

The Hereford Brand

Our Slogan—"More People—More Farms"

Published Every Thursday

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JANUARY 28, 1937.

FIVE CENTS PER COPY

1937 JANUARY 1937						
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Deaf Smith Red Cross Flood-Aid Quota Is Doubled

County Pays In Nearly \$400 To Local Aid Fund

Thursday morning Deaf Smith county citizens had answered the earnest plea for speed in making donations to the American Red Cross for relief of flood sufferers with contributions totaling \$369.39. The latest quota of \$200 for this county was expected to be doubled before night Thursday. Hundreds of other residents of this area have given indications that their donations will be cared for "as soon as we can get to town". The local chapter of the Red Cross has a receiving station located at the post office.

Calling on residents of Hereford and Deaf Smith county to do their part to help alleviate suffering in the flood-stricken Ohio Valley, John H. Olson chairman of the Deaf Smith county chapter of the American Red Cross, has set out to triple the amount of this area's flood relief quota, originally set at \$40.

"It is remarkable, the amounts various citizens here contributing," Mr. Olson explained to the Brand, "and many of them are people who are having their own troubles right here at home." Illustrations of how citizens were answering the American Red Cross' call for funds were found in the report of various contributions, ranging from 25 and 50 cents, to \$10 and \$20.

Since Thursday of last week the monstrous yellow tide of the Ohio River has swelled to record-breaking flood heights in its sweep (Continued on last page)

AROUND TOWN

LOCAL CONSUMERS GIVEN GAS RATE CUT

Hereford Gas Users Receive 10c Reduction

Following fast upon the heels of the Texas-New Mexico Utilities electrical rate reduction last week came the voluntary rate slash by the West Texas Gas Company throughout its territory. The reduction will be applied to the January gas bills and will effect a saving of approximately four per cent for gas consumers in Hereford, Jack Wayland, local manager for the company, has announced.

The new rate is \$1.25 per month for the first 2,000 cubic feet, the minimum bill, compared to the old rate of \$1.35. The next 48,000 cubic feet will be charged for at the rate of 50 cents, rather than the old rate of 55 cents. The rate reduction affects 42 cities served by the company and is applied to both commercial and domestic consumers.

The Texas Railroad Commission issued the order for the reduction under an agreement with the company. This is the second voluntary reduction by the system in two years.

Besides Hereford, the rate effects Dimmitt, Canyon, Bovina and Friona in this territory.

Hereford Joins Nation With 4th Birthday Ball For the President; Attack On Infantile Paralysis

Hereford and Deaf Smith county citizens will join millions throughout the Nation Saturday night in the celebration of President Franklin D. Roosevelt's fifty-fifth birthday with one of the estimated 5,000 dance-parties being given throughout the United States. At the same time America will perhaps give as much as a million dollars toward the alleviation of suffering and the attack of science on infantile paralysis.

Ticket sales for the local ball, to be held at the Pitman Elevator building beginning at 9 o'clock Saturday night, gave early indications that at least 100 couples from over this area would attend.

Glenn Weir, chairman of the Hereford party, has announced the engagement of an eight-piece orchestra, and the general committee composed of Prentice Rosson, Leonard Foster and John Patton, has promised an unusually enjoyable evening for all who attend.

Ticket sales, in charge of the American Legion Auxiliary and the Business & Professional Women's club, were begun early this week and the initial response has been reported very favorable for an extra large crowd Saturday night. Admission of \$1 for both stags and couples is being charged in the advance sale and will remain the same at the ball Saturday night, for the benefit of rural citizens and residents of nearby cities who will be unable to purchase tickets early. It has been announced.

This year, as in the past, 70 per cent of the proceeds of the Hereford ball will remain here for use (Continued on last page)

Gay on Crutches Defeating Polio



Young citizen of Bellingham, Wash., helped by President's Birthday Ball.

New Firm Will Hold Opening Next Saturday

The Quality Food Store, Hereford's newest grocery and market, will open for business Saturday, Manager J. Wallace Robinson has announced. The new business is located at 322 North Main Street.

The building has been completely remodeled with new flooring and decorations. New grocery shelving and market equipment have been installed.

The manager of the Quality Food Store needs no introduction to citizens of this area since he has been a resident of Hereford many years. He has been active in the grocery and market business prior to this time.

Fred G. Brown will continue to operate his produce house and cream station in the rear of the store building, it is understood. The company will continue to handle poultry and livestock feeds of all kinds.

38 Carloads Of Calves Are Shipped Today

Approximately 1,100 head of Whiteface steers were shipped from Hereford last night and today, to mark the last shipment made at one time in many months. J. A. Pitman, O. G. Hill and Chas. B. Williams, sold the 38 carloads to Warthamer & Degan, of Omaha, Nebraska.

Eight of the cars were loaded and shipped Wednesday night, while the remaining 30 cars were to have been shipped today.

Pitman sold 255 of the coming two year old steers which were brought here from Midland last Summer, while Hill's herd of 478 were of the same stock and also from Midland. A partnership herd of 340 three year olds, belonging to Williams and Hill, brought the total shipments to 1073.

The eight-car shipment was that of the Pitman steers while the others were to be loaded and shipped today, according to plans last night.

Stroke Claims M. O. Meeks at Amarillo Home

Mack Ollie Meeks, 66-year-old pioneer of Deaf Smith county and the Panhandle, died at his home in Amarillo Sunday afternoon following a stroke suffered earlier in the day. Services were held at the Hereford Baptist church Monday, afternoon, with Rev. B. N. Shepherd officiating. Interment was made in West Park Cemetery.

He had been identified with the cattle industry throughout the Panhandle for the past 46 years, and had resided in Amarillo for the past 12 years. Prior to moving to Amarillo in 1925, he was a resident of Hereford and Deaf Smith county for many years.

M. O. Meek was born in Lee county, Texas, May 1, 1870. In 1890 he moved to Hale county, where he homesteaded land and worked on ranches. Among the ranches that he was employed by in that locality until 1900 were the L.S. ranch and the XIT. At the turn of the century he moved to Hereford and married Miss Joyce Womble in 1901. He was engaged in the meat market business here for a number of years. Later he moved to Texico, New Mexico, but returned to Deaf Smith county and operated a stock farm until 1925, when he moved to Amarillo to become associated with the hotel and grocery business. At the time of his death he was owner and operator of the Meeks School Supplies Store in Amarillo.

He is survived by his widow, two daughters, Mrs. J. W. Holly and Miss Jewell Meeks of Amarillo, and a son, Thomas E. Meeks of Abilene. Four grand children, Alice Joyce and Helen Holly, and Dorothy Lois and Eddie Sue Meeks, Mrs. Meeks has a host of relatives residing in Hereford and Deaf Smith county.

The pallbearers were six of his nephews, Egbert Brady, Earl Phillips, Johnnie Womble, Guy Smith, Wilbur Womble and Lawrence Womble.

February Term Court To Open Here Monday

The February term of Deaf Smith county district court opens in Hereford next Monday. Grand jury deliberations are expected to consume the major part of the first week with perhaps a few non-jury cases being disposed of during the closing days of the week.

Judge Reese Tatum will preside over court proceedings, while District Attorney Jimmy Witherspoon will serve as prosecuting attorney. The pair has just completed Farmer county's district court session in Farwell.

It is considered likely that the docket, which is unusually light on criminal cases, may be disposed of within a light three-week term in Deaf Smith county.

Petit jurors who will be called for the second week are T. F. Bohannon, J. I. Loeb, L. W. Carlisle, J. T. Gilbreath, J. R. Kendall, R. Schroeter, John Kropp, J. A. McGowan, L. A. Smith, Grant Fuller, M. H. Burum, W. E. Upton, H. H. Marshall, J. C. Kesler, J. E. Blakemore, Mont Baker, C. E. Rsa, O. L. Rutherford, Orville Culppepper, Ed East, R. L. Howard, Henry Hastings, A. R. Posey, Cecil Allred, B. B. Farmer, Wm. Ohlig, J. E. Dyer, Jess Ford, H. E. Hershey, Troy Moore, J. J. Paetzol, Fred Saltzman, E. A. Merr, E. W. Womble, I. O. Crosthwait and E. V. Flowers.

The American Legion Auxiliary will meet Tuesday night at 7:30 in the Legion hall.

RELICS FOUND HERE

Jas. B. Elliston of this city last week uncovered in his own yard nine pieces of Indian stone relics believed to have been buried in their one foot grave for many years.

The local collector of such relics lives at the corner of 12th and F Avenue, and found the grave of stone knives, arrow heads and other pieces in a bed of ashes one foot under the ground. He believes this further establishes the belief that the Plains and Panhandle was once the bed of a mammoth river in which Indians camped during their travels from the mountain countries.

Mr. Elliston has collected over 10,000 pieces of Indian relics during the past few years.

RURAL CAGE TEAMS PLAN TOURNAMENT

The annual basketball tournament of Deaf Smith county rural schools will be held at the Hereford high school gymnasium Saturday, February 6, Taddy Legg of Summerfield, director of athletics, has announced. Teams from Summerfield, Dawn, Progressive, Messenger, Westway and other county schools have already entered the tournament, it is understood.

The tournament is an annual affair for the rural schools and offers competition in both junior and senior divisions for both boys and girls' teams.

Escape Serious Injuries As Two Autos Collide

No serious injuries were suffered by any of five occupants of two automobiles which collided at an intersection between 25-Mile and Lee Avenues Saturday morning, although one of the cars turned over and was completely demolished. Mrs. Alex R. Bateman, wife of the Deaf Smith county assessor, and Mrs. Cecil Gusman were driving the two cars.

Mrs. Bateman was accompanied by her three small children. A stitch was required to close the head gash suffered by Sandra, 3-year-old daughter of Mr. and Mrs. Bateman, and Ann Bateman received minor bruises and scratches. Little Robert O'Dell Bateman was unhurt. They were all taken to the Deaf Smith county hospital where examinations were made and first aid rendered.

The drivers of the two automobiles escaped without injuries.

To Hold First of Series Farm Meets Tuesday

The first of a series of educational farm program meetings will be held at the Messenger school house Tuesday night, County Agent Alex Bateman has announced. The series is being planned for various communities of the county as a part of the educational work of the extension service.

The Messenger meeting will be attended by members of the Hereford Lions club and a special program is planned by citizens of the community, it is understood. A major part of the meeting will be devoted to explaining features of the new 1937 farm program, for which the series is planned.

Dates for like meetings in other communities will be announced.

Mrs. H. W. Sherrill of Shellytown spent a few days this week with Mr. and Mrs. Glenn Greer.

Benefit Play Is Comedy Hit; To Close Tonight

The three-act comedy-drama, Coast to Coast, a benefit play for the Central school cafeteria, was presented for the first time in Hereford last night and received by a large audience as a smashing comedy hit. The play, given under the auspices of the Junior Pioneer Study club, will be given again tonight at the high school auditorium at 8:15, the sponsors have announced. Admission prices of 10 and 25 cents, with 10 cent reserve seats, are being charged again tonight.

The second presentation tonight will feature the same all home talent cast and will be complete in every detail as the program given last night and received in such high acclaim. One added feature will be enjoyed by the Coast to Coast audience tonight that was not possible last night. Winners of the unique baby contest will be presented prizes from the stage.

In the play Miss Helen Seed and Jimmy Gammill play opposite each other in the leading roles. They have a supporting cast of Frances Borden, Mrs. Lois Moore, Billie Jo Roberts, Ray Canaway and Harold Close.

Marlin Gilliland, Hal Kester, Sank Ramey, Major Schroeter and Alex Thompson add much comedy through their character roles. Mary Ann Baird, Virginia Eberle, Virginia Carlisle, Norma Jean Foster and Orvella Hill are featured in costumed dance numbers, written and directed by Miss Lueta Borden.

The Fan Band, featuring many prominent housewives of Hereford, and special dance and instrumental numbers are among the added acts of the evening's entertainment.

Farmers Will Hear Speaker Here Saturday

Farmers and land owners of Deaf Smith county will hear W. M. Deck, member of the Texas Agricultural Association, when he delivers an important address at the court house here Saturday afternoon at 3 o'clock. Both land owners, and farmers have been urged to attend the meeting thru letters sent out by the county agent's office this week.

The meeting here is one of the series of 57 being held in the Panhandle and West Texas counties as an effort to perfect a statewide association-organization. The movement is headed by C. H. Day, Hereford county farmer and state organizer for the association.

Other meetings are planned for counties of this area as follows: Vega, February 1; Farmer and Castro counties, February 2.

Mr. Deck, who will speak here in the district court room at the court house, has just returned from a state meeting of the association and brings important highlights and plans worked out at the meeting.

Utilities Name Changed In New Mexico, Texas

The assets of the New Mexico Utilities Company have been acquired by the Texas Utilities Company, and a new charter has been granted the company under the name of the Texas-New Mexico Utilities Company, according to announcements.

Offices of both the New Mexico and Texas companies will now operate under the new name.

Local Chapter of American Red Cross Disregards 'Quotas' As Flood Contributions Continue

Red Cross is trying to make it as convenient as possible for everyone in the county to make a donation. It is hoped that every citizen in the county will give the matter some deep thought, and after careful consideration will contribute to the flood relief fund.

(Continued on last page)

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.		
Day	Max.	Min.
Thursday	25	9.00
Friday	26	9.00
Saturday	30	9.00
Sunday	44	17.00
Monday	46	14.00
Tuesday	52	9.00
Wednesday	50	9.00
Thursday	51	9.00



Shoppers' Luncheon

Shopping day is always a busy day for the shopper. They get mighty hungry along about noon—and tired, too! We've not forgotten them—every day we serve a luncheon, featuring plenty of entree-building food that will be a welcome interlude in a long shopping day.

FOR BETTER COFFEE! Ike's Cafe

Mr. and Mrs. Paul Foster

Friona News

BY JOYCE LANDRUM
Mr. and Mrs. Ray Landrum and Mrs. J. L. Landrum spent Friday and Saturday with relatives in Floydada.

P. L. New left last week for Dallas where he will remain for some time.

A very lovely shower was given in the home of Rev. David E. Moore for a recent bride, Mrs. Jack Stanley. An enjoyable program was rendered and many lovely and useful gifts were received. Cake and tea were served to the many present. The honoree was formerly Miss Wayne New.

Born to Mr. and Mrs. "Red" Ashcraft a son, on January 25.

Born to Mr. and Mrs. Arlie Green, a son, on January 23.

Home Economics III girls of the Friona high school heard an interesting talk Monday by O. F. Lange. The class is studying building and homes and the talk pertained to this subject.

Friona town team played the Hereford and Hollene teams Monday night. Hereford was defeated by Friona 28-27, and Hollene 38-32. The Friona Chiefs recently played the Amarillo Sandies and were defeated 59-39. The Farwell Steers played here Saturday night and were defeated 23-11. Farwell boys were defeated 33-28.

Earl Beasley of Glolis was a Friona visitor Sunday.

Mrs. Preston Bullard of Floydada visited in the J. L. Landrum home this week.

COURTHOUSE RECORDS

Warranty Deeds.

Sabina C. Stocker et vir Leo Stocker to E. A. Stocker, section 40, block K-4 Cert. 269, Tyler Tap Railway Co., grantee, 640 acres.

Lizzie B. Mitchell to W. D. Lawrence, section 32, block K-3, S.K. & K. grantee, 645.8 acres.

Kattie Garrett and J. S. Garrett to Kansas City Life Ins. Co., 290.8 acres of survey 64, block K-4, cert 1306, BS&F surveys.

Eveline Seagrub, a feme sole, to Donald Brown, SE¼ section 13, Capital Sva. subdivision.

C. W. Whittington to Chas. E. Hood and G. D. Williams, 617 acres from two tracts S92, block K-3, cert 913, AB&M, and section 93, block K-3 cert 912 AB&M.

H. P. Canode to Presbyterian Home for Children, W½ section 5, block E, original grantee J. R. T. Bassett, 331 acres section 13, blk E same survey.

Harry Kibbe to Pat Robinson, N¼ section 78, block K-3, cert 920, AB&M Survey

Quit Claim Deeds

Noble Paul to Mrs. R. M. Quarles, E½, NW¼ section 14, T-5-NR-3, containing 80 acres.

H. L. Patterson to James W. Witherspoon, lot 1 and N 20 of lot 2, block 3, original town.

C. T. Guseman to John Roberts lot 1 and N 20 of lot 2, block 3, original town of Hereford.

Assignment of Oil Leases. Western Union Oil Company to Geo. F. McCamey, W½ of S½ of S 370 acres section 15, T-3-N, R-1-3, containing 93 acres.

Roy V. Smith to Anna Baum, W½ of NW¼ of NE¼ of section T-4-N, R-1-E, Cap. Syn. Subd.

Roy V. Smith to Edward D. McCoy, E½ of NW¼ of NE¼ section 33, T-4-N, R-1-E, Capital Syndicate Subdivision.

C. R. Smith to Dorothy H. Ross, S½ of NE¼ of section 27, T-3-N, R-1-E, 80 acres.

Geo. H. Guinn to J. G. Weir, N½ of SW¼ of NW¼ section 3-2-2, 20 acres.

Geo. H. Guinn to W. W. Bennett, S½ of SW¼ of NW¼ section 3-2-2, 20 acres.

Resettlement Is Making Grants In Deaf Smith

The Rehabilitation Division of the Resettlement Administration in region 12, which includes Deaf Smith county, is now taking over all drought farmers whose employment on WPA projects has been terminated and who are in need of subsistence aid. R. I. Kimmel, section chief, has announced.

Assuming responsibility for direct relief to needy farmers in this region, the Resettlement Administration, through the division of Rehabilitation, has sufficient funds on hand to make direct grants for at least another six weeks.

"Because of continued failures in the drought area," Kimmel said, "we are continuing to make direct grants to a great many farmers. With mounting demands for such aid to farm families being reported from field supervisors," he continued, "we find a considerable number of farmers needing help who had not previously made application for financial aid."

The Resettlement Administration last fall made emergency seed loans to several hundred farmers, and in order to round out that initial aid, these people are now being set up on standard farm plans. Moreover, owing to continued drought, a large number of standard loans, made last spring, are being revised and supplemental loans are being made to provide for the full year's farming operations.

The Deaf Smith county Resettlement Administration, which maintains open office two days a week, is prepared to accept applications and develop new farm plans for needy farmers. Full information may be received from E. Burch, supervisor of the district composed of Deaf Smith, Castro and Farmer counties, and Miss Irene Hurst, home supervisor, at their office at the court house in Hereford on Thursday and Friday of each week.

The Resettlement officials are stressing diversified agricultural programs.

Cherry Becomes Texas U Coach

Blair Cherry, for seven years coach of the Amarillo Sandies, has resigned to accept a position as assistant to head coach Dana X. Bible at Texas University. Bible, formerly of A. & M., recently resigned at Nebraska to head the football coaching staff at the University.

Cherry has coached the Amarillo Sandies to three straight Texas high school championships since he took over the job in 1930.

Miss Virginia Vaughan, teacher of English in Hereford high school, spent the week end with her parents in Amarillo.

Eberhart, Cases of Susan Dare; Eberhart, House on the Roof; Evans, Montana Rides Again; Ferguson, Thoroughbreds; Field, Dry Gulch Adams; Frome, Mr. Pinkerton Finds a Body; Grey, Lost Wagon Train; Jordan, We Face Calvary and Life; Lamb, Genghis Khan; Lawrence, Sound of Running Feet; Luceck, Christianity and the Individual; Schultz, Quest of the Fish-Dog Skin; Seabury, How to Worry Successfully; Singmaster, Young Ravensels; Theiss, Elvise de la N. Mall de South America; Thomas, Beyond Khyber Pass; Travels of Marco Polo; Villiers, By Way of Cape Horn; Walker, City Editor; Wallace, Arctic Stowaways; Van Loon, Story of America; World Almanac, 1937.

Arthur Davis is recuperating at his home from a tonsillectomy last week.

New Books

The following new books have been received at the Deaf Smith County Library:

Baldwin, That Man is Mine; Bassett, Hidden Shoals; Becholdt, Horse Theft Trail; Beck, Story of Oriental Philosophy; Bennett, Death Rides the Range; Birney, Barrier Ranch; Boyd, Long Hunt; Brand, Rustlers of Beacon Creek; Brann, Another New Year with Bobbie and Dennis; Cunningham, Trail of the Macaw; Deeping, Man on the White Horse; Durant, Foundations of Civilization; Drago, Snow Patrol.

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Summerfield News

BY MRS. ASA ATCHLEY
Rev. and Mrs. Tidwell and Mrs. Wethers of Plainview were here last week end.

Mr. and Mrs. S. D. Bellar of Muleshoe visited their daughter, Mrs. Perry McMinn, last week end.

YWA met with Mrs. Jack Streun Tuesday night with seven members present. Next meeting will be Wednesday night at the home of Mrs. Lee Kendall.

James and Henry Gandy of Wyche visited the Oglesby home last Friday.

Mr. and Mrs. W. A. Vines are the parents of a 10-pound girl, born January 26.

Mr. and Mrs. W. S. Butler, Misses Eutha Barnett, Koma Hyatt and Mrs. Robert Thompson and Elaine and Miss Ethel Womble of Hereford visited the C. H. Butler home Sunday.

J. R. Oglesby and family visited the J. P. Gandy home at Wyche Monday.

Perry McMinn was in Muleshoe Monday. His sister-in-law, Miss Delores Bellar, returned to spend a few days here with her sister. Summerfield outside basketball team played the Black team and won, 21-25.

Highway Body Will Ask For Information

The Texas Highway Department, working with the U. S. Bureau of Public Roads, will request each car owner to call for a blank card at the time of purchasing car license tags and fill in the questionnaire on these cards and mail to the department at Austin. Owners may start purchasing car license tags February 1, can not put them on their cars until March 1, but must have them on by April 1.

The purpose of this survey is to collect facts which will aid in making decisions concerning highway construction and maintenance.

Every car owner is greatly interested in better roads and highways, and he is given this opportunity to tell the department what Deaf Smith county needs along this line. This county, along with other Panhandle counties, has been in need of the state department's attention for many years. Only of recent date has the department become seriously interested in the highway problems of this area.

The filling in of the cards obtained when license tags are purchased will add much to the information already on hand at Austin.

Card of Thanks.

We wish to thank our many friends and neighbors of Amarillo and Hereford for their noble deeds of kindness, their words of sympathy and lovely floral offerings. Also, we appreciated the comforting message and songs rendered by Rev. Shepherd and the choir at the last rites of our husband and father.

Mrs. M. O. Meeks, Amarillo. Mr. and Mrs. Jim Holly, Amarillo.

Miss Jewell Meeks, Amarillo. Mr. and Mrs. Thomas E. Meeks, Abilene.

Shop Has New Operator.

The Charm-Aid Beauty Shoppe of this city has recently added Miss Eva Gresson of Summerfield to the staff of operators. The shop is owned by Yerna Culpepper and the other operator besides Miss Gresson is Miss Ruth Harding.

Superintendent Woods Hurt by Car.

L. A. Woods, state superintendent of public instruction, suffered two broken ribs, a dislocated shoulder and a head injury when his automobile skidded and overturned near Troy last week. Attendance at a Temple hospital said his condition was not critical.

Mrs. Frank Carl was called to Berger last week because of the illness of her sister there.

Leaves for San Antonio.
Steve J. Sanders of this city left January 20 for San Antonio where he is to live with his son, Jim Sanders and family. Mr. Sanders has lived in Hereford for many years and is the father of Mrs. Bessie L. Smith, county treasurer of Deaf Smith county.

Underpass Work Progressing.
All the excavation work for the new Canyon underpass has been completed with the exception of dirt directly beneath the railroad double track. The Canyon paper announces. The underpass will take about six months to complete, the paper reported.

A WANT AD WILL GET THAT FLOW! AN EXTRA ROOM? TRY A WANT AD!

MONEY IN YOUR POCKET

It will be to your money advantage to return all the milk bottles you can by SATURDAY, JANUARY 30. Return store bottles to store and dairy bottles to your dairyman.

Beginning now, the PRAIRIE DAIRIE will deliver only perfect bottles. All returned empties will be accurately counted beginning February 1. Chipped or cracked bottles cannot be counted to your credit after SATURDAY.

PRAIRIE DAIRIE

PHONE 666

Typewriters

New — Used Rebulits

PORTABLES — STANDARDS
ADDING MACHINES
CASH REGISTERS
Cash or Low Terms

CLOVIS TYPEWRITER CO.

Clovis, New Mexico

Repairs. Inquire at Brand Office. Supplies.

A Lasting PERMANENT

To Prepare You for THE President's Ball

NUTRI-PACK
Genuine Machineless Permanent
VAPOR MARCEL
Permanent
OTHER
Permanents, up from

\$6.50
\$5.00
\$2.00

You'll want to look your best for the President's Ball—in fact everyone will. So come to Bobbie's Beauty Salon and our expert, experienced hair dressers will dress your hair to suit your own individual personality. Call us early for appointment.

BOBBIE'S BEAUTY SALON

PHONE 26 FOR APPOINTMENT

Cherry Becomes Texas U Coach

Blair Cherry, for seven years coach of the Amarillo Sandies, has resigned to accept a position as assistant to head coach Dana X. Bible at Texas University. Bible, formerly of A. & M., recently resigned at Nebraska to head the football coaching staff at the University.

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The One and Only FARMALL

With attachment power-lift listers in one, two, three and four row. If contour listing is what you want to do, this is the tool to do it with and with the utmost of economy. The FARMALL will burn kerosene or distillate and carry the same guarantee as on gasoline.

SEE THE NEW FARMALL TODAY!

Rosson Implement Co.

PHONE 51 YOUR I. H. C. DEALER HEREFORD, TEXAS

CLOSE Drug Store

FOR REAL SAVINGS ON ALL DRUGS - VISIT US

SPECIALS FRIDAY and SATURDAY JANUARY 29 and 30

25c Dr West's TOOTH PASTE, only	10¢	25c Nylis NAIL POLISH, close-out price	10¢
CANDY One-Pound Sack Assorted Chocolates	29¢	Five Bars Colgate's Fine SOAPS	23¢
25c KOTEX	17¢	20c KLEENEX	14¢
\$1.00 Abbott's Haliver Oil Capsules	89¢	50c Milk of Magnesia	33¢
\$1.25 CREOMULSION	98¢	50c IPANA TOOTH PASTE	33¢
50c Woodbury's FACE POWDER	39¢	60c SAL HEPATICA	49¢
Pint Norwegian COD LIVER OIL	59¢	30c SAL HEPATICA	26¢
Any Color Putman's or Diamond DYES	9¢ EACH	75c FITCHES' SHAMPOO	59¢
		50c Assorted Rouges	
		AH Popular Brands Clean-up Special	26¢
		For Quick, Every-Day Washing Get a STERNO ELECTRIC WASHER, Only	\$12.95

SOCIETY

RS. JOHN McLEAN, Society Editor Phone 181-W

Mrs. Louis Woodford Honoree at Shower Friday Afternoon

Naming Mrs. Louis Woodford, recent bride, as the honoree, Mrs. S. P. Rosson, A. A. Foster, Mont Baker and I. O. Crosthair entertained with a miscellaneous shower Friday afternoon at the home of Mrs. Rosson. Attractive in detail were the decorations for the occasion. Low bowls of red carnations decorated each end of the mantle, while across the room on a small table an artistic arrangement of tallman roses and green fernery added fragrance and beauty.

As the soft strains of There's a Long, Long Trail Awaiting were played by Mrs. Paul Foster, the honoree descended the long stairway at one end of the room. She was guided by Miss Lueta Borden and Mrs. Sherman Morgan down an imaginary trail of life marked by ribbon ropes. White satin ribbons bearing inscriptions of probable obstacles to be overcome along the trail of married life were placed across the trail at intervals as barriers to the journey. The bride was given timely and amusing advice as each barrier was removed. When the eventual end of the trail was reached a lovely shower of gifts was disclosed.

Lovely refreshments were served to 60 intimate friends and relatives of the honor guest.

FAMILY REUNION AT MR. BOWE HOME

A family reunion was held at the home of Dr. and Mrs. F. E. Bowe Sunday. Out of town guests and local relatives were entertained at noon with a covered dish luncheon. A similar occasion had been planned to take place during the holidays but illness in the family prevented. The Sunday celebration also observed the birthday of Vern Witherspoon.

Those attending were Mr. and Mrs. H. G. Bowe and family of Happy; Mr. and Mrs. Doris Bowe, Mr. and Mrs. C. O. Bowe and family of Ende, New Mexico; Mr. Rogers, Mrs. F. E. Bowe's father, of Tyler, a former Hereford resident; Mr. and Mrs. Vern Witherspoon, Mr. and Mrs. Gordon Witherspoon, G. C. Hartman, and Dr. and Mrs. Bowe.

BIRTHDAY DINNER FOR MRS. CLAYTON

A lovely birthday dinner was the order of the day for Mrs. J. J. Clayton last Friday when friends arrived at her home at the noon hour with covered dishes to celebrate the occasion. After the dinner friendship blocks for two quilts were presented to the honoree. Arranging the blocks together and quilting the quilts furnished interesting entertainment.

Those present were Meses. L. E. Knox, Orpha Nickerson, Ray Hershey, G. R. Conklin, H. T. West, Julia Sowell, Lola Cantrell, Tom Sanders, Harvey Nunn, Annie Smithers, H. E. Danforth, Edgar Mosley, Vera Lee Cantrell, I. E. Woolery, E. M. Cox, Mary Hershey, Ethel Laymon, Ed Mackie, Ed Cardinal, H. J. Herden, C. P. Grimes, John P. Robinson, Bess Whitaker, Orin Russell, Frank Barber, Pat Lawhon and M. L. Rutter.

PIONEER CLUB STUDIES OUR NEIGHBORS

Our Neighbors proved an interesting program subject at the meeting of the Pioneer Study club held at the home of Mrs. O. T. Williams Tuesday afternoon. Mrs. M. D. Womble was assistant hostess. The historical background, location and outstanding features of four neighbor states were discussed by Mrs. F. L. Lucas, Arkansas; Mrs. E. S. Ireland, Louisiana; Mrs. F. M. Kester, Oklahoma, and Mrs. T. E. Seigler, New Mexico.

Members present were Meses. F. L. Lucas, Wirt Phillips, E. S. Ireland, Allan Bell, Horace Baird, J. E. Beyer, Burt France, A. A. Foster, J. M. Gilliland, Bob Higgins, O. G. Hill, J. B. Jones, Ray Johnson, H. D. Reed, Jack Rose, T. E. Seigler, Arthur Thompson, Al Werner, Glenn Weir, F. M. Kester and the hostesses.

MRS. DIXON ENTERTAINS FRIDAY QUILT CLUB

Members of the Friday Quilt club were entertained Tuesday afternoon at the home of Mrs. B. R. Dixon with an enjoyable party and shower honoring Mrs. John Vines. The house was attractively decorated and a lovely shower of gifts was presented to the honoree.

Members present were Meses. W. B. Green, B. Frolock, Harry Lomas, W. F. Easter, Lyle H. Leslie, William Bell, John Vines, Inez Easter and the hostess.

Guests included close friends of the honor guest. They were Meses. John Roberts, J. C. Cummins, Bob Fullwood, Lilburn Ray and George McConnell.



NEW SCREEN SEASON STARTS AT THE STAR

The screen story relates the adventures of William Powell, portraying a butler in the delightful dizzy Bullock family. One daughter, played by Carole Lombard, falls in love with him. Her sister tries to have him jailed. The maid falls in love with him, too.

The mother likes him, but she has a parlor pet of her own. The fun gets faster and more furious every second, with laughs bursting like bombshells. The cast includes such excellent players as Alice Brady, Gail Patrick, Jean Dixon, Eugene Pallette and many others.

My Man Godfrey is taken from the novel of the same name, written by the master of modern comedy, Eric Hatch.

Laundry Makes Improvements

The Hereford Laundry and Dry Cleaners has recently installed a new 40,000 gallon capacity water softener at their plant, according to announcements of W. L. Ayres. The new equipment was added due to the increase in both the helplessly department and the plant proper business of the past few months.

District Supervisor Here

Mrs. Pegri Walker, district supervisor of WPA sewing rooms, spent Monday visiting the local sewing room. The Hereford project has gained much state-wide attention from the merits of its productive program.

STOP BILLS
BEFORE THEY START—USE TEXACO GAS!

You won't have to worry about costly repairs... if you worry just a little bit about the oil and gas you use in your car. And by a little worry we mean, choose oil and gas with discrimination: Texaco oil and gas is especially designed to cut down wear and tear in your car.

TEXAS SERVICE STATION

GLENN SNYDER. PHONE 440

Fill up the pantry SALE

GOLD MEDAL FLOUR

24 lb. Sack 99c 48 lb. Sack \$1.96

PEAS	AMERICAN WONDER No. 2 can	10c	ALL BRAN	Kellogg's, large pkg	19c
SALMON	PINK No. 1 tall can	10c	TOMATOES	NO. 2 CAN 3 for	25c
KARO	LIGHT or DARK No. 5 can	33c	PINEAPPLE	HALF SLICES No. 2 1/2 can	18c
KISSES	HERSHEY 1-Lb pkg	25c	Green Beans	OLMITO 3 No. 2 cans	25c
BABY FOOD	LIBBY'S 3 cans	25c	KRAUT	EMPSON'S 2 No. 2 1/2 cans	25c

SHORTENING MRS. TUCKER'S 8-LB CARTON \$1.07

RICE	FANCY BLUE ROSE 2-pound pkg	10c	SARDINES	15-OUNCE Ovan can, 3 for	25c
PRUNES	Medium Size, Dried 2-pound pkg	15c	PRUNES	EVERFRESH In Syrup, 2 No. 2 1/2 cans	25c
SOAP	WHITE KING Large pkg	30c	COFFEE	SCHILLING'S, 1 lb 2-Pound Can	52c 27c
Toilet Soap	WHITE KING 3 bars	15c	PRUNES	ITALIAN No. 10 can	27c
Shoe Polish	JET OIL Assorted colors, bottle	10c	COCONUT	LONG THREAD 1-pound package	19c

SUGAR 10-POUND PAPER BAG 53c

CATSUP	BEECHNUT Large bottle	19c	LIMA BEANS	WHITE SWAN 2 No. 2 cans	25c
WAX PAPER	CUT RITE 2 rolls	15c	TUNA	BONITA No. 1/2 can	11c
HONEY	TEXAS No. 5 can	39c	COCOA	MOTHER'S 2-pound can	16c
CRACKERS	EXCELL 2-pound box	15c	CORN	NO. 2 CANS 3 for	25c
CATSUP	14-OUNCE Bottle	10c	PEACHES	NO. 10 Can	43c

FRUITS AND VEGETABLES FRESH MEATS

BANANAS	YELLOW RIPE Each	1c	FISH	FRESH Pound	23c
SPUDS	COLORADO REDS 10-pound bag	29c	SALT PORK	FOR BOILING Pound	19c
Grapefruit	TEXAS SEEDLES Large size, dozen	33c	Sliced Bacon	SUGAR CURED Pound	30c
SPUDS	NO. 1 IDAHO Russets, 10 pounds	47c	STEAK	CORN FED No. 7 cuts, pound	15c
ONIONS	YELLOW Pound	3c	ROLLED ROAST	SEASONED Pound	17c
ORANGES	CALIFORNIA Medium size, dozen	21c	STEW MEAT	PER Pound	10c

WE BUY CREAM, EGGS, POULTRY AND HIDES

FURR FOOD

PRICES GOOD FRIDAY AND SATURDAY

SPECIAL FOR THE COMING WEEK

1933 Chevrolet Master Coach—\$260.00

ONLY \$78.00 DOWN. This car has a reconditioned motor and good rubber. Come and see!

Red-Hot Bargains In Used Cars

- This is the cleanest offering we have ever had, as every motor has been thoroughly reconditioned; several with new crankshafts, as well as rebore jobs
- | | |
|--|---|
| <p>1935 Ford Coach
14,000 Miles, an exceptional value</p> <p>1934 Plymouth Sedan
6 wheels, many miles of low cost operation in this car.</p> <p>1934 Dodge Coach
Rebuilt motor, new crankshaft and pistons, runs like new.</p> <p>1933 Plymouth Coupe
Rebuilt motor. We'll stand behind this one.</p> <p>1932 Chevrolet Coupe</p> | <p>1934 Dodge Sedan
6 wheels, paint and rubber like new</p> <p>1932 Chevrolet Coach</p> <p>1931 Chevrolet Coupe</p> <p>1931 Ford Coach</p> <p>1930 Ford Coach</p> <p>4-1929 Ford Coupes, Coaches and Sedans</p> |
|--|---|

ANY LIVESTOCK ACCEPTED AS DOWN PAYMENT ON THESE CARS!

Small Down Payments—Small Monthly Payments

TERMS—TRADES

Ireland Motor Co.

DODGE-PLYMOUTH SALES-SERVICE

THE CHURCH WORLD

Ministers In Panhandle Trip.
H. M. Redford, Hereford Christian church pastor, and W. R. Vivrett, pastor of the Lubbock Christian church, made a tour of the Panhandle last Thursday and Friday in interest of a Young Peoples' missionary gathering to be held in Lubbock this week end. Ministers and leaders of young people in Amarillo, Panhandle, Borger, Canyon, Pampa and Clarendon were visited. It is expected from 100 to 300 young people will meet in Lubbock next Friday and Saturday for this meeting. The local Christian church plans to send 15 delegates. Mr. Redford will serve as one of the leaders at the gathering.

CHRISTIAN CHURCH
H. M. Redford, Minister, Mrs. C. F. 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.
Sunday morning and evening, we went with Jesus through Samaria and with two of His disciples, spent a day Abiding with Him in the vicinity of the Jordan. Next Sunday the journey with Jesus is continued. At the morning hour we shall linger with Him by the Pool of Bethesda where He is found Meeting the Need. In the evening we shall study Him as He took what a boy had to give and fed the multitude. The boys and girls of the junior and intermediate Endeavor will assist in the service as part of the observance of Christian Endeavor Week. You are welcome.

PRESBYTERIAN CHURCH
Sunday is young people's day at the First Presbyterian church. At the morning service at 11 the young people will have charge, with Miss Elsie Mae Wilkins presiding. At the vesper service at five the pastor will bring an especial message to the young people. Everybody is invited.
Sunday school, 9:45 a. m., G. M. Hudson, superintendent.
No C. E. meeting Sunday.
Prayer meeting, Wednesday at 7:30 p. m.

Class Elects Officers.
Sixteen men of the First Presbyterian church met at the church last Thursday night for the organization of the Presbyterian Fellowship of Men. After supper, prepared and served by the men, a business meeting was held in which the following officers were elected: G. M. Hudson, president; E. S. Ireland, vice president, and D. H. Alexander, secretary-treasurer. The third Thursday of each month was set for time of fellowship. A worthwhile program will be arranged for the next meeting.

Miss Ella Aikman, who has been ill at her home, has returned to her teaching in Central school.

Rev. Shepherd Delivers Last Sermon; Moves

Rev. B. N. Shepherd, pastor of the First Baptist church for the past two years, who recently resigned to take up missionary work in District 17, delivered his farewell sermon here Sunday. Approximately 275 attended the morning services and a large number was present for the young people's services in the evening.
Compliments to the church for the splendid cooperation of the past two years were extended by Rev. Shepherd, who in turn pointed out that there are two hard problems in the life of every pastor. One is the beginning of work in a new and strange field and the other is the leaving of that field after it has become known as home.
The Hereford pastor and wife this week moved to Abilene, where they will make their home while Rev. Shepherd serves the Abilene-Sweetwater district as missionary. He will be in charge of churches boasting a total membership of more than 30,000 Baptists, in District 17.

METHODIST CHURCH
Sunday school, 9:45 a. m.
Preaching, 11 a. m. and 7 p. m.
Epworth League, 6 p. m.
W. M. S., 3 p. m. Wednesday.
Prayer meeting, 7 p. m. Wednesday.
Epworth League, 6 p. m. Sunday.
The pastor will bring the last of his series of sermons on the unwritten sayings of our Lord at the morning hour Sunday. Subject, The Test of Our Lord's Coming Again. The sayings on which this message will be based was attributed to our Lord by St. Pustlin, martyr, and runs thus: "In whatsoever employments I may surprise you, in these also will I judge you." You will hear a message and receive a welcome at the Methodist church.
T. C. Willett, Pastor.

Endeavorers Present Program.
The Junior-Intermediate Christian Endeavor of the Christian church presented a Biblical pageant at Church Family Night Wednesday of last week at 7:30. The pageant was appreciated by a large gathering. It was conducted by June Dameron, president of the society. Mrs. A. Petersen is sponsor of this group. Records show that 18 junior-intermediates were present last Sunday night. All boys and girls of this age are invited to this society.

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. A., 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.
Here from Lubbock.

Homer Thompson, former assistant county agent of Deaf Smith county, was a Hereford visitor Monday. Thompson is now located at Lubbock where he holds a position with the extension service.
Wedded Here Saturday.
Rev. T. C. Willett, pastor of the First Methodist church of Hereford, performed the ceremony Saturday which united Cecil Frederick Benton and Miss Ruby Harris in marriage. Mr. Benton lives west of Amarillo, while Miss Harris has resided at Dawn for a number of years.

Tipton Baptist Pastor to Fill Pulpit Sunday

Rev. W. A. Roberts, pastor of the First Baptist church of Tipton, Oklahoma, will fill the pulpit at the Hereford Baptist church for both morning and evening services, next Sunday. He comes to Hereford from Santa Rosa, New Mexico, where he has been conducting a revival meeting the past two weeks.
The Tipton pastor is a graduate of Baylor University and the Southwestern Baptist Theological Seminary at Fort Worth. His wife is a niece of Mrs. Ella Kerr of this city.

Spends Week End In Amarillo.
Mrs. Seth B. Holman returned home Sunday evening from Amarillo where she was called Friday afternoon by the critical illness of Crawford Gooch, four-year-old son of Mr. and Mrs. C. S. Gooch. He was injured in an automobile accident Sunday, January 17, and died Saturday morning. He was the grandson of Mrs. Henry Gooch, who visits here often and has many friends here.

Amarillo Couple Visits Here.
Mr. and Mrs. Floyd Hall of Amarillo were Sunday guests of his cousin, R. V. Miller and family. Mr. Hall is a former citizen and is the son of Mr. and Mrs. R. A. Hall, who were ranching in the northwest part of the county until they moved to Austin, Colo., in 1912, where they own a fruit farm.

Miss Thompson Receives Brand.
Alex Thompson of this city has contracted with the Brand to send the paper to his daughter, Miss Ruby Thompson, at Pampa until May of this year. Miss Thompson accepted a position in the Pampa public school the first of 1937 and teaches health and music.

Mrs. Ernest Jones and sister, Mrs. Bradford, of Big Square were shopping in Hereford Tuesday.

Boy Scouts To Observe 27th Anniversary

Monday night, February 8, Troop One of the Hereford Boy Scouts will join troops from over the United States in celebrating the 27th anniversary of the formation of the Boy Scouts of America. The local troop will fittingly celebrate with a Parents Night at the scout hut, with all parents of scouts invited and urged to attend.
In 1909 Wm. D. Boyce, Chicago publisher and traveler, was seeking a difficult address in London. A boy approached and asked, "May I be of service to you?" Mr. Boyce told him where he wanted to go and the boy saluted and said, "Come with me, sir," and forthwith led him to the desired spot. Like the typical American tourist, Mr. Boyce reached in his pocket and offered the boy a shilling. The lad promptly replied, "No, sir, I am a Scout. Scouts do not accept tips for courtesies." The man in surprise murmured, "What do you say?" The Scout repeated, and then added, "Don't you know about the Scouts?" Mr. Boyce said, "Tell me about them." The boy did.

The Scout later led Mr. Boyce to the office of Lord Baden-Powell, founder of the British Boy Scouts Association, where information about the movement was gladly given. The American, tremendously impressed, gathered all available information and brought it back to the United States where on February 8, 1910, he and others interested in boys and citizenship formally incorporated the Boy Scouts of America.
This date is observed each year in the United States as the birthday of Scouting in America. Next Wednesday members of the Hereford troop will be guests of the Lions club and other honors will be paid them during the week.

Among Subscribers.
Among the subscribers to the Hereford Brand who called at the Brand office Saturday to move their dates up another year were Carl Luke, of Dawn, and Glenn Hetzler of Adrian.

Dr. Heard Will Attend Meeting Dental Society

Dr. G. W. Heard of this city will attend the annual meeting of the Panhandle Dental Society in Amarillo Friday and Saturday. Dentists from other cities throughout the Panhandle and surrounding states will hear Dr. Edward Taylor, member of the State Board of Health from Austin deliver the principal address. The annual meeting is expected to attract approximately 100 members of the society.
Several clinics are to be held under the direction of Dr. Phillip L. Knutze and Dr. Roland Lynn of Dallas. Dr. F. E. Garner of Dalhart is president of the association.

Mrs. J. E. Beyer returned Tuesday from a month's visit in California. Mrs. Beyer visited her sister, Mrs. E. H. Balding and family in Los Angeles, and in Hollywood she visited Mr. Beyer's sister, Mrs. Glenn Felt and family. She also visited in Oakland and San Francisco.

WORK ON STREAMS MAKES BETTER FOREST FISHING
Better fishing in many of the National Forests is in prospect as a result of extensive stream improvement work by the United States Forest Service—with the aid of the OCC and other emergency work crews—such as barriers to create more pools in the streams and increase food for the fish.
Rearing ponds for stream stockings also have been established. Among these are the spring-fed ponds at Seven Springs in the James division of the Santa Fe National Forest in New Mexico, where about 250,000 fish are being reared.

MERIT

LOOK!

MERIT'S 3 GREAT EGG MASHES

MERIT Egg Mash	\$3.25
TIP TOP Egg Mash	\$3.00
Square Meal Egg Mash	\$2.85

The Above Prices Are On 100 Pounds of EGG MASH

West Texas Feed & Seed

PHONE 265

MERIT

Allis-Chalmers

TRACTOR POWER FOR EVERY PURPOSE

The Model E-60

GIVES YOU PROFITABLE SERVICE

Allis-Chalmers Power units, built by one of the world's largest manufacturers of internal combustion engines, are of the vertical valve-in-head type, designed and built for long life and profitable service. They are simple in design, of excellent workmanship, powerful, dependable and durable in any type of service. The Model E-60, developing a maximum of 68 H. P. at 1050 revolutions per minute, is especially adapted for irrigation purposes.

FOR IRRIGATION

TRY AN ALLIS-CHALMERS POWER UNIT

Pevley & Seed

ALLIS-CHALMERS DEALER

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. A., 6:30 p. m.
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Saturday January, 30

OPENING

Saturday, January 30

OF THE

QUALITY FOOD STORE

At 322 N. Main Street

THE QUALITY FOOD STORE and MARKET, across the street from the Star Theatre, under the management of Jimmie Robinson, with whom everyone in Hereford and its trade territory are well acquainted and needs no introduction. The QUALITY FOOD STORE will handle only the highest quality staple groceries, fresh fruits and vegetables at all times, and the highest grade meats obtainable. Come in and visit us—we will strive to please you. Give us a trial—that is all we ask.

\$10 Grocery Book FREE! Saturday, January 30

Fred G. Brown will still operate his produce house and cream station in the back of the store and will pay the highest market prices for cream, eggs, poultry and hides. Poultry and livestock feeds of all kinds.

QUALITY Food Store

322 NORTH MAIN STREET

J. Wallace Robinson, Manager Phone 120

THE SUPREME TRIUMPH OUT OF THE HOUSE OF MAGIC

RADIO'S NEWEST MARVEL

Focused Tone

Revolutionizes RADIO TUNING

Automatically Assures PERFECT TONE!

McConnell Electric Co.

GENERAL ELECTRIC RADIO DEALER. PHONE 759

283 N. MAIN ST.

PEGGY'S PARTY PLIGHT... buy DRI-SHEEN

I JUST CAN'T GO TO THE PARTY, THE ONLY EVENING DRESS I HAVE IS THAT OLD BLUE ONE!

WHY, PEG, ALL YOU HAVE TO DO IS SEND IT TO A CLEANER WHO USES THE NEW DRI-SHEEN PROCESS!

WHY, HONEY, DRI-SHEEN CLEANING COSTS NO MORE EVEN THOUGH IT DOES MAKE OLD DRESSES LOOK NEW!

Let Us Clean Your Evening Dress for The President's Ball

Fox Cleaners & Hatters

HOMER FOX PHONE 111

Switch TO DODGE and Save Money!

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

JUNIOR INTERMEDIATES HAVE PARTY

The Junior Intermediate Christian Endeavorers of the First Christian church were entertained with an out door party on the lawn at the parsonage Friday afternoon. Mrs. A. Peterson, sponsor of the group, was in charge of arrangements and directed the games. A variety of appropriate games were enjoyed by approximately 20 members of the organization.

Miss June Dameron is president. Plans were made for future programs. The play sponsored by the group was discussed.

Beware Coughs That Hang On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes at the germ-laden phlegm is loosened and expelled. Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

FUNDERBURG-CARAWAY MARRIAGE VOWS/SPOKEN

Miss Alta Funderburg became the bride of Travis Caraway Monday evening, January 18, at nine o'clock, in a simple but impressive ceremony. The vows were spoken at the Presbyterian manse, with the Rev. Thorns officiating. The bride was attired in a blue tulle dress with matching accessories. The young couple were accompanied by Mr. and Mrs. Willbur Carroll. Mrs. Caraway is the daughter of Mr. and Mrs. J. I. Funderburg of this city. The groom is also of this city. They will make their home at the Carroll apartment, 301 West Sixth Street.

JUNE DAMERON ENTERTAINS WITH MONOPOLY PARTY

Miss June Dameron entertained with a delightful party at the home of her parents, Mr. and Mrs. Elmer Dameron on Friday evening. Games of monopoly were enjoyed by the group and lovely refreshments were served to the guests.

Those present were Nellie Pauline Spradley, Margaret Higgins, Beulah Mae Wilson, Doris Elaine Dillehay, Mozelle Shreves, Mary Nix, Billy Louise Davis, Elma Shugart, Katherine Henderson, Virgie Lee Sparks and the hostess.

Mr. and Mrs. A. H. Straub and daughter, Helen Frances, visited relatives in Amarillo Sunday.

DISCUSSION GROUP HEARS DR. PIERLE

A large group of interested men and women heard Dr. C. A. Pierle WTSC educator, Canyon, speak on China and Her Problems last Friday night in the county court room. Dr. Pierle dated his remarks from 1898 and the Boxer Uprising in 1900. He discussed the people and the enormous indemnity contract they were forced to sign and explained their policy of watchful waiting until 1944, when the indemnity contract will expire. He also gave a historical description of the encroachment of other nations and the inevitable suppression of the people. In discussing the political situation in China today, Dr. Pierle said "Young China is deliberately aiding two political regimes, which when united will gradually force from her territory the influence of foreign nations."

The local Discussion Group is an informal organization which was formed two years ago during the Adult Education movement. Mrs. J. J. Bolling, who was a teacher in the adult school, a WPA project, outlined the programs for the first year. Since that time interested members of the group have sponsored various speakers who discussed current topics of interest. The organization has for its purpose the free discussion of public questions of interest, both local and national. J. W. Studebaker, U. S. Commissioner of Education, urges that public forums be organized in all cities, towns and rural districts in the nation. He says the "Basic assumption of the public forum is that truth is not the monopoly of any individual, class or group, but the result of a cooperative search and a continuous process of public sharing."

The subject for discussion next Friday will be Russia. D. W. Hawkins will lead the discussion.

MRS. BAKER WOMBLE HOSTESS TO DAWN CLUB

The Dawn Study club met Tuesday, January 19, in the home of Mrs. Baker Womble. After a short business session, a program of unusual interest on Community Life was given.

Home As Influenced by Its Community, was the subject of an interesting article by Mrs. Ray Bowers. Mrs. Alford May Discussed Political Influence On Our Community. Mrs. Martha Galley read an interesting story on how Amarillo got a story on Early Amarillo history. An amusing account of a dance she attended in 1889, in the first adobe court house in Amarillo was given by Mrs. Cal Walker. This number furnished historical sketches of the community.

Refreshments were served to 17 club members and two visitors.

BRIDGE LUNCHEON HONORS BRIDE

Mrs. Louis Woodford, the former Miss Virginia Lillard, was the honoree Saturday when Mrs. John Patton and Mrs. Cecil Guseman entertained with a bridge luncheon at the Patton home on Miles Avenue. Ferns and gay blooming plants furnished an attractive setting for the lovely affair. A yellow and white decorative theme was observed in table appointments, with a beautiful old fashioned cyclamen centering the lace covered table in the dining room. Crystal and silver were used on tables arranged for four, where places were marked by dainty cards adorned with a miniature bride and groom.

The color scheme was repeated in the menu and in bridge accessories.

The guest list included Meses. Glenn Weir, Mont Baker, I. O. Crosthwait, S. P. Rosson, A. O. Foster, H. G. Conkright, J. O. Newell, Sherman Morgan, Colby Conkright, Lyle Woodford, Misses Genevieve Eberle, Lueta Borden, Ruth Conkright, Anna K. Hardesty and the honor guest.

MRS. HAWKINS LEADS BAY VIEW CLUB PROGRAM

Our Heritage Through American Tradition and the period of the Civil War was the lesson topic at the meeting of the Bay View club Thursday afternoon at the club room in the court house.

Mrs. D. W. Hawkins was leader of the program and gave a graphic historical sketch of the tragic era. She told of the association of the negroes and whites in the South before and during the Civil War, and described the problem of the negro as it existed at that time. Mrs. Hawkins stressed the fact that the question of slavery was a problem solely of the South and the manner in which the South handled the situation, proved Southern ability.

Spirit of the Confederacy in Southern Literature was the subject of an interesting article given by Mrs. Travis Dameron. Mrs. D. H. Alexander, president, directed the business meeting. Mrs. John Olson, Mrs. Paul Mathers and Mrs. John Coffee were appointed to serve on the year book committee.

BAND AND ORCHESTRA PARENTS ENTERTAIN

The Band and Orchestra Parents Organization entertained with a buffet supper and party Friday evening at the Legion Hall. Mrs. F. L. Lucas and Mrs. Ralph Smith were in charge of the arrangements. Old fashioned games which brought back many childhood memories were enjoyed by the group.

The organization voted to send the Band to the Band Clinic, which will be held in Plainview Saturday, January 30. Plans were made for the band to give a concert in Canyon on Tuesday, February 9, at which time the Hereford band will be entertained with a dinner given by members of the Canyon band.

Those attending were Messrs. and Meses. Ralph Smith, Leo Kuper, Cliff Estes, Burl France, W. E. Dunlap, H. E. Henslee, Jim Higgins, Glenn Snyder, O. T. Williams, Jeff Gilbreath, F. L. Lucas, Mrs. H. D. Reed and Mrs. Lee Conklin.

Easter Items

BY LOUISE FRYE
There will be church services here Sunday morning. Rev. Johnson will conduct the services and will be at Jumbo for the evening hour.

Misses Annie Mae Smith and Floyce Parker spent Saturday in the Epperson home at Summerfield.

Ben Medley left last Wednesday for San Angelo where he will attend school.

There will be a re-organization of the men's community club next Friday night at the school house. Those from other communities where no club is organized are invited to attend.

Chris Wegner went to Iowa last week.

Annie Mae Smith entertained with a party Friday night. Clayton Woolery was confined to his room last week with a light attack of influenza.

Mrs. Carl Frye and Patricia visited Monday afternoon in the W. R. Woods home near Dimmitt.

Mr. and Mrs. W. A. Epperson and Glenn Robinson of Summerfield were dinner guests in the J. S. Smith home recently. Harry Smith and family are visiting in Marlow, Oklahoma.

Mrs. Minnie B. Jones has returned from a seven weeks' visit in Beaumont, California, where she was the guest of her brother, A. F. Van Wye. Mr. Van Wye who has been ill for several months, is reported to be much improved.

Mrs. Beulah Lee Carter spent the week end here with her mother, Mrs. Hattie Rutherford, who has been quite ill at her home.

Ward News Notes

MRS. GEORGE SUGGS
Mrs. G. M. Suggs of Hereford visited Mrs. Montgomery several days last week.

Mrs. Howington spent Wednesday visiting Mrs. Saltzman.

Mrs. G. M. Suggs and Mrs. Montgomery spent Wednesday with Mr. and Mrs. John Higgins.

Mr. and Mrs. Jim Lipscomb and Mr. and Mrs. Bill Hutson attended a party Friday night at the McCollister home in Dean community.

Mr. and Mrs. George Suggs and son spent Sunday with Mr. and Mrs. Robert Viegel.

Visiting in the George Suggs home Sunday evening were Meses Oxford and Wilder, teachers at Flagg, and Mr. Coke of Flagg, Wesley Higgins and Mr. and Mrs. Bill Hutson and boys.

Westway Items

GLAYDE GORE & GWENDOLYN HYDE
V. Skypala and family and Mr. and Mrs. Fangman celebrated the 21st birthday of Edgar Skypala Sunday at the Skypala home.

Goldman Brashear has joined the CCC camp at Canyon.

J. W. and Eljah Hyde were in Friona on business Saturday.

F. W. and Lee B. Dodson of Olton spent Friday night in the Dodson home here.

Mr. and Mrs. F. W. Dodson, Monte Max and Lee Dodson were in Canyon Saturday.

Mr. and Mrs. W. J. Myers, who have been visiting in the Sidney Mudgett home, have left for their home at Lockney.

Progressive News

BY OLIVE PERKINS
Mr. and Mrs. Luke McBrayer and daughters visited the Ira Ricketts home Sunday.

Arnold Hershey spent the week end with his parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Ray Hershey called on Mr. and Mrs. G. D. Webb in Hereford Saturday.

Walter Caldwell returned to his home at Wichita Falls last week. The Bowmans, Caldwells and Blakemores called on Cecil Boyer Saturday.

Leonard Click and family of Amarillo visited his parents, Mr. and Mrs. J. L. Click, last week. Miss Ira Jeanne Ricketts spent

Tuesday night with Miss Odessa Cockrell and Thursday night with her grand mother, Mrs. W. A. Ricketts.

Mr. and Mrs. Ira Ricketts visited his parents, Mr. and Mrs. W. A. Ricketts, Tuesday.

The club met with Mrs. Owen Neel last Wednesday with 10 members present. Mrs. Robert Viegel and Mrs. Lynn Powelson were on the program. The next meeting will be with Mrs. Luke McBrayer.

Mrs. M. O. Green spent last Monday with Mrs. J. L. Click.

Mrs. Ray Hershey spent Saturday evening with Mrs. Howard Hershey.

Mrs. Owen Neel and Wayne visited her mother, Mrs. Vicks, Thursday.

Mrs. Frank Givans of Hereford and her guests, Miss Givans and Mrs. Forbes, of Hannibal, Missouri, called on Miss Olive Perkins on Tuesday.

Mr. and Mrs. Claude Ricketts

of Hereford visited in the Ira Ricketts home Thursday.

Mr. and Mrs. Arch Conklin and children visited her parents, Mr. and Mrs. Ray Hershey, Saturday.

Cheerful Warmth!
Drips out the chill as cold days—as easily as morning dew on light or water! The Floor Furnace maintains an even temperature indoors warm conditions. Less of weather conditions. More efficient, beautiful and easily controlled system you can install. Completely the heat stays throughout the room. Take up valuable floor or wall space. Investigate! Ask for Illustrated Book.

West Texas Gas Co.
Good Gas With Dependable Service

FREE! to sufferers of **STOMACH ULCERS** due to **HYPERACIDITY**
Willard's Message of Relief
PRICELESS INFORMATION for those suffering from **STOMACH OR DUODENAL ULCERS, DUE TO HYPERACIDITY, POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASTRITIS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID.** Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on 15 days trial.
CITY DRUG STORE

NOTICE!
TAXPAYERS
Your 1936 School Taxes are now due and must be paid on or before January 31, 1937, to avoid penalty as they will become delinquent on February 1, 1937.
Since the last tax paying day (January 31, 1937) comes on Sunday, the tax collector's office will stay open late Saturday night for the convenience of taxpayers who come in late. Pay your school taxes today or tomorrow and avoid the last minute rush.
Hereford Independent School District
JOHN McLEAN Tax Collector

20% OFF
On All **HUMPHREY GAS HEATERS**
We are closing out all Humphrey Gas Heaters in stock at a 20 per cent reduction in the regular price. These Humphrey Heaters are known the world over for their beauty in design and sturdy construction—they are built to last.
SEE THESE BEAUTIFUL STOVES TODAY!
WEST TEXAS GAS CO.
GOOD GAS WITH DEPENDABLE SERVICE

Those Who Listen on a **Philco**

TO
PRESIDENT ROOSEVELT'S Birthday Speech, January 30th
—will receive the talk with greater clarity, with less interference, and his voice will come to them just as it goes into the broadcast. They will have no trouble selecting the station to which they wish to listen. Many thousands will hear the President, and more of them will be listening in with a PHILCO than with any other radio. There must be a reason.
President Franklin D. Roosevelt

LET US DEMONSTRATE PHILCO'S PERFORMANCE
Philco Electro-Dynamic Speakers with the exclusive PHILCO moving coil, give faithful response from bass to treble. Fading of distant stations and blasting of local stations are counteracted by full Automatic Volume Control—a feature of all 1937 PHILCOS with five or more tubes.
"ONLY PHILCO HAS IT!"
HEREFORD IMPLEMENT and APPLIANCE CO.
MAYTAG WAHRES ELECTROLUX PHILCO RADIOS
PHONE 484

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

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
HARVEST 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.

CONTRIBUTING TO TWO WORTHY NEEDS

This week end citizens of Deaf Smith county are called upon to contribute to two great programs. One is a national cooperative movement, the other a purely local need. Citizens must respond to the call of both.

The birthday ball for the President offers the dance loving public something for their money, while at the same time the fight against infantile paralysis will be featured. Seventy per cent of all the dollars dancers spend in attending the Hereford ball remains in Deaf Smith County for use locally, while the other 30 per cent goes to the Georgia Warm Springs Foundation. The vast sums which are collected through this method each year have gone far toward the fight against infantile paralysis. It is money well spent by citizens interested in the generation of the future.

That same interest in the same generation is enough to obtain a hearty response in ticket sales for "Coast to Coast". The proceeds of the production, to be presented by local talent two nights this week, are to be contributed to the Central school cafeteria. Hot meals at the noon hour are being served to 100 pupils of the school each day. But, it takes money to carry on such work. So again the public is offered something for their money while at the same time they are doing much in the furthering of a good cause.

WATER CONSERVATION LAW NEEDED?

Today it is a question: "Is a water conservation law needed?" Tomorrow it will be a known fact and demand of the state's law-forming bodies, is the prediction of those more interested in irrigation and underground water supplies.

A bill by Senator Davis regarding underground water has been referred to the committee on mining, irrigation and drainage. His bill declares that all underground water in Texas is public water. He provides that the board of water engineers pass limitations for the appropriation on all underground water except a reasonable amount required for household use, livestock and yard and garden irrigation. His bill would also provide for the granting of permits for using underground water and a penalty for operating without the permit. There would likewise be provisions for saving of water, and an emergency clause.

There is a limit to everything. There is a limit to underground water, or so water engineers report, and fully developed irrigation sections could find themselves without water, unless there is some law provided to protect the smaller irrigator of the larger operator who might maintain an unlimited number of wells. A just water conservation bill might prove of much value to Deaf Smith farmers if another five years, at the rate irrigation has been developing the past few months. Of course there is little or no need for the bill here at the present time, but a conservation law properly formed might prevent another irrigation section from over developing and over using from the same underground supply which serves this area.

Proceeds With Highway Work In Deaf Smith

The proposed paving of Highway 60 in Deaf Smith county will proceed as scheduled. State Highway Engineer Glibb Gilchrist has advised officials of this area. This advice was issued following an earlier report last week that the program has been cancelled until 1939.

was recently set aside by the commission for building a caliche road from the Randall county line through Hereford to the Castro county line, and W. J. Van London, division engineer at Amarillo, has been working with Deaf Smith county commissioners for the past two weeks on plans and specifications for the work. Contracts will be awarded by the state commission at an early date, according to earlier announcements, probably in February.

Deaf Smith county officials are working under the belief that the contracts will be awarded about February 15.

VOTE!

FOR YOUR FAVORITE READING COMBINATION

PICK 3

OF YOUR FAVORITE MAGAZINES AND THIS NEWSPAPER

\$2.25

YOU SAVE \$1.25

- | | |
|---|--|
| <p>GROUP A - PICK 2</p> <ul style="list-style-type: none"> <input type="checkbox"/> PICTORIAL REVIEW...1 Yr. <input type="checkbox"/> American Boy...1 Yr. <input type="checkbox"/> McCall's Magazine...1 Yr. <input type="checkbox"/> True Confessions...1 Yr. <input type="checkbox"/> PATHFINDER (Weekly)...1 Yr. <input type="checkbox"/> Better Homes & Gardens...1 Yr. <input type="checkbox"/> Christian Herald...6 Mos. <input type="checkbox"/> Flower Grower...6 Mos. <input type="checkbox"/> Home Arts—Needlecraft...1 Yr. <input type="checkbox"/> Movie Classic...1 Yr. <input type="checkbox"/> Romantic Stories...1 Yr. <input type="checkbox"/> Screen Play...1 Yr. <p>Check 2 Magazines thus (x)</p> | <p>GROUP B - PICK 1</p> <ul style="list-style-type: none"> <input type="checkbox"/> HOUSEHOLD MAG...1 Yr. <input type="checkbox"/> Gentlewoman Magazine...1 Yr. <input type="checkbox"/> WOMAN'S WORLD...1 Yr. <input type="checkbox"/> Breder's Gazette...1 Yr. <input type="checkbox"/> Country Home...1 Yr. <input type="checkbox"/> The Farm Journal...1 Yr. <input type="checkbox"/> Good Stories...1 Yr. <input type="checkbox"/> Successful Farming...1 Yr. <input type="checkbox"/> Southern Agriculturist...1 Yr. <input type="checkbox"/> Illustrated Mechanic...1 Yr. <input type="checkbox"/> Progressive Farmer...2 Yrs. <input type="checkbox"/> Dixie Poultry Journal...1 Yr. <p>Check 1 Magazine thus (x)</p> |
|---|--|

THIS OFFER GUARANTEED

ACT TODAY

MAIL THIS COUPON NOW!

Check the three magazines desired and return list with your order. Fill out coupon carefully.

Enclosed I enclose \$_____ Please send me the three magazines checked with a year's subscription to your newspaper.

NAME _____

STREET OR R. F. D. _____

TOWN AND STATE _____

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 26, 1906.)

Attended by some 85 citizens, a meeting had been held to consider metes and bounds for a proposed incorporation of this city.

The Bovina correspondent stated that people of that region were elated at the opening of a new blacksmith shop there.

A. J. Lipscomb has shipped five carloads of leane seed to Eastern points.

Top of the outside column on page one, the spot reserved by modern newspapers for the most important news item, was occupied by a four-inch display advertisement, praising the merits of a cough syrup.

D. R. Gass advertised the

early arrival of a full carload of farming implements.

"The weather is positive bad, comparative, bader, and superlative, badest," was the way the Vega correspondent described it.

(From The Hereford Brand, January 27, 1916.)

Born to Mr. and Mrs. A. F. Womack, boy; A. A. Keeler, boy; Otho Beene, boy; E. W. Harrison, girl; Fred Brownlee, boy; Glenn Greer, girl; L. W. Hough, boy.

Four carloads of hogs shipped from Hereford and fattened on home grown feed, topped the Fort Worth market.

By a vote of 89 to 58, citizens conferred upon the City Commission the right and power to pave any street in Here-

ford. Three-fourths of the cost of such paving was to be assessed against the property holder, the balance to be paid by the city.

Most of the want ads were used by those desiring to sell horses or mules.

J. A. Fox had traded his store at Vega to J. C. Link of Strawn, taking land in the deal.

A cold wave sent the mercury thudding from the high marks down to the vicinity of the zero mark.

Thirty of Hereford's best musicians were to appear in concert the night of February 14, proceeds to go to the Christian church.

The Brand subscription price was advanced to \$1.50 per year on January 1.

One Shingle Stop a Leaky Roof?

(AN EDITORIAL)

We are having wind. By the general laws of nature we are going to continue having wind in the Panhandle country. As has been predicted in editorials of state and country papers, we are not going to be able to stop that wind, but intelligent farmers and land owners who are willing to cooperate can do much to prevent the dangers that are to come from lack of a wind or soil erosion programs.

Farmers interested in the welfare of the country are willing to listen to the helpful advice of the government's various agencies and in turn profit from the aid given them. Soil experts, such as are working in Deaf Smith county, can stop a lot of the damage to blowing fields before it is too late; however, their work can not be carried on without the cooperation of the farmer and land owner.

The Deaf Smith County Wind Erosion governing body, composed of the commissioners court and assisted by the Extension Service workers and the newly created Soil Conservation District, is leaving no stones unturned in their effort to aid the land owners whose lands are blowing. The work is being done for the betterment of the county and country and very few are to be found lacking in cooperation.

The listing program being conducted here under the orders of the government, may not be a wholesale success any more than one shingle may stop a leaky roof—but if it does work, look at the savings to be realized. And the most precious cost on the part of the farmer or land owner is cooperation. In cases where owners are not in a position to do the work themselves the governing body employs others who have the machinery to do the work and assess the owner at a rate cheaper than he could do the work himself. Not only that, but the job is done better under the supervision of soil experts.

The only sound way to fight land blowing is—cooperation.

Complete List Of Contestants In Baby Revue

Many of the most popular children of Hereford between the ages of two and seven are being sponsored by various business firms of the city in the unique baby revue contest being conducted this week. This contest revue, titled Belles and Beaux of 1937, closes tonight when the winners are presented from the stage at the last presentation of Coast to Coast, the Central school cafeteria benefit play, at the high school auditorium.

A complete list of cooperating merchants and the respective baby they are sponsoring in the contest through which the winners are chosen by penny votes placed in jars located over the city, is given here:

- Brumley - Woodford Motor Co.
- Wilma Jo Robinson; Fox Cleaners
- Jim Corbett; J. C. Penney
- Jo Ann Moore; Furr Food, Mona Lanelle Caldwell; Ireland Motor Co.
- Bobbie Lee Witherspoon; First State Bank
- Donald McCallum; Rosson Implement Co.
- Marian Jo Wilson; Streu Hardware, Barrett Sowell, Jr.; Luken's Grocery
- Dorothy Dee Wilde; Ike's Cafe, Patsy Wilshire; Brooks' Drugs, Dona K. Mitchell.

- Hereford Motor Co., Doris Jean Hastings; Star Theatre, Jackie McCracken; J. O. Newell, Milton Newell; Sewell Service Station, Billy Robinson; Phillips 66 and dealers, Bobbie Ray Posey; Carl's Grocery, Betty Carl; Hereford Bakery, Jacqueline Newell; Weir Red & White, Richard Summers; Fashion Dress Shoppe, Sanda Bateman; Alderson Variety, Sharon Dee Moore; Carl's Cafe, Alex J. Schroeter; City Drug Store, Mary Estelle LaGrand; Bobbie's Beauty Shop, Geraldine Patterson; Flowers Grocery & Market, Alvin Darrell Jensen; Packard Milling Co., Barbara Bupney; Pitman Graph Co., Nan Buckner; Texaco and dealers, Barbara Oris Galbraith; Piggly Wiggly, Joe Ed Kerr; Prairie Dairie, Robert Odell Bateman; Charm-Aid Studio, Jean Stagner; Rockwell Bros., Mary Ruth May; Hereford Credit Association, Jimmy Easley; Perry & Seed, Alice Jean Rutherford; Kellogg Variety Store, Sue Smith; C. T. Giesman, Cecelia Giesman; by

N. J. Smith, Martha Jane Smith; Brown & Robinson Grocery and Market, Gloria Brown; Whiteface Printing Co., Pat Wilson; Texas Market, John Richard Coffee; F. M. Kester & Son, Kathryn Kester; Hudson's Grocery, Billy Jo Hudspeth; First National Bank, Norma Jean McCullough.

By Their Words AND OURS

I am glad that I am not a school teacher. It is hard to make children believe the truth when their senses tell them something different. Dock's column, in Wellington Leader.

Mrs. Gertrude Brotherton's picture is reproduced in the Dickens County Times (Spur) as the new manager of the ready-to-wear department of a dry goods firm there. Mrs. Brotherton recently left Hereford after living here for many years.

JAUB in the Shamrock Texan is having his troubles. He has the women of the city's society group on his neck after a crack at news stories covering their activities. He proposes to get out of it by staging a hog calling contest—society women against the plainer men.

Things were humming in Vega Saturday morning. While we were eating breakfast 11 people approached us and subscribed for the Sentinel, says H. H. Weimhold in the newly re-established Vega Sentinel.

Dean E. V. White of Texas State College for Women, says: "Joy is the meat of life and laughter is the dessert." (Dr. White probably wouldn't crack a dessert at the "table manners" of citizens in the dust region.)

Well, most of us would welcome any change in our system if we were convinced it would also put more change in our pockets.—Turkey Enterprise.

In a column all alone to itself, save a news cut, in the Canyon News is to be found—Words of wisdom in this column are entirely accidental.

Want Ads For Sale or Trade

SPECIALS THIS WEEK

- 1-1935 Plymouth Sedan—\$450
- 1-1936 Master Chevrolet Sedan
- 1-1936 Master Chevrolet Coach
- 1-1934 Master Chevrolet Sedan
- 1-1934 Ford Sedan
- 1-1934 Dodge Coach
- 1-1935 Standard Chevrolet Sedan
- 1-1935 Chevrolet Pickup
- 1-1935 Ford Pickup
- 1-1934 Standard Chevrolet Coupe
- 1-1933 International Truck
- 1-1933 Chevrolet Truck

BRUMLEY - WOODFORD MOTOR COMPANY

FOR SALE: One baby bed, one baby buggy (two-wheel push-cart type). Oliver Rudd, 107 Ross Avenue. 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: Bundle feed. D. R. Carmichael, six miles southeast of Hereford on East Dimmitt road. 3-4p

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

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

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

FOR SALE: Grade "A" raw milk.

Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairie. 26-1f

For Rent

FOR RENT: Two room furnished apartment. 312 East Sixth Street. Frances A. Barnard. 1c

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, 508 1/2 Polk St., Amarillo, Tex. 63

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

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

Lost and Found

STRAYED: To my place, about December 1, one red male hog. Owner can have same by identifying and paying for this ad. John Straub, 25 miles north on 25-Mile Avenue. 1c

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

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

Social Security Outfit

COMPLETE \$125 EACH

10 Employees Or Less

NO. 80-10 OUTFIT CONSISTS OF:

- Loose Leaf Ring Binders, 8x10,
- Personnel Record Sheets
- Employees Earning Sheets
- (Large Outfits Proportionately Priced)

All Necessary Information For Social Security Records

NOW ON SALE AT

THE HEREFORD BRAND

PHONE 30

BUDGET BALANCING BARGAINS

FOODS

SUPER FINE QUALITY

PEANUT BUTTER Economy, 12-ounce mug	21¢	CRACKERS	17¢
Brown's Snowflake, 2-pound box	23¢	COCONUT Shredded, fresh, pound-box	15¢
NAPKINS Fort Howard, Havanap, 2 packages	5¢	APPLES Extra Large Fancy Delicious, each	35¢
CORN MEAL Package, 10-pound bag	23¢	TOMATO JUICE 50-ounce can	14¢

MEATS

LARD, Home-Rendered (Bring your own container), pound	10¢	HAMBURGER Fresh rendered, pound	12 1/2¢
SUET	15¢	CHILI Brick, home-made, pound	15¢

CRISCO 2-Pound Can 21¢

SOAP Yellow Bar, 6 for 25¢

COFFEE Break O' Morn, Lb 18¢

PRUNES Dried, 3 Lbs. 15¢

SUPER-SUDS Small Size 9¢

TEXAS

Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

GERONIMO PHONE 253 O. G. HILL, OWNER WE DELIVER GERONIMO

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

Valentine Motif Predominates At Party Given by Mrs. Alex Bateman

A valentine theme was carried out Monday afternoon when Mrs. A. R. Bateman entertained with a delightful bridge party. Bouquets of sweet peas and snapdragons furnished attractive decorations and created an atmosphere of spring. The table was laid with a lace cover and centered with a crystal and silver bowl mirrored on a reflector.

High score in the games was won by Mrs. Paul Mathers and second high by Mrs. Dow Mercer. Traveling prize went to Mrs. Emmett Burn and cut prizes to Mmes. Fred Close, Reed Williams, Emmett Milburn, W. M. Emmons, and Foster and Miss Mabel Gass. The valentine motif was emphasized in bridge accessories and white sandwiches and candy hearts decorated the refreshment plate.

Guests included Mmes. Jim Lipscomb, Reed Williams, W. M. Emmons, Glenn Weir, Dow Mercer, Charles Brooks, Emmett Milburn, Paul Mathers, W. L. Davis, Lee Morgan, Bernard Hicks, Mont Baker, A. Peterson, Ellis Coombs, Grant Fuller, Harold Close, W. J. Stanford, R. R. Wills, S. R. Ross, J. A. Pitman, H. K. Fox, Paul Foster, John Olson and Miss Mabel Gass.

Born to Summerfield People.
Mr. and Mrs. W. A. Vines of Summerfield report the birth of a boy girl this week. The young boy arrived Tuesday, January 26, and has been named Wilda.

BAPTIST YOUNG MARRIED PEOPLE ENTERTAINED

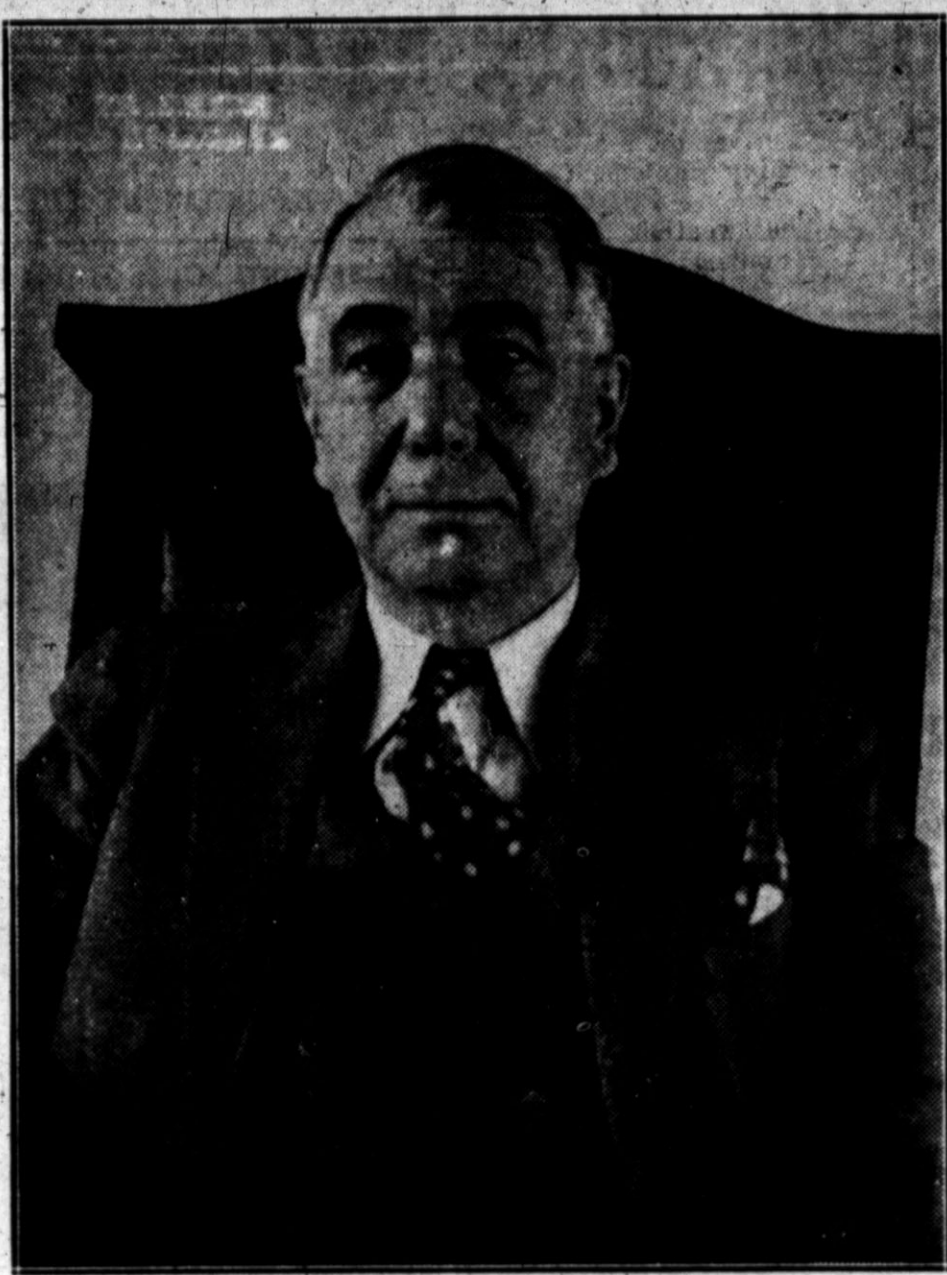
The young married men's class and the young married women's class of the Baptist church were entertained Monday night at the church with an old fashioned chili supper. The affair was in the form of a farewell get-together honoring Rev. and Mrs. B. N. Shepherd who are to make their home in Abilene.

A short program was enjoyed and games were played. The high light of the evening's fun was a contest in costume designing with newspapers. Mrs. John C. Lee and Aubrey Daniel won first prize costumed as Hawaiians. Alex Thompson won second place, costumed as a bride. Approximately 60 members of the two classes and their guests were present.

AUXILIARY MEETS WITH MRS. T. M. PALMER

The Presbyterian Auxiliary met Tuesday afternoon at the home of Mrs. T. M. Palmer. The spiritual lesson was given by Mrs. J. C. Thomas. The Negro in America was discussed by Mrs. D. H. Alexander. She compared the status of the Negro during the Civil War with that of the present-day Negro.

At the meeting of the Auxiliary next Tuesday Mrs. Thomas will tell what the Presbyterian Church has done for the Negro. Eighteen members were present, and Mrs. Belle Hodges was a guest.



Judge Tatum 20 Years On Bench

Judge Reese Tatum of Dalhart, who will preside over the Deaf Smith county session of the 60th Judicial District Court opening here next week, is now in his twentieth year as judge of this district. Judge Tatum assumed office as judge of this district January 20, 1917. To add further to this unusual record is the fact that he has never had an opponent since being elected.

Former Citizen of Summerfield Hurt In Blast

D. J. Neill of Plainview, formerly of Summerfield, is in a Lubbock hospital recovering from both first and second degree burns received in a gas explosion while visiting a sister-in-law in Lubbock last Saturday. He narrowly averted death when the explosion seared his body and rocked the entire building.

Neill had gone to the bath and undressed preparatory to bathing when gas, accumulated from a defective rubber connection was ignited. A radio was blown through a window in a room, two rooms away. Windows were smashed.

Surgeons said Neill was found to have suffered first and second degree burns "from the fingers to the shoulders, the ankles to the hips, from the waist to the upper front of the chest and on face and hands".

His wife, who was Mary Lee Curry before her marriage, is with Mr. Neill at Lubbock.

Mr. and Mrs. Lee Curry and Mrs. B. E. Roberson of Summerfield were in Lubbock Tuesday and reported upon their return that his condition is improved but is

Hospital Board Re-Appointed for Two Years

The commissioners court this week re-appointed the entire board of the Deaf Smith County Hospital for the next two years. Judge Earl W. Wilson revealed this week. Criss Renfro was re-named business manager, and Miss Desso Simmons retained as superintendent.

Dr. R. R. Wills, Dr. G. F. LeGrand, Mrs. L. E. Brady, C. R. Smith and Frank Givans are the members of the board. Dr. LeGrand and Mrs. Brady have served since 1924 and the others have all been members for several years.

Nurses at the institution besides Miss Simmons, are Morene Hite and Dude Brittain. Mr. and Mrs. Pearl Singletary, are house-man and cook respectively.

The county hospital last year, the county financial reports show, enjoyed a \$600 increase in revenues while at the same time operating costs were cut more than \$550, under the management of the re-appointed staff and board.

still serious. Mrs. Roberson is sister of the injured man.

A WANT AD WILL SELL THAT COW!

ZONE MEETING HELD AT BETHEL

The quarterly zone meeting of the Methodist Missionary Society was held at Bethel Wednesday. The program was directed by Mrs. Nittler of Borina. Faith was the theme of the program for the day and Rev. Johnson of Dimmitt Circuit conducted the morning devotional. Mrs. Earl Last of Bethel gave the address of welcome. An inspirational talk on Faith in Our God, was given by Rev. Walden, pastor of the Y-L Circuit. Mrs. Biggs of Borina talked on Christian Stewardship Demonstrates Faith. Soul Winning Demonstrates Faith was the subject of an interesting talk made by Rev. J. O. Haynes of Amarillo. A discussion of Sacrificial Sharing Demonstrates Faith was given by Mrs. Charles Hardy.

Luncheon was served at the church at the noon hour. The afternoon program opened with a prayer by Mrs. Roy Latham of Dimmitt. The devotional was given by Mrs. D. H. Bryant of Hereford, followed by a reading by Mrs. Buckmaster of Dimmitt. A playlet, written by Mrs. E. E. Adams of Amarillo, was presented by the Dimmitt society. A general discussion of Problems and Opportunities was led by Mrs. J. F. Ward of Hereford. Mrs. J. O. Haynes, district secretary of Amarillo discussed Our Work. A short business session closed the day's program.

The next zone meeting will be held in Hereford the fifth Wednesday in March. Those attending from Hereford were Mrs. J. B. Jones, Mrs. S. L. Easley, Mrs. Florence McClellan, Mrs. J. F. Ward, Mrs. D. H. Bryant, Mrs. M. L. Steele, Mrs. W. O. Fox and Rev. T. C. Willett.

CARRAWAY-LEAKE MARRIAGE ANNOUNCED

Mr. and Mrs. W. P. Carraway announce the marriage of their daughter, Aileen, to Iverton A. Leake, son of J. H. Leake. The young couple were married in Clovis, New Mexico, January 1.

INFORMAL PARTY HONORS MRS. SCHUMACHER

Mrs. Clem Schumacher was honored with an informal party at the home of her daughter, Mrs. E. H. Loerwald, Thursday evening. The affair was in the form of a birthday celebration and cutting the cake, roasting wafers and serving the informal supper furnished entertainment. Games of Easy Money were enjoyed.

PALMER NORTON ATTENDS INAUGURATION

Palmer Norton, student in A. & M. College, attended the inauguration of Governor James V. Allred in Austin January 19, and played in the Texas A. & M. Band on that occasion. Palmer also attended the inaugural ball. He is the son of Mr. and Mrs. E. H. Norton of this city.

DINNER AND FORTY-TWO PARTY

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B. P. & W. CLUB FEATS EMPLOYERS

A high mark on the social calendar of the Business & Professional Women's club each year is the feasting of employers. Monday night members of the club were hostesses when employers and other guests were entertained with a banquet at the First Presbyterian church. The long tables were arranged for 40 guests and programs at each plate bore the club seal.

Mrs. C. A. Skelton, president, acted as official toastmaster for the occasion and the following program was given: Vocal solo by Mrs. Carl Mounitz, accompanied at the piano by Mrs. Glenn Snyder; introduction of the guests by Mrs. Skelton. Vocal solo, Mrs. Mounitz, with Mrs. Snyder at piano. Violin solo, Mrs. A. C. Thompson, Mrs. C. H. Dyar accompanist.

BIRTHDAY CELEBRATED AT McCULLOUGH HOME

Complimenting her husband on his birthday, Mrs. R. E. McCullough entertained with a turkey dinner at her home Sunday.

Among the guests who were present to help celebrate the happy occasion was E. H. Norton, whose birthday occurred on the same date. A beautiful white birthday cake, centered the table where places were laid for Mrs. T. M. Palmer, Mrs. Belle Hodges, Mr. and Mrs. E. H. Norton, Chas. Brown, the hostess and honoree.

CHRISTIAN ENDEAVOR HAS MISSIONARY PROGRAM

The Christian Endeavor of the First Christian church met Sunday evening at the church at 6:30. The following program of Missionary Work was given by Nola Margaret Blue as leader. Gobbiers in Africa, by Earl Oldham, and Gobbier Britain, by Erma Faye Roberson.

Preceding the World Fellowship Meet which will be held in Lubbock January 29-30, the Christian Endeavor sponsored a series of missionary programs for the benefit of those who wished to attend the meeting.

ELSIE CLOR CIRCLE MEETS WITH MRS. FUQUA

Elsie Clor Circle of the Baptist church met with Mrs. J. L. Fuqua Wednesday afternoon, Chapters 9, 10 and 11 of the Book of Genesis furnished the study program for the afternoon.

ALL CIRCLES WILL MEET AT THE CHURCH NEXT WEDNESDAY AFTERNOON AT 3 O'CLOCK IN A JOINT BUSINESS MEETING.

PALMER NORTON ATTENDS INAUGURATION

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Hospital Notes

Elsie Joyce, a six pound, eleven ounce baby girl, was born to Mr. and Mrs. E. L. Scogin of Friona at the hospital Tuesday, January 26. Both mother and baby were to be dismissed next Monday.

Nancy Olson, young daughter of Mr. and Mrs. Douie Olson of this city, and grand daughter of Mr. and Mrs. G. W. Brunley, received ear treatment at the hospital this week.

Reported Much Improved.

Little Paul Lance, eight-year-old son of Mr. and Mrs. Earl Lance, who has been in a Dallas hospital where he underwent a tumor of the brain operation last week, was reported so improved as to become subject to dismissal from the hospital this week end. Both a major and minor operation were undergone. He will return to Hereford this week end with his parents and Mr. and Mrs. Fate Walker, who have been with him since he entered the Dallas hospital.

On Conservation Work.

Fred C. Newport of Amarillo was here the first part of this week working in connection with the local U. S. Soil Conservation office. He returned to Amarillo Wednesday afternoon.

Wellington Newspaper Man.

Mr. and Mrs. Jimmy Gillette of Wellington were visitors here last Saturday. Mr. Gillette is with the Wellington Leader and called on the Brand staff while here.

IT'S TRUE! By Wiley Padan

FRANCES LANGFORD
WAS ONCE ATTACKED BY A SHARK IN FLORIDA WATERS, BUT WAS SAVED WHEN A LIFE GUARD SLASHED THE MONSTER'S THROAT!

VIRGINIA BRUCE
IS GIVEN HER FIRST SCREEN OPPORTUNITY TO SING AND DANCE IN "BORN TO DANCE"

LEO MERKEL
IS RECOVERING FROM A STRAINED THROAT, AFTER HAVING TO SING LIKE "POPEYE" FOR A SCENE IN "BORN TO DANCE"

ELEANOR POWELL
WAS DOING RAPID-FIRE TAPS ON A 12-INCH SQUARE, A VISP OF SMOKE (QUILED UP FROM THE STUDIO FLOOR) THE CONSTANT TAPPING HAD CHAFED THE INSULATION FROM ELECTRICAL WIRING UNDER THE FLOOR CAUSING A SHORT CIRCUIT! *Maybe Eleanor*

JAMES STEWART
IS DANCING PICTURES OF ELEANOR POWELL, SO SHE CAN USE THEM TO ILLUSTRATE HER BOOK ON "HOW TO DANCE"

New York, N. Y.—"IT'S TRUE!" that dance director Dave Gould requested an individual stand-in for each of his regular dancers in the M-G-M extravaganza, "Born To Dance," says Wiley Padan. "The stand-in chorus took the regular chorines' places while the cameramen lined up the lights. Some of the numbers required 14 cameras and a dozen assistant directors. "During the filming of the huge dance numbers, the girls were kept at the studio in specially built dormitories so that their food and diet could be watched!"

PHONE 220
For Appointment

—and let our expert beauty operators fix your hair to suit your own type and personality. You can be sure we'll make you

Ready for THE PRESIDENT'S BALL

CHARM-AID STUDIO

an occasion that is one of the leading social events of the year. It requires little time or trouble to be really attractive if you turn your beauty problems over to us. Be one of those that have that

STRIKING APPEARANCE

Miss Eva Gresson of Summerfield has been added to our operators' staff of Miss Harding and Miss Culpepper.

Something New JUST RECEIVED From Market

—We have just returned from market and have received the order of New Spring Merchandise, which we bought while there.

Dramatic Values

Our new Spring wearing apparel includes beautiful Spring Suits and Coats, Silk Prints and Washable Silks. New Spring HATS in both felts and straws. Latest styles and fashions. These new garments are values—SEE THEM TODAY!

POPULAR STORE

10% Off For Cash
ON ALL GROCERIES
Friday and Saturday, January 29 - 30

\$10 FREE Groceries Sat.

WEIR'S

Deputy of THE Devil

- BEN AMES WILLIAMS -

(Continued from last week)
CHAPTER IV.
There was in Doctor Greeding when he set out tonight with Mary Ann a deep intoxication which he rigorously controlled. They took the roadster, and the top was down. The long miles unrolled in a ribbon before their wheels, and the night was jeweled by the headlights of approach-

ing cars. Apple orchards were bright with belated blossoms along the roadsides and the night was warm and fair.
Doctor Greeding drove rapidly and sure and Mary Ann slipped down low in the seat and relaxed there, her wraps loose about her shoulders, her hair flying in the breeze. He told her the nature of this summons. "The idiot is an old friend of mine or I wouldn't go," he

explained cheerfully. "Some one 'Boys have lied before, and will again."
"I know," Doctor Greeding admitted stubbornly. "But this boy always denied, even to me, that he had done the things for which he was blamed. I remember once we were haying, on a hot day in July; and they put us in the mow to stow the hay, and the hay caught fire. The barn, in fact, burned to the ground. Fortunately it was a small hay-barn across the road from the house, used only for storage, and the loss was not serious. But there again he was blamed. They insisted that he had lighted a match, or done some other folly." He chuckled. "He bore the welts of that affair for days," he said; and he asked: "Isn't this the stuff poltergeists are made of?"

"The subject is pretty extensive," Professor Carlisle explained. "Fires are a common manifestation, appearing in many of the tales." He added: "There was a man named Charles Fort—he is dead now—who made a study of such things. Probably with his tongue in his cheek. In one of his books he said these fire phenomena look to him like the survival of the power that may once have been common, when primitive men needed fires and didn't know how to make them. He talks about vestigial functions in the human body, just as you surgeons talk about vestigial organs. Of course, this is all in the highest degree fanciful."

"But it's an amusing subject for speculation," Doctor Greeding insisted. "Your man Fort, I gather, thought these functions were originally of some use to their possessors. But what possible good can it do to project a plate cross the room and allow it to break against the wall?"

The professor answered good-humoredly: "Well, Fort suggests that these poltergeist disturbances may emanate from some malicious mind. If your friend in the hayloft wished the hay to burn up, for instance, so that he would not have to work so hard, on a hot day—"

Doctor Greeding laughed, suddenly expansive. "Like Mrs. Greeding's statuette," he suggested. "She told you about that the other night. As a matter of fact, I had the statuette in my hands when it fell—though I haven't dared confess as much to her. She'd blame me for dropping it; but I didn't. I was thinking that it was rather hideous, when the thing simply flew out of my hands and crashed to bits."

He saw the other's curious glance, added quickly: "If this chap had been in the house, I'd suspect him!"
"What was his name?" asked



Pull Together HAVE MONEY!

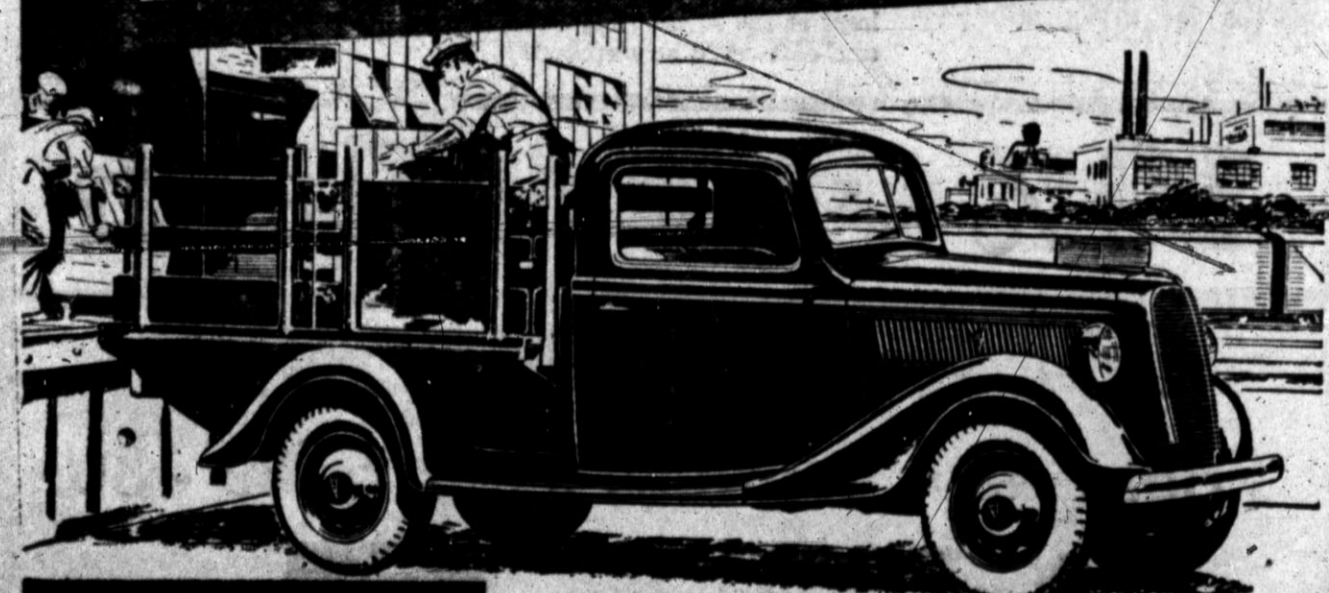


Are you paying for a checking account without enjoying any of the conveniences this Bank's service can give you? Open a checking account today—keep track of your money this convenient way and have your cancelled checks as a double receipt on paid up obligations.

First National Bank

OF HEREFORD A Strong Bank Thoughtfully Managed

POWERED TO CUT YOUR HAULING COSTS



New 112" Ford V-8 Stake Truck

ENGINES TO FIT YOUR JOB

- 1 An improved 85 h.p. V-8 engine for extra power
- 2 A new 60 h.p. V-8 engine for extra economy

NEW 1937 FORD V-8 TRUCKS

FORD brings you trucks with a choice of two great V-8 engines—each designed by Ford engineers specifically for the work you want it to do. The V-8 which established entirely new standards of performance with economy in the low-price truck field has been increased to 85 H.P. and gives even greater gasoline economy than last year's thrifty engine. And there is a new 60 H.P. V-8 engine built to handle lighter jobs with outstanding gasoline economy!

You will also find many other improvements which insure increased economy of operation and upkeep. Every part is ruggedly built to deliver the maximum number of ton-miles at minimum expense.

Let us lend you a 1937 Ford V-8 hauling unit for an "On-the-job" demonstration. Prove to yourself what Ford has done to cut your trucking costs this year!

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

OUTSTANDING FEATURES OF FORD V-8 TRUCKS AND COMMERCIAL CARS:

- Improved, self-centering brakes that have greater stopping ability with easier pedal action.
- Improved cooling system and crankcase ventilation.
- New styling inside and out. More streamlined appearance.
- Improved Centri-Force clutch, easier operation, longer life.
- Improved rear axle with optional gear ratios for increased power application and economy.
- Improved cooling system and crankcase ventilation.
- New styling inside and out. More streamlined appearance.
- New driver conveniences and comforts. V-type ventilating windshields. Regrouped instruments and electric gasoline gauge for greater accuracy.
- All models available with or without De Luxe equipment.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL 1—NO. 17.

HEREFORD HIGH SCHOOL, THURSDAY, JANUARY 28, 1937.

PAGE 36.

Crippled Team Downs Rivals

Hereford basketball teams played two games each last week end. The girls, after dropping a close decision to Tulla at Tulla Friday night, came back to swamp Canyon here Saturday night. The boys' five lost both their games. They lost one to Tulla and one to Canyon.

The girls' crippled team lost a close game to the Tulla Hornets, 32 to 27. The second half rally of the Hereford girls fell short, and the Tulla lead proved sufficient to win. Ruth Atchley was leading scorer with 16 points. Sherear of Tulla scored 15.

The Tulla boys swamped the local cagers 37 to 17. Tulla led 19 to 6 at the half and was never headed. The Tulla Hornets scored 17 field goals to five for Hereford. Wallar starred for Tulla with 16 points to lead the scoring.

The girls' sextet took the Canyon girls to a cleaning here Saturday night. The score ended at 35 to 10. After blanking Canyon in the first quarter, the girls let Canyon score two points in the second quarter. Meanwhile they piled up 17 points for the first half. In the second half they scored 18 more points while Canyon chalked up by 8. Ruth Atchley was high point girl with 17 markers.

Later that evening the Hereford boys were beaten by the boys' squad from Canyon, 30 to 16. Trailing by only six points at the half, they could not continue their scoring to match the Canyon scorers. Drummond, Canyon guard, was the main reason for Hereford's defeat. The guard scored 13 points to lead the scorers. Hereford's closest competitor was Clyde Posey, who made 7 points.

F. F. A. BOYS ENTERTAIN

The Hereford Chapter of the Future Farmers of America entertained guests on their regular meeting night at the high school. No formal meeting was held, so games were played and refreshments served.

Guests of honor were Mr. and Mrs. W. J. (Bill) Smith of Hereford, and Mrs. W. M. Emmons, our instructor's superior. The game of monopoly seemed to be the leading sport with 42 coming in a close second. The big event, though, was the refreshments, ham and cheese sandwiches, hot cocoa and cookies; all made by the boys themselves. Maybe some home-ec girls could learn to cook by attending H-Y.

Professor Carlisle

"Tompkins," said Doctor Greeding readily. "But he's dead now." The older man was for a moment silent; he lighted his pipe afresh, looking intently at the bowl. But at length he asked curiously:

"Did you notice anything unusual about the way the statuette fell? You said it flew out of your hands?"

Doctor Greeding nodded, forgetting caution. "Exactly," he assured the other man. "It was as though some one snatched it away; and I remembered it seemed to hang in the air for a moment before it fell."

Professor Carlisle smoothed his pipe-bowl in his hands. He said after a moment: "Well, that hesitating, uncertain flight is often mentioned in the accounts of poltergeist disturbances."

He added apologetically: "But I'm afraid I'm a skeptic at heart. I can discuss these absurdities so long as the discussion remains empiric; so long as I confine myself to things that are reported to have happened to others, far away. But when you tell me things that happened to your friend, and now to yourself, I lack the courage of my conversation."

Doctor Greeding felt a faint irritation rising in him as this disbelief. He said: "You sound rather like an incredulous scientist yourself!"

"It's much less disquieting," the professor pointed out, "to assume that there is a credible explanation for these incredible occurrences."

Doctor Greeding watched him narrowly, till pique at the other's attitude drove him on. "Are there any cases," he asked challengingly, "of actual injury or death through this sort of thing?"

(Continued next week)

Mrs. Roy Thompson was in Amarillo Sunday to visit her father, W. J. Valentine, who is very ill in a hospital there. She was accompanied by Mrs. Edgar Johnson.

Frances Borden Wins Contest



Frances Borden was the winner in HHS of the contest of the essay entitled, Mosquito Control and the Gorgas Memorial. There were ten other students of HHS who entered the contest in competition with Frances. The essays were judged on their literary value, the scope and accuracy of the scientific facts presented, originality in presentation and on neatness and general appearance.

The theme gave the work of General Gorgas, as connected with mosquito control in Havana and the Panama Canal Zone, and the memorial which has been erected to Gorgas. The manuscript was mailed January 15 to the Memorial

Gorgas Institute where a committee of three state officials will grade the winning school papers and determine the state winner. Later a committee of three national judges will judge the essays winning state awards and determine the winners of the five national awards.

The first national prize is \$500 in cash with a \$200 travel allowance to Washington, D. C., to receive the award; second prize, \$150 in cash; third, 50 in cash; fourth and fifth, honorable mention. State prizes are \$10 in cash and the high school prize is a Gorgas medallion.

Library Projects Approved

The assistant librarian project has been approved and Bonnie Jean Smith will be the assistant librarian for the rest of the year. She has proved her efficiency and willingness to help and au-

dents are glad to know that she will be here for the rest of the semester.

Central school also has an approved project for a librarian. It is not yet definitely settled who the new librarian will be.

Honor Rolls

High Honor Roll

Juniors: Viola Phillips.
Sophomores: Barbara Brotherton.

Seventh Grade: June Dameron, Mary Nicks, Billie Louise Davis.
Third Grade: Betty Jean Wilson.

Honor Roll

Seniors: Dorothy Funderburg, Imogene Roberson, Billie Jo Roberts, Mary Turrentine, Varian J. Fuller.

Juniors: Mary Jane Morgan, Chilton Foster, Jack Nicks, Karl Wilson Shirley.

Sophomores: Caroline Frye, Elizabeth Rice, E. B. Posey, Floyd Ross, Grant Fuller.

Freshmen: Pollyanna Crawford, Ann Cockrell.

Seventh Grade: Margaret Higgins, Doris Elaine Dillehay, Mozelle Shreve, Elma Shugart, Virgie Lee Sparks, Nell Spradley, Beulah Mae Wilson, Wanda Jean France, Dorothy Prolock, Calvin Brumley, Clifton Neill Cox.

Sixth Grade: Wayne Phillips, Billie Louise Barber, Lois Agnes Gilbreath, Gloria Cross, Mabel Henderson, Mattie Louise Lawhon, Cloetell Pace, Selecta Robinson, Maurine West, Cleon Cawthon, Jack London, Richard Ireland, Nadine Newell, Rachel Ireland, Rena Rae Renfro, Mary Ann Acker, Mary Ellen Henslee, Ruth Temple Hastings.

Fifth Grade: Billy Dameron, David Neal Beavers, Maxine Ballard, Billy Louise Crawford, Marjorie Malm, Margaret Olson, Nona Deen Rose, Bruce Beene, Thurman Williamson, Luther Worley, Virginia Ann Dillehay, Lee Etta Hopson, Texie Ruth Reynolds Evelyn Walker.

Fourth Grade: G. P. Owen, Billie Zoe Smith, Arline Millard, Mary Sue Whitaker, Betty Jean Prolock.

Third Grade: Loni Dene Martin, Juanita Upton, Wanda Lee Loyd, James Neil Smith, Naomi Brumley, Marcella Blue, Billy London, Betty Ruth West.

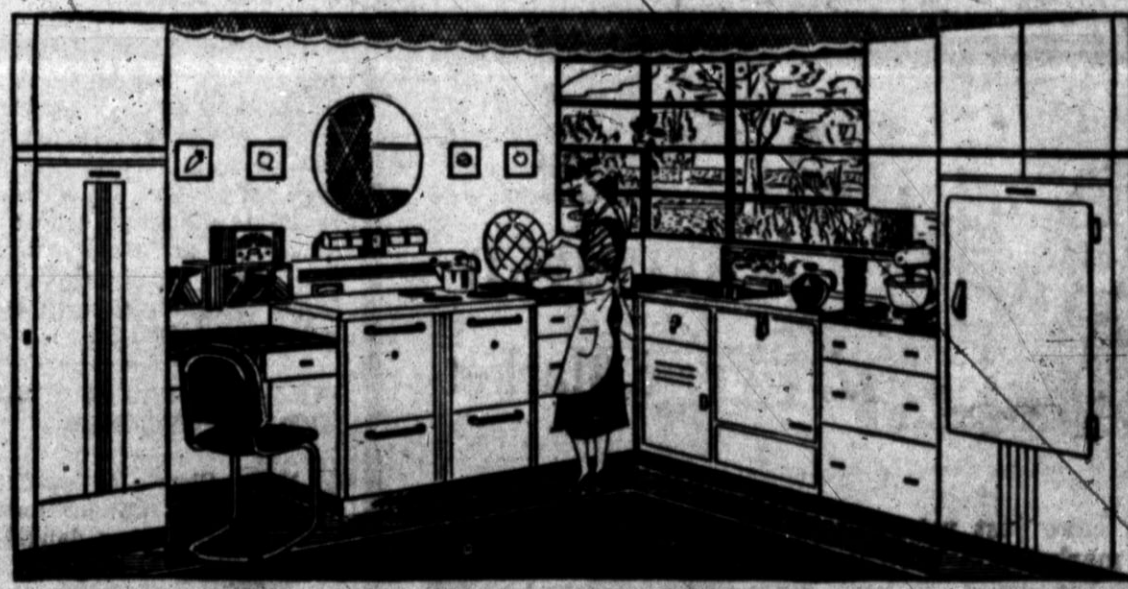
Juniors Elect Officers

The Junior class met January 20 and elected the following officers: Mary Jane Morgan, president; Wilbur Willett, vice president; Helen Ann Snyder, secretary; treasurer; Jack Nicks and Harvey Nunn, members of the Athletic Association, and Bud Brady, reporter.

New Council Member Elected

In the meeting in the auditorium Wednesday, the Freshmen elected a new representative to the Student Council. Billy Miller, the previous representative, has moved and Myron Morgan was elected to his place.

Electricity is so clean, silent, automatic that your kitchen may also be made as beautiful as any other "living" room in your home...



Modern electric refrigeration and electric cooking are important features in the kitchen you are planning... they're easy to own and cost so little to operate... We hope you will investigate thoroughly how cheerful and convenient electricity can make your kitchen.



TEXAS-NEW MEXICO UTILITIES COMPANY



"We Are Your Friends"

STAFF MEMBERS
In-Chief - Mary Turrentine
Assistant Editor - Thama Cawthon
Business Manager - Jack Barber
Assistant Business Manager - Chilton Foster.

"Service, courtesy and protection is our motto," said Highway Patrolmen Vance and Pingnot as they spoke to the student body of Hereford High School January 23.

SAFETY PAYS!

Last week the student body was spell-bound for an hour by a talk by two state highway patrolmen.

The students really were interested in the talk by the patrolmen, as he said, we do not think of accidents until they are close to us.

Any accidents could have been prevented by just a little thought on the part of one person.

"BE A MAN"

Rev. McCann of the Assembly God church spoke to the student body on the subject, Be a man, last Tuesday morning.

"Are we conscious of the fact that 36,000 American people are killed each year in automobile accidents and more than 400,000 are injured?"

"We're your friends," said Mr. Vance. "We had rather warn people than arrest them or drag them out of their cars, mangled beyond recognition."

The very next time, we enter an automobile let us be conscious of this horrible reality and by driving safely make it a pitiful blunder of the past.

Invitations Received by Class

Recently, several invitations have been received by the public speaking class to attend debate and speech tournaments in the state.

STAFF PLANS TO BETTER NEWSPAPER

The Whiteface Roundup staff and reporters met Thursday in the staff room to discuss the school newspaper.

The program consisted of declamations studied for class work. Declamations given were The New Armor, by N. A. Dee Wolfe.

The boys of the public speaking class gave an excellent program Thursday morning in assembly.

JUNIORS PRESENT ORIGINAL PLAY

One of the most amusing and entertaining plays which has been presented in assembly was Believe It or Not, the Villain Gets the Gal.

The play was announced by Mary Jane Morgan, president of the class, who introduced the characters: Esmeralda, fairest of all the hillbilly gals.

ECONOMICS DEPARTMENT GETS EQUIPMENT

Some very lovely, useful and needed equipment has been bought by the home economics department this school year.

An electric iron was bought for the fitting room, new linens, some silverware and glassware was added.

The department is looking forward to new curtains for the clothing laboratory and some cooking equipment for the foods laboratory.

WRANGLERS PLAN TO HAVE DINNER

Wednesday, in Miss Crawford's room, the Wranglers met to hear speeches given by some of the members.

Plans have been made to have another dinner, since the last one was such a success. It will take place at Miss Crawford's Wednesday, February 3.

BOYS GIVE SPEECH PROGRAM

The boys of the public speaking class gave an excellent program Thursday morning in assembly. The program consisted of declamations studied for class work.

The boys exceeded the level of their class work and the audience really enjoyed the selections.

Rhythm Rangers Make Plans

The Rhythm Rangers met Tuesday at the usual time and a very important decision was made. This was that the Rhythm Rangers will undertake to present three programs this semester.

Bippus Items

BY RUTH REESE
Hereford shoppers Saturday were Mr. and Mrs. Frank Canaba and children.

Miss Stella Fortenberry and Miss Ruth Reese were guests in the Lura Whitson home Thursday night.

Virgil Walton was absent from school Wednesday.

Mr. and Mrs. C. T. Reese made a trip to Hereford Monday.

Emil Walton was absent from school Thursday.

Chester Dodson was a victim of a sore foot last week.

James Whitson was absent from school Thursday.

Mr. and Mrs. Homer Dodson and son, Chester, visited in the William Flippen home Saturday night.

Daniel News

BY PAULINE MOORE
Fifty-two attended Sunday school and church Sunday morning.

Mrs. Bill Womble of Amarillo is visiting Mrs. Elmer Womble this week.

Mr. and Mrs. Grover Thomas are moving to Hereford where he has work.

E. T. Allred and family visited in Memphis last week end.

Wildorado played two games of basketball last week, defeating Adrian, and being defeated by Amarillo.

Miss Viva Mae Thomas gave a chalk talk at Vega Tuesday night.

Mrs. Oglesby and a sister of Mr. Oglesby's visited Mrs. Lee Norman one day last week.

Rev. and Mrs. Holtzclaw ate dinner in the J. T. McClain home Sunday.

Clarence Brown and family visited the W. R. Moore home Sunday.

Dave Moore and family shopped in Hereford Saturday.

H. F. Moore, who has been visiting in the W. R., and A. D. Moore homes, has returned to his home in Seymour.

Elmer Womble returned from a trip to Denver last week.

Jack Vincent of Amarillo ate dinner in the Floyd Tomlinson home one day last week.

Mary Jane Tomlinson spent last Thursday night with Darce Joe Hodges.

Try First to Buy in Hereford.

Wyche Items

BY PEGGY VALENTINE
Mrs. Roy Onstead and children of Hereford spent Sunday in the C. E. Rea home.

Rev. Fred Hankins of Hart preached here Sunday.

Mrs. R. E. Elliston, Peggy and Lorene Valentine attended a party in the B. D. Fortner home at Arney Saturday night.

Mr. and Mrs. John Paetzold, Raymond and Alice Ann visited relatives in Slaton over the week end.

Mr. and Mrs. Ben McBrayer and Junior attended Sunday school here Sunday and spent the day with Dock Roberson.

Mrs. Gordon Gold of Hereford spent Sunday in the DuBois Walker home.

Mr. and Mrs. E. J. Boeskin spent Sunday with the Chas. Wilhelms. Mr. and Mrs. Cliff Gandy visited the Dock Robersons last week.

Mr. and Mrs. D. W. Henry of Plainview spent Sunday in the Fred Henry home.

R. C. Valentine, Mary Fraser, and Floy Thompson visited the bed side of Wink Valentine, who is ill in an Amarillo hospital, Sunday.

Peggy and Lorene Valentine spent Sunday in Hereford.

Mr. and Mrs. B. D. Fortner of Arney visited in the R. W. Elliston home Saturday.

Rance News

EDNA BEHRENS
Mrs. Gladys Stowe was a visitor in the home of her brother, Walter Wainwright, recently.

Truitt Collier and family visited his uncle near Friona Wednesday.

Mr. and Mrs. R. L. Rule and Mrs. Blakemore visited the H. G. Behrens home Thursday.

Louise Weathered spent the week end with Myrtle Rule. The Daugherty family moved to Olton last week.

Mrs. Wolber spent the week end in the Wainwright home.

Rev. Holman took dinner in the Rule home Sunday.

Edwin Ramey of Dimmitt was a business visitor here Tuesday.

Mrs. A. C. Turner and child of Friona were in Hereford shopping Tuesday.

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BUSINESS AND PROFESSIONAL DIRECTORY

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IN TRUCK LEGISLATION

Any change in existing Texas truck laws which will increase the present 7,000-pound load limit will affect adversely all communities in the state, both rural and urban. This statement is proved best by identifying the causes and effects upon Texas communities.

THE TEXAS RAILROADS

Angleton & Galveston, Baytown & Houston, Dallas & Fort Worth, El Paso & Texas City, Houston & Galveston, Houston & San Antonio, Houston & Wichita Falls, Houston & Dallas, Houston & Fort Worth, Houston & Galveston, Houston & San Antonio, Houston & Wichita Falls, Houston & Dallas.

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PERSONALS

Miss Belle Harris was an Amarillo visitor Saturday.

C. F. Moore transacted business in Amarillo Friday.

O. F. Lange of Friona transacted business here Monday.

Mrs. H. D. Reed was an Amarillo visitor Monday.

Mrs. R. L. Childs of Friona was shopping here Monday.

Mr. and Mrs. Allan Bell of Adrian spent Tuesday in town.

Mrs. Clara Dunlap McLean returned home Wednesday from a week's visit with her parents, Mr. and Mrs. Eli Hampton, in Dallas.

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for the stomach. Sold on a 10-day FREE trial at the Corner Drug Store, Hereford, Texas. 4-tfc

Mr. and Mrs. Francis Harris and baby of Panhandle spent the week end here, returning with their mother, Mrs. G. A. Harris, who had been visiting with them.

Mmes. C. G. Hutchinson of Tulla and Earl Bennett of Amarillo spent Monday here visiting their sister, Miss Mabel Gass, and their brother, N. E. Gass and Mrs. Gass.

Mrs. T. A. Hill of Rogers, New Mexico, spent last week end here with her daughter, Miss Lorene Hill, bookkeeper at the Texas Market and Grocery.

Chas. H. Hampton, attorney, and W. I. Olliford, district manager of the Home Owners Loan Corporation of Amarillo, transacted business in Hereford Monday.

Colby Conkright, who is in Winchester, Kentucky, wired his wife that he is safe, but because of the floods is unable to say when he can get home. Mr. Conkright was called to Winchester by the death of his mother, January 17.

Miss Jonnie Estes had as her guest over the week end Mrs. Albert Walker of Amarillo, supervisor of District 16 WPA. Mrs. Walker visited WPA projects here Monday.

Mrs. Bess Jennings and Miss Zaydee Rule were Amarillo visitors last Friday. They visited Miss Mattie Mae Swisher, who is still confined to an Amarillo hospital, and report her condition as satisfactory.

Birthday Ball

(Continued from page one)

In fighting infantile paralysis in this county, while 30 per cent will be turned over to the national committee for presentation to the Georgia Warm Springs Foundation.

For those who may not be able to join the dancing citizens in aiding with the noble cause, the Western Union Telegraph Company this year adds a new advantage for them. Proceeds from all birthday greetings which may be sent for 25 cents, will be added to the funds obtained through the balls.

The Western Union has placed its nation-wide system of telegraph offices at the disposal of the President's Birthday Ball committee for receiving 25 cents for each person who places his signature on a multiple signature birthday greeting. Signatures from every city, town and hamlet will be mailed later to New York where they will be bound into what probably will be the greatest birthday greeting in history, the company has announced. One hundred per cent of the money will be turned over to the National Committee who will arrange proper credit for each community and return a per cent to the home committee.

It has been predicted that, due to better conditions in general, the Hereford party this year will attract a much larger crowd than any of the more recent annual birthday balls.

In Amarillo Hospital.

W. I. Valentine, prominent local stock farmer and a citizen of Hereford for many years, is in an Amarillo hospital suffering a severe stomach ailment. He was admitted to the hospital Thursday of last week. His condition this week was reported "about the same". His wife and daughter, Mrs. Alton T. Fraser, are with him in Amarillo.

Local Chapter

(Continued from page one)

come forward with a donation that represents a thankful heart and the utmost ability of the donor to pay.

The question has been asked frequently: "How much is our quota?" Let's not speak of quotas for a while. This disaster has already reached record breaking proportions, and no one knows how far it will extend or how many hundreds of thousands of people will be made homeless, needing shelter, food, clothing and protection from the icy blasts of mid-winter and the onslaughts of typhoid fever and other dangerous epidemics. It would be a sad commentary on the generosity of citizens of this county if we could not send in at least \$500.

The most convenient place for people in town to make their contributions is in the lobby of the post office, where at certain hours of the day someone will be on hand to receive them. Otherwise, they may be turned in directly to John H. Olson, chairman of the county chapter, who will be glad to accept them at any time of the day or night. The teachers in the rural schools have been asked to collect the donations of those in their communities who cannot conveniently come to town.

Several have asked if they could give donations of clothes, bedding, food or other things than cash. The answer is, "Not at present". Communities closer to the affected area are being called upon for donations of supplies, but for the time being it would not be practical to send things of that nature from here. And after all, what simpler, easier way could the people of this community be called upon to help than by turning in cash donations? The money goes directly to the American Red Cross, and no other agency in the country has had so much experience in dealing with disasters.

The Red Cross not only deals with the emergency while it is in progress, saving lives, relieving sickness, hunger and homelessness, but also stays on to complete the work of rehabilitation. In other words, it is the first to arrive and the last to leave. So when you make a cash donation you may rest assured that the money you give is actually relieving distress, just as if you were there on the job, pulling women and children out of the cold waters or erecting shelters, serving hot meals or nursing the sick and injured.

The response that has already been made to the call for help is most encouraging. Those who have contributed have not been directly solicited. They only wanted to know where they could turn in the money. Each has exhibited a genuine sympathy and a desire to

help and has made his contributions voluntarily. All have said they wished they could pay more, and several have said they were going to. We feel that that is the attitude of every person in the community, and that all that is needed is information on how and where to turn in the money. There should be close to a thousand individual contributions from this county.

Flood Story

(Continued from page one)

to the Mississippi River. Millions of acres are inundated, hundreds of thousands are homeless in Ohio, Kentucky, Indiana and other states through which the Ohio, Mississippi, Wabash, Cumberland, St. Frances, Arkansas Rivers flow. The reported dead was approximately 150. Property damage is estimated at \$300,000,000. Whole towns and villages are completely under water in the area's worst flood in history.

Exposure and food shortage is resulting in much illness among the panic stricken citizens of the effected regions. The American Red Cross originally set the national quota at two million dollars, and later doubled that amount, and now asks ten millions to aid the suffering and homeless.

Many former citizens of Hereford, Deaf Smith county and this area, and relatives of citizens now living here, are among those suffering property, personal and perhaps life losses. It is they who will benefit from the funds being contributed to the Red Cross.

No reports had been received by the Brand Wednesday night regarding conditions of local people's relatives or former residents of this place, now living in the stricken areas.

Adrian News

Superintendent G. A. Syms returned Thursday from Austin where he attended a meeting of the State Board of Education, representing Adrian Independent school district. The Board approved Adrian's application for refunding bonds.

Born to Mr. and Mrs. G. A. Syms, January 18, a boy, who has been named George Adrian. This is their second child, the other being a girl two years old.

Interscholastic League work has been started. Contestants appeared on a chapel program Thursday. Lois Taylor and Duane Morgan, extemporaneous speech students, talked on Texas history. E. A. McAdoo is coach. Miss Irene Bourland, director of choral singing, presented her pupils in songs. Rehearsal of the one-act play is under way. Charles Bell, Rosalee Morris, Lottie Zaring and Kenneth Dunstine have parts in "The Elopement."

Grade declamations are under preparation, and spelling is part of the daily schedule. Track work has started, but a number of boys are still playing basketball with Mr. McAdoo as coach. The girls' volleyball team expects to make a good showing under the coaching of Miss Lora Fay Clemons.

Earl Brown and Robert Crenshaw entered the Golden Gloves contest in Amarillo.

The juniors and seniors with Mrs. Paul Morgan and Bobbie Clinkscales, plan a visit to Amarillo Tuesday to see Romeo and Juliet and visit the News-Globe.

The bridge club and their husbands attended a party at the Henry Critz home Friday. Six tables of players were served delightful refreshments of fruit cake, fruit salad, and coffee.

John, son of Mr. and Mrs. Gerald Morgan, spent two weeks at home. He has been in a CCC camp over three years and is stationed in Arizona.

Mrs. Paul Morgan and Bobbie left last week for Fisher Store, near San Antonio, to join her husband, Rev. Paul Morgan, who was pastor here and at Wildorado the past three years. He resigned on account of his health.

Adrian's community club was organized December last, and took as its name, Women Get Together, or W. G. T. Mrs. Critz was elected president, and Henrietta Critz secretary. No dues. Everyone in the community is eligible to attend. The last meeting was with Mrs. E. H. Jearling, with 14 present at the all day meeting. The next meeting will be with Mrs. A. G. Bell, January 27. A meeting is held each two weeks.

Time Elements in Murder Cases.

Up to a short time ago, nearly all states followed the old common law that a person cannot be indicted and tried for murder if the victim lives for "a year and a day" after the assault. Today, however, many states have penal laws which do not include such a time element. Recently a man was convicted of murder in the state of New York, although the victim lived for four years after being shot—Collier's Weekly.

THANKS FIRMS, INDIVIDUALS

Miss Evangeline Williams, director of the production Coast to Coast, given here last night and again tonight, joined the play's cast and sponsors in extending thanks to business firms and individuals in making the play a success each night. Courtesies were extended to both individuals and the company as a whole by those wishing to see the benefit proceeds to the Central school cafeteria flushed.

Thanks were extended to the Charm-Aid beauty shop for courtesies in dressing the hair of ladies in the cast, and to Bobbie's beauty shop for dressing the hair of the chorus girls; the American Legion for use of hall during rehearsals; Kerr Implement Co. for sponsoring handbills; Lueta Borden, writer and arranger of dance numbers; Ardelle Morgan as accompanist; Corner Drug for advance ticket sales; Junior Band for music; mothers of the Belts and Beaux for cooperation; Junior Pioneer Study club for prize rib-

Hereford Golf Club Meets To Plan For 1937

Members and directors of the Hereford golf club met Monday night and drew plans for the 1937 season. Officers elected in mid-

summer were re-elected. The club elected to begin a membership drive immediately. Members are to be solicited and assessed \$5 for playing privileges. Membership committee of Jack Wayland, Ernest Medkief and Lee T. Morgan was selected to conduct the drive.

Greens and tournament committee were also named with the hope that the club may become active enough this season to enter inter-city tournament plays.

Officers of the organization who were re-elected are Herb Slind, president; Wirt Phillips, vice president, and A. A. Foster, secretary.

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FIVE Bars 19¢

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48 lb. Sack \$1.87

SARDINES No. 1 tall can, 3 for 25¢
CHERRIES Ret. Piled, No. 2 can 15¢
PICKLES Sour, short quart 15¢
PEAS No. 2 can 10¢
Grapefruit Juice 9¢
CRACKERS No. 2 can 17¢
2-pound box 17¢
GRAPE JUICE Pint 15¢
POTTED MEAT 3 cans 10¢
MEAL 10-lb sack 34¢
CLEANSER Sunbrite, 2 cans 9¢
OVALTINE Large size 54¢, small size 31¢
COOKING OIL 5¢
Royal Chocolate or vanilla, package

Peaches No. 2 1/2 Can 25¢
2 for

MACARONI or SPAGHETTI Package 5¢
SOAP, Ivory, medium-size 6¢, large size 11¢
ENTER THE PONTIAC CONTEST

Tomato Juice 3 cans 23¢
Park and Beans 11 ounce can 5¢
MARSHMALLOWS Pound 15¢, 8 ounces 8¢
GELATINE Marco or White Swan, assorted flavors, package 4¢
CAKES Bulk, Marshmallows, pound 21¢

STRAWBERRIES No. 10 can 79¢
DOG FOOD 3 cans 23¢

Cake Flour 29¢ Pkg
COCOA Mother's, 2 Lbs 17¢
KRAUT 3' No. 2 Cans 25¢
SALMON Tall Can 10¢

Fresh Fruits & Vegetables

APPLES Cooking, 5-pound bag 27¢
LEMONS Dozen 28¢
CABBAGE Pound 2 1/2¢

PEPPERS Fresh, pound 10¢
GRAPEFRUIT Dozen 35¢, bushel \$1.45
ORANGES Bushel \$1.05

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SUNDAY - MONDAY

PREVIEW SATURDAY NIGHT

The Queen of Taps is back in the biggest musical show of the year... brimful of brilliant scenes, thrilling dances, gorgeous girls, and stars—Stars—STARS!

EVERYBODY'S GOING TO THE BIG SHOW!

Take your Dancing Sweetheart and a grand star cast... add girl! comedy! spectacle! romance!... wrap it all up in tantalizing Cole Porter songs... and you have the mightiest singtime musical of them all!

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Year "Broadway Melody" Girl
with **JAMES STEWART** and **VIRGINIA BRUCE**
Don't Miss! Sid Silver - Frances Longford - Raymond Walburn - Alan Dinehart - Buddy Ebsen

COLE PORTER, MY TIMES!
"How Wonderful is the Love"
"The Guy Who Took My Heart Away"
"I'm Gonna Get You Where You Hide Out"
"I'm Gonna Get You Where You Hide Out"
"I'm Gonna Get You Where You Hide Out"

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10¢ MATINEE AND NIGHT 15¢

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