

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN
JIMMIE GILLETTE
Publisher
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.

Westway Items

By NELLIE RUTH TUCKER

Rev. Joshua Stephens of Plainview filled his regular appointment at the Baptist Church Sunday morning but owing to cold weather and bad roads evening services were postponed and Rev. Stephens returned to Plainview. Rev. Merle Grigsby of Plainview visited in the home of his aunt, Mrs. J. S. Earp, Saturday night and Sunday. Rev. Grigsby filled his regular appointment at Ward Sunday morning. Mrs. L. B. Wolfington is reported to be on the sick list. Mrs. F. W. Dodson attended a regular meeting of the Business and Professional Women's Club at Hereford Monday night. Messrs. Elwyn and Leon Hartman returned home Thursday after visiting relatives in Plainview. Visitors in the Maurice Tannahill home one day last week were her parents, Mr. and Mrs. France Carthel and her brother, Chester, Mr. and Mrs. Hershel Carthel, Barbara and Teddy, Mr. and Mrs. Warren Daniel and sons, Brack and Jackie and Wilburn Tannahill all of Lockney. Mr. Grady Wilson has a new car. Rev. Joshua Stephens spent Saturday night in the home of Mrs. J. S. Earp. Wayne Lee, small son of Mr. and Mrs. Carl Lee who was accidentally shot while playing before Christmas was reported to be able to start to school Monday. Visitors in the Maurice Tannahill home Friday were Mr. and Mrs. Joe Reeves, Mr. Tannahill's sister, Mr. and Mrs. Ernest Tannahill and children, Eugene and Elizabeth Ann. Mr. Ernest Tannahill is a brother of Mr. Maurice Tannahill. Other visitors were Mr. and Mrs. Roy Street, Mr. Tannahill's uncle and aunt. Marlin Pierce, one of the bus drivers says he will be glad to see dry weather come again. Other than leaving his car in a mud hole two or three nights, having to walk home, and having to ride a horse with an icy back, he has done fine. The school busses have reported very little trouble making the rounds in spite of bad

roads. Jack Clark, who had the misfortune of getting his foot crushed between a tractor and truck some days ago, is reported doing fine and will soon be able to work again. Mr. and Mrs. Luke Field of Martin, Tex., visited in the home of Mr. and Mrs. C. S. Inman a few days ago. Mr. L. O. Gore and son, Homer, made a business trip to Portales, N. M., Monday. Mr. and Mrs. G. C. Hartman, Roger, Nina Beth and Leon took Sunday dinner with the daughter of Mr. and Mrs. Hartman, Mrs. Buddy Witherspoon of Hereford. They were celebrating the sixth wedding anniversary of Mr. and Mrs. C. O. Houser. Miss Marjorie Morrison spent Sunday with her grandmother, Mrs. J. E. Morrison, who lives south of Hereford. Mr. and Mrs. John Johnson and children, Kenneth, Bobby and Buster visited in the home of Mr. and Mrs. Grady Wilson Sunday. Mr. and Mrs. Johnson are residents of Friona.

Frio News

MRS. MALCOM CASSELS
Due to bad roads and cold weather there were only 19 present at Sunday School and there was no Bible School Sunday Night. Mr. and Mrs. C. R. Boyd and daughter, Ruby, of Sherman, Okla., who recently moved from this community, are visiting here this week. They came by the schoolhouse Monday afternoon and treated all of the children with candy. We are all glad to see our old friends. Mr. Ceel Johnson of Los Angeles, Calif., visited last week with his sister in Hereford, Mrs. Arnold Long, and his father in this community, Mr. Johnson. Mrs. J. E. Springer, who made the new curtains for the school room sent them last Thursday. We are proud of them for they add color and a homey atmosphere to our room. Mr. and Mrs. Malcom Cassels and children and Jack Owen spent Sunday in Hereford with their parents, Mr. and Mrs. G. P. Owen. They also called in the afternoon on Mr. and Mrs. J. B. Hardin who have just returned to Hereford from Vernon. Mr. and Mrs. John Johnson and daughters, Wanza and Treva Jo, Wesley and Ray Brown returned Thursday night from a visit with Mrs. Johnson's parents, Mr. and Mrs. G. I. Brown at Nacona. Mr. and Mrs. Johnson and Wanza went on to Waco and visited Mr. Johnson's brother, a niece Mrs. Mack Sherrard of Austin, another brother, George Johnson and sister, Mrs. Bob Cooker of Port Lavaca. They returned by Mrs. Johnson's parents and got the others as they came back home. They report a wonderful trip.

COURTHOUSE RECORDS

Warranty Deed
Federal Farm Mortgage Corporation to J. R. Lipscomb, 110 A. of NW part of N part of Section 92, Block K-3.
Geo. H. Guinn, et ux, to Lora G. Sherman, lots 1 and 2, Block 54, of Hereford and additions.
W. L. Ayers, et ux, to Lillie M. Vaughn, N 77.71 feet of lot 4, Block 2, Womble addition.
Lee Wood Giles to Ola Giles Hutchinson, Section 26, Block K-5, Oldham and Deaf Smith counties.
C. Drerup, et ux, to J. D. Carter, N 1/2 of SW 1/4 of Section 114, Block M-7.
J. D. Carter, et ux, to Reavis Kerr, N 1/2 of SW 1/4 of Section 114, Block M-7.
Deed of Trust
George W. Brumley, et ux, to Federal Land Bank of Houston and to Land Bank Commissioner, 5600 acres about 20 miles west of Hereford.
Bertha Mae Waldron to Home Owner's Loan Corporation, W 90 feet of Lots 7 and 8 of Murchisons subdivision of the W 1/2 of

Block 63, Hereford and Additions. W. L. Davis, et ux and J. C. McCracken, et ux, to First Federal Savings and Loan Association, lots 13, 14, 15, 16 in Block 25, Hereford.
Release
Land Bank Commissioner and Federal Farm Mortgage Corporation to Mrs. Ollie D. Bradley, release of Deed of Trust.
Jess M. Carter to C. Drerup, et ux, (quit-claim) N 1/2 of SW 1/4 of Section 114, Block M-7.
J. L. Tice, et ux, to C. Drerup, N 1/2 of SW 1/4 of Section 114, Block M-7 (Vendor's Lien).
DuBois Walker and E. E. Ramsey to F. E. Herring, (Lien).

FOX COMMITS "SUICIDE"
A red fox, a rare animal in the area surrounding Gonzales, Texas, met an untimely end recently, apparently hanging himself in the fork of a tree. The animal was found by E. H. Menking on the Wallace place south-east of Gonzales.
It is believed the fox accidentally caught his neck in the tree fork and could not free himself. The bark on the tree was torn by the claws of Sir Reynard in his frantic efforts to get loose.

LEGAL NOTICE

THE STATE OF TEXAS
TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:
You are hereby commanded to summon Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead, the sheriff of Wilbarger County having once before been commanded to summon the defendant Uld Fox, to appear at the next regular term of the District Court of Deaf Smith County, Texas, at the Court House thereof in Hereford, Texas, on the fifth Monday in January, 1940, being the 29th day of January, 1940, they and there to answer Plaintiffs First Amended Original Petition, filed in said court on the 21 day of December, 1939, in a certain suit pending in said court number 2437, on the docket, thereof in which Frank P. Ferry, Kent Chandler, and Farwell Winston, Trustees, are plaintiffs and Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead, are defendants, the nature of plaintiffs cause of action being alleged as follows:
That plaintiffs are trustees under a declaration of trust, dated December 23, 1933, recorded in the Deed Records of Deaf Smith County, Texas, and on the first day of November, 1939, were the owners in fee simple and were in possession of all of the Northeast One-Quarter and the South One-Half of the South

west One-Quarter of Section Number 3, Township 2 North, Range 1 East of a Capitol Syndicate Subdivision in Deaf Smith County, Texas, as shown by plat of record in the Deed Records of Deaf Smith County, Texas; that on or about the fifteenth day of November, 1939, the defendants unlawfully entered upon and dispossessed plaintiffs of such premises and withheld from plaintiffs the possession thereof; plaintiffs pray that the defendants be cited to appear and answer, and that upon trial plaintiffs recover from the defendants and each of them, judgment for the title to an possession of said land, costs of suit, and general relief.
YOU ARE HEREBY COMMANDED to summon the defendants Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead and to serve this citation, by making publication of the same once each week for four consecutive weeks previous to the return day thereof in some newspaper published in your county, but if there be no newspaper published in said county, then in any newspaper published in the nearest county in which a newspaper is published. HEREIN FAIL NOT but have you before said court on the first day of the next term thereof of this writ with your return thereon showing how you have executed the same.
GIVEN UNDER MY HAND AND SEAL OF SAID COURT at office in the City of Hereford, this 21 day of December, 1939.
R. L. Thompson,
Clerk of the District Court of Deaf Smith County, Texas.
(Seal) By
Deputy
ISSUED: This the 21 day of December, 1939.
R. L. Thompson,
Clerk of the District Court of Deaf Smith County, Texas.
By
Deputy
J. O. Newell, Sheriff,
By Fred W. Baird,
Deputy

A Hereford Product...
where fine wheat grows!
PACKARD'S BEST FLOUR
... produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST.
Look in each sack for Chinex Dinnerware Coupons!
PACKARD MILLING CO.
HEREFORD, TEXAS

DOUBLE PROTECTION
from
DUST, ANIMALS, or MOISTURE
plus
EXCELLENT SERVICE
Cream O' Plains Dairy
PHONE 680

NOTICE
Farmers and Stockmen!
We will buy Hogs and Cattle Every Day in the week. Livestock Auctions Every TUESDAY!
Bring in Your Livestock!
G. W. BRUMLEY HOG CO.
See Homer or Bonnie Brumley

Introducing ...
L. P. (Buster) DAVIS
SHOP FOREMAN, IN CHARGE OF OUR COMPLETE, MODERN REPAIR DEPARTMENT
We are glad to announce Buster Davis as our Shop Foreman. Long years of Experience make him Capable and Thorough, and he has a long record of Reliable Service. Visit our shops and get acquainted with Buster Davis.
New Equipment ...
We have just installed more than \$400.00 worth of new, modern machinery including an Anco Reaper, which makes Bushings fit Closer and Truer ... also a Sioux Valve Refacer and New Rock Reseaters ... You don't have to lap-in valves ... No Seepage. This is the very latest equipment, and you are invited to visit us and to personally inspect it.
HURRY, and get your SPECIAL Clean-up and Paint Job
Your tractor cleaned, repainted and Re-lettered, for **\$695**
ROSSON HAYS
PRENTISS ROSSON CHARLEY HAYS
"Good Equipment Makes a Good Farmer Better"

CHEVROLET TRUCKS FOR 1940
Best Haulers... Best Savers and "BEST SELLERS" in the entire truck field!
Chevrolet—world's largest builder of trucks—now offers its new line for 1940—56 models on nine wheel-base lengths, all selling in the lowest price range!
Extra-powerful Valve-in-Head Engines ... extra-sturdy Hypoid Rear Axles ... extra-sturdy truck units throughout ... make all these new Chevrolets *gluttons for work*, whether you choose a Sedan Delivery or a Heavy Duty Cab-Over-Engine model.
And Chevrolet's famous six-cylinder economy ... plus the exceptional dependability and long life of Chevrolet trucks ... means that all of them are *misers with your money* when it comes to gas, oil and upkeep.
Choose Chevrolet trucks for 1940 and you choose the nation's greatest truck values ... the best haulers; best savers and "best sellers" in the entire truck field!
See the New 1940 CHEVROLET TRUCKS on special display NATIONAL TRUCK WEEK at your Chevrolet dealer's JAN. 8 to 13
BRUMLEY-WOODFORD MOTOR CO.
HEREFORD, TEXAS

- Only Chevrolet Trucks Bring You All These Famous Features
- New De Luxe Truck Cabs
- Chevrolet's Famous Valve-in-Head Truck Engine
- New Hypoid Rear Axle
- Extra-Sturdy Truck Frame
- New Full-Vision Outlook and New Crystal-Clear Safety Plate Glass Windshield
- Perfectored Hydraulic Truck Brakes
- Specialized 4-Way Lubrication
- New Sealed Beam Headlights (with separate parking lights)
- Full-Floating Rear Axle (on Heavy Duty models)
- (Vauxhall Power Brakes, 2-Speed Rear Axle optional on Heavy Duty models of extra cost.)

More than ever, the "THRIFT-CARRIERS FOR THE NATION"

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Miss Mary Jo Wilson Marries H. T. Hornbuckle In Clovis Rites

Before an artistic background adorned with palms, gladioli, pink roses and sweet peas, Miss Mary Jo Wilson of Denton became the bride of Mr. H. T. Hornbuckle of Las Cruces, N. M., Sunday afternoon in Clovis, N. M.

The rites were read by Rev. Clyde B. Barton, pastor of the First Presbyterian Church of Clovis, as the couple and their

attendants stood before the fireplace in the flower decorated living room at the home of Mr. and Mrs. Richard Thompson.

Adorning the mantel was an attractive arrangement of lighted white tapers graduating at either side from one tall one in the center.

The only attendants were Mr. and Mrs. Thompson who served as matron of honor and best man.

The bride was attractive in a navy blue pin-stripe tailored suit with white accessories. Her bouquet was a single orchid. Her "something old" was a lace handkerchief belonging to Mrs. Jessie Pierce, a long-time friend of the groom.

An informal reception followed the ceremony when refreshments were served from a lace-laid table centered by a tiered wedding cake flanked by white tapers in crystal holders. Mrs. C. E. Worrell and Miss Thelma Brown presided at the cake which was cut by the bride.

After the reception the couple left for Las Cruces where they will make their home.

Close friends and relatives who were present included—Mr. and Mrs. J. W. Wilson and son, and Mr. and Mrs. W. F. Gillis of Hereford, Dr. and Mrs. C. E. Worrell, Mr. and Mrs. Dan McKinney, Mr. and Mrs. R. C. Pierce, Mr. and Mrs. J. V. Lee, Mr. and Mrs. Porter Roberts, Miss Violet Osborne, John Rallis, Mr. and Mrs. Tom Brown, S. Suman, Tony Fillpot, Mr. and Mrs. Jack Masie and the hosts, all of Clovis.

Mrs. Hornbuckle is well known in Hereford. She is a sister of Mrs. W. F. Gillis and made her home here at one time. For the past few months she has been employed in the Texas-New Mexico Utilities Company office at Littlefield.

Nine Present At Roark YWA Program

The Roark YWA met at the home of Glennis Cockrell Tuesday evening. The meeting opened with a prayer led by Inez Funderburg.

"Grapes of Wrath" Reviewed For Club

Mrs. Ray Johnson had charge of the program for the Pioneer Study Club meeting held Tuesday afternoon at the home of Mrs. N. E. Gass. She reviewed John Steinbeck's "Grapes of Wrath." Graphically she told the story of the Joad family and described Stienbeck's expose of maltreatment of the migratory laborers in the "Dust Bowl" and California. She also commented upon the author's life describing it as equally horrid as that of the people of whom he writes.

Mrs. Johnson did not conclude her review however, without Massachusetts in the Grand Chapter. Mrs. Myrtle Reed and Miss Lucy Reed presented appreciation gifts to Mrs. Johnson and Mrs. Hill.

Out of town visitors included Mr. and Mrs. Lyons and Mr. and Mrs. John Cavin of Amarillo and Mrs. Johnson.

FRIONA WEDDING IS ANNOUNCED

Announcement has been made of the marriage of Miss Loretta Griffith and Floyd Brookfield, both of Friona. The wedding took place in Clovis, N. M., on December 30.

Mrs. Brookfield is the daughter of Mr. and Mrs. P. B. Griffith and Mr. Brookfield is the son of Mr. and Mrs. F. P. Brookfield.

They plan to live in Friona.

District Official Here For O. E. S. Meeting

A special guest at the first 1940 meeting held by the Hereford Chapter of the Order of Eastern Star was Mrs. Clementine Johnson of Canyon, district deputy grand matron, district 2, session 2, O. E. S. State of Texas.

The meeting was held at the Masonic Hall Tuesday night with Mrs. Clara Shore, worthy Matron, in charge.

Mrs. Johnson who is making general inspection tours of this district, commended the Hereford chapter on the amount of welfare work sponsored during the past year and gave high praise to the excellent work done by the chapter and to the achievements and interest of the worthy matron.

An affiliation ceremony was conducted for Mrs. Meade Halle who transferred her membership here from the Dimmitt chapter and Mrs. G. A. F. Parker who was re-instated. The ceremony was conducted by Mrs. Bruce Rose, conductress; Mrs. Elmer Lawton, asst. conductress; and Mrs. Alice Brady, marshal.

Mrs. Bessie Hill was presented in the East as Texas appointee as representative of the state of

commenting upon good qualities of the book.

Members present were Mesdames Allen Bell, J. E. Beyer, Noah Ewton, J. M. Gilliland, E. S. Ireland, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Siegler, J. W. Spradley, Al Werner, Bernard Roberson and the hostess.

T. E. L. CLASS HAS BUSINESS MEETING

The first business and social meeting of the year for members of the T. E. L. Class of the Baptist Church was held at the home of Mrs. J. H. Miller Thursday afternoon. Mrs. W. A. Long was assistant hostess.

Mrs. Wirt Phillips conducted the devotional and directed the business meeting.

A social hour with games and contests furnishing entertainment was in charge of Mrs. Jack Roberson.

Refreshments were served to Mesdames S. L. Walser, W. A. Long, Wirt Phillips, Jack Roberson, W. A. Dobbins, Lee Lambert, G. W. Brumley, Jeff Gilbreath and the hostesses.

son, W. A. Dobbins, Lee Lambert, G. W. Brumley, Jeff Gilbreath and the hostesses.

Frank Truitt of Friona Marries Claude Girl

Miss Carmalee Timms, daughter of Mr. and Mrs. H. C. Timms of Claude and Frank S. Truitt Jr., son of T. S. Truitt of Friona were united in marriage Tuesday morning, Dec 26, at the home of the bride's parents, with Rev. Jeff Moore of Claude officiating.

The bride was attired in a gold costume suit. She wore black accessories and a corsage of tall-man roses.

Mrs. Truitt attended W. T. S. C. Canyon, and for the past year and a half has been teaching in the Friona-Public Schools.

Mr. Truitt is a graduate of Friona High School. He attended Hardin-Simmons University and also attended a business college in Dallas. The couple will live in Friona where he is employed and where Mrs. Truitt will continue teaching.

J. A. Pitmans Are Dinner Club Hosts

If the first affair for the new year is indicative of those to follow, members of the Tuesday Dinner Club can look forward to many enjoyable events during 1940. Especially enjoyable was the first get-together of the year at the home of Mr. and Mrs. J. A. Pitman Tuesday-night.

Attractive decorations for the dinner-party, which was served buffet style, were potted azaleas and poinsettias.

Informal games of bridge entertained the members and guests with score awards going to Mrs. C. C. Acker and A. R. Bateman.

Special guests included Mr. and Mrs. E. B. Hedrick and Mr. and Mrs. A. P. Bateman.

Members attending included Fox, C. C. Acker, S. P. Rosson, Jack Wayland, Alton Fraser, H. A. Close, Mrs. Seth B. Holman, Eloyse Pitman, Mac Pitman and the hosts.

ORDER YOUR BABY CHICKS NOW!

We are in a position to furnish you with Quality Chicks of Any Breed! See us today for details!

WE ALSO CARRY IN STOCK A BIG LINE OF Liv-An-Gro STARTING BROODERS

complete with electric cord attachment. Make use of your REA Power by saving more chicks. See them at

WEST TEXAS FEED & SEED

Pho. 265
Prices for your Cream, Poultry and Hides!
Talk in on Radio Station WNC from 7:45 to 8 a. m. Each Day!

Telephone . . . 13 WORTH LOOKING FOR Western Union 4321

CLOSE NYAL SERVICE DRUG STORE



Nyal ANTACID
It is the easy, pleasant, satisfactory way to relieve symptoms of gastric hyperacidity, such as belching, sour stomach and heartburn. Just a teaspoonful in water brings prompt relief. Sold only at Nyal Drug Stores.

Two sizes . . . 50c-\$1.00
Western Union Service 8 a. m. to 11 p. m.

AT OUR Soda Fountain STERILIZATION BY "Death Ray"

No harmful germ or Bacterium can possibly live in these rays. All our glassware is positively sterilized with this new process!

For Your Protection visit our Soda Fountain



A TEASPOONFUL IS ALL YOU NEED

If you like a lot of cleansing, soapy suds when you shampoo your hair—if at the same time you feel the urge to be thrifty—we suggest:

Ultra Coconut Oil & Castile Shampoo

A small amount in hot or warm water provides a rich shampoo that leaves the scalp clean—and white, the hair soft and fluffy.

Large Pint bottle only 39c

- Full Pint COD LIVER OIL 59c
- 100 Capsules Vitamin a-b-c-d-a \$1.98
- 90c CREOMULSION 39c
- Quart MINERAL OIL 79c
- Quart MILK MAGNESIA 49c
- 100 Tablets NYAL ASPIRIN 29c
- 35c VICK'S SALVE 25c
- 60c SYRUP PEPSIN 44c
- 60c SAL NERATICA 49c
- 50c Red Arrow NOSE DROPS 19c
- 60c KENE' Shampoo 49c



When Nose Is Stuffy—and Breathing An Effort
Colds, especially head colds make you feel miserable. To make things worse, the nose clogs up and breathing becomes difficult.

NYAL NASAL DROPS

Contain Ephedrine which shrinks nasal membranes, reduces congestion and makes breathing easier.

Dropper bottle 35c
ALL CIGARETTES 15c (2 for 29c)

- 50c Nyseptol ANTISEPTIC 39c
- Pint Bathina Alcohol 29c
- Wrisley's SOAP 5c
- Pint Ultra HAND LOTION 39c
- 60c ALKA SELTZER 49c
- 35c Raco SHAVING Cream 27c
- 50c IPANA 27c
- 25c Black DRAUGHT 17c

DANCING MILEAGE HOSE

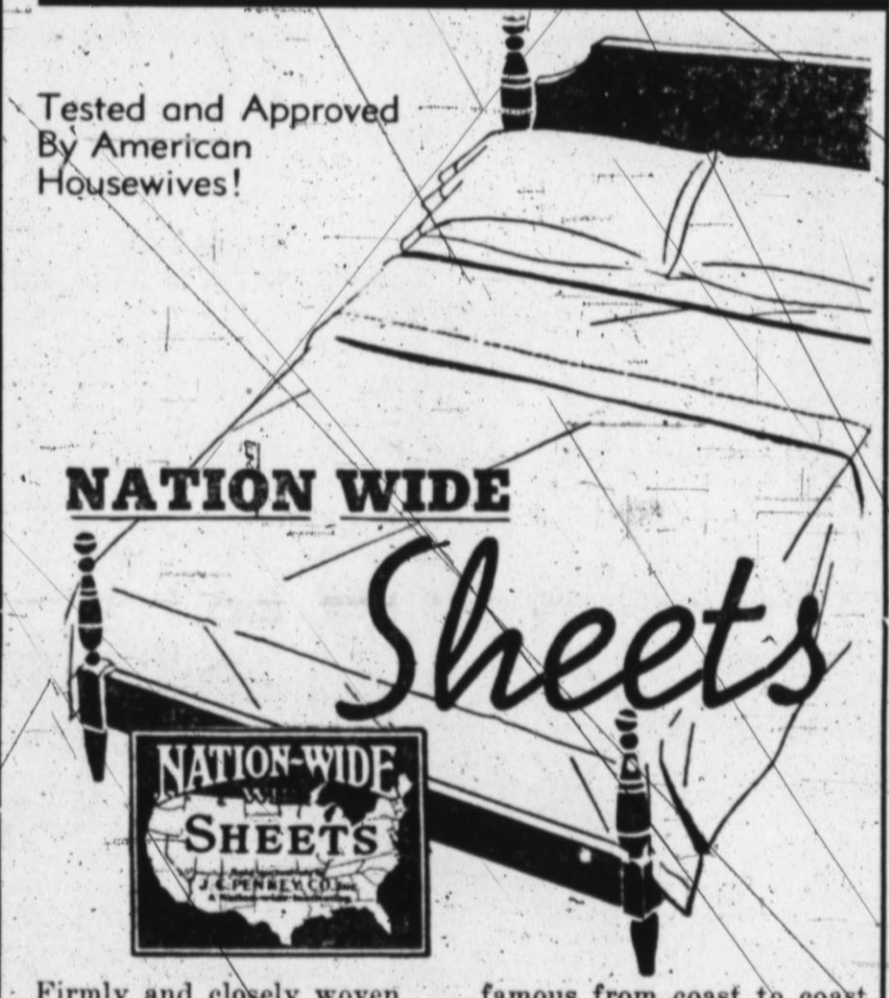
Guaranteed 59c 89c \$1.00 \$1.15

PENNEY'S Sensational Values in

White Goods!

We Cannot Guarantee These Prices Beyond January 31st!

Take Full Advantage of these Low Prices! Every woman revels in a Well-Stocked Closet . . . Here's a golden opportunity to replenish your household linens at Prices that Really Mean Savings! Again we say "Take Full Advantage of These Low Prices!"



Tested and Approved By American Housewives!
NATION WIDE SHEETS
Firmly and closely woven . . . famous from coast to coast for their long-wearing qualities! Stock up now at Low January Prices!

81x99 Inch SHEET 74c

63x99 Sheet 74c 72x99 Sheet 74c

81x108 Sheet 87c 72x108 Sheet 82c

81-Inch Bleached Sheet 27c vd.

42x36 Inch CASES 18c ea.

Fine Quality HONOR BRAND MUSLIN
Stock up with an ample supply of this Sturdy Muslin 10c

Check This Value! 81x99 Inch Wizard SHEETS
Better than ever before — new improved finish — More Service! 50c

Feature Savings! Heavy Weight OUTING FLANNEL
Fancy stripes or solid colors! Priced low—for cash, sure to go fast! Hurry! 11c

Size 80x90 Inch. Big 5% Wool Jumbo BLANKETS
Big husky plaid pairs. Priced for great Savings! \$2.98

80x105 Inch Cotton Crinkle BED SPREADS
Attractive Colors! Needs no Ironing! Seldom so Low Priced! 49c

Handsome Turtled Quenite BED SPREADS
Smart Two-Tone Tufted designs on Rich Colored grounds! \$3.98

Big Savings Now, on Boys' Quality DRESS SHIRTS
Fine quality percales that boys will wear with pride 33c

A Smash Value! Big Thirsty CANNON TOWELS
Large, soft, absorbent! In a grand galaxy of glorious color combinations 15c

Beautiful Prints! New Solid Colors! RONDO DE LUXE
Our finest percales at an unusually low price 15c

Check this Value! "Belle Isle" PILLOW CASES
Exceptionally low priced for such serviceable cases. While stock lasts 10c

81-Inch Unbleached "WIZARD" SHEETING
You can't afford to miss a Rare Savings Opportunity like This! 15c

Priced for Savings! Men's Heavy Cotton UNIONS
A super savings that only January could bring you! 47c

THRIFTY HOUSEWIVES SELECT THESE!

PENCO SHEETS

BEST BY TEST
Our finest Muslin Sheets were wash-tested by the General Electric Home Service Dept. to prove their serviceability! Save while present quantities last!

81x99 Inch Sheet 94c

63x99 Sheet 89c 72x99 Sheet 84c

81x108 Sheet 94c 72x108 Sheet \$1.00

81-Inch Bleached Sheet 34c vd.

42x36 Inch Cases 23c ea.



Feel The Difference! See The Difference!

DRI-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of DRI-SHEEN PROCESS

The DRI-SHEEN PROCESS is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

FOX CLEANERS AND HATTERS Phone 111

SOCIETY Miss Pitman Is Hostess for Junior Club

Miss Eloyse Pitman was hostess Thursday night when members of the Junior Bay View Club re-assembled for study after a holiday vacation.

Mrs. J. W. Witherspoon gave a review of the play "Abe Lincoln in Illinois" a story of the early 1830's and that part of Abe Lincoln's life spent in New Salem, Ill. The last few scenes of the play deal with his acceptance of the presidency of the United States and his life with Mary Todd and their three children.

Life, works and achievement of Paul Green were discussed by Mrs. W. L. Davis who began her discussion by describing Green as a playwright who writes of the negro as one who lived among them.

LONDON BRIDGE CLUB IS ENTERTAINED

London Bridge Club members and guests were entertained at the home of Mrs. R. R. Willis Thursday afternoon. High score awards were presented to Mrs. J. M. Posey, high and Mrs. N. E. Milburn, second high.

After the games a salad course was served to Mrs. B. M. Wiltshire, special guest, and the following members: Mesdames J. M. Posey, Frank Cordell, Sherman Morgan, J. T. Gilbreath, Jr., Meade Halle, N. E. Milburn and Ernest Medkief.

ROOMS TO RENT? TRY A WANT AD

Visits Parents Sees Nineteen States On Trip

Mrs. Faye Brady, employee of the County Agent, returned last Friday from a two week's trip in which she visited her parents, Mr. and Mrs. W. W. Cochran of Washington, D. C. New Year's Eve was spent with a million and a quarter other persons on Times Square in New York City.

CLUB MEETS FOR GAMES

Mrs. B. M. Wiltshire was hostess to members of the Wednesday Luncheon Club last week. After luncheon down town, games of bridge were enjoyed at the Wiltshire home with Mrs. W. L. Davis playing high.

Band Clinic Will Be Held Here

A one-day clinic for band students from all over the Panhandle which will be held in Hereford early in March was planned at the regular meeting of the Band and Orchestra Parents Association held at the High school Thursday night.

Announcements concerning the show will be made later. Hope that the public would become acquainted with the opportunities being afforded band students through clinics was expressed by those in charge and the organization interested believes that the Hereford clinic will be distinctly a benefit to many who have not had contacts with this type of instruction.

High School Journalists To Meet In Canyon

CANYON.—Prof. DeWitt Reddick of the University of Texas department of journalism will be the keynote speaker at the annual convention of the Panhandle High School Press Association in Canyon, February 3.

Officers of the high school

group include Miss Joan Shouse of Borger, president; Miss Bernice McClelland of McLean, vice-president; and Miss Laura Lou Ferguson of Canyon, secretary-treasurer. Olin E. Hinkle of West Texas State College is the association sponsor.

The opening session will begin at 10 a. m. Mrs. G. A. F. Parker has returned from a trip to the west coast made during the holidays.

Word was received here Sunday of the death of S. S. Boutwell of Terrell. He is a brother-in-law of Mrs. A. C. Thompson and he and his family have visited Mr. and Mrs. Thompson on several occasions.

S. S. Boutwell Rites Held In Terrell Sunday

Mrs. Thompson left Sunday night for Terrell where funeral rites were held Monday.

Study Group Meets At Home of Mrs. Dixon

Mrs. Ellis Coombes was leader of the lesson at the meeting of the Lone Star Study Club Monday afternoon at the home of Mrs. B. R. Dixon.

Stagner who also told of the year old author's philosophy life, mentioning "Mr. Britton Sees It Through" as one of his latest works.

Mrs. Earl Phillips presented postponed number, "The Wife Helen Keller," telling interesting incidents in the life of the blind American writer.

Members present were Mesdames Orpha Click, a new member, A. Petersen, Ellis Coombes, W. Young, Lawrence W. Robert Thompson, Charles ell, Owen Stagner, R. G. Jack Grady, Jim Higgins, Kendall, Tom Major, Jim Williams, Earl Phillips, and the hostesses.

Big No-Profit Sale!

We need Space... You need Clothing! Here's your Chance to get Quality Merchandise — AT FAR LESS THAN IT ACTUALLY COST US!

SALE STARTS AT 8:30 A. M. FRIDAY Jan. 12th



TWO-WEEK



TO MARK DOWN STOCK!

ON OUR ENTIRE STOCK of

Coats and Costume Suits

ALL COATS MUST GO! They are Fur Trimmed and Tailored; they are Fitted and Tube. They are Coats you will be mighty proud to own—and they are REDUCED to Less than ONE-HALF their Retail Price!

In a Big Range of Prices! Take your Choice at Half-Price!

all DRESSES Must Go!

MORE THAN 600 DRESSES



Gossard and Venus

Foundation Garments

10% OFF!

SALE BEGINS AT 8:30 A. M.

Friday, January 12th

Go Into This Sale at ABSOLUTELY LESS THAN COST The biggest Stock of Dresses we have ever shown... Going at Prices FAR LESS than our COST...



Fashion Dress Shoppe

MRS. W. F. GILLIS

Advertisement for Avery Ro-Trak tractor, featuring a tractor illustration and text: "MY Ro-Trak IS 10 YEARS AHEAD... IT TAKES 2 ORDINARY TRACTORS TO DO THE JOB MY Ro-Trak DOES!"

Panhandle Implement Co. 1002 East 10th Street, Amarillo, Texas Ask for Free Demonstration on Your Own Farm!

Cold Weather, Long Nights Give Folks More Time To Read

Cold days when no one cares to get far from the fireside, and long nights have combined to increase numbers to the County Library, reports Mrs. Clara McLean, librarian. For the first time this winter, duplicate copies of westerns and mysteries have been put on the shelves to supply an increased demand for reading material.

A Long Time Ago In Hereford

10 Years Ago
J. F. Ward was named one of the ten Master Farmers of Texas and received an invitation to attend a banquet in honor of the ten at the Baker Hotel.

R. E. (Pop) Frazier, city and high school bandmaster, left for Abilene to attend the State Bandmaster's Convention of which he is president. He was accompanied by Ernest Pogue, Portales bandmaster, Ralph Smith, a Hereford product, bandmaster at Plainview, was expected to attend.

20 Years Ago
Claude Terry, assistant cashier of the Western National Bank, moved to Plainview to take a position in the First National Bank there. He is the son of Rev. and Mrs. W. H. Terry, pastor of the Methodist Church.

The Brand issued an appeal by Mr. Vogel, census enumerator, asking cooperation of the people in taking the Federal Census. The "flu" had hampered the work seriously.

Six-year-old Maeda Asbell, daughter of Rev. J. M. Asbell, accidentally scalded herself when she turned over a kettle of hot water. Miss Lulu Bender, Red Cross nurse who was staying at the Asbell home, rendered first aid.

At the same time new books are arriving and are ready to go into circulation. Prominent among the non-fiction volumes now listed are: Birchland (Norway), by Birckeland; The Danube, by Emil Lengyel; Beauty In Japan, by Wallwright; Bermuda In Three Colors, by Carveth Wells; Freedom and Culture, by John Dewey; Social Security In The United States, by Douglas; Along The Indian Road, by E. Stanley Jones.

To add to the Texas Collection, the library has Cattle Kings of Texas, by Douglas; John C. Duval, by Doble; Green Flag Over Texas, Gaffett; The Trampling Herd; general history of the Cattle Industry in the United States; by Wellman, is included.

In the list of new books of better fiction are Home At Last, by Halberstam; Frost and Fire, by Merrick; and Miss Susie Slagle's, by Tucker.

Vega News

MRS. D. E. MCKENDREE

Mr. and Mrs. J. F. Ownbey, accompanied by Mrs. Charley Johnston and daughter, Mary Merle, of Skellytown, left for their home in Midlothian, Sunday morning after a short visit with Mrs. Ownbey's parents, Mr. and Mrs. J. W. McKendree.

Mr. and Mrs. Kenneth Dygert are up again after having been out of ill from throat infection. Mrs. Ruby Majors returned to her home in Sweetwater Saturday after spending Christmas with her mother, Mrs. J. N. Ivy.

Mrs. L. B. Hooten of Tulla returned to her home Sunday after visiting in the Livesay and Hooten homes.

Mr. and Mrs. John Ivy spent last week end at Turkey visiting her mother and father, Mr. and Mrs. B. H. Turner.

Mrs. J. T. Shelton was called to Yoakum on account of the serious illness of her mother, Melvin Loyd, who is attending an aeronautical school in Glendale, Calif., left Sunday after spending Christmas with his parents, Mr. and Mrs. W. L.

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John McLean
Insurance Agency
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Ray Barber
Auctioneer
or at The Hereford Brand
HEREFORD, TEXAS
Experienced & Reliable

THAT COCKEYED PUMP EATS MORE JUICE EVERY DAY
MY POMONA CUT MY POWER BILL RIGHT SQUARE IN TWO



Pomona's basic design—streamlined construction, minimum turbulence and friction, semi-open impellers, open line shaft and water-lubricated revolvable rubber bearings combine to lift more water at less cost. Tailor-made, Pomona pumps do BIG jobs at far less cost than less scientifically designed, "ready-made" pumps. **WE'RE HERE TO PROVE IT!**

CLOWE & COWAN, Inc.
DISTRIBUTORS
428 Ash Street — Plainview, Texas
401 Harrison Street — Amarillo, Texas

Jumbo News

MRS. ULLMAN HUNTER

Mrs. Harry Smith, Frank Allen and Mrs. E. M. Allen of East-er visited Mrs. Sam Hunter, Wednesday. They brought William Allen Hunter home, who had been visiting his grandparents, Mr. and Mrs. E. M. Allen. Mrs. Allen remained with her daughter for a few days visit.

Orval Pierce, Mrs. Pimis Hunter and C. C. Hunter have been ill from the flu.

Announcements have been received of the marriage of Miss LaRue Beck and Sargeant James R. Turk of San Antonio, December 26. They were married at the Pleasanton Methodist Church, a suburb of San Antonio. Sargeant Turk is stationed at Randolph field and his home is in San Antonio where the young couple will live.

Mrs. Turk is the youngest daughter of Mr. and Mrs. L. E. Beck who formerly operated a store here. She has many friends here who wish her much happiness.

There were nine present at Sunday School, Sunday, Rev. Walker of the Dimmitt Methodist Circuit gave an interesting lecture on the Sunday School lesson.

Attendance at school has been cut down on account of the severe cold and bad roads.

Mr. and Mrs. Ullman Hunter visited with Mr. and Mrs. James Cox, of Dimmitt, Tuesday.

Mr. and Mrs. Clyde Wilburn of Hereford spent Sunday with Mr. and Mrs. Alex King.

Mrs. Addison Hunter visited her parents, Mr. and Mrs. E. C. Burks of Arney Sunday.

Mr. and Mrs. Curtis Adams of Montana, newlyweds of January 2, arrived at the home of his parents Saturday for a two weeks visit. Curtis was reared in this community but in recent years has been working on a ranch in Montana where he is at present employed. His friends extend congratulations.

Mr. and Mrs. Bill Bowman have been one of the three fortunate families to secure a five year lease from the government for a portion of the Hazelwood farm, formerly owned by C. D. Spence, deceased. The Bowmans will move as soon as their home is built.

L. A. Matthews left Sunday for Fort Worth on business.

Mr. and Mrs. Hutchinson of California are in Vega attending business matters. Mrs. Hutchinson was formerly Ola Giles. On account of the ice forming on the wires, Vega has had no electric power for the past 18 hours and at this writing, Jan. 6, is still out.

Friena News

MRS. H. L. SETTLE

The Friena Junior Women's Club have announced the elected officers for next club year. They will take office next May. President, Mrs. E. Ethridge; vice president, Mrs. Melba Miller; secretary-treasurer, Mrs. O'Rear; parliamentarian, Mrs. Willo Riding; and reporter, Mrs. Jane Williams. Mrs. Holmes resigned as reporter and Mrs. Roy Clement was elected to serve the rest of her term.

An American Legion meeting was held Tuesday night, January 9, in the local hall. A meeting of the Friena Agricultural Association met in the

Agricultural building of the high school Monday night, January 8 at 7:30 p. m. The work of the AAA for the following year was explained by Mayor F. W. Reeve, who is County Committeeman for this precinct.

The Congregational Church is observing progress week beginning Sunday, January 7, and closing on Friday night, Jan. 12, according to announcements made by Rev. C. C. Dollar, Dr. H. H. Lindman, who is superintendent of Congregational churches on the District of the Central south, will do the preaching. He has recently come to this area from an eighteen-year pastorate in Yankton, S. D. He will speak on subjects of interest to all and is a very interesting speaker. After each talk he will give the audience opportunity to present their questions and problems of religious nature. Subjects according to the released programs are as follows: Sunday, What is Religion and Where did it come from? Monday, What is a Christian, and Who are Saved? Tuesday, What is the Word of God and To Whom is it Spoken? Wednesday, What is the Kingdom of God and where to Find it? Thursday, Why is Sin in the World and how to get it out? and Friday, What is the Congregational church and why is there one? Before the main address each evening there will be a sort of religious clinic. These clinics will be held for the different departments of the church and will include Womens work, Men's work, Young people's work, Sunday School, Deacon's and Trustees. An invitation has been extended to all interested.

increase of 15 over the previous year, and it is hoped that this average can be attained in the coming year. There was no election of officers as it was postponed until a larger number is present. The first Sunday Singing was also postponed because of the absence of some of the leaders and the small crowd also, Sunday School is held every Sunday afternoon at 2:30. Everyone is urged to attend and visitors are always welcome.

The Progressive Worker's Club will meet with Mrs. Ira Ricketts and Ira Jeanne, January 17 for a study of The Holy Land. All members are urged to attend and prospective members are also welcome. Singing will be held at 7:30 P. M. next Sunday night if the weather permits. Visitors are always welcome.

Progressive News

IRA JEANNE RICKETTS

Leeroy Messer, of Memphis spent two nights last week with his uncle, Mr. and Mrs. Owen Neel and family.

Literary was not held last Friday because of the weather but plans are made for it to be held Friday night, January 12, at 8:00 P. M. if the weather is suitable. The program committee that has been preparing their program for the past month will have charge. Visitors are always welcome.

The roads and the weather in general were in such a condition the past week that very little visiting or business was transacted. The nights for the past week have been very cold and the heavy mist and the freezing temperature Friday covered the trees and buildings with ice, most of which was still in place Monday morning. School was resumed last week after the holidays and the school bus encountered some rather bad roads but made the route.

Mr. and Mrs. Lynn Powelson took dinner Tuesday with his uncle, Mr. and Mrs. Allan Powelson in Hereford.

There were 22 at Sunday School Sunday afternoon, a gain of two over last Sunday. When the weather clears up it is hoped that the attendance will return to normal. The average attendance for 1939 was 45, an

increase of 15 over the previous year, and it is hoped that this average can be attained in the coming year. There was no election of officers as it was postponed until a larger number is present. The first Sunday Singing was also postponed because of the absence of some of the leaders and the small crowd also, Sunday School is held every Sunday afternoon at 2:30. Everyone is urged to attend and visitors are always welcome.

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Is Your Car Clean? Chances are it's not... following the big snow and cold weather. Call 440 and let us clean and grease it thoroughly. Caked dirt and grit are the worst possible enemies to your brakes and to other important parts. Careful, personal supervision guarantees you a First Class Job... at

TEXAS SERVICE STATION

GLENN SNYDER PHONE 440

After the Usual CHRISTMAS "LET-DOWN"
Does your living room seem dull and drab? Does your kitchen cry for more life? Do your hallways seem darker than usual? Then here's a tip:
Freshen the interior of your home with light conditioning. You'll be surprised how cheerful your home will look with proper light.



But regardless of beauty's sake, your eyes demand better light. Dollar for dollar, there's no better buy for light conditioning than either the Hemcolite, Renewalite, Visionaid or the Adaptalier. And penny for penny, the cost of lighting is your greatest bargain.

- Hemcolite \$1.75
 - Renewalite \$1.95
 - Visionaid \$3.50
 - Adaptalier \$3.95
- All units are complete with bulb. Pull chain sockets are 35c extra.

Any socket-type unit may be purchased for as little as 50c down and only one dollar a month.

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"NEVER DREAMED A LOW-PRICED CAR COULD BE SO MARVELOUS!"

Listen to the Owners!

NEVER EXPERIENCED SUCH PERFORMANCE "Never experienced such comfort and performance in an automobile. . . . Don't know how anyone could build a better car, regardless of size and cost."	BETTER THAN TWENTY MILES PER GALLON "Pleases me very much in every operation. I recently drove 200 miles—and averaged better than 20 miles per gallon."	ALL THAT YOU CLAIM AND MORE "My 3rd Pontiac, and the family and I are thrilled . . . the performance is all that you claim and more . . . exceptionally economical on gas."	MY EIGHTEENTH AND KEENEST OF ALL "My new 1940 model is the 18th Pontiac I've bought. I am greatly pleased, and my wife says this is the keenest one of all."	EVERYTHING YOU COULD ASK FOR "This is the 8th Pontiac I have purchased. It's amazing to see the improvements. . . . It has everything you could ask for in an automobile."
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Pontiac
AMERICA'S FINEST LOW-PRICED CAR

NORTON MOTOR COMPANY
317 North Main Street Hereford, Texas

TAKE THE year's outstanding style leader—add smartness and luxurious finish to its wide-seated interior—give it a power-packed engine famous for its operating smoothness and silence—then include the year's comfort sensation, the "Triple Cushioned" ride—and you know a few of the reasons why 1940 Pontiac owners say, "Never dreamed a low-priced car could be so marvelous."

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Modern Problems Are Discussed For Child Study Club

"Modern Child Problems" was the subject of interesting talks given at the Child Study Club meeting Thursday afternoon.

Mrs. J. B. Whitlow was hostess for the meeting and Mrs. J. P. Robinson was leader of the program.

Mrs. George McConnell talked on "The Child and Discipline" basing her discussion on obedience and law.

"Punishment and Manners" was the subject of a topic discussed by Mrs. M. T. Rutter.

Members attending the meeting were Mesdames J. W. McWay, Elvin Ridling, Elmer Patterson, J. P. Robinson, Claude Longbottom, C. P. Grimes, M. T. Rutter, George McConnell, Jim Williams—Gordon Witherspoon and the hostess.

GIFT PARTY HONORS RECENT FRIONA BRIDE

Complimenting Mrs. Ted Rutherford, the former Miss Martha Slagle, Mesdames S. F. Warren, R. H. Kinsley, C. C. Maurer and Mrs. J. C. Wilkison entertained with a gift party recently at the home of Mrs. Wilkison.

Bowls of sweet peas were used throughout the house in decoration.

Games of bridge were enjoyed with high score prize going to Mrs. Wright Williams who presented the award to the honoree.

The shower was introduced when the bride was presented with a sweet pea corsage with directions for finding the gifts tied to the flowers. "Advice to a Bride" was read by Mrs. Carl Maurer.

A salad plate was served to Mesdames Roy Slagle, M. S. Weir, J. R. Roden, Roy Clements, Bert Shackelford, Wright Williams, Verg Whitley, C. C. Dollar, Misses Bernice Rogers, Grace Boehm, Geraldine McFarland, Jane Ann Warren, Jackie Wilkison, the honoree and the hostesses.

The hostesses were assisted by Miss Jane Ann Warren and Miss Jacqueline Wilkison.

Miss Sullivan Is Bride of Mr. Wolcott

Announcements have been received here of the marriage of Miss Loree Sullivan and Mr. Lloyd Wolcott of San Antonio which took place on December 24, in San Antonio.

Lloyd Sullivan, brother of the bride, and Mrs. Sullivan of San Antonio attended the couple.

The bride wore a navy blue crepe dress with black accessories and a shoulder bouquet of sweet peas.

Mrs. Wolcott who is the daughter of Mrs. Gladys Craig of Memphis, has been making her home in Hereford with an aunt, Mrs. John Phillips, for the past several months. She has been employed at The Popular Store.

Mr. Wolcott is the son of Mrs. Abel Johnson of Lyman, South Dakota and is employed in the

office of Ft. Sam Houston Station at San Antonio.

Following the ceremony an informal Christmas party was held at the new home of the couple which was completed early in December.

BAPTIST WOMEN MEET FOR BIBLE STUDY

The Book of Genesis was studied by circles of the Woman's Missionary Society of the Baptist Church yesterday afternoon with Mrs. Art Manjoet, general president, conducting the devotional for the entire group. A short business session was held and circles adjourned to special rooms for study.

Mrs. C. J. Mountz was in charge of the Nelson Circle. Mrs. Bransford Harlan was chosen chairman to fill a vacancy caused by the resignation of Mrs. A. O. Thompson.

Mrs. Jim Lipscomb was leader for the Ray Buster Circle with eleven members present.

The Young Matrons Circle heard the Bible Lesson discussed by Mrs. Manjoet.

W. M. S. PLANS FOR CHURCH SEMINAR

Plans for the Church Seminar which is scheduled to be held here Monday, January 15, and lasting through Thursday, were made at the meeting held by the Woman's Missionary Society of the Methodist Church Wednesday afternoon. The seminar which will be composed of 35 young ministers of the Northwest Texas Conference will be conducted by Rev. Marvin Norwood, pastor of the local church, with Rev. W. M. Pearce of Pampa as the principal speaker. Members of the church are asked to open their homes to the visitors. All meals will be served in the basement of the church.

Mrs. Frank Terrell, was in charge of the Wednesday afternoon program which dealt with

the "World Outlook" theme "God in One Woman's Life." Mrs. W. E. Harrison and Mrs. J. F. Ward took parts on the program. Mesdames Frank Terrell, E. W. Harrison and J. F. Ward were chosen as delegates to a district conference to be held in Amarillo, January 24.

PERSONALS

GLENN WEIR'S FATHER IMPROVING

Mr. and Mrs. Glenn Weir have been making frequent trips to Friona during the past ten days to see his father, V. E. Weir, who has been quite ill with influenza. Mr. Weir's mother has also been ill with influenza but both are reported to be recovering satisfactorily.

Band Parents will present "The Showboat," January 26.

FORMER RESIDENTS VISITS HOMEFOLKS

George W. Beams, formerly of Hereford, visited his parents, Mr. and Mrs. George Beams and other relatives here during the holidays. He and Miss Ona Stribling, daughter of Mr. and Mrs. John Stribling of Llano were recently married at the home of the bride's parents and Mrs. Beams accompanied him here for the holiday visit. They returned to their home in Dallas last week where he is connected with the Texas Light and Power Company.

Band Parents will present "The Showboat," January 26.

Mrs. Winnie Wood of Mulberry, Fla., is visiting this week with her brother, Lynn Powelson, and uncle, Allan Powelson. Mrs. Wood, a former resident of Hereford, has been visiting in Kansas and stopped in Hereford enroute to her home in Florida.

Watch for "The Showboat" Minstrels, January 26.

Miss Verna Culpepper left for Phoenix, Ariz., Monday where she will visit her sister, Mrs. Felix Kuykendall and family for two or three weeks.

Watch for "The Showboat" Minstrels, January 26.

ATTEND INSTITUTE

Five members of the Woman's Missionary Society of the Methodist Church representing different divisions of the work, attended an officers institute held in Amarillo yesterday. The one-day meeting was held at the San Jacinto Methodist Church with district officers in charge of instruction periods. Those from Hereford attending were Mesdames R. W. McCall, Henry Williamson, Lyle Blanton, J. B. Hammer and Knox Kinard.

Brand Ads Get Results!

January CLEARANCE of all USED CARS



DRIVE 'EM OUT!

We've got to make room for new cars... that's the reason back of our startling reduction on every used car!

Come In!

SPECIAL SATURDAY, JAN. 13th

1937 Dodge 2-Door with a trunk! Carries written Guarantee!

\$390

Ireland Motor Co. Dodge-Plymouth

Kibbes Trade Land For Elida Phone Exchange

Dr. and Mrs. C. T. Kibbe, former Hereford residents, have traded their farm property near Elida, N. M., for the Elida Telephone Exchange and have moved to town and assumed operation, it has been announced.

Dr. and Mrs. Kibbe are well-known here. He is a member of the famous "88" club, composed of persons born here in 1888.

THE METHODIST CHURCH
 Sunday School 9:45
 Morning Services 10:50
 Evening Services 7:45
 Young People 7 p. m.
 Missionary Societies each
 Wednesday 3 p. m.

SERVICES AT THE CHRISTIAN CHURCH

H. M. Redford, Minister
 J. C. Ricketts, Superintendent
 Bible School 9:45-11 a. m.
 Morning Worship 11-12 a. m.
 Endeavor 6:15-7:30 p. m.
 Evening Worship 7:30-8:30 p. m.
 "For One Hour" will be the theme of the morning worship service. At the evening service the pastor will preach on the subject, "Sailing Under Sealed Orders." Special Music has been arranged for both services. A cordial welcome awaits everyone.

LOCAL CHURCH TO OBSERVE ANNUAL BROTHERHOOD DINNER

The Annual Brotherhood Dinner among the Disciples of Christ will be held in the local Christian Church next Wednesday evening, January 17th at 7:00 o'clock. Practically every church in the Brotherhood of the Disciples of Christ is participating in this dinner. Letters of greeting from churches around the world as well as from churches in the home land. A National

ANNOUNCING OUR NEW LINE OF 1940 WALLPAPER

A LARGE SELECTION of BEAUTIFUL SAMPLES to choose from!

Visit Our SPECIAL WALLPAPER DISPLAY ROOM!

We want you to visit our new, Modern Wallpaper Department, because each pattern was selected with care—and we know that you will be delighted with the big selection. Every pattern is a new pattern—and the prices run as low as 6¢ per roll. We have tried to make this department attractive and comfortable and we are especially anxious for you to visit it.

Ask for One of Our Free Wallpaper Calendars!

CARL McCASLIN Lumber Co.

Call the Lumber Number—7
 One Block East of the Courthouse

This Sale Starts Friday, January 12th!

here's how not to have any LEFT-OVERS

It's the Popular Store policy to clear completely all stocks twice a year. So it is Big Bargains for you... Middle of Season!

DRESSES

Silk Crepe, 100% Woolens, Spun Rayon. Leading colors and styles. Sizes 1 to 52.

Values up to \$7.95—NOW

\$1.44 \$2.49 \$3.49

DRESSES

Silk Crepe, Woolens, Newest chic styles. Also for the matron.

\$10.95 \$4.49
 Values NOW

\$16.75 Values Now \$7.95

HIGHER PRICED GARMENTS MARKED DOWN ACCORDINGLY!

Print Dresses

La Grace New Print Dresses, Sizes 9 to 52.

\$1.98 \$1.49
 Values NOW

Children's Dresses

Sizes 1 to 16. All guaranteed fast colors.

\$1.00 Values 79c Values
 79c 59c

Pajamas

Ladies Tuckstitch Pajamas

\$1.98 \$1.49
 Values NOW

Purses

Ladies Purses, Leading Colors.

Going At 59c

Hats

Group of Ladies Felt HATS
 Going at 50c

Sweaters and Blouses

All Wool Sweaters; silk crepe blouses

\$1.98 and \$2.98 \$1.00
 Values NOW

Silk Lingerie

All Ladies' Silk Lingerie
 AT DRASTIC REDUCTIONS!

Children's Coats

All Wool Coats, Sizes up to 16.

\$4.98 \$2.98
 Values NOW

\$10.00 \$4.98
 Values NOW

Suede Shoes

All Ladies' Suede Shoes
 —Values to \$4.00— NOW

DRIVE 'EM OUT!

1937 Dodge 2-Door with a trunk! Carries written Guarantee!

\$390

Ireland Motor Co. Dodge-Plymouth

WALGREEN AGENCY

HAILE DRUG

PHONE 99 HEREFORD, TEXAS

Walgreen Agency Drug Store

DRUG SPECIALS

VICK'S VAPO RUB 23c
 3 1/2-oz. Jar

C. R. W. CASTORIA 27c
 3-oz. Size

ANALGESIC BALM 47c
 KELLER'S

BROMO QUININE 27c
 Groves, 35c Size

BAYER ASPIRIN 59c
 75c Size

Anusol Suppositories 1.19
 \$1.50 Size

75c SIZE 54c

60c SIZE 37c

1.00 SIZE 79c

50c SIZE 24c

50c SIZE 36c

36c

14c

FOR THE BABY

ANTISEPTIC OIL 39c
 Meyer's 6-oz.

CRIB SHEETING 19c
 24 x 36-inch

J & J TALC 19c
 25c Size

MEAD'S PABLUM 43c
 1-Lb. Size

BABY PANTS 2:17c
 Fresh Rubber

DEXTRI MALTOSE 59c
 Only

25c 59c

23c

69c

98c

BEAUTY NEEDS

VANISHING CREAM 37c
 Perfection, 4-oz.

MAR-O-OIL 79c
 Shampoo, \$1.00 Size

JERGEN'S LOTION 39c
 50c Size

WOODBURY Powder 39c
 50c Size

LADY ESTHER 39c
 55c CREAMS

SHAMPOO 37c
 Lemon Castile, 6-oz.

Pair 23c

PINT 69c

VITAMIN NEEDS

HALIBUT LIVER OIL 98c
 Capsules, Olafsen, 100's

ABD CAPSULES 89c
 Abbott's, Box 25

IRRADOL A 97c
 Parke-Davis, 11-oz.

YEAST & IRON 49c
 Tablets, Saybrooks, 60's

HALIBUT Liver Oil with 59c
 Viosterol Caps, 25's

COD LIVER OIL 69c
 Tablets, Olafsen, 100's

36c

36c

SPECIAL VALUES

CLEANING FLUID 23c
 Justrite—10 oz. Can

RAZOR BLADES 10:24c
 Fo-Do, D.M., Edge

MERCUROCHROME 9c
 1.2-Ounce Bottle

DENTAL PERBORATE 37c
 Orin—5-oz.

ZINC OXIDE 19c
 Ointment—1-oz. Tube

ABSORBENT COTTON 29c
 1-LB. ROLL

98c

37c

19c

29c

EAT AT HAILE'S

See Us for KODAKS
A Big Line of EASTMAN Films!

"Whitman's" Candies
make any Occasion more
Enjoyable!

"Dancing Mileage" Hosiery
ALL SIZES — POPULAR SHADES

CITY DRUG STORE
"We give S. & H. Green Stamps"
PHONE 100

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Friona Girl Wed To New Mex. Man In Congregational Church Rites

Miss Martha Slagle, daughter of Mr. and Mrs. R. T. Slagle of Friona, became the bride of Ted Rutherford, son of Mr. and Mrs. Claude Rutherford of Clayton, N. M., Sunday afternoon at 3 o'clock, December 31. The double ring ceremony was read by Rev. Herschel L. Thurston of Aspermont in the Congregational Church at Friona.

The church was decorated with palms and other greenery and white tapers burning in tall candelabra.

Tapers were lighted by Belmont Slagle and Tilden Slagle, cousin and brother of the bride.

Preceding the ceremony Geo. Taylor sang "Ah, Sweet Mystery of Life" and "I Love You Truly" accompanied by Mrs. Carl Maurer who also played the wedding marches.

Miss Vivian Slagle, cousin of the bride, was maid of honor. She wore a Copenhagen blue dress with matching turban. Her flowers were pink carnations.

Bridesmaids were Miss Beverly Rutherford and Miss Geraldine McFarland. They were dressed in orchid and pink with matching turbans and all the gowns were

made on the same lines. The bridesmaids carried bouquets of pink and white gladioli.

Bud Elmore served as best man.

The bride, who was given in marriage by her father, wore a white, taffeta gown with full gathered skirt and fitted bodice. Her fingertip veil was held in place by rhinestone clips and she carried an arm bouquet of pink roses and narcissus. Her "something old" was her mother's wedding ring and an heirloom bracelet, the gift of her maternal grandmother.

A reception was held in the dining room of the church after the ceremony. Miss Winnie Wilkinson and Mrs. C. C. Maurer presided at the tea services and Mrs. O. F. Lang cut the three tiered wedding cake. Miss Jacqueline Wilkinson and Miss June Maurer were in charge of the guest book.

Following a short wedding trip the young couple will live in Clayton, N. M.

Mr. and Mrs. Rutherford are both graduates of a business college in Lubbock. He is employed at the Cox Farm Equipment



THE FORMER MISS VIRGINIA NIX, whose marriage announcements have been received here.

Former Hereford Girl Is Bride Of West Texan In Home Ceremony

Co. in Clayton and she has been employed with the Farm Security Administration in Amarillo.

Those from Hereford attending the wedding were Mr. and Mrs. H. M. Slagle and Mr. and Mrs. Sylvester Slagle.

Mr. and Mrs. J. C. Parker and daughter of Dalhart spent Wednesday and Thursday in Hereford. They were guests of Mr. and Mrs. Alton Fraser.

Kieth Guthrie of Redondo Beach, Calif., spent a few days during the holidays in Hereford and Canyon visiting friends.

Announcements have been received here of the marriage of Miss Virginia Elizabeth Nix, daughter of Mr. and Mrs. W. C. Nix, formerly of Hereford and now of Mineola, and Mr. R. B. McHorse, son of Mr. and Mrs. W. M. McHorse of Muleshoe. The ring ceremony was read at 2 o'clock on New Year's Day at the home of the bride's parents by Rev. R. E. Briggs of Rice, uncle of the bridegroom.

Miss Mary Ann Baird of Hereford was maid of honor and William Nix, brother of the bride, served as best man.

The bride was becomingly dressed in gold sheer wool and her accessories were in black.

Mrs. McHorse is a graduate of Hereford High School, and for the last two years has lived in Mineola with her parents. Mr. McHorse is a graduate of Muleshoe High School and attended a business school in Ft. Worth. He is associated with his father as wholesale distributor in Muleshoe for the Continental Oil Co.

The couple who are now at home in Muleshoe left after the ceremony for a wedding trip to points in South Texas.

Mr. and Mrs. W. C. Nix and family lived in Hereford for many years. He was connected with the Hereford Brand as shop foreman.

NEW CARS REGISTERED
O. L. Click, Plymouth Sedan, Ireland Motor Co.
J. F. Trimmer, Ford 85 Standard Coupe, Happy Motor Co., Happy Texas.
Sam Rundell, Chevrolet DeLuxe Sport Sedan, Brumley-Woodford Motor Co.
W. E. Upton, Ford Pickup, Hereford Motor Co.
John Wood, GMC pickup, Norton Motor Co.
F. E. Ingham, Chevrolet Sport Sedan, Brumley-Woodford Motor Co.

Brand Ads Get Results!

MASONIC BULLETIN
Hereford Lodge 849
Stated meeting second Monday in each month. School of instruction each Thursday night.
F. M. Kester, W. M.
E. L. Brady, Secy.

T. K. Wilson
INSURANCE - BONDS
Will Sign Your Bond Now!

FRESH
HOME-MADE CANDIES
ICE CREAM CONES
CONEY ISLANDS
Eat them
at the
Candy Kitchen

Dr. Wills Is Speaker For Study Group

"Health and Health Problems" was the subject of an interesting and informative talk made by Dr. R. R. Wills at the meeting of the Bay View Club Thursday held in the club rooms at the court house.

After the health talk the annual business session of the club was held when committee appointments were read by the president, Mrs. Ray Barber, and tentative plans for the remainder of the year's activities were discussed.

Annual reports were given and 1939 books closed.

The course of study for the Bay View Club year included the study of neighboring countries. A comprehensive study of Canada including its growth and development from a colony to a nation, various forms of art and moving picture events depicting Canadian life, was completed just before Christmas holidays. Between now and the closing of the year's work the latter part of May, Mexico and the South American Republics will furnish program topics. A Texas Day program and a closing breakfast are also scheduled.

Members present were Mesdames Bob Wilson, J. B. Stoker, J. P. Slaton, F. T. Roloson, J. H. Olson, Clara McLean, Paul Mathers, J. W. Kirby, Knox Kinard, E. B. Hedrick, G. W. Heard, E. W. Harrison, T. M. Dameron, H. G. Conkwright, Colby Conkwright, R. P. Coneway, H. L. Broadwell, C. R. Barber, D. H. Alexander and John McLean.

Mr. and Mrs. Buren Vassey of Bovina were in Hereford to visit their parents, Mr. and Mrs. W. B. Beach and other relatives.

SURPRISE PARTY GIVEN FOR MRS. W. H. RUSSELL

A surprise covered dish luncheon complimenting Mrs. W. H. Russell was given at her home on Lee Avenue Friday. Each guest brought a covered dish for the luncheon. Songs and games of various types were enjoyed in the afternoon.

Tribute was also paid a guest,

Mrs. Ida Bennett, whose birthday occurred on the same date. Guests enjoying the occasion with Mrs. Russell were Mesdames Carl Gilliland, Buren Vassey, Bovina, Ida Bennett, Chris Ruffro, F. J. Eberle, J. B. Jones, Boyd London, H. M. Redford, H. G. Conkwright, Artis Daniel, Allen Bell, J. M. Gilliland, Misses Evelyn Bell and Nora Jean Russell and the honoree.

1940

is a New Year . . .

- You are getting older, but are you getting any richer?
- Are you putting anything more than years behind you? Is your bank account growing?
- Figures on a calendar are not the true measure of your progress; the figures in your bank book tell the real story of your success or failure.
- Resolve now to make every candle on your birthday cake stand for a year of increased financial security!

MEMBER
F. D. I. C.

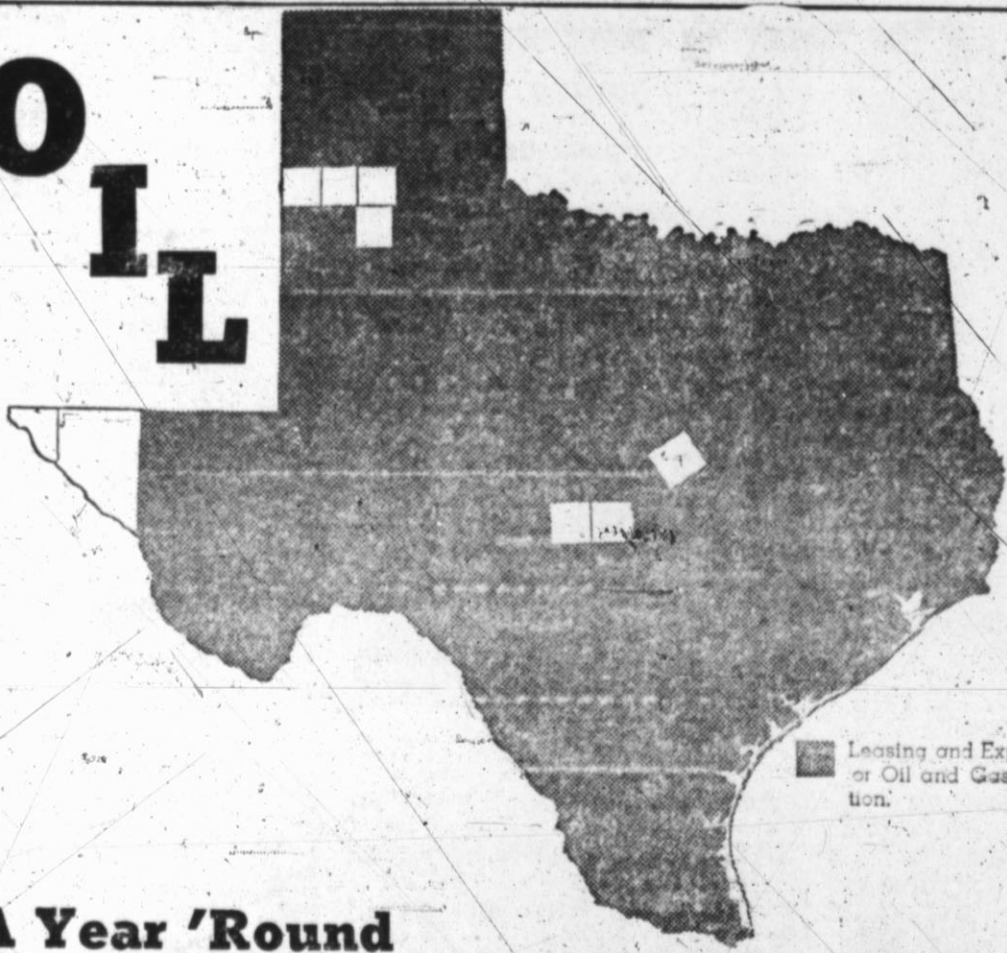
First National Bank

A Strong Bank
Thoughtfully
Managed

When in the Market for Irrigated Land, Stock Farm, or Ranch, see Us! Priced right and on good terms.

Hill-Ricketts Co.
REALTORS

OIL



Leasing and Exploration of Oil and Gas Production.

A Year 'Round Cash Crop for Every Section of Texas

Twenty years ago only 30 counties in Texas produced oil. TODAY OIL AND GAS ARE PRODUCED IN 147 COUNTIES!

Ninety-eight additional counties are receiving the benefits of leasing and exploration activities.

Thus in 245 of Texas' 254 counties, business, government, tax collector, wage earner, farmer and rancher receive their part of the oil man's expenditures every month in the year.

Even the dry holes (52,000 drilled to date at a cost of a billion dollars) contributed their share of employment and wide distribution of money.

Last year land owners received 50 million dollars in lease rentals and bonuses alone.

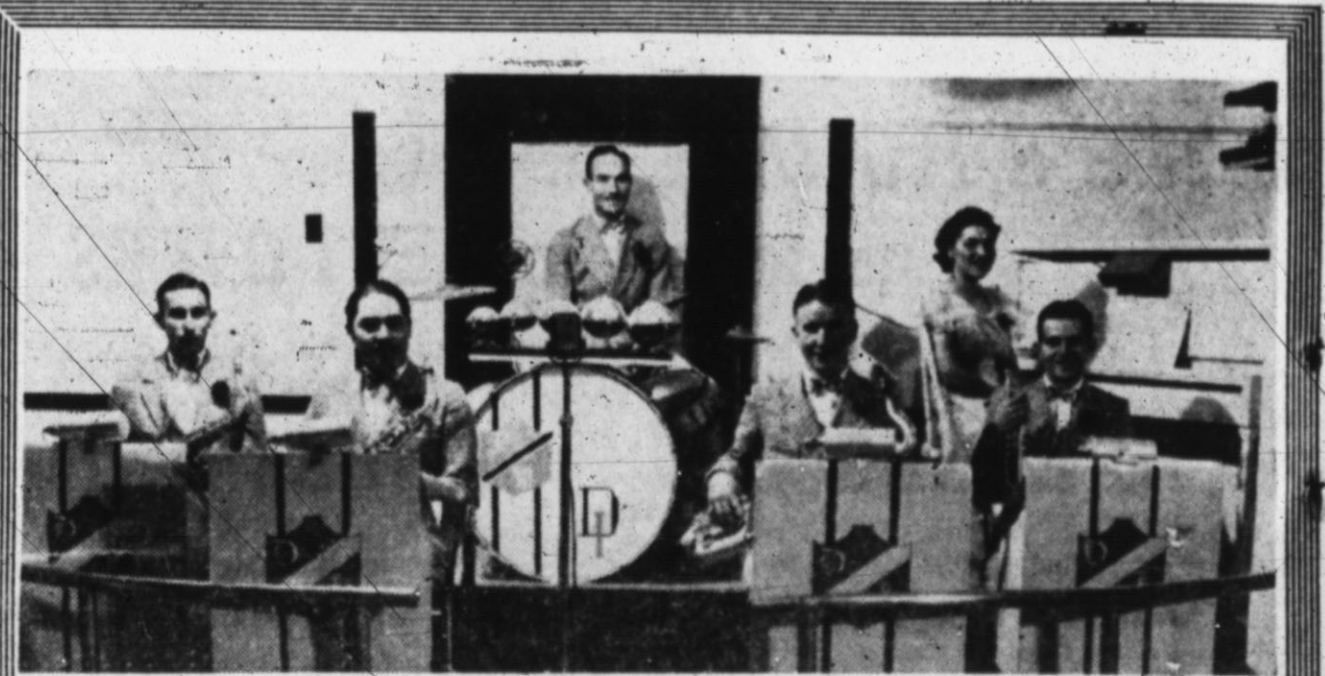
In many counties where oil is a major factor, local government receives as much as 90% of its total tax revenue from the oil business.

Then, too, the State collects 45% of its tax money (exclusive of the gasoline tax) from the oil man. In 1938 this was 32 million dollars.

EVERY BARREL OF OIL PRODUCED IN TEXAS IN 1938 PAID AN AVERAGE OF 9.3 CENTS TAX.

This Advertisement Paid for by Various Units of the Industry and Sponsored by

TEXAS MID-CONTINENT OIL AND GAS ASSOCIATION



DON ISIDRO AND HIS ORCHESTRA

DANCE

-FIREMEN'S HALL-

FRIDAY NIGHT
JANUARY 12, 9:30 P. M.

9:30 P. M., 'til ?

Admission . . . \$1.00

TEXAS OUT-O-DOORS

Despite the unseasonably hot weather which prevailed during most of the hunting season, more deer were killed in Texas during the 1939 hunting period than in 1938, early reports to the executive secretary of the Texas Game, Fish and Oyster Commission indicate. However, the kill will not reach the estimate of 45,000 made by the Game Department prior to the opening of the season, but probably will be approximately 40,000.

Hunting was slow during the early weeks of the season, the deer staying deep in the brush during the hot days. However, the cold weather which marked the closing week of the season brought on the best hunting Texas has known in many seasons and highways leading from the counties with heavy populations of deer, were filled with motor cars bearing one or two bucks.

Every early report to the executive secretary from game wardens and game managers show their check on the deer kill indicate as many bucks brought down this year as last and many of the reports show an increase in the kill.

Best of all, however, are indications that the deer crop is in excellent shape and that there are an unusually large number of big bucks still ranging the hills.

Every sign pointed to Texas having one of its greatest hunting seasons, but the warm weather did hurt the deer hunting and the lack of moisture over most of the state prevented good quail hunting. Sportsmen in most sections of the state did not get good bobwhite shooting, even in the closing days of the season, but in areas where the drouth was not too severe there is an excellent crop of birds remaining for a seed crop for 1940.

Goose hunting improved the closing days of the season, but lack of watering and feeding pieces sent ducks on south earlier than usual and the duck season was mediocre. Texas enjoyed its best dove season in a decade but turkeys, hard hit by the drouth, were scarce.

Christmas Seals Still Out Are Needed To Complete Records

With the advent of 1940, the Texas Tuberculosis Association urges this resolution for the New Year: "I will look up my Christmas Seals and send my contribution."

"There are a number of Seals unaccounted for," H. A. Wore, Treasurer of the Association said. "A complete list is kept of every name to which Christmas Seals are mailed and of the number sent. In this way the Association is able to account for every seal."

"Before we can complete our records, we must account for every seal mailed out. We know that a number of seals are prob-

ably mislaid and have been forgotten in the Christmas rush. We urge those who can make a contribution for anti-tuberculosis work to do so at once. Those who cannot afford to keep their seals are asked to help the Association complete its work by returning the seals sent to them.

"The Texas Tuberculosis Association has important tuberculosis work to be done this year and every cent we can afford is needed so that our program will not be at a standstill."

Cadets Get Into The Air Soon After Enlisting

FT. SAM HOUSTON—A War Department announcement received at Eighth Corps Area Headquarters today, advises that applicants who will pass their examinations for Flying Cadet Training during December and January will be ordered without delay to one of the nine Civilian Flying Schools under contract to the Government. Cadets receive their primary flying training at these schools before entering upon the advanced phase of flying at Randolph Field, the "West Point of the Air," and Kelly Field, San Antonio, Texas.

Dispelling the belief that it takes considerable time after applications are filled before they can enter flying schools, it was stated that every opportunity will be given to qualified men to start their courses either in February, March, May or June of 1940. To enter the Army as a Flying Cadet, candidates are required to be unmarried, to have attained their twentieth birthday, but not yet reached the twenty-seventh, and be able to pass the rigid physical examination. Two years of college training or more is another requirement; lacking this, the applicant must take a written examination to establish his educational qualifications as equivalent to two years of college credits.

Applicants who can begin their training in February or March are advised to apply immediately in order to avoid the greater competition which will occur for the May and June classes.

Examining boards of Air Corps and Medical officers in the Eighth Corps Area are located at the following places: Spartan School of Aeronautics, Tulsa, Okla.; Dallas Aviation School and Air College, Dallas, Texas; Randolph Field, San Antonio, Texas; William Beaumont General Hospital, El Paso, Texas; Post Field, Fort Sill, Oklahoma; and Lowry Field, Denver, Colorado. Candidates seeking appointment as Flying Cadets may apply to any of the boards mentioned above, the Commanding General, Eighth Corps Area, Ft. Sam Houston, Texas, or any other War Department agency for full information.

Mrs. I. H. Spratt and son Carl Spratt, returned from Dallas Thursday where he has been attending Baylor Medical College.

Brand Ads Get Results!

A Happier Moment



HENRY FONDA AND CLAUDETTE COLBERT in a moment when fear of the dread, marauding Indians is not uppermost in their minds. "Drums Along The Mohawk" shows in technicolor the stark realism of the battles of the Mohawk Valley pioneers. The picture is based on Walter D. Edmon's great novel of those stirring days when America was venturing forth to new frontiers. When torch and tomahawk spread their terror and frontier women fought beside their men to wrest a home from the wilderness.

Precautions Offered Against Pneumonia

Prevalence of colds and pneumonia at this season has prompted Dr. Geo. W. Cox, State Health Officer, to outline generalized preventive precautions against the disease in the hope of reducing its incidence in Texas.

"Most of us know how serious pneumonia is, but not every one realizes that it is particularly dangerous for babies and young children. A child under one year of age who has pneumonia is very much more likely to die than an older child," Dr. Cox warned.

"Through the use of a new drug and serum, doctors and health workers hope to save many lives this year, which would have been lost in the past. The State Health Department is cooperating with the medical profession of Texas in using this drug to best advantage in treatment of pneumonia. Improvement in treatment will save many, many lives, but more could be saved if children and adults were protected against contraction of pneumonia in the

first place. A few simple precautions should be followed: no person with a cold should be allowed to handle or even come close to a baby. The rule should apply to relatives as well as friends. If the mother, or other person taking care of the baby, has a cold, she should wear a mask and be especially careful about washing her hands before touching the baby.

"Children in general good health are in a much better position to fight off an infection than those not in the best condition. The best and surest way to secure good health for a child is to keep him or her under the regular supervision of the family physician.

"In short, insure good general health by having the child under regular supervision; do everything possible to prevent colds; if a cold does develop, do not use any medicines or drops except under a doctor's orders; if the child seems ill, call the doctor without delay."

FRIONA WEDDING IS ANNOUNCED

A quiet wedding of the holidays was that of Miss Lucille Brewer of Friona and Mr. Floyd Speer of Laverne, Okla. The wed-

ding took place in Woodward, Okla., with the Rev. A. McCullough, pastor of the Woodward Presbyterian Church officiating. Following the ceremony Mr. and Mrs. Speer were entertained with a dinner in the home of the bride's grandmother, Mrs. Bengel, at Fargo, Okla.

Mrs. Speer is a sister of Loy Brewer of Friona. The couple plan to live there.

MISSOURI RELATIVES RETURN HOME

Mr. and Mrs. Elmer Gosney of Williamstown, Mo., returned to their home Tuesday after spending the past three weeks here in the homes of relatives. She is the sister of H. E., Charles, and Pearl Danforth.

Mrs. J. C. McCracken and Mrs. W. L. Davis were in Amarillo Monday.

LEGAL NOTICE

NOTICE OF SALE UNDER ORDER OF SALE THE STATE OF TEXAS COUNTY OF DEAF SMITH

By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said Court on the 17th day of August, 1939, in favor of Minnie Alderson as plaintiff, and against Carnolie Runfton, Flora E. Robinson, and husband, James Ervin Robinson, Wilson E. Runfton,

Bertha E. Coplen, a feme sole, Bessie M. Womack, a feme sole, James C. Runfton, Haskell Runfton, Pearl Runfton Holman and husband, S. Q. Holman as defendants, in cause Number 2450, entitled, "Minnie Alderson, et vir vs. Carnolie Runfton, et al" in such court, I did on the 9th day of January, 1940, at 4:00 o'clock, P. M. levy upon the following described tract and parcel of land located in the County of Deaf Smith, State of Texas, as the property of said defendants, to-wit:

All of Lots Numbers 1 and 2 and the North 46 feet of Lot Number 3, in Block Number 43, Additions to Hereford, located in Deaf Smith County, Texas, and on the 6th day of February 1940, being the first Tuesday of said month, between the hours of 10 o'clock a. m. and 4 o'clock, p. m., on such day, at the Court House Doop of said County, I will offer for sale and sell at public auction for cash all of said land, and all of the right, title and interest of each of said defendants in and to said property to satisfy said judgement according to and by virtue of the Order of sale and judgement in said court, of record in Volume 6, at page 331 of the Minutes of said Court.

J. O. NEWELL, Sheriff of Deaf Smith County, Texas. By Fred W. Baird, Deputy. 2-3tc.

What Is Home BENEFIT INSURANCE?

Benefit Insurance is the method of insurance in which the policy holders constitute the membership of the association, electing their own managers and directors.

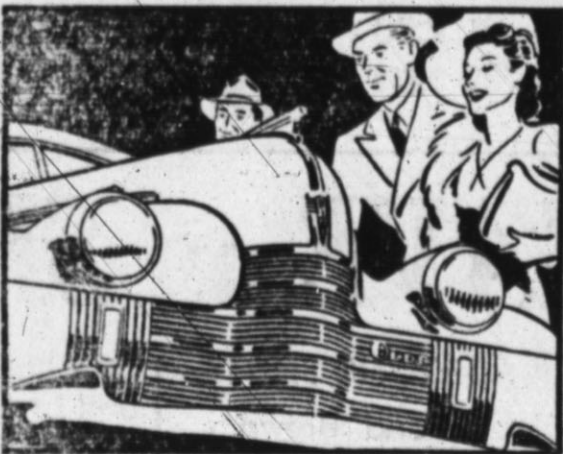
The Hereford Benefit Associations were created in behalf of the welfare of Hereford people and during 30 years of reliable service to this community the organization has always worked with the Interest and Welfare of the people of this community at heart. Membership is limited to persons who live within a radius of 50 miles of Hereford.

SPECIAL MEMBERSHIP OFFER

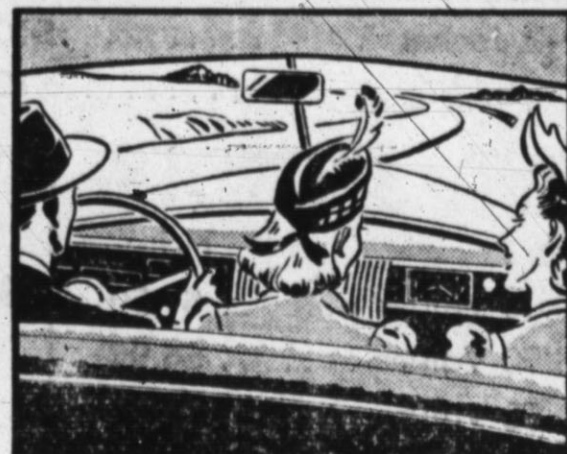
For a limited time the directors have waived the regular \$3.50 membership fees to Hereford Benefit Associations No. 1 and No. 2, that more of our people may take advantage of this home insurance—and you may join by paying only \$1.00 which goes to the next death call, plus \$1.00 upon the death of each member upon call. Age limit up to sixty years. See Mrs. Dorothy H. Ross, or any member of the Association.

Hereford Benefit Association No. 1 Offices in the No. 2 Courthouse

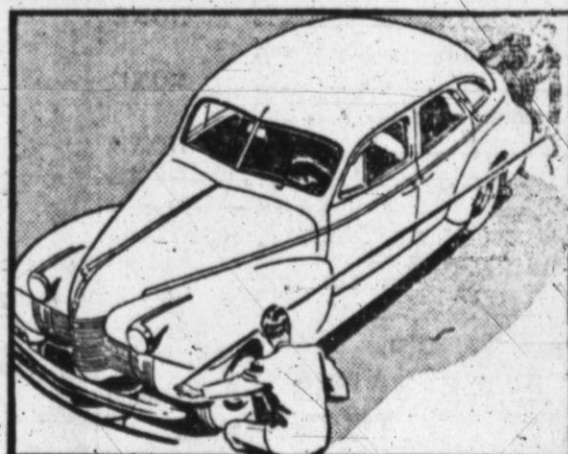
LOOKS, FEELS, MEASURES BIGGER!



From massive, die-cast radiator grille to graceful, built-in trunk, Olds has the look of a bigger and better car. Its sparkling, chrome-trimmed front-end ensemble reflects size and quality.



Take the wheel and you get the feel of a bigger and better car—the steadiness on the road that makes for true peace of mind, the balanced distribution of weight so necessary to real stability.

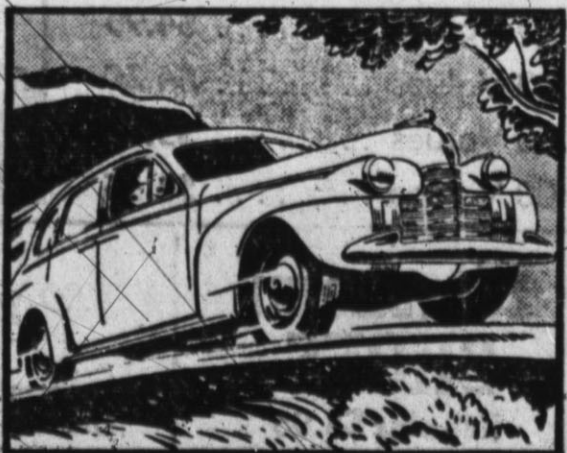


Apply the tapeline and you'll find that Olds looks and feels bigger because it is bigger—with every model of the Series Sixty, Seventy and Custom 8 Cruiser measuring longer over all

HANDLES, PERFORMS, RIDES BETTER!



It's the easiest handling car on the road—this 1940 Oldsmobile—with Dual Center-Control Steering, improved Handi-Shift and self-energizing Hydraulic Brakes to give you effortless control.



More power is yours in the 1940 Olds Sixty—with a new 95 H. P. Econo-Master Engine that saves still more on gas and oil. Think of it—smoother, snappier performance at lower cost!



You can ride and relax in an Olds. An improved Rhythmic Ride Chassis, with Knee-Action Wheels and modern Coil Springs all around gives you a smoother, gentler, steadier ride than ever.

OLDSMOBILE

PRICED FOR EVERYBODY

Coupe, \$507 and up. Sedan, \$553 and up. Delivered at Lansing, Michigan. Car illustrated "Sixty" Four-Door Touring Sedan, \$599. Prices include Safety Glass, Chrome Window Reveals, Bumpers, Spare Wheel, Tire, Tube, Dual Trumpet Horns, Two Windshield

Wipers, Vacuum Booster Pump, Two Sun Visors. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE.

AMERICA'S BIGGEST MONEY'S WORTH

BIGGER AND BETTER IN EVERYTHING!

BRUMLEY-WOODFORD MOTOR CO., Inc. HEREFORD, TEXAS



5 Reasons why it's wise to choose NATURAL GAS for COOKING

1 CLEANER

2 QUICKER

3 BETTER

4 CHEAPER

5 DEPENDABLE

WEST TEXAS GAS CO. Natural Gas—Your Quick, Clean Economical Servant

Sensational! HIGHER! \$1

Retiring Wage Earners Now Eligible Social Security Cash

Effective January 1, 1940 the amended Social Security Act provides aged wage earners and their families with greater protection than they have ever known before against insecurity in old-age, according to Dewey Reed, manager of the Amarillo Social Security Board field office. He cited the following hypothetical example of how the plan will work.

Bill Jones works only three years in covered employment averaging \$100 a month in wages. Bill, who is 65, retires on January 2, 1940. He files an application and receives a check for \$25.75 from the United States Treasury every month for the rest of his life.

Bill's wife, Martha, who is also 65, receives a check for \$12.82 every month as long as Bill lives. When he dies Martha's check increases to \$19.32 each month for the rest of her life. In the event of dependent and unmarried children under age 18, they too, would each receive \$12.82, although all benefits payable may not exceed twice Bill's original benefit.

Under the original old-age insurance plan a wage earner

reaching age 65 between 1936 and 1942 received a single lump-sum payment of 3 1/2 percent of his taxable wages; monthly benefits were not payable before January 1, 1942. The amended Social Security Act, in addition to bringing more people under the program, increases the size of monthly benefits and advances the monthly benefit date two years, to January 1, 1940, instead of 1942.

Reed explained that charts showing monthly benefits based on an average monthly wage and years of employment are available in printed form at the Social Security Board field office at 321 New Post Office Building, Amarillo, Texas.

Manager Reed stated that he and his staff will advise any person as to his eligibility under the program and assist anyone who is eligible in preparing his claim for benefits.

Daniel News

PAULINE MOORE

The farmers of this community are very proud of the moisture

they have received from the snow during the past two weeks. The snow is melting very slowly.

Mr. J. F. Matthews took his wife to town last Tuesday because her car would not run. Everyone has returned to their jobs and recreations since the Christmas holidays with new hopes for prosperity and health through the coming year.

Mr. and Mrs. Ervin Shugar took Miss Ora West to Dawn, Saturday, where Miss West caught the bus to spend the week end in Amarillo with her parents.

W. R. Moore and family spent most of the Christmas holidays visiting relatives and friends in Seymour, Haskell, and Wichita Falls.

All students have returned to their respective schools during this week and are looking wistfully to a new year.

Mr. and Mrs. W. R. Moore were Hereford shoppers, Saturday. They were also in Canyon to visit with Mr. and Mrs. J. D. Key.

Several families in this community have had at least part of their family sick with colds and flu since the bad weather began.

Easter Items

MRS. CARL FRYE

The moisture received from the recent snow will penetrate to the

depth of about five inches. Mrs. Frank Allen and son, Larry Edward, came home from the hospital, Wednesday of last week.

Brittain Chambless has been absent from school for several days because of a severe cold.

Mrs. Gus Tiejn visited with Mrs. Carl Frye Wednesday afternoon.

Fate was with Mr. and Mrs. Dan Allen Christmas night, when their car went dead about three miles from home. Starting out walking the couple came to a house about half a mile down the road. They think they would have frozen if they had tried to walk on home.

Carl Frye was brought home from the Godwin home Sunday afternoon.

Mr. and Mrs. Dan Allen were visitors in the J. S. Smith and Carl Frye homes Sunday afternoon.

Miss Veronica Beckman was hostess for a party Friday evening.

Joe Max Woolery has been on the sick list, also Mr. and Mrs. Gus Tiejn were recently confined to their home with the flu.

Mr. and Mrs. Arlie Dean are in Alabama this week visiting his relatives. They accompanied their daughter, Miss Mary Louise Dean to Denton where she is a student at T. S. C. W. last week and went from there to Valley Head, Ala., for a short visit.

ATTENDS FATHER'S FUNERAL

Mr. and Mrs. L. Ellis were called to New Castle last week by the death of Mr. Ellis' father, S. L. Ellis, who was 82 years old and a pioneer of Young County. Funeral services were held in New Castle Saturday. Mr. and Mrs. Ellis returned home Sunday.

CARD OF THANKS

We wish to thank our friends and customers for their patronage while we have been in the produce business.

We recommend to you Mr. and Mrs. J. B. Harlin who have purchased the business from us. **HOLLYWOOD PRODUCE** By Mr. and Mrs. G. P. Owen.

CHARTER NO. 5604 RESERVE DISTRICT NO. 11 REPORT OF CONDITION OF THE

First National Bank, of Hereford

IN THE STATE OF TEXAS, at the close of business on December 30, 1939, published in response to call made by Comptroller of the Currency, under Section 5211, U. S. Revised Statutes.

ASSETS	
1. Loans and discounts (including \$141.44 overdrafts)	\$268,061.40
2. United States Government obligations, direct and guaranteed	69,198.90
3. Obligations of States and political subdivisions	23,677.82
4. Other bonds, notes and debentures	NONE
5. Corporate stocks, including stock of Federal Reserve Bank	1,600.00
6. Cash, balances with other banks, including reserve balance, and cash items in process of collection	217,904.15
7. Bank premises owned \$8,116.21, furniture and fixtures None	8,116.21
(Bank premises owned are subject to NONE liens not assumed by bank)	
8. Real estate owned other than bank premises	3,379.50
9. Investments and other assets indirectly representing bank premises or other real estate	NONE
10. Customers' liability to this bank on acceptances outstanding	NONE
11. Other assets	206.00
12. TOTAL ASSETS	\$592,143.98
LIABILITIES	
13. Demand deposits of individuals, partnerships, and corporations	413,248.64
14. Time deposits of individuals, partnerships, and corporations	32,886.21
15. Deposits of United States Government, including postal savings)	NONE
16. Deposits of States and political subdivisions	72,067.03
17. Deposits of banks	NONE
18. Other deposits (certified and cashier's checks, etc.)	3,524.65
19. TOTAL DEPOSITS	\$521,726.53
20. Bills payable, rediscounts, and other liabilities for borrowed money	NONE
21. Mortgages or other liens, NONE on bank premises and NONE on other real estate	NONE
22. Acceptances executed by or for account of this bank and outstanding	NONE
23. Other Liabilities	NONE
24. TOTAL LIABILITIES	\$521,726.53
CAPITAL ACCOUNTS	
25. Capital stock:	
(a) Class A preferred, total par \$25,000.00	
retirable value	\$ 25,000.00
(Rate of dividends on retirable value is 3 1/2 percent)	50,000.00
(c) Common stock, total par	25,000.00
26. Surplus	2,500.00
27. Undivided profits	3,074.38
28. Reserves (and retirement account for preferred stock)	14,843.07
29. TOTAL CAPITAL ACCOUNTS	70,417.45
30. TOTAL LIABILITIES and Capital Accounts	\$592,143.98
MEMORANDA	
31. Pledged assets (and securities loaned) (book value):	
(a) United States Government obligations, direct and guaranteed, pledged to secure deposits and other liabilities	54,209.00
(b) Other assets pledged to secure deposits and other liabilities (including notes and bills, rediscounted and securities sold under repurchase agreement)	19,520.00
(c) Assets pledged to qualify for exercise of fiduciary or corporate powers, and for purposes other than to secure liabilities	NONE
(d) Securities loaned	NONE
(e) TOTAL	73,729.00
32. Secured liabilities:	
(a) Deposits secured by pledged assets pursuant to requirements of law	72,067.03
(b) Borrowings secured by pledged assets (including rediscounts and repurchase agreements)	NONE
(c) Other liabilities secured by pledged assets	NONE
(d) TOTAL	72,067.03

STATE OF TEXAS, County of Deaf Smith, ss:
I, G. W. Newsom, cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
G. W. NEWSOM, Cashier.
Sworn to and subscribed before me this 6th day of January, 1940.
J. M. Posey, Notary Public.

CORRECT-ATTEST:
GEO. L. MUSE
E. B. HEDRICK
TROY WOMBLE
Directors.

January Clearance Fox Man's Shop

STARTS
FRIDAY JAN. 12th

SALE

LOOK HERE AND SAVE on Merchandise which you need all during the coming year. Here's your chance to Beat the Rising Markets on all kinds of Men's apparel. You know the kind of merchandise we carry — and you know it can't be beat for Top Quality and Standard Goods. Besides that, every single piece of merchandise in our house is NEW! Prices are going up... but it's time for our Annual Sale... and we are crowded for space. Check over the items on this ad... then come in and save. We're here to stand behind every item we sell!

EVERYTHING GOES FOR CASH — AND PRICES ARE CUT TO ROCK BOTTOM!



Wilson Bros. 2 SHIRTS	\$1.95
Wilson Bros. 2 SHIRTS	\$1.55
Wilson Bros. 1 SHIRTS	\$1.25
One Lots of Wilson Bros. SHIRTS GO AT \$1.00	
Wilson Bros. Regular \$1.00 HAND MADE TIES ON SALE AT 50c	

Men! SAVE on **Top Coats** and we have a nice selection.
Reg. \$16 Coats ON SALE \$13.95
Reg. \$18.50 Coats ON SALE \$14.95

Men's SUITS
A Big Line to Choose From!
Reg. \$27.50 Val. CUT TO \$21.00 with Extra Pants
Reg. \$25.00 Val. CUT TO \$19.75 with Extra Pants



WILSON BROS. **Pajamas**
Reg. \$2 Val. ON SALE \$1.55

LEATHER JACKETS

	Regular	On Sale
Gen. Washable Calf (coat style)	\$17.50	\$14.95
No. 1 Quality Suede (coat style)	\$14.95	\$12.45
Gen. Coat Jacket (button style)	\$15.00	\$12.45
Genuine Washable Calf	\$16.00	\$12.95
Genuine Horsehide Jacket	\$12.50	\$ 9.95
Capeskin Jackets	\$10.00	\$ 7.50
Suede Jackets	\$10.00	\$ 7.50
Stamped Pig	\$10.00	\$ 7.50



WOOL JACKETS

	Regular	On Sale
\$10.00 Values		\$7.50
\$ 8.50 Values		\$6.95
\$ 7.50 Values		\$5.95
\$ 4.50 Values		\$3.95
Boys' \$4.00 Values		\$3.00

SAVE on SHOES!

All FORTUNE SHOES Black and Brown
One Lot of PETERS' black and brown Oxfords—at
\$2.95 **\$2.45**
GO AT



WORK CLOTHES

Big Smith and Carl Pool Khaki and Dark Brown colors.
Cotton Gaberdine Reg. \$1.95 Pants—Sale \$1.45
Cotton Gaberdine Reg. \$1.95 Shirts—Sale \$1.45
Zipper Jackets to Match Reg. \$3.50 Jacket—Sale \$2.95

ONE LOT OF DRESS HATS AT ONE-HALF PRICE!

Portis and Stevens
Reg. \$5.00 Value—Sale \$2.50
Reg. \$3.95 Value—Sale \$2.00
Reg. \$3.50 Value—Sale \$1.75
Reg. \$2.50 Value—Sale \$1.25
Reg. \$2.00 Value—Sale \$1.00

Florsheim SHOES
Regular \$8.95
MOST \$7.95
STYLES

DRESS GLOVES
\$5.00 Val. \$3.95 \$3.00 Val. \$2.45
\$2.50 Val. \$1.95 \$2.00 Val. \$1.65
\$1.50 Values will go at \$1.20

One Lot of **SHORTS**
Button Only 40c

HICKOK BELTS
\$1.00 Values at 75c
50c Values at 40c

WILSON BROS. SOX Regular 3-for-\$1.00! ON SALE—PAIR 25c

Wilson Bros. \$7.50 all wool Gaberdine SHIRTS... \$5.95

Bradley SWEATERS
\$5.00 Values—\$4.20
\$3.95 Values—\$3.25
\$3.50 Values—\$2.95
\$2.50 Values—\$1.95
\$2.00 Values—\$1.65

FOX MAN'S SHOP

HOMER FOX HEREFORD, TEXAS PHONE 111

The Whiteface Round-Up

This Page Edited
HEREFORD HIGH
SCHOOL STUDENTS

Getting on is Largely a Matter of Getting Up each time you are Knocked Down!

PANHANDLE HIGH SCHOOL ASSOCIATION
FOUNDED 1934
WEST TEXAS STATE COLLEGE
CAMPUS, TEXAS

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TYPIST
Pauline Parker
Central School Reporters
Naomi Brumley and Londene Martin

Democracy, The Best Form of Government

BY VIVIAN OLSON

The students of Hereford High School heard President Roosevelt's address, "The State of the Union," at the opening of Congress.

One statement which he made was that he hoped the year 1940 will prove to succeeding generations that democracy is the best institution of government yet devised. The average American attitude is indifferent toward the form of government under which they live—so long as it is not a dictatorship. When it is too late, they realize that democracy is the ideal and will immediately see their mistake. To educate themselves to the meaning of democracy should be the highest ideal of the citizens of America.

To Superintendent's Meet



Mr. Knox Kinard is planning to attend the General Administrators' Conference that is held annually at Austin early in January. The conference is to be held on January 11 and 12 of this year. Mr. Wood, the superintendent of Public Institutions calls a conference early in every January. Each conference has some central theme that is discussed and studied at these conferences. The general theme for this conference is "Developing a Philosophy and Education to Meet the Needs of a Representative Democracy." The sessions that are held each day have a different topic to discuss. For Thursday the discussions are on "Health" and "Guidance." The topic for Friday is on "Crime Prevention."

Summerfield

HELEN OGLESBY

Mrs. Hazel Atchley and son of Canyon spent the week end in the home of Mr. and Mrs. J. R. Oglesby.
Mrs. Lloyd Bradley was on the sick list last week. She had a light case of flu.
There were only twenty-two at Sunday School Sunday due to the severe cold weather.
J. L. White had his tonsils removed last week and has not been able to attend school this week.
Mr. and Mrs. W. H. Walser and Diane spent last week end in Amarillo in the Claude Walser home.

Band Clinic Will Be Held In March

The Band Parents organization voted to hold a band clinic here the first of March. It is being planned to have Mr. O. O. Wiley of Texas Tech as the guest director. Director Smith stated that he intends to invite bands from the surrounding towns. This is the first clinic to be held in Hereford. A band will be selected from the surrounding towns for the clinic. The Hereford band will practice the contest pieces for this year.

Hermit's Creek Holds Last Meeting of First Semester This Week

Miss Declmae Ramey's Community Civics Class, which is formed into a model community and calls itself "Hermit's Creek Community," is having its last meeting of the semester. This meeting is consisting of a study of President Roosevelt's activities during this administration. Each member of the community has a certain phase of the administration to discuss in which they do special research work and become an authority on their certain subject. Some of the subjects are: Agricultural Adjustment, Civilian Conservation Corps, Farm Credit Administration, Home Owners' Loan Association, Tennessee Valley Authority, and National Recovery Act. The students say that the study of these subjects is very interesting and is proving very educational.

After these subjects are discussed, the Community will discuss until next semester in which the regular meeting will be held and the different discussions will again be started. Miss Ramey says that the student's are very enthusiastic about the Community and are doing very good work on their discussions.

Miss Edith Neill is visiting friends in Plainview this week.

Mr. and Mrs. George Branden of Hereford visited in the Taylor Evans home Sunday.

Miss Charlie Kemp is absent from school this week with a severely sprained ankle.

Mr. and Mrs. Carl Neighbors took supper in the Garyn Wheeler home in Hereford last Monday.

C. M. Thomas and Shirley Ruth have returned from a week end spent with his father, T. E. Thomas in Plainview.

We received a light snow in this community Friday night.

The highline broke, and melted the wires here Monday morning. It burned some fence posts and almost set J. A. Noland's feed stack on fire.

Mr. and Mrs. Al Morgan and Mr. and Mrs. Garyn Wheeler and son of Hereford called in the home of Mr. and Mrs. Carl Neighbors Sunday.

Mr. and Mrs. Roy Coker and family returned last week from visiting in the home of Mr. and Mrs. O. Harryman in Beaver, Okla.

ELK STRAY INTO STATE

The Trans-Pecos region of Texas has approximately 400 elk, but reports of two elk in the Panhandle have been received recently by the Game Department. A cow elk was sighted east of Wellington and the Game Ward dep. Captain of that region has in his possession the head and antlers of a bull elk killed by a Knox County rancher. These big game animals are believed to have drifted into Texas from the Wichita Game Preserve in Oklahoma.

Attends State Meet



Miss Neville Wrenn, science teacher, left today for Austin where she will attend the State Teachers' Association meet Friday and Saturday of this week. Miss Wrenn is serving her second term of the Association's executive committee. This meeting is first to be held in the 1940 term, and will be presided over by the new president, Chas. Tennyson, of Wichita Falls, Texas.

The purpose of this meeting is to outline the policy of the year concerning the legislative and expansion program of the T. S. T. A.

Home Ec Classes Serve Dinner To School Board

Seletta Robinson and Bert Slay were hosts last week at a dinner given for the school board by the Homemaking II girls. It is an annual affair given in appreciation of the consideration given them by the Board. Guests were Mr. G. M. Hudson, Mr. Knox Kinard, Mr. S. P. Rosson, Mr. C. F. Kerr, Mr. C. M. Hicks, Mr. D. H. Alexander, Mr. L. L. LeGrand, and Mr. W. J. Stanford.

Gloria Cress and Claudine Newman served the dinner. Nancy Olson, Georgia Mae Reeves, Marian Kuper, Matilda William, Katie Cress, Menden Miles, Louise Homer, Lavon Balze, Olivia Benson, and Dorothy Banner prepared the meal.

The menu consisted of fruit cocktail, roast pork, sweet potatoes, green beans, buttered carrots, vegetable salad, chowchow, rolls, butter, peaches, whipped cream, cake and coffee. A mound of fruit and pressed leaves centered the table. Tall green tapers stood on either side of the fruit.

First Training School Of Year Held Saturday

Four home demonstration clubs were represented at the first training school of the year held in the office of the County Home Demonstration Agent on Saturday, January 6. A study was made of Miscellaneous Publication, No. 337, U. S. D. A. Outlook for Farm Family Living for 1940. This study was based on a set of questions supplied by the Home Management Specialist of the Extension Service in Texas, Miss Louise Bryant.

Delegates present were Mrs. O. L. Rutherford, North Hereford; Mrs. W. S. Rice, Westway; and Mrs. Leonard Stephenson, Frjo. Mrs. Ira Ott called for the available material which will be presented to the Wyche club by Mrs. Nolle Elliston.

Hi-Y Club Discusses New Year's Resolutions And Plans for 1940

To begin the new year of 1940 with high Christian standards is the purpose of the Girls' Hi-Y. In their weekly meeting Tuesday evening in Miss Irene Crawford's room the girls resolved to live better than ever before.

Ann Cockrell acted as chairman in the place of Pollyanna Crawford, president. She led a discussion concerning a bake-sale which will be to make money for the Girls' Hi-Y organization. The Finance Committee suggested other ways of making money. The chairman urged all girls to pay their registration fees and money for the Hi-Y pins.

Helen Francis Streu led the song, "Living for Jesus" which was followed by a prayer by Miss Crawford. A talk on "What the New Year Holds" by Louise Cress was followed by a group discussion led by the program chairman, Vivian Olson. Each girl resolved anew to live up to the Hi-Y standards and they gave their individual New Year's Resolutions.

The Hi-Y girls were happy to have as a visitor, Miss-Sue Jones from Codwell, Tennessee.

Civic Classes Hold Mock Trial During Past Week

Have you heard about the decisions rendered by the juries of the mock trials in the Senior Civics classes?

Paul Lyons was convicted of cattle rustling from Bartly Downell and was sent to the penitentiary for four years. The Judge who presided over the trial was Jack Knox. The defending attorney was Pollyanna Crawford, and the prosecuting attorney was Clifford Estes.

If the afternoon class Robert Petersen was proved innocent of the murder of Bernadine Phillips. Myron Morgan was the judge presiding over the trial. The prosecuting attorney was Geo. McLean, while R. L. Dowell acted as the counsel for the defense. Mr. J. I. Willoughby was the acting sheriff of the trial. Both trials were very interesting and both became very exciting, say the students.

A recent visitor in the W. H. Russell home was Mrs. Jess Russell of Eagle Pass, Texas.

Miss Ruth Conkright left Saturday for St. Louis, Mo., where

Hi-Y Boys Discuss New Year's Resolutions

The Boy's Hi-Y started off the new year with a discussion of New Year's resolutions. R. L. Dowell led the discussion.

Jack Smith started the sentence prayers and Roger Hartman ended them.

Mr. G. M. Hudson is planning to get a basketball team to play the Hi-Y team.

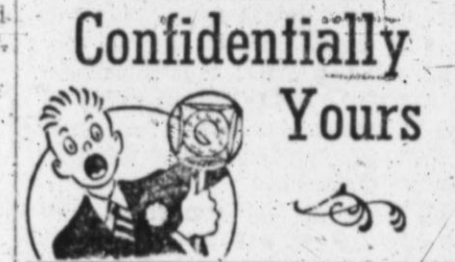
In closing, the club sang "Blest Be The Tie," and repeated the Hi-Y benediction.

TRAP 264 ANTELOPE

Antelope trapped in round-ups staged by the Texas Game Department near Sterling City are faring well in the more than twenty localities in which they were transplanted, according to reports to executive secretary of the Department.

Should the majority of the 264 antelope trapped with a loss through injury of less than 3 percent continue to thrive it will not be many seasons until Texas can have a limited open season on the fleet animals, the executive secretary said.

she will resume her study of music after spending the Christmas holidays at her home here. She is the daughter of Mr. and Mrs. H. G. Conkright.



Well! Well! here I am again. I haven't had a very profitable week, so I won't tell anyone a thing.

Say, did you see that shiner Eloise Tout is supporting? She says it was her brother; but really, it looked awfully suspicious, Eloise.

If you have heard of the trials in Civics classes, you have probably heard that Paul Lyons was sentenced to four years in prison. Can you imagine Pollyanna Crawford without Paul Lyons for four years. Terrible! Terrible! Oh! dear me! Now I've spilled everything again. I'd better go.

Confidentially yours,
THE SNOOPER

COLDS Cause discomfort
For quick relief from the misery of colds, take **666**
Liquid-Tablets-Salve-Nose Drops

SAVE
ON GASOLINE
ON HAULING TIME
ON PURCHASE PRICE

GMC LIGHT-DUTY TRUCKS

CAN'T BE MATCHED FOR MONEY-SAVING VALUE!

Owners report that GMCs are making record gas savings. Moreover, GMCs are the strongest pulling trucks in the industry. Yet GMCs actually cost less to buy than most makes. Come, see how much more money-saving value you get in a truck-built, top-quality GMC!

Check GMC PRICES AGAINST THE 3 LOWEST

NORTON MOTOR COMPANY
317 E. Main Street, Hereford, Texas

GMC TRUCKS GASOLINE - DIESEL

Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
Deaf Smith County Maps . . . 25c MEMBER

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Of all Deaf Smith County Land Titles
DEAF SMITH COUNTY ABSTRACTS, Inc.
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Swap through the **Want Ads**

DR. G. D. KELTON
CHIROPRACTOR
Acute - Chronic and Nervous Diseases
Examination Free, 9 a. m. to 12 noon only
Open Evenings by Appointment 506 Jackson Ave.

Irrigation Casing
Due to our increase in volume and large buying power, we are again reducing the price on our
"Better Made" Heavy, Plain and Perforated, 14-Inch Casing . . . to \$1.00 Per Foot
WESTEX PIPE AND SUPPLY CO.
4th & Jackson Amarillo, Texas Phone 8113

BABSON'S First Five Steps to Financial Independence

Roger W. Babson, in his syndicated financial column says, "Wise saving is still the first principle of financial independence." He lists five steps in the order of their importance:

- Step No. 1** The decision to save and the budgeting of expenditures.
- Step No. 2** Putting the weekly or monthly savings to work. Financial reserves usually start only through savings from earnings. The bank account is the PRIMARY method of appreciating the first hard-won dollars.
- Step No. 3** The investing in a reasonable amount of simple life insurance.
- Step No. 4** The most pleasant of all investments of life—the buying of the first home.
- Step No. 5** The consideration of bonds and conservative stocks as additional investment.

Notice that Mr. Babson gives the first step after the decision to get ahead, the investment in a bank account. We will be happy to assist you in taking this important first step toward your future independence.

Member **F. D. I. C.**

FIRST STATE BANK
THIS IS A BANK OF FRIENDLY and PERSONAL SERVICE

Large Farm To Support More Tenants In 1940

Tenants are being selected this week by the Farm Security Administration, Jim Williams, supervisor, to occupy a 500 acre farm leased from G. W. Newsum, First National Bank cashier, to be occupied under the same agreement as the one announced last week about the Hazlewood farm.

Another set of improvements, making two in all, will be built this year and an irrigation well put down, and the tenants will farm the land not in wheat now. A rotation program will be followed like the one outlined last week.

After the wheat is harvested this year, two more sets of improvements, making four in all, will be built and another irrigation well will be drilled. There will then be four tenants on the farm instead of the one formerly there.

Tenants will be selected, Mr. Williams said, from a large number of applications which are being received by the office.

Catalogues

(Continued from Page 1)

inspect them prior to the sale. He also said that catalogues are available to persons who contact him.

The sale has been highly advertised, carrying, as high as four-page spreads in national cattle magazines, and it is expected by local breeders to attract national attention to Hereford and to this community.

Sons Of

(Continued from Page 1)

be in charge of the Auxiliary meeting, Charlie Maisel, Pampa, 18th District Commander, will preside at the short business session.

The complete program will be a chicken dinner (promised by the Friona Post), a short business session, and then forty minute "Radio" broadcast by the Amarillo S. A. L. Squadron; and a talk by the Department Commander, Lou Roberts.

Every Legionnaire is urged to be present and bring his son.

Two Hundred

(Continued from Page 1)

Sales Supervisor for Oklahoma and part of Kansas; J. L. Tryon, Amarillo, Sales Supervisor for Texas and part of New Mexico; C. J. Doris, Amarillo, salesman; and W. E. Boyd, Plainview, collection man.

"We wish to express our appreciation to the farmers who visited us and helped make this open house a success," stated W. L. Davis and J. C. McCracken, heads of the firm.

June Isn't

(Continued from Page 1)

est year in the six-year period. At the same time the number of divorces granted in 1939 was the lowest in the six years. Licenses issued and divorces granted were:

YEAR	LICENSES	DIVORCES
1934	44	15
1935	40	10
1936	32	15
1937	44	12
1938	36	17
1939	55	6
Total	251	75

BUY!
Through the
WANT ADS

LET ME HAUL YOUR
**Fertilizer, Caliche
and Top Soil**

C. C. NEU
306 Miles Avenue

**BURNING—ITCHING
ECZEMA from EXTER-
NAL CAUSES, QUICK-
LY RELIEVED...**

Skin raw, sore, burning, itching. Zensat gives relief quickly. Hastens healing. Used successfully for over twenty-five years. If burning and itching not stopped in few minutes money will be refunded.

CITY DRUG STORE

Around Town

(Continued from Page 1)

to which a bathroom has recently been added, is on East Third St.

Johnny Sims, former Texas Tech football player, began work this week for the West Texas Gas Co. He was transferred here from Lubbock. Mrs. Sims and their baby expect to move here soon.

Miller Auto Store is not one of those firms that wait until the last minute to display the next season's goods in their windows. Now on display are steering wheel covers for SUMMER driving.

Now that the sun is shining again, Sheriff J. O. Newell, says he really appreciates the careful considerate driving of car owners during the dangerous weather, and feels the driving folks are due a compliment.

During the coldest, slipperiest time of the recent cold spell an E. B. Black Co. delivery truck skidded over the ice to the home of Miss Sadie Lee Oliver—to deliver a refrigerator.

Former Resident

(Continued from Page 1)

Waxahachie; a brother, W. C. McKinney, California; and two sisters, Mrs. W. A. Walker, California; and Mrs. Lee R. Hugon, San Benito.

Funeral services were held Monday afternoon with Rev. R. J. LaParde, pastor of the First Methodist Church, officiating. Interment was in Waxahachie City Cemetery.

Her husband is a member of the Waxahachie police force.

New Train

(Continued from Page 1)

2:45 p. m., will arrive at 2:12 p. m., or 33 minutes earlier.

Mail closing times will remain the same except for No. 23, Westbound, J. R. Lipscomb, postmaster, has announced. Closing time beginning Sunday on this train will be 1:42 p. m., instead of 2:15 p. m. Westbound mail for No. 23 should be in the postoffice 33 minutes earlier than heretofore.

Crop Rotation

(Continued from Page 1)

ing value of the crops grown becomes less and less valuable for meat production. More and more feed is required to produce the same amount of flesh.

"Land now producing 150-200 sacks of potatoes per acre will reach the point where it won't produce two sacks.

"We shouldn't be selfish and ruin this soil to just produce in our generation. If we expect to leave anything in the soil for future generations we must use legumes and barnyard manure to build up and maintain fertility."

Use of Legumes such as alfalfa and clover which should be turned under, and spreading of barnyard manure will not only save the soil but more than repay the farmer through increased production, Mr. Bateman said.

The county agent suggested a three to five year rotation plan plus livestock as an integral part of the farmer's plan as the only long-time basis of success for the irrigation farmer, and advocated

use of a manure spreader on every farm.

"The only outlook for the dry-land farmer from the standpoint of maintaining soil fertility is through summer fallow practice. The farmer will save money on summer-fallowed land because he has no drilling expense, no seed expense and no harvesting cost, and will make greater yields of wheat planted on the summer-fallowed land.

"The wind hazard is also reduced on a stubblefield and very few people ever fail to get wheat up to a good stand on summer-fallowed land and it suffers less from drought."

Hereford, Dawn

(Continued from Page 1)

much of the seed remained in the ground in a dry condition with no sign of germination.

Fortunately sufficient snow fell during Christmas week, over all of Northwest Texas and Eastern New Mexico, to provide from one-half to one and one-half inches of moisture. Snowfall was greatest in the Northern and Western counties where the wheat is in the best condition. There was enough snow throughout the wheat-growing territory to be very helpful. In sections where the seed had not sprouted, it is believed there will be sufficient moisture from the Christmas and subsequent snowfalls to be extremely beneficial.

Although some of the early sown wheat came up, much died or weakened due to aridity. It is doubtful if over 10 per cent of the acreage sown will be abandoned. It appears that about 60 per cent of the acreage sown throughout Northwest Texas is in fair condition—about 60 per cent of a normal condition for January 1. Some 30 per cent of the acreage is less promising, showing a condition less than 50 per cent normal.

In general the condition and acreage of wheat in Northwest Texas is but slightly below that of a year ago. The total acreage sown last fall for the 1940 crop approximately 3,000,000 acres in this part of the State. Considering small abandonment of acreage, there will be enough additional sown, in all probability, within the next month or so, to more than make up for the loss. It is expected that there will be considerable acreage of spring wheat sowed.

Campbell's HELPY-SELFY LAUNDRY

ON THE PAVEMENT!

Across from West Texas
Feed & Seed
Plenty of Parking Space
—Soft Water
—New Machines
—Finish Service
—Delivery Service
—Reasonable Prices

Visit our New
**MODERNIZED
LAUNDRY**

"Giving Real Service"
is our motto.

We Close Saturday
Afternoons

Erosion

(Continued from Page 1)

with the planning for soil conservation and better land use in the Deaf Smith County wind erosion district with which the Soil Conservation Service is cooperating.

As the survey progresses, Lewis said, a chart or table will be developed to indicate the most intensive safe and permanent use of land in Deaf Smith County. The chart also will be developed to indicate the need for practices designed to conserve moisture, control erosion, and to maintain fertility and permanence of the soil. Upon completion, the data obtained through the survey will be made available to any other agencies engaged in land use and farm planning, Lewis said.

This will be the first complete detailed survey to be made of a wind erosion district in the Texas Panhandle, although similar work already has been completed on a number of individual farms and demonstration projects, it was pointed out.

Bill Clutter, local supervisor stated that work would probably be finished by March 1.

1940 Licenses

(Continued from Page 1)

and six motorcycle tags starting with 1410, will be for sale.

"While we have received the tags they will not be on sale until February 1," stated Sheriff J. O. Newell, "and may not be put on then until March 1, but must be on by April 1."

Mr. Newell pointed out that each set of tags has a printed set of driving rules covering

hand signals, speed limits for various vehicles, traffic light signals and other special and general instructions. The rules are printed on cardboard and punched so that it may be hung in a handy place for ready reference.

Passenger car tags this year have purple lettering on a white background. The commercial tags are lettered in orange on a black background, while farm tags are in black letters on yellow background.

Court of Honor

(Continued From Page 1)

Hall Beavers.

At yesterday's meeting a committee composed of Bill Davis, chairman, and H. A. Close and Ralph Smith was appointed to select a scoutmaster for the pro-

posed second troop.

"There are more than enough applicants now to fill our present troop to 32 members, the limit," Urilin Streu said. Plans are now being laid for a membership drive during National Boy

Scout Week beginning February 8.

Plans are also rapidly nearing completion for a troop of Cubbins, a junior Boy Scout organization for boys between the ages of nine and twelve.

MILLINERY PRICES SLASHED!

As I have sold my store to Mrs. C. W. Seed, I am closing out all Fall and Winter Hats at less than Cost! Over one hundred hats are going at choice, \$1.00! All the \$5.00 to \$6.50 hats at \$2.00. This sale closes on Saturday night, January 13th! We have some real bargains.

Vogele Millinery Parlor

You Can't Beat These QUALITY FOOD BUYS

- CRACKERS 2-LB. BOX 13c
- PEACHES or APRICOTS, No. 2 1-2—2 cans 25c
- CHERRIES, fancy pitted, black 2 cans 55c
- CUT BEANS, Del Haven, No. 2 3 cans 25c
- BRIMFUL SALMON 2 CANS 25c
- COFFEE, Break O' Morn 1 Lb. 12 1-2c
- POTTED MEATS 3 cans 8c
- VIENNA SAUSAGE 4 cans 25c
- CAGES VANILLA, 8-Ounce 17 1-2c
- FRENCH MADE SALAD DRESSING FULL QT. 17 1/2c
- ARMOUR'S VEGETOLE 8-lb. Cr'n. 75c
- DRY SOAKED PEAS, 15-oz. size 12 cans 45c
- WAPCO CATSUP, 14-oz. bottle 10c
- WAX PAPER 2 boxes 15c
- Ranch Style Beans 3 Cans 20c
- NAPKINS, 80-count 2 pkgs. 15c
- SUGAR, brown or powdered 3-lb. pkg. 23c
- HOMINY, White Swan, No. 2 3 cans 25c
- CRU. PINEAPPLE, Del M., 14-oz. can, 2 for 25c

PACKARD'S PLAINS DELIGHT FLOUR

48-LB. SACK

\$1.39

WEIR'S Red & White Food Store

WE DELIVER — PHONE 117

Oh! to be in Bali...
and to be in love!

FRED MacMURRAY · MADELINE CARROLL · ALLAN JONES

"Honeymoon in Bali"

A Paramount Picture with
AKIM TAMIROFF · Helen Broderick · Osa Massen · Carolyn Lee
Directed by EDWARD H. GRIFFITH

"HONEYMOON IN BALI"
is not the Biggest picture of the year... but it is as Good entertainment as you will see this year. It is the surprise picture of 1940! We will gladly refund your money if you will truthfully say you "didn't get your money's worth!"

THERE ARE 125 REASONS... and 100 MORE REASONS
for attending the

STAR - Thursday - Friday
Popular Science and Organ Varieties

"Western Caravan"

CHARLES STARRETT

"WATCH DOG"
Cartoon and
"Phantom Creeps"

STAR - Saturday Only

Red-Blooded SAGA of PIONEERS

Great as a novel...
Greater as a motion picture!

**DRUMS
ALONG THE
MOHAWK**

Claudette Colbert · Henry Fonda

with BOB OLIVER · COLLINS · LARRABINE

PHOTOGRAPHED in TECHNICOLOR

Cartoon:
"FRESH FISH"
and more news!

STAR - Sunday - Monday
SATURDAY NIGHT PREVIEW

ANOTHER BIG
COUNTRY STORE NIGHT
AT THE STAR THEATRE
Tuesday, January 16th
LOTS OF GIFTS FROM HEREFORD MERCHANTS!

1901 ————— 1940

E. B. Black Co.

FURNITURE - UNDERTAKING

Ambulance Service — Day or Night
Hereford, Texas

EXTRA SERVICE

at no Extra Cost!

MANSFIELD
EXTRA MILEAGE tires

• ALLOY RUBBER tread and Cord-Lock safety sidewalls are exclusive Mansfield features that make these famous tires stay safer longer. Yet they cost no more than ordinary tires. Ask us to show you the new modern Mansfield Cushion Balloon today.

Moore Ind. Oil Co.
Save Money... See these tires on display at our store!