
**DRESS SHIRTS**  
**39c**  
 Newest Patterns

**CLEARANCE**  
 Boys' Blue Chambray  
**SHIRTS**  
 Stock Up For Months to Come at This Price!  
**29c EA.**

Slightly Soiled, 81 x 99  
**BED SHEETS** ..... **57c**  
 Big Assortment of Novelty Curtain  
 Scrims and Marquisettes ..... yd **15c**  
 80 Square  
**DRESS PRINTS** ..... yd **15c**  
 Ladies' Rayon Crepe, Tailored or  
 Lace Trimmed **SMPS** ..... **39c**  
 Large Size Cannon  
**BATH TOWELS** ..... Ea **10c**  
 Ladies' Porto Rican  
**GOWNS** ..... **29c**

CANNON TERRY  
**TOWEL ENDS**  
 Mill ends rejections from much higher quality towels. There'll be a rush for these. We advise early shopping to share this bargain!  
**5c EA.**

Ladies' Outing  
**GOWNS** ..... **59c**  
 Rayon Bed  
**SPREADS** ..... **\$1**  
 WINDOW PANELS, Choice of Tailored type or Fringed Ends ..... **19c**  
 81-Inch Unbleached  
**SHEETING** ..... Yd. **19c**  
 Men's Winter  
**UNION SUITS** ..... Ea **57c**  
**COTTON BEDSPREADS**  
 80 x 105 ..... **69c**

**CLEARANCE**  
 Ladies' All Wool  
 Melton Cloth  
**JACKETS**  
 Blues, Reds and Greens—Drop Everything and Hurry Down to Penney's for One or Two of These!  
**\$1.77**

**CLEARANCE ENTIRE STOCK OF LADIES' DRESSES**  
 Three Sensational Groups  
**\$1.67 - 2.67**  
**AND \$3.67**



Regardless of Their Former Selling Prices, Every Winter Dress Must Go!

Every woman loves a bargain—so these are sure to sell fast! Don't miss being here early—don't miss being one of the first to choose **YOUR FROCKS**

ACETATE CREPES  
 MATELASSES  
 NOVELTY SHEERS

You'll find last minute styles in this group—and you'll find your favorite colors, too, like the Coronation shades, brown, black and navy!

**CLEARANCE 2,000 YARDS**  
**DRESS PRINTS**  
 The first time we have ever offered this quality at so low a price—while the supply lasts—

**8 1/2c**  
 2 YD.

**CLEARANCE ENTIRE STOCK**  
**LADIES FALL FELT HATS**  
 Sensationally Reduced.  
 For a Fast Clean-Up!

You'll Want More Than One At This Low Price! **53c EA.**

Clearance of 150 Ladies' **House Dresses**

While The Supply Lasts **25c ea.**

If we could only show you every dress! Just imagine fast color Avenue vat prints in the most flattering new styles at this amazingly low price. Sizes 14 to 44.

Small Lot of **BOYS' BLUE DENIM OVERALLS**  
 ODD SIZES  
 We Have Priced Them to Move Out In a Hurry!  
**25c**

**CLEARANCE**  
 BOYS' SHEEP LINED BLUE MOLESKIN  
**COATS**  
 All Sizes and a Real Buy at This Reduced Price!  
**\$1.67**

Big Assortment **BOYS' BLANKET-LINED JUMPERS**  
**50c**

**BLANKET MILL ENDS**  
 Mill accumulation of odd sizes in blanket ends and centers. You should see these to really appreciate this value. Choice—  
**17c**

**CLEARANCE CHILDREN'S Rain Coats**  
 SIZES 10, 12, 14  
**67c ea.**

HEREFORD, TEXAS

**PENNEY'S**  
 J. C. PENNEY COMPANY, Incorporated

HEREFORD, TEXAS

# The Hereford Brand

Published Every Thursday. Our Slogan—'More People—More Farms'

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 20

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

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### NOTICE TO PUBLIC

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

### EXPECTS WAR WITHIN FOUR YEARS

Dan Gilbert of the Capital News and Feature Service sent out a report from Washington recently which left those who read it asking themselves the question: "Will America enter war within the next four years?" Of course there can be no answer yet, unless one considers Gilbert's report the answer. "Some men from over in the war department sent up a kite the other day to feel out John Citizen on the question of dictatorship. A definite recommendation was made to Congress that the President be given dictatorial powers over men and materials in time of war."

"Sherlock Holmes would not be able to find a man in the war department who doesn't expect war within the next four years," Gilbert reported. "It is evident that John Citizen fails to comprehend what it's all about because as yet he has said little or nothing about the kite."

### HELPING BALANCE THE BUDGET

President Roosevelt, in his message to Congress last week, promised the nation a balanced budget, perhaps next year and certainly the year after—if business clings to its present upward spiral.

To achieve that objective relief costs must be held throughout the nation, to a billion, five hundred million dollars. Relief costs in Deaf Smith county have been comparatively small, considering that naught but crop failures have been experienced here for the past five years. Relief workers have reported that their clients are of the needy, yet most worthy, class. The area's rolls are composed of industrious and worthwhile citizens who have been caught in the web of drastic conditions of the past few years, and who will again retain their financial independence once favorable crops are gathered.

Early outlooks here are bright for the first wheat crop in five years, and with reasonable prices for their yields, Deaf Smith county farmers will again be able to stand alone, thus cutting the local relief costs. Like conditions throughout the nation will aid greatly with the budget-balancing problem.

Uncle Sam may not be "war minded," but to set off actions of the foreign countries who are, he has plunged into the re-armament race with a \$100,000,000 entry. The United States entered officially into the race with the announcement that construction would start immediately on two super-dreadnaughts to cost \$100,000,000. America is providing itself with larger fighting forces with more ships, more guns and more men, not with the intent of entering into war—but, as "an ounce of prevention," so to speak.

### Bits O' Nothing

About This and That  
By EARNEST E. HAYLEY

The automobile strike may be okay after all. They keep so many of our friends from driving new model cars at a time when we can't afford one.

Five-cent parking meters on Dallas streets froze last week. The money within the icy meters will, we understand, be recorded on the city's ledgers as "frozen assets."

The state department announces an increase in liquor revenues. Due to winter's demands for human interference, no doubt.

British and French fleets answer a German challenge with a long line of warships to "keep the world from mixing in Spain's civil war". What is this—another of those wars to end wars?

Another reason Americans are hard to understand: Dr. Samuel A. Mudd served an island prison sentence for giving medical aid to John Wilkes Booth, assassin of Abraham Lincoln, and now Congress has been asked to authorize a memorial to the doctor's memory.

We read that the average motor car now in use is nearly five years old. And to think, our's isn't paid for yet.

Being initiated into the Lions club isn't so bad after all. We are accustomed to our wife starting a racket while we are trying to talk.

Truth can be lost in a flood of words. We learned the facts about that kid trying to explain to our mother why we were late coming in from school.

### Makes Business Trip.

C. R. Smith, real estate man of this city, spent the larger part of last week attending to business matters in the Brownfield area and other sections of that part of Texas. He left Wednesday and returned Saturday.

### Born Past Week.

To Mr. and Mrs. J. L. Thompson a boy who has been named John Arnold, January 18.

### Will Present Teachers' Bill To Legislature

The Senate School Survey Committee completed work last week on a teachers' retirement bill to be recommended to the legislature this week. The executive committee of the State Teachers Association at its meeting in Fort Worth last Friday and Saturday inspected and approved the bill. It contemplates the state matching teachers' contributions, except that teachers would bear administration costs. It has been estimated that the plan would cost about \$2,500,000 annually.

### To-Dallas Markets.

Mr. and Mrs. W. F. Gillis, owners and operators of the Fashion Dress Shoppe, will leave for Dallas and Fort Worth markets Sunday. Mrs. Gillis' sister, Miss Mary Wilson, of Clovis will accompany them. They plan to be gone about ten days and will spend part of the time visiting the Hereford lady's mother, Mrs. A. J. Wilson, at Denton, after they have completed their marketing for the Hereford and Littlefield stores. In the absence of the Fashion Dress Shoppe owners the store will be operated by Mrs. Walter Pickett and Mrs. Walter Spradley, it was announced.

### In College Station.

County Agent Alex R. Bateman, Bill Mitchell, Paul Mathers and C. E. Marcum left Sunday for College Station where they conducted investigations into various farm program works. They were to have returned Wednesday.

Mr. and Mrs. Ray Gilbreath stopped here Tuesday for a brief visit with his brother, J. T. Gilbreath. Mr. Gilbreath is pastor of the Methodist church in Amherst and was enroute to Amarillo to attend the Bishop's Crusade, which began its first Texas meeting in Amarillo Tuesday.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AS GOOD

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 19, 1906.)

"Do you want to vote?" queried the Brand editor. "Then pay your poll tax at once."

Contract had been signed and other necessary arrangements made for the building of the South Plains Railroad.

Editorially speaking: "The mild, bright days which we have had this week is an agreeable rest from the cold, snowy weather of the past month."

Trouble was brewing at Texico in the way of "lot jumping." The town site had been owned and controlled by one man, but it was claimed one man had as much right to a lot as another, hence the mad scramble to become property holders.

Political announcements included W. H. Russell, county judge; W. M. Cogdell, J. H. King, A. J. Oliver, county and district clerk; J. T. Inmon, E.

F. Connell, J. H. Turnbow, R. W. Baird, sheriff; J. W. Ford, C. E. Edwards, L. E. Cobb, tax assessor; Bern H. Smith, L. A. Simpson, treasurer.

Some people of the Arney community were going to Oklahoma to file on homesteads in Beaver county.

(From The Hereford Brand, January 20, 1916.)

The Hereford Nursery reported the sale of 200,000 trees in 1915.

As in 1906, the editor was asking, "Have you paid your poll tax?"

Troy Womble used almost a column in giving his views of the paving proposition then about to be voted on. While not exactly opposing the move, Mr. Womble pointed out that the cost of paving would be much more than the sum named, if the paving was to be worth anything at all, and the evil of taxing the entire population for funds with which

to pave a few blocks of Main Street, already the best cared for thoroughfare in town.

Due to frozen pipes, a kitchen range in the home of Chas. Donald blew up, wrecking the stove and doing other damage.

"Measure the success of your life by the amount and quality of service you can render, and not by the amount you can get together by your wits," was the wholesome advice offered by the editor.

Miss Olive Perkins had accepted a position as teacher of mathematics and physics in the Forest City, Iowa, schools.

Senator Sheppard, of Texas, had introduced a bill in Congress to prevent people paying an income tax from drawing a pension from the government.

Several inches of snow and a temperature of ten degrees above zero officially ushered in Old Man Winter.

FOR SALE: Five room modern house, double garage, reasonable. Phone 491, 806 Lee Avenue. 1c

FR SALE OR TRADE: Five room house, and two lots, well located, free of debt. Trade for cattle or land. See Geo. T. McCurry. 2-3p

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

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

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

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairie. 26-tf

### 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, 808 1/2 Polk St., Amarillo, Tex. 62

FOR RENT: Newly decorated apartment, hot and cold water furnished. Frances' Apartments. -3p

WILL HAVE FEED and pasture for a few cattle about February 1st. Ky Higgins. 3-3p

### Wanted

WILL START beginners classes in shorthand, bookkeeping and typing Monday. Mrs. R. E. McCullough, 711 25-Mile Avenue. 1t

WANTED: Direct from owner, one or two sections of land in shallow water belt. See Geo. T. McCurry. 2-3p

WANTED: Wire coat hangers, half cent each, trade or cash. Fox Cleaners & Hatters. 1c

### Lost and Found

STRAYED: Bay mare, smooth mouthed, about 12 years old, white saddle scars on back, weight about 800 pounds. Notify Frank Follart, Hereford, Texas. 2-3p

LOST, Strayed, or Stolen: A red, one-horned cow with six months old Jersey heifer calf. Notify Mrs. Effie L. Brown. 1p

STRAYED: One Hampshire sow. Strayed since January 11. Frank Besner. 1p

STRAYED: One Hereford heifer calf branded J on right shoulder, from my place 6 miles west of Hereford. Each ear marked seven. Suitable reward. J. P. Slaton. 3-3c

### Contouring Of Pasture Gives Added Grasses

Six hundred and fifty-three pounds more grass per acre was produced on the C. V. Burges pasture due to conservation of moisture by contour furrowing, reports O. T. Williams, manager of the Soil Conservation Service Project here.

Mr. Burges, a cooperator of the SCS in Deaf Smith county, contour furrowed 65 acres of his pasture in early June, last year, at a cost of 12 cents per acre, not including running of lines. He removed the wings of a two row lister and cut off the sides of the lister points. This implement made furrows about four inches deep and six inches wide. Every 20 feet he plowed two contour furrows 44 inches apart. No ridges were formed between the furrows, which resulted in very little grass being covered by the soil thrown from the furrows.

Moisture tests made along the furrows in September showed wet soil to a depth of 28 inches, as compared to ten inches of moist soil on an adjacent unfurrowed pasture.

"Conservation of moisture on range and pasture land increases grass growth and grass stands if properly managed, and aids in the control of both wind and water erosion," says H. H. Fennell, regional conservator. He also says "The results on the C. V. Burges farm are a fine example of what can be done on pasture or range lands with very little outlay of cash or labor to the farmer."

### Hereford Calf Wins In Utah Livestock Show

D. L. McDonald, Amarillo Hereford breeder and former Deaf Smith county citizen, has been advised that a calf of Super Superior III, bull sold by him to the Wyoming Hereford Ranch, was champion of his division at the Ogden, Utah, livestock show last week.

John McDonald, son of the Wyoming ranch, wired that the calf won over strong competition. Jack McDonald, brother of the Amarillo man, now resides on the McDonald place north of Hereford, and irrigates feed crop lands from which supplies are obtained for feeding on the Amarillo ranch.

ular," reports the Moore County News. "To Floydada goes the distinction of being the first town in West Texas to send in its 1937 quota dues to the West Texas Chamber of Commerce," points out the Floyd County Hesperian.

H. Q. Punksinder in the Claude News was quick to answer the evangelist's declaration that there's no money in heaven, with the come-back: "This probably explains why so many people go to hell trying to get hold of some." (Tut, tut, H. Q., such language we'd never use in a newspaper.)

"The cycles of crop conditions are definitely pointing to better yields, so all in all, the year 1937 seems destined to be one of the best years this section has enjoyed for almost a decade."—Editor Sam H. Braswell predicts in the Clarendon News.

"Thirty-four trench silos were dug in the county, making a total of 43 silos for the county. Forty-one of these were filled during 1936," reads the annual report of the county agent in the Castro County News.

In the whole history of human thought there has been voiced only one rule of conduct of the slightest value as a standard for human behavior. It is applicable to individuals, families, communities, cities, states and nations: "As ye would that men should do to you, do ye also to them likewise."—Editorial in the Community Weekly, Plainview.

"What this country needs is a rain and then a snow and a snow and then a rain—no sandstorms!" is the weather order of H. D. W., in the Wellington Leader.

Two generations was the span between red flannels and shorts. What is two more generations?—Plainview Evening Herald.

"Mack" in the Quitaque Pose says: "I like to get letters in that file we all do, except when that guy 'Please Remit' signs at the bottom."

### By Their Words AND OURS

We got it wrong about Austin. People who go there are taken first to the insane asylum. If they can't make the grade there they are taken to the University. If they can't make it at the University, the finally wind up in the legislature," says O. C. Harrison, editor of the Banner at Seymour. (The Banner is a new exchange now reaching the Brand, thanks to O. C., who is a brother-in-law of Mrs. E. W. Harrison of Hereford.)

"The machine just invented for solving problems in algebra may have to be broken in carefully before used to total the Christmas bill," says Texas Topics in the Pampa Daily News. (Correct you are Tex, but how about using it to figure up one's Social Security income by the time he reaches the age of 65?)

"The Dumas post office has a unique cancellation stamp (13 Star Flag) and for those stamp collectors the nation over, who desire special stamp cancellations along with their stamps, the Dumas office is becoming quite popular."

### MOVED

I have moved my shoe shop from my old location on N. Main Street to the building formerly occupied by Roy's Produce. I am ready to do your shoe repairing or other leather goods repairing. Visit us in our new location—your patronage appreciated.

## JACK'S SHOE SHOP

### Want Ads

#### For Sale or Trade

CLEAN-UP SALE  
1936 Chevrolet Sports Sedan  
1936 Master Chevrolet Coach  
1935 Ford V-8 Two-Door  
1935 Ford V-8 Pickup  
1934 Dodge Two Door  
1934 V-8 Four Door  
1934 Chevrolet Sports Sedan  
Several other, cheap cars.  
BRUMLEY-WOODFORD MOTOR COMPANY

FOR SALE: Light farm machinery, also good milk cow. Will sell or trade for good used car. Call at the Brand office. 1p

FEED FOR SALE: Two cents bundle. At my place six miles northeast and second place north of dump grounds. J. W. Vick. 3-2p

FOR SALE: Oil burning brooder, 500 chick capacity. Good condition. See Edwin Mauk at Ford Motor Company. 1p

FOR SALE: Bundle feed. D. R. Carmichael, six miles southeast of Hereford on East Dimmitt road. 3-4p

FOR SALE: Household furniture and furnishings. Also garden and carpenter tools. Mrs. J. M. Murchison, phone 765-W. 1c

FOR SALE: Two used F-30 Farmalls on steel, also No. 4, three row middlebuster. Buchanan Implement Company, Friona, Texas. 2-3p

### COMPARATIVE STATEMENTS OF RECEIPTS AND DISBURSEMENTS OF DEAF SMITH COUNTY, FOR THE YEARS 1935 AND 1936

	Year 1935	Year 1936
Balance, January 1	\$20,768.64	\$19,792.25
Receipts:		
Current Tax Collections	\$36,457.61	\$37,366.96
Delinquent Tax Collections	12,406.75	8,001.06
Automobile Registration Fees	18,500.11	19,312.71
Hospital Revenue	3,674.54	4,290.52
Borrowed-Money on Time Warrants	9,398.76	
All other Receipts	3,272.09	4,465.53
Total Receipts	\$83,709.86	\$73,436.80
Total Receipts and Balance	\$104,478.50	\$93,229.05
Disbursements:		
Jury and Bailiffs	\$ 5,249.98	\$ 2,407.68
Salary and Traveling Expense	11,786.41	12,262.26
Stationery and Office Expenses	2,296.54	2,332.53
Building Maintenance	3,887.21	3,432.02
Road and Bridge Maintenance	17,166.14	18,947.84
New Road Machinery (cash)	8,430.76	206.35
New Rights-of-way	1,215.83	2,223.40
Hospital Operating Cost	8,358.30	7,805.66
Charity and Relief	1,286.32	1,933.39
Health and Sanitation	344.95	453.50
County Agent's Department	2,300.75	1,380.06
Library	2,341.96	2,411.44
Bonds and Time Warrants Paid	12,290.00	4,341.15
Interest Paid	3,081.15	2,610.01
Miscellaneous Expenditures	4,649.95	4,702.93
Total Disbursements	\$44,686.25	\$67,450.22
Balance, December 31st	19,792.25	25,778.83
OUTSTANDING INDEBTEDNESS:		
Balance, January 1st	\$55,372.30	\$52,481.06
Contracted During Year	9,398.76	6,500.00
Total	\$64,771.06	\$58,981.06
Paid During Year	12,290.00	4,341.15
Balance Outstanding, December 31st	\$52,481.06	\$54,639.91

### National Leaders Plan Gigantic Ball to Honor President and Raise Infantile Paralysis Fund



The nation's biggest social event, the celebration of President Franklin D. Roosevelt's fifty-fifth birthday anniversary, is set for January 30, with more than 5,000 communities throughout the country planning parties to raise funds for the philanthropy closest to the Chief Executive's heart, and for infantile paralysis sufferers.

Colonel Henry L. Doherty, for the fourth year chairman of the national celebration, is being assisted by many of the country's foremost leaders in plans for the events. Among those on his committee are: Vincent Astor, Postmaster General James A. Farley, Ambassador Joseph E. Davies, Will H. Hays, Carl Byoir, general director, Colonel Edward P. House, Edsel B. Ford, Walter P. Chrysler, Capt. Eddie Rickenbacker, Patrick Cardinal Hayes, Bishop

William T. Manning, Harvey S. Firestone, Keith Morgan, General John J. Pershing, Owen D. Young, Howard Chandler Christy, Charles G. Dawes and Admiral Cary T. Grayson.

Society leaders, radio, motion picture and theatrical stars are joining forces to make the celebration the greatest series of parties ever staged.

Meantime throughout the nation millions of Americans are making preparations for parties that will eclipse in size and colorful entertainment those of any previous year.

# SOCIETY

JOHN McLEAN, Society Editor Phone 181-W

## Miss Virginia Lillard Becomes Bride of Louis Woodford Friday

A quiet ceremony Friday evening at the parsonage of the Baptist church, Miss Virginia Lillard became the bride of Mr. Louis Woodford. Rev. H. M. Woodford, pastor of the church, officiated at the ceremony. The bride wore a navy blue gown with pastel bead trimming and black accessories. Following the ceremony Mr. and Mrs. Woodford left on a wedding trip to El Paso, Texas, and Juarez, Mexico. Miss Lillard is the daughter of C. L. Lillard of Friona, and niece of Mr. and Mrs. Glenn Woodford of this city. She was graduated from Friona high school in 1935 and for the past six years made her home with Mr. and Mrs. Woodford. Mr. Woodford is the son of

Mr. and Mrs. L. C. Woodford of Winchester, Kentucky, and has lived in Hereford for the past four years. He is associated with the Brumley-Woodford Motor Co. After January 20, Mr. and Mrs. Woodford will be at home at the Joe Bishop residence on West Eighth Street.

### METHODIST SOCIETY CONTINUES BIBLE STUDY

The Woman's Missionary Society of the Methodist church met at the church Wednesday afternoon. Mrs. D. H. Bryant gave the devotional. A report was given from the Bishop's Crusade meeting in Amarillo on Tuesday by Mrs. J. F. Ward and Mrs. D. H. Bryant. The second chapter of The Radiant Heart, which was Paul's letter while in prison in Rome, was studied, with Mrs. E. W. Harrison as leader. The regular zone meeting will be held at Bethel on Wednesday, January 27. All members are urged to attend.

### BAPTIST WOMEN MEET

The Women's Missionary Union of the Baptist church met at the church Wednesday afternoon for the regular monthly business and educational program.

The lesson on mission study was conducted and Mrs. O. T. Williams, president, presided over the business session.

Lovely refreshments were served to approximately 35 members.

All circles will meet in regular meeting places next week. A farewell dinner will be given at the church Sunday, January 24, honoring the pastor's last Sunday in Hereford. Members of the church who care to participate are asked to bring a covered dish to the church at noon.

### MRS McRIGHT IS CLUB HOSTESS

Mrs. Nelson McRight was hostess for the London Bridge club Thursday afternoon when members met at her home on B street.

High scores in the games was awarded to Mrs. Ernest Medkief for club members, and guest high went to Mrs. R. L. Riney of Liberal, Kansas, who has been a house guest of Mrs. Lee Morgan.

Members present were Mrs. Emmett Milburn, Mrs. O. C. Holt, Mrs. Lee Morgan, Mrs. Ernest Medkief, Mrs. Charles Brooks, Mrs. R. R. Wills and the hostess. Guests were Mrs. S. P. Ross and Mrs. R. L. Riney.

Mrs. Ida Rogers and two brothers, Philis and Henry Wade, of Tucumcari, New Mexico, spent last week end at the bedside of their mother, Mrs. C. E. Wade, who is seriously ill. They returned home Monday.

### MUSIC STUDY CLUB HAS INTERESTING PROGRAM

Program Music and Post-Romanticists furnished the theme of the program at the meeting of the Music Study club Monday afternoon at the home of Miss Eloyse Pitman on East Third street.

During the business session, presided over by Mrs. Carl Moutz, the club voted to make a donation to the Central school cafeteria. Mrs. Moutz extended a welcome to Mrs. O. T. Williams, a new member.

Mrs. H. L. Broadwell, leader of the lesson, told of a contrast between program music and romantic music. She said in part: "Romantic music implies an emotional and imaginative atmosphere combined with an idealistic treatment of whatever theme may be associated with the music. Program music endeavors to depict and imitate the actual scenes and sounds so literally that no doubt is left in the mind of the hearer as to what the composer desired to represent. Neither emotional nor imaginative qualities are essential to it. Romantic music does not desire to call up a given picture, but to induce a mental attitude."

Musical numbers included: March Hougros, Damnation of Faust (Berlioz), Mmes. W. J. Stanford, C. H. Dyar, and C. C. Acker. Galop Chromatique (Lizac), Mrs. H. L. Broadwell, Miss Eloyse Pitman. To the Evening Star, Tannhauser, (Wagner) Mrs. A. C. Thompson. Refuge and Strength, Finlandia (Sibelius) a sextet by Mmes. Homer Fox, C. C. Ferguson, C. C. Acker, Wiley Robertson, A. C. Thompson and Miss Pitman.

Choral practice was directed by Mrs. J. C. McCracken.

### PLEASURE HOUR CLUB ENTERTAINED

Mrs. Owen Stagner entertained members of the Pleasure Hour club with a contract party at her home Thursday afternoon. Two tables of players enjoyed the games and Mrs. Buford Pagner was awarded high score.

The traveling prize went to Mrs. W. J. Smith and Mrs. Harry Lomas won low.

Those present were Mmes. Smith, McLeRoy, Boyd London, W. J. Smith, Roy Jewell, Buford Pagner, Harry Lomas, B. R. Dixon and the hostess.

### LEAGUE OPEN HOUSE HELD SUNDAY

The Epworth League of the Methodist church held open house for friends and members of the church Sunday evening from 5 to 6 o'clock.

Nelle Jo Shreve directed games and conducted the entertainment program. Refreshments were in charge of Marthanelle Ewton.

At 6 o'clock the group adjourned to the young people's department for the regular League service, which is scheduled to meet at 6 o'clock each Sunday evening.

### DORIS ELAINE DILLEHAY PARTY HOSTESS

Miss Doris Elaine Dillehay entertained a group of friends with a delightful party at her home Friday evening. Monopoly, bingo, table tennis and other games were enjoyed by the group of guests.

Open free sandwiches and drinks were served to Wanda Jean France, Katherine Henderson, Nellie Pauline Spradley, June Dameron, Beulah Mae Wilson, Margaret Hitzgus, Mary Ann Acker, Billie Louise Davis, Elma Shugart, Virginia Ann Dillehay and the hostess.

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

Dr. C. A. Pierle of WTSTC, Canyon, will address the Hereford Discussion Group Friday night on the subject of China and the Current Situation. He was head of the chemistry department of Tsing Hua University in Peking from 1911 to 1922. Since that time he has held a similar position in WTSTC.

Dr. Pierle was to have brought his discussion before the local group the first week in January, but was unable to be here and the new date of Friday of this week was set. His address will be delivered at the court house at 7:30.

### TRIO OF HOSTESSES ENTERTAIN CLASS

Members of the Win One class were entertained with a class party Tuesday afternoon at the home of Mrs. Willett. Mrs. W. B. Anthony, Mrs. Andrew Thomas and Mrs. Willett were co-hostesses for the party and 14 members were present.

After a prayer by Mrs. Harrison, Mrs. S. L. Easley had charge of the social hour. Appropriate games were enjoyed. Plans were made for class activities for the coming year and the cheer committee sent flowers to Mrs. C. E. Wade, a member of the class who was ill. Mrs. J. F. Ward is teacher of the class.

## Hereford Group Attends Rally of M.E. Church

The Bishop's Crusade, a Methodist Missionary rally held in Amarillo Tuesday, was attended by Rev. F. C. Willett, pastor of the Hereford church, and three members, Mrs. J. F. Ward, Mrs. D. H. Bryant and daughter, Agnes. Most other churches of the Northwest Texas Conference were represented.

The day was given to a program in behalf of missionary advance and international Christians and leaders of outstanding importance were among the principal speakers. The Amarillo meeting was one of the rallies sponsored by Southern Methodists.

### W. O. W. Installs Officers

Thursday night of last week, Woodmen of the World lodge held a public installation of officers at the hall. A program of dance numbers by pupils of Miss Lueta Borden and two violin numbers by Miss Hertha Baer were given. S. H. Taylor of the Amarillo lodge presided at the installation of the following officers: C. L. Whitehead, Council Commander; Geo. McConnell, Adviser; Lieutenant Guy Smith, banker; E. E. Fridley, financial secretary; T. L. Welch, escort; W. Turnbow, watchman; Jerry Keenan, sentry; H. A. Painter, team captain. Later in the evening luncheon was served to about 70 persons.

### Lance Boy Seriously Ill

Paul, 8-year-old son of Mr. and Mrs. Earl Lance of this city was operated on in the Baylor hospital, Dallas, Tuesday for tumor of the brain. His condition had been pronounced serious when the trip was begun to Dallas Friday. However, after both a major and minor operation Tuesday he was reported doing as well as could be expected. Mr. and Mrs. Fate Walser made the trip with Mr. and Mrs. Lance and Paul. The youngster had been ill for more than five weeks.

### Re-Opens Real Estate

After an absence of several years, Jas. B. Elliston is again in the real estate business in Hereford. He opened his offices at his old location on East Third Street this week. Mr. Elliston returned to Hereford in November from Canyon where he resided for eight years.

### Leave for Dallas Markets

Mr. and Mrs. Gaston Baer will leave Sunday morning for Dallas where they will visit the markets for goods for the Popular Store. Mr. and Mrs. Baer expect to be back by next week end.

### Amateur Contest Postponed

The Junior Band Mothers, who were sponsoring the Amateur Contest that was scheduled for tonight, has postponed it because of the weather. The contest will be given at a later date which will be announced.

### Visits in Canyon

Mrs. C. H. Dillehay and children visited with her sister, Mrs. L. F. Shaffer, in Canyon Saturday. Superintendent Dillehay drove them to the Randall county city and then continued to Amarillo where he attended a meeting of Northwest Texas educators.

### Back from Hot Springs

Mr. and Mrs. O. E. Sherman returned from Hot Springs, Arkansas, and Waleska, Georgia, Sunday. While in Georgia they visited Mrs. Sherman's father, T. J. Carpenter. The Hereford people were gone about six weeks.

### Here from Canyon

Mr. and Mrs. O. W. Gona of Canyon visited here Wednesday. Mr. Gona attended to his duties as investigator for the Texas Old Age Assistance while here, and Mrs. Gona visited the A. H. and Burl Ellistons.

### Visiting in Jayton

Mrs. W. R. Kimbrough is visiting her sister at Jayton this week. Mr. Kimbrough drove with his wife to the Kent county city Saturday and returned to Hereford Sunday.

### Who Said He Couldn't?

It was at an orchestra concert. A man gazing at the bass viol player kept saying: "He can't do it, he can't do it." The man in front became annoyed. "Stop your muttering." "But I tell you he can't do it. I'll betcha he can't do it." "Can't do what?" "Put that big fiddle under his

## Land Surveys Are Completed In Deaf Smith

Deaf Smith, Parmer, Oldham and Potter counties are among those of the Panhandle in which land use surveys have been completed by the Resettlement Administration.

Purpose of these land use surveys is to assemble all necessary data in each county so that all interested parties may easily understand causes for the misuse of land and establish corrective measures. The data obtained from such an exhaustive survey includes every possible item that has a bearing upon the land, the operators and the owners.

When a survey is completed in a county the natives will know the type of soils on every farm, the average rainfall over a period of years for each community, the extent of erosion and to what use the land is now being subjected. Other information shows the location of schools, telephone lines, roads, and various classifications of homes as to size and conditions. This, of course, is merely an example of the information assembled by the land use survey crew in each county.

Upon the completion of the survey the Resettlement officials make arrangements to return to the county and present the data to the citizens at a county-wide meeting. Thus, with the aid of actual knowledge about their individual farms and communities, the people can then proceed with a program to correct any misuse of land shown in the various studies.

Such meetings have already been held in various counties throughout the region. Date for the Deaf Smith county gathering, has not been set, it is understood.

## Explains Work Of New Soil Service Set-Up

Lee T. Morgan, head of the Soil Conservation Service in this district, explained Monday that the districts were created by a vote of the people, and authorized by House Bill No. 978 and is to function as an agency of the State of Texas to conserve the soil by the prevention of unnecessary erosion, caused by winds, and the reclamation of lands that have been depreciated or denuded of soil by reason of winds.

He further explained that the governing body, which is the commissioners court, of each wind erosion conservation district shall consult and advise with the Director of Texas Experiment Station at A. & M. College, the county agent, the department of agriculture, the U. S. Soil Erosion Service of the department of agriculture, and may generally conform to and cooperate in any regional plan determined upon in connection with the application and operation of this act.

C. W. Humble of the Soil Conservation Service, held a joint meeting of the governing bodies from Oldham and Deaf Smith counties here Wednesday of last week. The resolutions and coordinated program and plan of operation for the prevention and control of wind erosion for the area were read thoroughly and discussed at length.

The governing bodies are very anxious that the program be started as quickly as possible. Mr. Morgan pointed out, and farmers interested in signing cooperative agreements with the bodies should contact him at once. The conservationist will be glad to explain the program and its benefits to farmers who call at his office in the rooms once occupied by the county agent at the court house.

Hereford To Furnish Part Amarillo Fun

Hereford will furnish part of the entertainment at the Panhandle-Amarillo Chamber of Commerce Good Will banquet in Amarillo Friday night, when Miss Lueta Borden will be presented in a dance number. The Hereford lady is the accomplished tap-dancing daughter of Mr. and Mrs. L. F. Borden and dancing instructor of this city.

Cal Farley, master of ceremonies, promises a unique and remarkable evening of entertainment. The affair will be broadcast.

Among those expected to attend from this city, besides Miss Borden, are J. E. Hill, Hereford Chamber of Commerce director, and Ernest E. Hayley, Brand editor.

## Harry Seed's Father Dies In Illinois

Harry Seed of this city left Friday afternoon for Lawrenceville, Illinois, to attend the funeral services held for his father, S. J. Seed Sunday afternoon. The Illinois man died Friday and his son left immediately after he was notified.

The deceased is survived by his wife, three sons and one daughter. One son, Walter, died here in 1918, but his children still reside here. They are Marie Seed Cogdell, Helen and Walter Seed, Jr. Mrs. Harry Seed was expecting her husband home this week end. He has resided here for the last 20 years and has been interested in the Pevey & Seed Impement Co. much of that time.

## Death Claims Husband Former Hereford Girl

Arthur J. Lamb, 43 year old real estate dealer of Amarillo, and husband of Mildred "Peg" Rambo, former Hereford lady, died Friday in an Amarillo hospital following a brief illness of pneumonia. Funeral services were held Saturday at the First Methodist church in Plainview.

## Hospital Notes

Mrs. D. W. Brown and baby, who had been at the hospital since December 27, were dismissed Tuesday.

Mrs. E. J. Johnson, of Rodessa, Louisiana, was dismissed Tuesday after being a patient since January 6.

Mrs. James Renner of Friona spent Tuesday in the hospital to undergo observation and receive medical attention.

A. W. White was re-admitted Monday. He recently spent 17 days at the hospital as a medical patient.

Pay your dog license now if you want your dog.

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Arthur J. Lamb, 43 year old real estate dealer of Amarillo, and husband of Mildred "Peg" Rambo, former Hereford lady, died Friday in an Amarillo hospital following a brief illness of pneumonia. Funeral services were held Saturday at the First Methodist church in Plainview.

Lamb was the son of the late E. C. Lamb, prominent retired Amarillo business man, and had lived in Amarillo for the past 13 years. He and Mildred Rambo were married about 11 years ago. He is survived by his wife, one son, Arthur J. Lamb, Jr.; his mother, two brothers and two sisters.

Mrs. Lamb's mother, Mrs. Eula Rambo, formerly of this city, moved to Amarillo a year ago to live with her daughter. Mrs. Lamb still has two aunts and an uncle living in Hereford, Mrs. Charles Hodges, Mrs. J. S. Orr, and O. K. Higgins.

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# The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 16.

HEREFORD HIGH SCHOOL, THURSDAY, JANUARY 21, 1936.

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## Bippus Items

**BY RUTH REESE**  
 Hereford shoppers Saturday included Mr. and Mrs. C. T. Reese and children, Mr. and Mrs. Frank Canaba and children, C. V. Griggs and Henry, Mrs. Helen Burks, Marvin and Bud Morrison.  
 Mr. Walton made a trip to Amarillo last Friday.  
 Mr. and Mrs. Charles Hoover and children were in Hereford last Saturday.  
 E. Morrison was on the sick list last week.  
 Jack Fortenberry was a Hereford visitor Wednesday.  
 Z. T. Steen was in Hereford on business Friday.  
 Jack Fortenberry is on the sick list this week.  
 Marvin Morrison was in Hereford Monday.

Don Taylor of Pampa and Raymond Wright of Amarillo were Saturday evening visitors in the J. H. Pitman home.

## Rance News

**EDNA BEHREND**  
 Mr. and Mrs. R. L. Rule and Mrs. H. Behrends were in Dimmitt Monday.  
 Junior McMillan of Aubrey is visiting in the home of his uncle, Walter Wainscott.  
 Miss Emma Lewell Plunk spent the week end with Sylvia Behrends in Canyon.  
 Mrs. Wainscott visited in the Trull Collins home Thursday.  
 Bro. Stevens of Plainview preached here Sunday morning.  
 R. I. Rule and family, Bro. Stevens and Mabel Behrends took dinner in the Wainscott home Sunday.  
 David Behrends is sick with the influenza.  
 A number from this community went to Westway Sunday to hear the missionary.

Mr. and Mrs. Roy Crutchfield returned home last Saturday from a visit with relatives at Sapulpa, Oklahoma.

## Wyche Items

**BY PEGGY VALENTINE**  
 A delightful birthday party was given in the C. E. Rea home Friday, honoring Claude and Vera Rea. Refreshments of cake and popcorn balls were served.  
 Miss Thornton Shirley spent Tuesday night with Miss Peggy Valentine.  
 Mr. and Mrs. DuBois Walker had as a guest Sunday Rev. H. White, who conducted services at Wyche Sunday school.  
 Mrs. D. R. Carmichael and son have been visiting relatives in Sayres, Oklahoma.  
 Misses Thornton Shirley and Peggy Valentine spent Monday to Wednesday with Miss Ruth Love.  
 Mr. and Mrs. John Paetzold and Elmora were in Amarillo last Friday.  
 Mrs. Dock Roberson is still on the sick list.  
 Mr. and Mrs. Ben McBrayer of Hereford spent Sunday in the R. C. Valentine home.  
 Mr. and Mrs. J. W. Dickerson spent Sunday with Mr. and Mrs. Wes Brady.  
 Irvin Elliston is visiting his brother, Nolla Elliston.  
 Miss Emma Lou Caraway, who has been confined to her bed for several weeks, is improving.  
 In Hereford Saturday were W. B. Saxon, Dock Roberson, Andrew Gilliam, Fred Henry, Nolla Elliston and R. C. Valentine.  
 Mr. Sevier called in the W. B. Saxon home Saturday.

To Hold Bosses Banquet.

The annual Bosses banquet of the Business & Professional Women's club will be held at the Presbyterian church Monday night of next week, the club has announced. Women of the church will serve, while bosses of the various club members will be the guests of honor.

Try First to Buy in Hereford.

## New Subject To Be Given

Mr. Hudson recently announced that he is planning a new course for seniors and one for seventh graders.  
 This course is for the purpose of helping seventh graders plan their high school work, and helping seniors decide whether they want to go to college or not and if not, "what next?" as Mr. Hudson said. It is a sort of guidance course that can be very beneficial to students who want to plan their next step. Students who want to go to college will learn what problems they will meet and how to handle them. The course will start with group discussion and be carried on in part by personal conferences after the first few weeks. "The classes will not meet more than about twice a week," Mr. Hudson said.  
 The seventh graders' class will probably meet at activity period, and the senior group at the sixth period.  
 This course does not offer a credit.

## CLASS GIVES TEA

Monday, January 10, the first year home economics girls gave an informal tea, and all their mothers were invited. The girls had finished their dresses and they were judged by a committee consisting of Miss Carlisle, Miss Spradley and Miss Conkright.  
 First place was awarded to Catherine Fullwood. Other prize winners were Adella Benson, second; Helen Hamm, third; Inavey Burdine, fourth.

## CLUBS FAIL TO MEET

Numerous mid-semester examinations, some of which were said to be rather lengthy, were the excellent reasons for the noticeable lack of club meetings last week. Very few of the clubs held their regular meetings. There was no H-Y staff meeting, or debate meeting. Perhaps the sponsors were deceived into thinking that students would spend the time studying.

## DESCRIPTION OF STUDENTS

Barbara Brotherton and Faye Crosthwait—Fifty-Fifty.  
 Lois Wainscott—If the hall is crowded, just duck your head and go through.  
 Billy Beene—Just "don't gimme no sass" guy.  
 Clyde or Earl Goldham—That other Oldham kid's brother.

## Easter Items

**BY LOUISE FRYE**  
 There was a good attendance at Sunday school Sunday, including five new members.  
 H. B. Medley visited over the week end with his son, Luke, in Abilene.  
 Mr. and Mrs. Fred Walton were in Amarillo Monday.  
 Miss Izora Clark, former home demonstration agent, visited last Thursday and Friday in the Frye home.  
 Joyce Carter was on the sick list the past week.  
 Mr. and Mrs. V. C. Woolery and family and Mr. and Mrs. V. R. Gardner and son of Tulla, spent Sunday with Mrs. I. W. Woolery.  
 La Veta Smith stayed in the Harry Smith home last week while her grand parents were in Oklahoma.  
 Mr. and Mrs. George Chambliss visited Sunday in the Lynn Axe home.  
 Miss Louise McClure spent the week end with Louise and Caroline Frye.  
 Wallace Reynolds and Miss Parker came home with Mr. and Mrs. J. S. Smith for an extended visit here.

## Shoe Shop Moves.

Jack's Shoe Shop, owned by Jack Hagar, has moved from its former location on Main Street to the Roy's Produce building just behind the First National Bank on East Third. The shop was located at its Main Street address just opposite the Star theatre for many years.

## Sunday Visitors.

Mr. and Mrs. C. F. Moore had as their guests Sunday his brothers, Louis F. Moore of Lubbock, Frank L. and Orville, of Floydada. Frank L. was accompanied by his wife and two children.

## Bus Turns Over

Saturday night the Hereford basketball teams met with an accident while returning from Friona where both teams had played. The bus, in which about 20 boys and girls were riding, turned over and was wrecked one mile west of Hereford on the Harrison Highway. The accident was due to lack of warning lights or signs at a new detour which none of the occupants of the bus knew about.

All the boys and girls suffered bruises and shock, and most of them were cut by flying glass. Miss Wrenn suffered a broken bone in her nose and several cuts about the face. Mr. Wilson was not seriously hurt and was able to be back at school Monday. Helen Ann Snyder was cut rather badly on one arm and her head. Evelyn Lovelady received severe cuts on one leg and her head, and lost four teeth. Mary Virginia Whitehead was cut rather badly on one hip. Thama Cawthon received cuts and bruises on her back and over one eye. Nora Jean Russell is recovering from a sprained shoulder. None of the boys who were along were hurt to speak of except E. B. Posey, Jr., who's glasses were broken and cut his eye. Clyde Posey received a wrenched knee, but was back in school Monday morning. Gertrude Wilson escaped with a cut on her arm and a bruised hand. Helen Danforth got one cut on her head. Imogene Roberson received bruises on her head and a cut on one hip. Melba Schulz got several cuts about the face. Anna Marie Kuper was bruised about the face. Gaytha Wilson, who had accompanied the team, received only a slight cut on one knee.

Other boys who were present but not injured were Jasper Vaughn, Ray Nunn and Varian J. Fuller.

All the victims were taken to the county hospital for treatment and then home. Evelyn Lovelady, at the request of her father, remained in the hospital that night.

## G-Man Visits High School

On January 11 Mr. Dillehay received a visit from an investigator for the Department of Justice, more commonly known as a G-Man.  
 The purpose of the visit was to check up on the records of a former student of Hereford. The visitor particularly inquired as to the former student's record as to grades, attendance and punctuality.

## FRIONA TEACHER VISITS

Miss Gee, home economics teacher at Friona, visited the Hereford department of home economics Tuesday, January 11. Friona was having examinations.  
 Miss Gee's class at Friona won second place in Group B last year.

## New Courses Are Offered

Several new courses to be offered this semester for half credit work are: Texas History, Economics and Commercial Arithmetic. The home economics classes are also entering a new and separate division of work. Solid geometry and algebra II will not be offered, since there is not enough demand to justify their being taught.  
 The Texas history is primarily for seniors, but juniors are eligible. This subject will be taught by Mr. McCollum at the fifth period.  
 The economics class, which is expected to contain about eight or ten students, will be taught by Miss Carlisle at the sixth period. This subject is also primarily for seniors, but juniors may enter.  
 Miss Wrenn will teach commercial arithmetic at the sixth period. This subject is offered to freshmen and sophomores.

## F. F. A. Boys Count Chickens

The F. F. A. boys met in the agriculture room Wednesday, January 7, to discuss possible events of the coming year.  
 Billy Smith offered his house for a party to be given the 21st of this month. This party is the first this year and the boys intend to make it a big one.  
 After much discussion it was decided to buy two hundred baby chicks to raise for fryers. A fair profit was shown on a similar project last spring.

The boys think gym practice, before meeting, is helpful and have decided to organize an F. F. A. basketball team. Several other chapters in nearby towns have teams and wish to play them. They hope Mr. Emmons will center for them; he would make an All-American halfback, maybe.

Remember, the F. F. A. will have fryers this season, and the price will be reasonable. That sounds like counting chickens before they hatch, but they will still have some fine fryers.

## Girls Win, Boys Lose

The Hereford Whiteface girls basketball team won two games and the boys lost two during their week end skirmishes with Happy and Friona.  
 The Hereford and Happy girls had a nip and tuck battle here Friday night. Hereford finally nosed out the Happy sextet 3 to 35 in the closing minutes of the game. After being five points behind at the half, the Hereford girls scored 10 field goals and three free throws to win. Atchley an Lovelady led Hereford's scoring with 12 points each. Golden of Happy was high point girl of the game with 15 points.  
 At Friona—Saturday night, the Hereford girls whipped Friona 29 to 22. Hereford was never headed, leading at the half 17 to 8. Lovelady led the scorers with 13 points. Johnson of Friona made 12.

Happy cagers won from Hereford boys 27 to 22. After being held scoreless the first quarter 15 to 0, the Hereford boys snapped out of it to score 22 points to 12 in the other three quarters. But this 15 point lead was too much for the boys and Happy never headed. Howard Gore of Hereford and Tales of Happy led the field with 10 points each.

After holding the strong Friona team to 15 points in the first half, the Hereford boys went 6 pieces in the third quarter and were beaten by an overwhelming score of 38 to 19. Brookfield Friona star center, was high point man of the game with five field goals and four free throws for a total of 14 points.

## Round-Up Gets Certificate

A membership certificate to the National Scholastic Press Association has been received by the Whiteface Round-Up, which entitles the paper to all the benefits and privileges of the association. This certificate is to be framed.

The purpose of this association is, as quoted, "The object of this association is to make possible cooperative effort on the part of scholastic editors for the continual improvement of school publications so that they may better serve the cause of education and individual institutions that they represent."

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 For Irrigation

Sturdy construction, power and dependability make ALLIS-CHALMERS power units and industrial units ideally suited for heavy duty pumping or conveying jobs.

The Model E-60, developing a maximum of 68 H. P. at 1950 R. P. M., is built compactly, ready to install and comes equipped ready for operation. When desired a special fuel system is available at no extra cost, permitting the use of natural gas, kerosene or other low grade fuels. When you think of the ALLIS-CHALMERS Model E-60, think of its

ECONOMICAL POWER — DEPENDABLE SERVICE

**Pevley & Seed**  
 ALLIS-CHALMERS DEALER

**Switch**  
 TO  
**DODGE and**  
 Save Money!

**JANUARY 30th**  
**The President's Birthday**

Let's All  
**JOIN THE FIGHT**  
 Against  
**Infantile Paralysis**  
**CELEBRATE**  
**DANCE**

At the  
**PITMAN GRAIN CO.**  
 SATURDAY NIGHT, JANUARY 30th

President Franklin D. Roosevelt

Everyone in Hereford and its area is invited to join in the Nation-wide event that marks the birthday of the President, to aid in the concentrated fight on Infantile Paralysis and to enjoy an evening of wholesome entertainment.

DANCE FROM 9:00 UNTIL 12:00

Admission \$1.00 Per Couple

TICKET SALE STARTS JANUARY 21

**Celebrate in Hereford**

**President's Ball Committee**  
 GLENN WEIR, Chairman  
 JOHN PATTON L. H. FOSTER S. P. ROSSON

**PUBLIC INTEREST COMES First**

**PROGRESS**  
 The Code of  
**SERVICE**  
 of This  
 Public Spirited  
**BANK**

A giant bridge is built spanning a watery barrier to progress. In the name of public interest great projects are carried forth . . . great services are performed that the public at large may benefit. This bank subscribes to this code of service in the interest of the public. In our own special way we aim to contribute helpful service to industry, to business, to individuals . . . that progress may be continuous . . . that the public may enjoy increasingly greater advantages and benefits.

**First State Bank**



# I AM BACK

I am back in Hereford my old stand on East third street—and back to you. I have lots of land and property listing give me yours if you want action.

## Buyers For

Good smooth shallow water section.  
Improved 1/2 section  
Improved 1/4 section

# Jas. B. Elliston

Real Estate

# THE CHURCH WORLD

### CHRISTIAN CHURCH

H. M. Redford, Minister.  
Mrs. C. P. Cockrell, Assistant Superintendent.  
Bible school, 9:45.  
Morning worship at 11.  
C. E. Societies, 6:30 p. m.  
Evening worship, 7:30.  
Monday night, Bible Class, 7:30.  
Mid-week church family night, Wednesday, 7:30 p. m.  
Continuing series of sermons Sunday morning dealing with texts from International Bible School lessons on Book of John, the pastor will preach on the theme: Seeing Samaria, He Needs Must Go Through Samaria. The evening sermons are centered around the message and program of Jesus relative to evangelism. Where Dwellst Thou? Is the subject for Sunday night. The young people will present a one-act play at the mid-week church family night, The Lady at the Window.

### PRESBYTERIAN CHURCH

The Heritage of the Common Man will be the topic of the sermon at the First Presbyterian church Sunday morning by Pastor Rev. J. C. Thorns. At the vesper service at five the subject will be Opening Blind Eyes.  
Sunday school, 9:45 a. m., G. M. Hudson, superintendent.  
C. E., 6:30 p. m.  
Prayer meeting, Wednesday at 7:30 p. m.

### ASSEMBLY OF GOD CHURCH

Meet a friend every service. A place with a welcome. One block north of high school. W. A. McCann, pastor.  
Sunday school, 9:45 a. m.  
Owen Neel, Superintendent.  
Morning worship at 11.  
C. E., 6:30 p. m.  
Evangelistic services, 7:30 p. m.  
Prayer meeting, Tuesday, 7:30.  
Gospel Thimble Workers, Wednesday, 7:30 p. m.  
W. M. C., Thursday, 2:30.  
C. A. Evangelistic services, Friday, 7:30 p. m.

### ST. ANTHONY'S.

Services each evening at 7:30. It is Church Unity Octave Week and the fulfillment of Christ's appeal That All May Be One is being prayed for. Beginning Saturday morning at 8 and continuing through Sunday and Monday, Forty Hours Devotions will be held. Exposition of Blessed Sacrament begins Saturday morning at 8, and at 6 Sunday and Monday mornings. Each evening at 8 the day's Adoration will be ended with Benediction. This devotional continues for 40 hours before the Blessed Sacrament in memory of the 40 hours during which the Body of Our Lord remained in the sepulchre. The devotion originated in Milan in 1534 and was introduced into Rome by St. Philip Neri in 1548. It was sanctioned by Pope Clement VIII who issued a solemn bull respecting it, November 25, 1592. All members of the parish are urged to keep watch. Sunday is Septuagesima Sunday. Masses will be held at 8 and 10 o'clock.

## County Agent Outlines Farming Accomplishments for Past Year

Alex R. Bateman last week issued his combined annual report of extension works which were accomplished in Deaf Smith county during 1936. His records reveal shocking figures in the number of projects his department supervised. The supplemental report gives, among other things, the information that, under the supervision of the department, terrace and contour lines were run on 300,000 acres during the 12 months.

Agricultural engineering activities for the year included the terrace and contour lines, already mentioned, run on 500 different farms. Included in that acreage was 4000 acres coming under NYA boys' work. One thousand acres of the terrace work was done with county-owned tractor and grader outfits. Another 4500 acres were terraced or contoured in permanent pasture work, 60,000 acres of land was chiselled.

Ten of the county's 11 silos were constructed for the first time in 1936. These trench silos range in capacity from 25 tons to 200 tons and were filled chiefly with grain and sweet sorghums.

In the beef cattle demonstration 80 steers with a total initial weight of 54,006 pounds and cost of \$5,595.28, were fed. They gained 57,754 pounds during the time and reached the total value of \$10,816.80, making a total profit of \$5,221.52. As a result of the 1936 demonstrations, 200 steers are being fed for the 1937 market.

Splendid results were also noted in swine demonstrations. Scrub hogs and well-bred animals were used, all feed being balanced, the well-bred hogs gained 38 per cent more than scrubs in the demonstrations. Self-feeders are replacing old feeding methods, pastures are planted for hogs, and crops are being hogged down, which is also a new practice.

Poultry demonstrations were well located in the county and the results showed an estimated value of egg production of \$2,812.50 from the 11,250 dozen produced during the demonstrations. Three poultry houses were constructed. Turkey demonstrations were highly satisfactory, also.

A three-acre plot was used for cotton demonstrations. A pure variety was used and the crop was irrigated four times at a cost of \$12. It produced an average of 1630 pounds of seed cotton per acre.

Forty-five pounds per acre were average from a white variety field corn demonstration. Sixty bushels per acre were average from the milo demonstration.

Hybrid No. 5 seed, received from the Chillicothe Station, matured much sooner than other sorghums and yielded six times more grain, according to five men who seeded one acre each in the experiment. Forty acres of alfalfa produced 210 tons of hay, with irrigation cost reaching \$165 and labor, water and baling completed at the cost of \$206. The hay was valued at \$2,520, and milk cows, hogs and turkeys grazed the fields without any apparent damage. One wheat demonstration was conducted, using pure bred variety on 20 acres of dry land. A yield of 15 bushels per acre was grown at a cost of \$40 while the grain was valued at \$450.

Forty-five hundred acres of pasture land were contoured, terraced, listed, deferred grazed, cleared or sodded in the demonstration, which cost an average of 10 cents per acre and improved the land at an estimated value of 50 cents per acre.

In the way of rodent control, both prairie dogs and jack rabbits were poisoned at the cost of from 10 to 20 cents per acre and resulted in a saving of \$1,925.

Of the ten active community agricultural associations in the county, an average of eight meetings were held in 1936, with an attendance total of 4,800 members. Six meetings were held in the County Agricultural Association, which were organized in May. The Rural Electric Association, with 125 members, was organized in November for the purpose of getting electric power distributed through the shallow water area of the county. The County Agricultural Council has worked untiringly with making out and planning programs of conservation, erosion control, farm demonstrations, selecting committees, and organizing communities.

Instructions and supervision of farm management programs were also conducted by the agent's office. Four hundred and eighty farm record books (AAA) were distributed. Six meetings were held in the spring and three in the fall for the purpose of county planning of agricultural economies.

In the report of agricultural conservation program work it is noted that 1,098 work sheets were made out, of these 1,085 farms have been measured to date, these farms representing approximately 90 per cent of the land in the county. 380,000 acres of wheat were seeded on the contour.

## Directors Of Farm Loan Are Named at Meet

A. O. Thompson was re-elected secretary-treasurer of the Hereford National Farm Loan Association at a meeting of directors here Jan. 12. Discussion of farm credits and a radio address by A. C. Williams, president of the Federal Land Bank of Houston, featured the meeting.

Five directors, E. S. Ireland, Geo. L. Muse, G. W. Brumley, H. G. Conkright and Troy Womble were elected to serve the association during the ensuing year.

The Hereford National Farm Loan Association has helped more than 550 farmers and stockmen of Deaf Smith, Randall, Castro and Farmer counties to reduce their indebtedness on a sound basis, the annual reports show. Since the creation of the Farm Credit Administration in May, 1933, this association has made

## Castro County Citizen Passes

James E. Burton, 80-year-old native of Illinois and citizen of Castro county for the past eight years, died at Big Square Tuesday. The funeral services were held at Big Square Wednesday, with Rev. Waldon officiating. An E. B. Black funeral coach left with the body at noon Wednesday for Plymouth, Illinois, where interment is to be made Friday.

Mr. Burton was born January 10, 1847, in Illinois and moved from Quincy, Illinois, to Castro county in 1927.

He is survived by four sons, C. A. Burton, Browning, Illinois; Otis, Muleshoe, Texas; C. W. Covington, Oklahoma; and Russell Burton of Plymouth. There are also 19 grand children and 12 great grand children surviving.

land bank and commission loans in its territory amounting to \$1,570,000. Mr. Thompson announced this week.

## THERE'S A PHILCO

FOR EVERY PURSE AND PURPOSE

**\$20 to \$600**

AVAILABLE ON TIME PAYMENTS



Every PHILCO is designed, engineered and built to the same high standards of quality. Whether invisible or visible, every part must conform to standards of quality which know no compromise. The exact matching and balancing of each feature distinguishes PHILCO from ordinary radios and makes it truly

**"A MUSICAL INSTRUMENT OF QUALITY"**

## HEREFORD IMPLEMENT & APPLIANCE COMPANY

PHONE 451

### SODALITY ACTIVITIES

B. V. M. Sodality held its regular spiritual meeting at the Convent Friday evening at 7 o'clock. An interested and spirited discussion concerning future programs and meetings was conducted. A committee consisting of Adeline Koelzer, Frances Bezner and Emmarie Hoffman was appointed to make plans for a party to be held some time in February. Sodalists from neighboring cities will be invited and the affair promises to be a social highlight of the season.

A delightful get together party was given in St. Anthony's school Tuesday evening. Lovely refreshments were served at a late hour. Games furnished entertainment for the enjoyable evening.

### Plan Style Show.

The Business & Professional Women's club of this city is making plans for a style show to be held here in the early part of February. The show is to be held for the benefit of the Central school cafeteria.

Mr. and Mrs. Ernest Caldwell of Laketon spent the week end with her sister, Mrs. T. C. Bates, and family.

### Two Weeks In Iowa.

Herb Sindt of this city returned home January 12, after spending two weeks in Lake Park, Iowa, visiting relatives. He left here December 24. It was his first visit to his home state in ten years and while there he saw a brother, A. T. Sindt, of Chicago, whom he had not seen in the same number of years. At Lake Park he visited his father, August Sindt; at Cedar Rapids a sister, Mrs. C. G. Helming was visited, and a brother, Art, was seen in Omaha.

### Attend Sales Meeting.

Six citizens of Hereford, interested in radio sales and service, were among the 200 who attended the Philco service school and sales promotion meeting in Amarillo on Tuesday. The day was climaxed with a banquet and dance that evening. Those attending from this city were Ray Singletery, Bert Stay, Jim Robinson, Lawrence and Wilbur Womble and Glenn Rule.

Miss Louise Jacobsen, teacher of public school music in Farwell, spent the week end here with her parents, Mr. and Mrs. John Jacobsen.

## Only 8 Days Are Left In Which TO PAY CITY TAXES Without Penalty

Due to the fact that January 31 comes on Sunday this year, Saturday, January 30, will be the last day on which to pay 1936 City Taxes without penalty. The Tax Collector's office will remain open late each afternoon through Saturday of next week for the benefit of those who do not have an opportunity to meet this obligation during working hours.

# City of Hereford

"PAY TODAY"

## Grocery Specials That Set the Pace in Value!

<b>CRISCO</b>	1 Pound Can.	<b>21c</b>
CATSUP	Brinfull, 14-ounce bottle	10c
CORN	Field, No. 2 can, 3 for	29c
COFFEE	Schilling's, pound can	27c
<b>SOAP</b>	Yellow T.N.T. 6 Bars	<b>25c</b>
SALMON	Pink, 2 tall cans	23c
CORN FLAKES	Jersey, package	10c
TOILET TISSUE	Fort Howard, 3 rolls	25c
<b>PRUNES</b>	Dried 3 Lbs	<b>15c</b>
PAPER TOWELS and RACK	Both for	35c
RICE	Fancy Whole Grain, pound	5c
<b>PRODUCE</b>		
LEMONS	Sunkist, dozen	27c
GRAPEFRUIT	Large size, 6 for	19c
ORANGES	Sunkist, dozen	21c

# Flour



## PACKARD'S WESTERN BEAUTY

48-POUND SACK

# \$1.89

## MEATS

HAMBURGER 2 pounds **25c**  
LARD Home rendered, pound **14c**

# CLOSE Drug Store

VISIT US EVERY DAY FOR SAVINGS ON ALL DRUGS!

## Friday and Saturday - Extra Specials

Men's Combination SHAVING OFFER	Assorted Brands of All 50c FACE ROUGES
Colgates of Palmolive Shave Cream, Tale and Lotion <b>59c</b>	Your Choice <b>29c</b>
35c BROMO - QUININE <b>27c</b>	70c KRUSCHEN SALTS <b>59c</b>
35c VICKS' SALVE <b>27c</b>	Nyal—Full Quart MILK OF MAGNESIA <b>59c</b>
75c Size <b>59c</b>	50c S.T.-37 ANTISEPTIC <b>37c</b>
50c ANALGESIC BALM <b>29c</b>	60c SYRUP PEPSIN <b>42c</b>
Pint—Norwegian COD LIVER OIL <b>59c</b>	\$1.20 SYRUP PEPSIN <b>89c</b>
100 CAPSULES COD LIVER OIL <b>59c</b>	<b>ELECTRIC WASHER</b>
25c DR. HINKLE'S PILLS <b>17c</b>	<b>ONLY \$12.95</b>
25c KOTEX <b>17c</b>	Handy for Every Day Washing.
20c KLEENEX <b>14c</b>	<b>DIAMOND OR PUTNAM DYES</b>
	<b>ONLY 9c</b>

FOR SERVICE, QUALITY AND SAVINGS — SEE US!

# TEXAS Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

PHONE 353 G. G. HILL, OWNER, WE DELIVER

GERONIMO

Vote for Your  
Favorite Child  
TODAY!

# COAST - TO - COAST

Vote for Your  
Favorite Child  
TODAY!

SPONSORED BY  
**JUNIOR PIONEER STUDY CLUB**

**PITMAN GRAIN COMPANY**

Buyer of  
ALL KINDS OF GRAIN  
YOUR BUSINESS APPRECIATED

Phone Number 1



**PACKARD  
MILLING  
COMPANY**

"A HOME INSTITUTION"

**CHEVROLET**  
and  
**OLDSMOBILE**  
The Two Cars  
That Have Everything  
BRUMLEY - WOODFORD  
**MOTOR CO.**  
Phone 740

**F-O-X**  
Cleaners - Hatters  
and  
**The Man's Shop**  
"In by Three and  
Out by Six P. M."  
Phone 111



**VALUES**  
Approved by Millions  
from  
**Coast to Coast**

**PENNEY'S**

**DODGE and PLYMOUTH**  
SALES AND SERVICE  
**IRELAND MOTOR COMPANY**

HEREFORD, TEXAS  
319 MAIN STREET

**T-E-X-A-C-O**  
AND  
Their Dealers  
FROM  
**COAST TO COAST**

## COAST - TO - COAST

A Rip Roaring Musical Comedy Drama

with  
**MUSICAL SPECIALTIES**

IN 111 ACTS

at

**HIGH SCHOOL AUDITORIUM**

8:15 P. M.

Wednesday and Thursday, January 27 and 28

The CAST:

Jean Bosworth	Marie Cogdell
Madam Hycenia	Frances Borden
Trixie Tremble	Billie Jo Roberts
Lizzie Lullerlittle	Lois Moore
Don Palmer	Jimmy Gammill
Pete Perkins	Major Schoreter
Titus Pennyback	Marlin Gilliland
Perceval Snell	Hal Kester
Jack Skinner	Ray Coneway
Louie Dicker	Harold Close
Sampson	Sank Ramey
Col. Rowes	Alex Thompson

CHORUSES

Mary Ann Baird	Mary Virginia Ebert
Marthaselle Ewton	Virginia Carlyle
Norina Joan Foster	Orvelia Hill

SPECIALTIES

Dance Arrangements by \_\_\_\_\_ Lueta Borden  
Directed by \_\_\_\_\_ Evangeline Williams

## FIRST STATE BANK

"A STRONG, CONSERVATIVE BANK"

CAPITAL . . . \$50,000.00

Hereford, Texas

Member Federal Deposit Insurance Corporation



**McCormick - Deering**

CREAM SEPARATOR

For Better, Easier, More  
Profitable Dairying

Why not sell Grade "A" Cream and make  
that extra two cents a pound?  
**I.H.C.—THE LIGHTEST RUNNING  
SEPARATOR IN THE WORLD!**

**Rosson Implement Co.**

J. O. Newell	Lee Conklin
L. H. Foster	Alderson's Variety
Sewell Service Station	Carl's Cafe
Phillips "66" Station No. 2	C. T. Guseman
Carl's Grocery	Wirt Phillips
Hereford Bakery	Rockwell Bros. and Co., Lumber
Hereford Credit Association	Pevley and Seed
Weir's Red and White Grocery	W. J. (Bill) Smith
Fashion Dress Shoppe	

BENEFIT  
**CENTRAL SCHOOL CAFETERIA**

THE  
**FIRST NATIONAL BANK**

"A STRONG BANK  
THOUGHTFULLY MANAGED"

THINK!  
HAVE MONEY

THINK!  
HAVE MONEY!

**Start a Savings Account**

Member Federal Deposit Insurance Corporation

It May Be  
**Coast to Coast**

But In Hereford

**Streu Hardware**

Has Values At

**Bigger Savings**

Mr. and Mrs. Paul Foster's  
**WHITE SWAN COFFEE**  
Is Becoming Famous  
"COAST TO COAST"  
Why Not?

All Hereford has gone wild  
over it! Exclusive at

**Ike's Cafe**

**LUKEN'S**  
Grocery

10 Per Cent  
Discount On All  
GROCERIES

Friday and  
Saturday

**HEREFORD  
MOTOR CO.**

Say Drive a V-8 from

**Coast to Coast**

and

You'll Never Change  
From V-8 Power

**BROOKS'**  
DRUGS

"Pay Cash and Save"

**YOUR WALGREEN  
SYSTEM STORE**

Call 99—We Deliver

See  
**Coast to Coast**

Then Go To

**PIGGLY WIGGLY**

FOR GROCERIES



**STAR**

Hereford, Texas

Sunday, Monday  
Preview Saturday Night,

January 31st  
February 1st

The picture that is on every  
one's Must List!

**GRADE "A" RAW MILK**

SWEET CREAM

CHOCOLATE MILK

BUTTERMILK

**PRAIRIE DAIRIE**

Daily Delivery

Phone 666

**Wednesday & Thursday, January 27 - 28**



SO WHAT?

Queer, but true, another star fell out of heaven into our arms. Who? None other than that vivacious, enchanting voice magnification, Jerry Jowell.

Even Wayne Hann decided to brighten our days of monotonous drudgery by re-appearing upon the field of action.

A public speaking student overheard as if in prayer, "Please, Miss Crawford, anything but more of those sleep-haunting declamations."

Are all boys from Dumas bashful or just reserved?

Alva Barber comments on the European situation with: "El Pancho Villa, that's my English bull pup, took the flu the same day I did.

Mr. Wilson just loves to catch ten or twelve big ole huskies snow-balling only one little girl.

Don't look now, but I think that was Semester Exam, we just passed, and did you see who was with him?

Station HHS signing off. Your news reporter, GAB.

WILL SOMEONE TELL ME WHY, HOW OR WHAT?

Dick Roberson runs home every evening? Wilbur Willett turns pale when burns are mentioned?

Andy Schumacher means when he says, "You don't need to be so kind about it?"

"Sonny" Marra is always calling at Jack Higgins house?

Howard West always rushes to the post office?

Louis Hagar is not especially fond of red-heads?

All the rumors of a feud over a certain red-head?

Irene Knox dislikes to be called "Pinky"?

Clyde Posey leaves his notes for his mother but not the car?

Oscar Billings grew all those whiskers he sports?

It is rumored that Mary Turrentine is in love?

Gertrude Wilson is so happy?

Dorothy Jordan can ask so many questions?

Some people manage to stay out of detentions Hall? (George Springer, for instance?)

Glenn Ricketts keeps a special privilege card?

A senior who is making all F's can graduate?

Some people get by with everything and others with nothing?

COUNCIL MEDITATES

The Student Council met Monday morning and discussed the possibilities of serving a hot lunch and selling school supplies.

The drive for clean scholarship was discussed emphatically.

FORGOTTEN MEN

Football boys practice weeks and months on perfecting their technique; basketball teams train in preparation for the busy tournament weeks ahead of them.

The declaimer works weeks on his declamation; the debator works the entire year on the state question to be debated in the spring.

The extempore speaker spends hours, weeks, months, reading, organizing material and making speeches.

In later life, the mental development, the power of expressing one's self before an audience, the training of personality necessary for a successful speaker will do much toward making a successful career for the person.

That Shakespears knew about knick; knock? That man is the only animal that can be skinned more than once?

That Miss Carlisle hasn't a minute to lose? That Mr. Wilson thinks that he'll make players of his basketball girls yet?

That Jack Barber is a busy man? That Jarrell Rutherford wrote a note that the teacher who found it could not read?

That Miss Wrenn collects elephants? That Mary Turrentine ordered some tennis shoes two weeks ago and hasn't got them yet? Maybe they are building them?

Miss Crawford: In giving this book report, tell what you read, when you read it, why you read it, and how you read it.

Jack Higgins: Do you want us to tell WHERE we read it? Miss Wrenn: Now, do you understand that it is the law of gravity that holds us to the earth?

Ann Cockrell: But, Miss Wrenn, how did we stick here before that law was passed?

Bill Smith: Mom, I got science trouble. Mrs. Smith: Do you mean sinus trouble? Bill: No, you know, physics!

Mr. and Mrs. Oglesby of Hereford, and a daughter and child of Tennessee visited the H.J. Oglesby home Sunday.

Mr. and Mrs. Cecil Allred visited in Mineral Wells with the J. C. Allreds Sunday.

Mr. and Mrs. Shugart, Mr. and Mrs. J. D. Harold were in Amarillo Tuesday.

Bill Stockes has improved from a recent attack of pneumonia and he has been released from the hospital in Hereford.

Orville Moore is spending a few weeks in California.

Mmes. Cecil Hodges and Clarence McBroom were in Amarillo one day this week.

Harry Friemel of Dawn called on W. R. Moore Wednesday.

Mr. and Mrs. Johnnie Gunn were in Perryton last week.

Mrs. Dave Moore and children were in Amarillo Monday.

Mr. Ford and family were Bushland visitors Thursday night.

Mr. and Mrs. T. M. McClain were in Hereford Thursday.

Mr. Shugart and Erwin were Hereford visitors Thursday.

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Girls' Hi-Y Makes Resolutions

The Girls' Hi-Y met January 4 at the high school building with 21 present in spite of the disagreeable weather.

The meeting began promptly at the set time and the roll was called. The minutes were read and approved and money for Christmas seals and extra seals were called for.

The program was opened with the song, "Work for the Night is Coming," with Lois Standfield as leader. The devotional was read by Vivian Olson.

The benediction was given by Nellie Jo Shreve and the meeting was adjourned.

DID YOU KNOW

That Shakespears knew about knick; knock?

That man is the only animal that can be skinned more than once?

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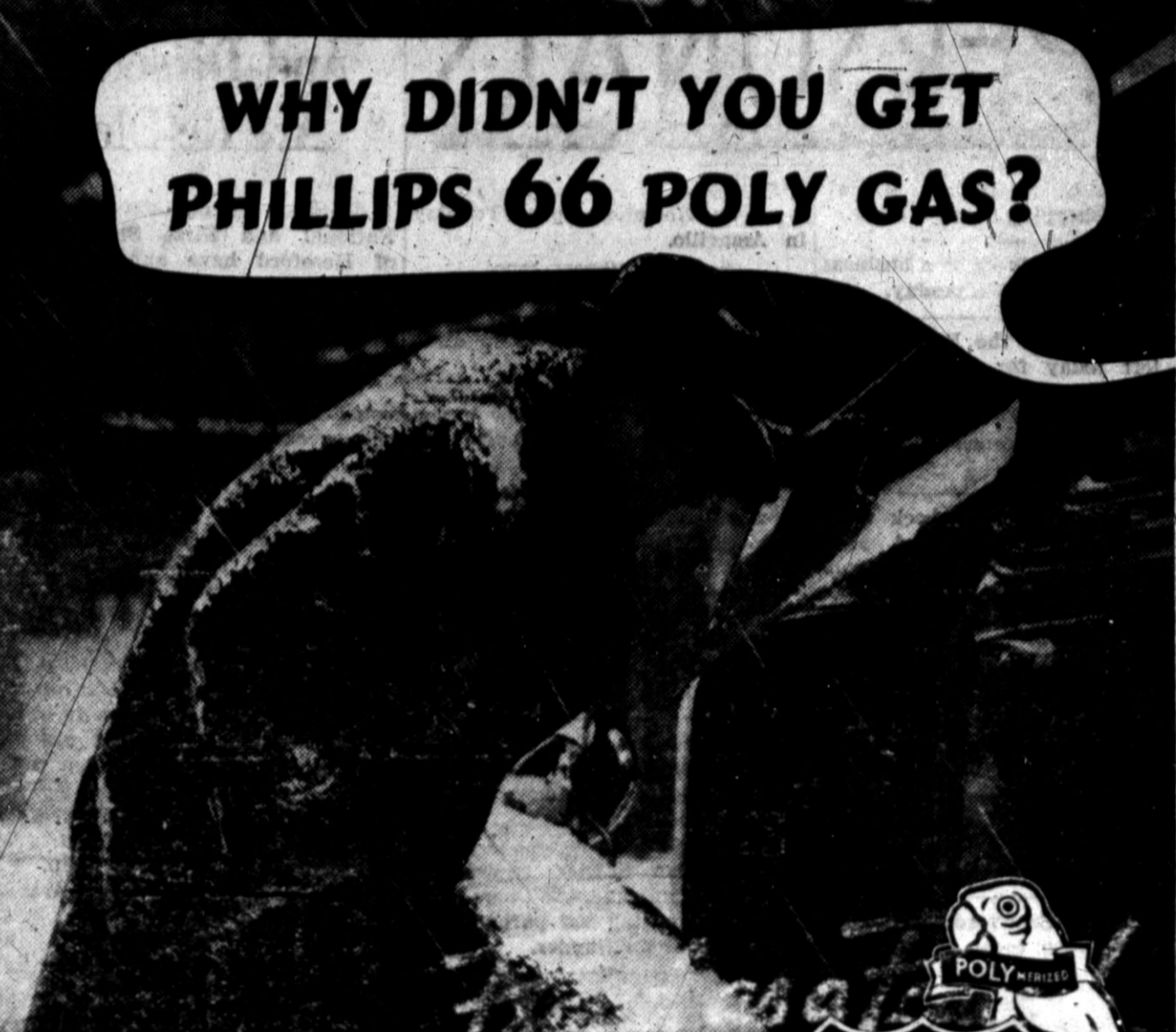
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WHY DIDN'T YOU GET PHILLIPS 66 POLY GAS?

YOU'RE RIGHT, Mrs. Back-Seat Driver! The trouble isn't under the hood; it is in the gasoline tank.

High test is what it takes to spin cold, balky motors into purring pets. High test ends the nuisance and damage of slow starting in winter.

Remember: Phillips is the world's largest producer of natural high test gasoline. So we can offer higher test ... 100% custom-tailored to your

weather . . . enriched with extra heat units by the patented POLYMERIZATION process . . . without any increase in price.

Frankly, our hardest job is to get you to try that first tankful. Knowing that mere claims, no matter how clever, will not win your patronage - we offer the most outstanding winter gasoline which we can produce.

Don't wait until you actually have starting trouble. Get a tankful of instant-starting Phillips 66 Poly Gas today.



Listen to the Phillips Poly Folios. Packed with comedy and singing stars. On your Columbia Network station every Tuesday evening. See newspapers for exact time.

Phill-up with Phillips for Instant Starting

STAFF MEMBERS

In-Chief - Mary Turrentine
Assistant Editor - Thama Cawthon
Business Manager - Jack Barber
Plant Business Manager - Chilton Foster.
Editor - Erma Faye Roberson
Change Editor - Imogene Roberson
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 Tiefel, Grant Fuller, Clifford Estes, Charles Wilson, Elysis Wilkins, Jack Weeks, Thama Cawthon, Jean Williams.

RUN!

You have now embarked upon a second lap of your race. You have a chance of winning. You have quite a distance to run before your race is over, and you may be able to run the last lap better than the first, since you are now in a position to know where in you fell down in your first lap.

Some students realize that they are going to fall the first semester, but resolve to hang on and make the last semester. We can't admire such a student for his faculty. Such a student will, if determination is strong enough, make the last half of his course a record is much better than the student had dropped the course.

SENIOR PERSONALITIES

Anna Virginia Carlyle was born October 11, 1919, in Hereford, Texas - much to her regret. She spent all of her school life in Hereford. She received the honor of being elected "Football Queen" of the senior class to compete with the other classes for the "Football Queen" of Hereford High School. Her intentions for the future are to enter college or a law and music school. Her favorite hobbies are dancing, swimming and saying declamations in sleep.

Ray Noel was born on March 1920, in Wellington, Texas. He has gone to rural schools in Smith county until the last two years, those being at Hereford. He plans to enter college and intends to be a radio technician. His favorite hobbies are riding with radios, athletics, especially track.

Daniel News

BY PAULINE MOORE
Joe, Dave and H. F. Moore andarence Brown are home from a trip to Michigan. Mrs. Earl Myers of Plainview

visited her relatives here the past two weeks.

Bessie Thomas of Endee, N. M., spent several days in the Clarence Brown home while Mr. Brown is visiting his mother in Missouri.

Walter Buckman of Umbarger called on W. R. Moore Tuesday.

Stop the Leaks

Your ship will never come in unless you stop the leaks that impede its progress. Self indulgence, extravagance, failure to provide for the future, are the leaks that will make success impossible, but a sensible habit of saving regularly even though a small amount, will bring you to ultimate success.

STOP THE LEAKS by putting your surplus earnings into a SAVINGS account at this bank.

The Bank of Friendly Service
First National Bank

MEMBER FEDERAL RESERVE SYSTEM

BUSINESS AND PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candles
Magazines.

INSURANCE
JNO. H. PATTON
PHONE 98

ABSTRACTS OF ALL DEEDS SMITH COUNTY
Land Titles.
DEAN SMITH COUNTY ABSTRACTS INC.
CHET ELMER, Manager

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

DR. J. W. HENDRIX
Chiropractor and Masseuse
100 E. Street - Just North of Mother's Park
Phone 341 for Appointments

THE HEREFORD BRAND
JOB PRINTING

Summerfield News

BY MRS. ASA ATCHLEY
Outsiders played basketball at Bellview Wednesday night and won, 21-22. J. R. Oglesby visited at Wyche this week. Thurman Atchley and R. D. Lance were in Amarillo Saturday. Mr. Allman and family of Frio visited the C. H. Butler home last week end. Ruth Atchley was in Friona Saturday evening.

Hoot Carmichael was a visitor in Hobbs, N. M., last week.

Clyde Russell and family are visiting in Lockney this week. Miss Koma Hyatt of Frio, and Glenn Ricketts of Hereford visited the Butler home Sunday.

Mr. and Mrs. W. H. Vines have moved to the Noland house.

Wayne Walser is on the sick list this week.

Ike Crosthwait was a Summerfield visitor Sunday.

Mr. and Mrs. Mac Melugin visited the C. B. Thomas home Sunday.

Mr. and Mrs. Chas. Roberson spent Monday with Mrs. Beulah Roberson in Hereford.

Mrs. J. W. Vines and son of Black visited the J. R. Oglesby home Sunday.

Miss Viva Mae Thomas of Daniel spent the week end here.

B. K. Greeson and J. A. Noland have bought new cars.

Cecil Lookingbill and family of Amarillo visited here last week end. Mrs. C. R. Walser has spent part of this week in Hereford with her mother, who is ill.

Try First to Buy in Hereford.

Used cars advertisement with illustration of a man and a car. Text: 'USED CARS YOU'LL LIKE OR YOUR MONEY BACK and I'll put that in writing! Your Ford Dealer'

Exclusive Ford Dealers' R & G Plan now makes it Safe to buy a used car!

The day is past when you had to take anybody's word for used car value—even ours. Today, you can choose a used car with the same confidence that you would have in selecting a new one.

For this new kind of protection you can thank the exclusive Ford Dealer R & G Plan. All of our used cars sold under this plan, are Renewed to definite specifications set up by the Ford Factory, and Guaranteed in writing by us on a money-back basis. We'd like to have you look



Every R & G used car and truck has been Renewed to specifications laid down by the Ford Factory and is fully Guaranteed in writing on a MONEY-BACK basis.

ONLY FORD DEALERS SELL R & G USED CARS

# PERSONALS

Mrs. D. G. McFarland of Friona was shopping here Friday.

Leonard Ricketts made a business trip to Amarillo Wednesday.

Paul Foster of the Foster truck line left today for Wichita Falls to attend a motor hearing.

Pay your dog license now if you want your dog. 1c

W. C. Morgan of Lubbock visited his parents, Mr. and Mrs. Cooper Morgan, over the week end.

Mr. and Mrs. R. G. Blue and daughters spent Sunday in Canyon.

Miss Lillie Hostetter and brother, John Hostetter, spent Tuesday in Amarillo.

Mrs. Paul Mathers and Mrs. John Olson visited Mrs. Mather's father and other relatives in Amarillo Monday.

Pay your dog license now if you want your dog. 1c

Mark Benefield and Jerry Jewell made a business trip to Oklahoma City the first part of the week.

Rev. and Mrs. B. N. Shepherd have as their guest a niece, Miss Ocie Howard, of Stephenville, Texas.

Miss Gaytha Wilson of Pampa has been visiting friends in Hereford during the past week.

Mrs. Charles McLean of Friona and Mrs. L. A. Ricketts were Amarillo visitors Friday.

Miss Irene Crawford, teacher of English in the local high school, was an Amarillo visitor Saturday.

Miss Mary Broadwell, who is a teacher in Tulsa, visited her mother, Mrs. H. L. Broadwell, over the week end.

Mrs. Beulah Lee Carter of Amarillo spent last Sunday and Monday here with her mother, Mrs. Hattie Rutherford.

Miss Jean Snyder, student at WTSTC, Canyon, was here last week end visiting her parents, Mr. and Mrs. Glenn Snyder.

Mrs. W. A. Vaughn returned Sunday from Hobbs, New Mexico, where she has been visiting relatives for the past several weeks.

Mrs. Rosa Bailey left today for her home in Tulsa, Oklahoma, after a visit with her son, Homer Henslee and family.

Mrs. Glenna Perciful of Amarillo returned to her home Wednesday after a visit with her mother, Mrs. Hattie Rutherford, who has been quite ill at her home.

Mrs. Claude Morris of Vega, and her mother, Mrs. John I. Wilson, of this city visited friends in Amarillo Friday.

Pay your dog license now if you want your dog. 1c

Emil Kaufman of Tucuman spent Wednesday afternoon here with his brother-in-law, Gaston Baer. He was accompanied by Mr. Baer's father, Bernard Baer, who will spend several weeks visiting his son here.

## Bank Officers And Directors Are Re-Elected

Stockholders of both the First National and First State banks of Hereford have announced the re-election of officers and directors for 1937. No changes were made in the personnel of either institutions' directors.

The First National stockholders voted in their meeting Tuesday of this week the re-election of Troy Womble, Frank Gyles, Mrs. Ollie Bragdy, S. J. Orr, J. L. Fuqua and George L. Muse as directors. The list of officers was announced unchanged with the exception of A. R. Posey, who was elevated from assistant cashier to cashier. Geo. L. Muse is president.

The First State stockholders re-elected both officers and directors in their meeting January 12. The officers of the institution are C. B. Williams, president; Miles Roberson, vice president, and C. C. Acker, cashier. Directors are C. B. Williams, E. S. Ireland and Miles Roberson, J. A. Pitman, H. G. Conkwright and C. C. Acker.

## Unique Contest Will Feature Babie's Revue

(Continued from page one)

Hereford Bakery, Jacqueline Newell; J. C. Penney Co., Joan Moore; Fox Cleaners, Tim Corbett; Star Theatre, Jackie McCracken; Weir's Grocery, Richard Summers; Alderson's Variety Store, Sharon Dee Moore; Brooks' Drugs, Donna Kay Mitchell; Carl's Cafe, Alex J. Schroeter; Streu Hardware, Barrett Sowell, Jr.; J. O. Newell, Milton Newell; Rockwell Bros., Kethlyn Kester; Rossion Implement, Marion Jo Wilson; C. T. Guseman, Cecelia Guseman; Fashion Dress Shoppe, Sandra Bateman; Furr Food Store, Monna Lanell Caldwell; Charm-Aid Studio, Donna Jean Stagner; Jim Robinson and Fred Brown, Gloria Brown; City Drug Store, Mary Estelle LaGrand.

Other cooperating merchants who have not announced names of babies they will sponsor are Pitman Grain Co., Pevely & Seed, Prairie Dairie, L. H. Foster, Lee Conklin, Wirt Phillips, W. J. "Bill" Smith, Hereford Credit Association, Luken's Grocery, Ireland Motor Co., The Texas Company, First State Bank, First National Bank, Hereford Motor Company, Piggly Wiggly and Kellogg's Variety Store.

This contest is still open to any firms wishing to enter.

## Hereford Golf Club to Meet; Elect Officers

Members of the Hereford Golf club and interested persons will hold a reorganization meeting at the First National Bank Monday night at 7:30. President Herb Sindt announced this week. New features and inducements of interest to players will be discussed.

The club, which had been more or less non-active for several years, organized in mid-summer last year and installed Mr. Sindt as president; Wirt Phillips, vice president, and A. A. Fster, secretary. The organization, however, grew slack from lack of interest on the part of players, and with this in mind new features are to be planned for the 1937 season.

Mr. Sindt and J. M. Posey have all but been assured that the club will be granted the use of the hut as a club house this season and plans for changing the greens accordingly will be outlined at the meeting Monday night.

## Water Survey Of Deaf Smith Is Completed

Wyatt R. Stanley, of the Water Utilization Unity of Washington, who has been conducting investigations and surveys of the underground water supply of Deaf Smith county for the past month, left Monday upon the completion of his work here. His next survey will be made in Dallam county, it is understood.

Information obtained from his surveys in this county is to be furnished interested government officials, and the reports, which have not been made public, will be used as a guide by the State for the drawing of a proposed law-bill regarding underground water conservation. The bill, if ever, it becomes effective, will serve as a protector of Deaf Smith and other Panhandle counties' shallow water supplies.

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

## Hereford Man's Mother Passes

Word has been received here that Mrs. J. C. Conkwright of Winchester, Kentucky, mother of Colby Conkwright of Deaf Smith county, died Sunday afternoon January 17, after more than a year of illness. She was also a sister-in-law of H. G. Conkwright of this city.

Colby Conkwright received word late Saturday night that his mother was very low and left Amarillo by plane Sunday morning. The funeral services were held Monday.

Mr. and Mrs. Colby Conkwright who reside on a farm about 16 miles northeast of Hereford, spent the Christmas holidays with the Winchester people and had only been home about two weeks. H. G. Conkwright is a well known pioneer cattleman of this area.

Mrs. J. M. Wilson and two daughters of Pampa visited over the week end with Mr. and Mrs. Johnnie Womble and family. Mrs. Womble is a daughter of Mrs. Wilson.

## Comedy Hit To Be Given Here

(Continued from page one)

comedy part, is taken by Hal Kester. Sank Ramey plays the part of Sampson, colored porter. Pete Perkins, who knows the answers, is portrayed by Major Schroeter. Alex Thompson is the big broadcaster.

An array of talent and beauty is featured in a number of dancing scenes in costume by Mary Ann Baird, Virginia Eberle, Virginia Carlyle, Norma Jean Foster, Orvelia Hill and others. The scores were written and arranged by Miss Lueta Borden.

Other features of the show will include the Tin Pan Band by a number of prominent housewives and many special dances and instrumental numbers.

Miss Evangeline Williams, a student of Texas State College for Women at Denton and Hoerner Conservatory at Kansas City, is here to direct the play. Reserve seat tickets will be on sale at the Corner Drug Store.

## School Men of Hereford Hear Educator Speak

Heads of Hereford's public schools heard J. M. Bickley, superintendent of Clovis schools and widely known educator in New Mexico, deliver the principal address at the Northwest Texas Superintendents Association in Amarillo last Saturday. They were C. H. Dillehay, superintendent; G. M. Hudson, principal of the high school, and Jimmy Gammill, principal of Central school.

Mr. Bickley addressed the group on the main issues of the proposed bill on Teachers' Retirement, which is to be presented to the legislature during the present session. Following the luncheon, the superintendents gathered for a round-table discussion on athletics.

Attending school principals held their meeting at 1:30, separate from the superintendents' round-table session.

## Lions Club to Hold Zone Two Meeting Here

The Hereford Lions will be host to clubs from Zone Two, District 2-T, at their next conventional meeting, club-members present at the Dalhart meeting January 12th voted. Club members from over the entire Panhandle will gather here for the meeting, some time in June.

Among those attending the basketball games between Hereford and Friona on Saturday were: Mary Ann Baird, Faye Crosthwait, Virginia Nix, Mr. and Mrs. A. A. Foster, Mrs. W. M. Russell, Chilton Foster, Dean Dunlap, Karl Shirley, Jiggs Hartman, Elwyn Hartman, Albin Beger, Eugene Boggus, Bill Smith, Jr., George Springer, Harvey Nunn, T. B. Bailey, J. W. Cockrell, Mrs. Tom McCollum and son, Donald and Ike Crosthwait.

Visitors at Streu Home.

Mrs. P. L. Hackworth of Memphis, Texas, arrived Tuesday to visit her daughter, Mrs. Wm. Streu. Mrs. Streu is here visiting in the home of her father-in-law, A. H. Streu and family. She plans to return to her home in Monta Vista, Colorado, this week end. Little Raymond Streu will accompany his mother home. He has been visiting his grandparents here for several weeks. Mrs. Hackworth will return to her home this week end.

Mr. and Mrs. W. A. Roberts of Long Beach, California, left for their home Monday after a week's visit in the home of Mr. and Mrs. Carl Mounitz. L. O. Crosthwait accompanied Mr. and Mrs. Roberts to Colton, California, where he will visit his son, Buford, and wife.

## STAR THEATRE

Hereford, Texas  
Thurs. - Fri.

You May Register Your Presence Either Day

On the Screen:

The Three Grand Stars of "Ah Wilderness" in a story as riotous as warm and human as "Min and Bill"!

**WALLACE BEERY DID HUTCH**

ERIC LINDEN  
Cecilia PARKER  
Elizabeth Patterson  
Robert McWade

Also Selected Short Subjects

**Saturday Only**

Kiddies 10¢ Adults 15¢

Office Opens 12 O'Clock Noon.

**HEART OF THE WEST**

HOPALONG CASSIDY SCORES AGAIN!

## STAR THEATRE

Sunday - Monday  
Preview Saturday Nite

**What a Pair for Love!**

TWO GLORIOUS STARS IN A HIGH PARADE TO ROMANCE!

**JOAN CRAWFORD CLARK GABLE**

**Love ON THE RUN**

FRANCOIS TONE

Plus Popeye Cartoons and Paramount News

**Tues. - Wed.**

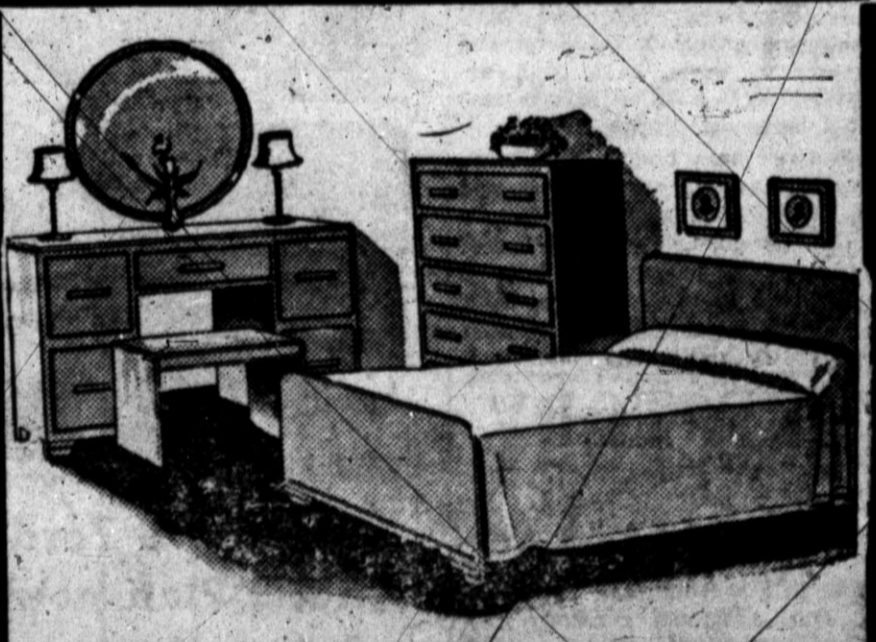
**BARGAIN DAYS**

10¢ Matinee - Night 15¢

**HERE THEY COME!**

Hoofbeats, hearts breaking - see that gallant jockey conquer his debt with a double-breasting world!

**DOWN THE STRETCH**



**NEW BEDROOM SUITES**

We have just bought a number of new suites and find that prices are materially advancing.

We are now ready to show these suites and we are NOT ADVANCING the prices on stock on hand.

Better come in and supply your furniture needs NOW for prices will certainly go higher.

**E. B. Black Co.**

**THRIFTIER MEALS when You SHOP HERE**

EXTRACT	Vanilla Flavoring Worth's, 8-oz bottle	15¢
CLEANSER	Sunbrite 6 cans	25¢
OATS	Brimfull Large square pkg	18¢
OLIVES	Gallon Can	\$1.00
HONEY	Half Gallon Can	49¢
SOAP	Crystal White 6 bars	23¢
RICE	BULK 3 Lb Pkg	15¢
STARCH	Lintit Package	9¢
APRICOTS	No. 1 Tall Can 2 for	25¢
TUNA FISH	Two Cans	25¢
RAISINS	4-Pound Package	29¢
TAMALES	Two Cans	25¢
TOMATO JUICE	Small cans, each	5¢
PINEAPPLE	Broken slices, No. 2 1/2 can	19¢
WASHING POWDER	Magic, large package	19¢
CORNFLAKE S	Jersey, pkg	10¢
POPCORN	Jolly Time, 2 cans	25¢
SOUPS	Heinz, 3 cans	25¢
PEAS	Del Monte, 1 1/2 oz can, 2 for	25¢
SALAD DRESSING	Worth's, quart jar	25¢
CHILI	Rattliff's, 2 cans	25¢
SHOE POLISH	Jet Oil, 2 bottles	25¢
MINCE MEAT	White Swan, 3 pgs	25¢
TOILET TISSUE	5 rolls	23¢

**Flour**

**GREAT WEST FLOUR**

48-POUND SACK

**\$1.92**

**BISSQUICK** Large package 31¢

Send Bissquick wrapper and \$1.00 and receive \$4.00 Silverware platter.

**CANNON COMPLEXION Cloth**

FOR ONLY 1 DIME FROM **PALMOLIVE SOAP**

THREE Bars 16¢

**COFFEE**

FOLGER'S Pound	29¢	5 pounds	\$1.39
PSYLLA SEED 16-ounce can	35¢	BAKING POWDER K. C., 50c size	29¢
FURNITURE POLISH Wilberts No-Rub, bottle	23¢	OLEO Rose brand, pound	19¢
APPLE BUTTER 2 1/2 pounds	19¢	PRUNES Gallon	28¢
LETTUCE Head	5¢	GRAPEFRUIT Bushel	\$1.35
SPUDS 10. pounds	28¢	ORANGES Peck	49¢
APPLES Winesaps, peck	45¢	ONIONS 5-pound bag	18¢
LEMONS Dozen	24¢	YAMS Fancy, pound	4¢

**PIGGLY WIGGLY**

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager. BUY AT HOME