

The Hereford Brand

Our Slogan—"More People—More Farms"

1937 MARCH 1937						
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Published Every Thursday

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, FEBRUARY 11, 1937.

FIVE CENTS PER COPY

57th YEAR—NUMBER 6.

AROUND TOWN

Sights and Faces Seen

We know we are pleasing Jesse Stanford and Wilson Gyles when we head this column with this story. They like to see their names in print. They had a swell time in Denver—ask them about a trip.

Rumor hath it that we are about to lose one of our most popular young ladies, but our loss will be Houston's gain.

Burl Elliston believes that good times are just around the corner with us. He likes to say we are facing the greatest era of prosperity in our history and he says it like he means it.

We are glad to see Prentiss Rosson able to be around again. He has been a victim of influenza.

Be sure to hold open the date of Tuesday evening, February 23, to see the picture, Mister Cinderella to be shown at the Star theatre in connection with the Spring Style Show. Proceeds of this picture will go to the Central school cafeteria. A swell picture and a good cause.

Services Held Here Wednesday For R. P. Brazil

Funeral services for R. P. Brazil, early settler of Deaf Smith county, were conducted at the First Baptist church here Wednesday afternoon, with Rev. T. C. Willett, pastor of the Hereford Methodist church, officiating. Interment was made at West Park cemetery.

Mr. Brazil, 65 years old, was born February 21, 1871, in Virginia. He came to Deaf Smith county from McGregor, about 37 years ago. About five years prior to moving to this county he was married to Miss Connie Humphries.

He had been in ill health for many months and died at the Deaf Smith county hospital Tuesday, February 9.

He is survived by his wife of Hereford, three sons, H. E. Brazil of Wetumka, Oklahoma; O. J. Brazil of Whittensburg, Texas; and R. L. Brazil of Oklahoma City; three daughters, Miss Leta Brazil, Santa Fe, New Mexico; Mrs. E. B. Hendley, Albuquerque, New Mexico; and Mrs. Nona Sheward, Oklahoma City.

Dimmitt Lions Hold Banquet, Ladies' Night

The Dimmitt Lions club held their annual banquet and ladies' night at Dimmitt Tuesday night, with a number of Hereford Lions and their wives attending. Tom Hanks served as master of ceremonies and entertainment chairman, and such a lively crowd was on hand that tail-twisters were kept on the floor throughout the evening.

The main speaker, Floyd Golden, dean of Eastern New Mexico Junior College at Portales, spoke on the subject of Citizenship. He linked Lionism, Citizenship and the Home as forming a triangle out of which grows service and fellowship to the community.

Lions and their wives who attended from Hereford were A. O. Thompson, M. D. Womble, Homer Brumley, Paul Foster, R. E. Perkins, Ralph Smith, Bill Smith, Jack Rose, John McLean, O. T. Williams, Alton Miller, Tom McCollum, G. W. Heard, D. H. Alexander, W. M. Emmons, F. M. Koster, A. A. Foster, and Lions J. M. Posey, Keller Muse, L. H. Foster and C. F. Moore.

Visit A. & M. College. John Patton and E. E. Fridley returned home Monday from a week-end spent at College Station. Mr. Patton visited his son, Billy, who is a freshman at A. & M. College, and reports that he is doing well. Mr. Fridley visited his daughter, Miss Ursula, who is with the Extension Service at the college. They report a good time, but glad to get back to the Panhandle.

Young People Of District In Meeting Here

The Prairie Rhslers Union, an organization presided over by President Miss Kathleen Rothwell of Dimmitt, and composed of all young people's unions of the Methodist churches, will hold a district meeting at the Hereford church at 2:30 o'clock Sunday afternoon. All Methodist young people's unions of this district will be represented at the meeting, it has been announced. The organization holds regular meetings of this nature to exchange ideas of cooperation and progress among the various unions.

Hereford will present the program which is being planned along the theme line, Christian Character Building for Young People. Included on the program will be an illustrated address along the same lines as the theme of the meeting, to be delivered by Mrs. S. L. Easley. The remainder of the program, not yet announced, will be climaxed with an organ vespers.

Caliche Work Cemetery Road Half Finished

Work of placing a new nine-inch caliche top on the road from the end of North Main Street to a point just beyond West Park Cemetery is approximately one-half finished, it was announced this week. Plans are for the work to be completed by February 15.

The crew of men being used on the work has been doubled and the county has added more trucks and equipment to rush the PWA project to an early completion, so that like work may be started on sections of 25-Mile Avenue extending north out of this city.

The government is furnishing the major part of the funds on the cemetery road project while the county is furnishing tractor, grader roller, teams, trucks and small tools. The material is also furnished by the county and is estimated to cost approximately \$100, representing the major part of the expense for the county.

The old five-inch caliche top has been ripped up and repacked along with the new nine-inch top, thus giving the road a 14-inch caliche topping.

Troop One In Celebration of Scout Week

Hereford's Troop One of the Boy Scouts of America began the celebration of Scout Anniversary Week with a service last Sunday at the First Presbyterian church, with Scoutmaster Rev. J. C. Thorns speaking on "Be Prepared."

Monday night the Troop held, in connection with its regular meeting, a parent's night, which was attended by a large group of parents. At this meeting Karl L. Shirley was named Senior Patrol Leader and was invested with the badge of position. The James E. West Membership Achievement Award was presented to the Troop. The Lion and Wolf Patrols were declared winners of a contest, after which the Scouts presented a little pageant on the Scout Oath and Law. At 8:15 all Scouts again took the Oath. Refreshments were served later in the evening.

Wednesday various members of the local Troop were guests of the Hereford Lions Club at the organization's regular noon luncheon, and presented a program featuring first aid and signaling as mastered by Boy Scouts. More than 25 boys and their leaders were present.

Burum Buys First Car Tag

Only three 1937 commercial license plates had been sold in Deaf Smith county up to Saturday, reports at the tax collector's office at the close of the first week showed. No orders had been placed for truck plates Saturday.

The first commercial plate number 305-501, went to M. H. Burum, the second to J. A. Buckner and the third to Frank Givan.

Owners may purchase tags now, even though they may not put them on their automobile or truck before March 1. However, they must have them on their cars and trucks by April 1.

The new plates are eggshell numerals on black background.

List of Petit Jury for Fourth Week of Court

Following is a list of the jurors drawn for the fourth week of the 60th District Court now in session here:

Ellis Coombes, R. J. Coleman, J. G. Evans, P. H. Gilliland, E. B. Hicks, Frank Carl, H. F. Fangman, S. J. Barclay, Roy Wagner, W. G. Harris, N. E. Savage, R. B. Hutson, Joe Brorman, W. S. Kerr, H. E. Danforth, O. B. Russell, W. H. Dowell, Frank Wilde, Orpha Click, Geo. Messenger, G. E. Thiele, S. O. Wilson, H. M. Smith, E. J. Grady, J. Doyle Rose, Fred Brown, Elmer O'Farrell, C. Y. Burgess, E. C. Eubanks, A. S. Higgins, C. B. Womble, Ira Rickerts, C. M. Hicks, J. B. Joiner, W. A. Gentry, Guy Haman.

Next week, the third week of court, was announced in the Brand last week.

February Term Court Is Well Into 2nd Week

The February term of Deaf Smith county district court is well into its second week, with Judge Reese Tatum on the bench.

The court's accomplishments since last week includes the granting of a divorce in the case of Estella Landers vs Roscoe Landers. Orders of dismissals were filed in cases of F. A. Gyles vs Jas. W. Robinson and O. G. Hill; and United Fidelity Life Insurance Co. vs Mrs. Ella Karr.

Order to postpone and continue cause, pending disposition of another suit in the case of J. C. Rickerts, adm. de bonis vs von Lizzie B. Ashbrook et als was passed by the court.

Wednesday the court opened at one o'clock with the case of Maud Mauk et als vs Tom Carter, cancellation of de d. of trust and for damages, was begun, but was extended through this morning due to the vast amount of evidence introduced.

Three Local Hereford Breeders Consign Bulls for Amarillo Sale

Six Deaf Smith county bulls are among the total of 93 that have been consigned for the annual auction sale to be held by the Panhandle Hereford Breeders Association at the Amarillo Fat Stock Show in March. It was revealed this week.

Entries have been closed, officers of the show have announced, and efforts are being concentrated toward completing the show catalog this week, which they predict to be the finest ever published.

Herefords consigned from Deaf Smith county include three belonging to Mrs. Frances Hess, one belonging to Mrs. T. H. Fines, and two of the T. C. Ivy herd. The Amarillo Fat Stock Show is to be held March 25, according to previous announcements.

J. Gillentine Is New Editor of The Brand

Jimmie Gillentine, managing editor of the Wellington Leader since 1932, has resigned that position to accept the editorship of The Hereford Brand. Mr. Gillentine succeeds Ernest Hayley, who has been with The Brand several months. Mr. Hayley has not announced his future plans.

Mr. Gillentine, a nephew of E. B. Posey, takes up his duties as editor of The Brand on Monday, February 15. He went to Wellington from Dallas, where he had been previously employed on the Times-Herald. While a student in the Southern Methodist University, where he majored in Journalism, he was correspondent for the Dallas News, and worked in the advertising department of the S. M. U. Campus, school paper, of which he was editor in 1930-31.

During the past five years he has been associated with the Leader, the paper has gained outstanding recognition nationally and in Texas. In addition to his services with the Leader, he has also gained distinction in other fields, having placed True Detective Stories with McFadden publications, articles in Farm and Ranch, West Texas Today, and a number of other state publications.

The development and growth of his home town, county, and the area in which he lives has come first, however. He is a member (Continued on last page)

Frank Bourell Dies In Deaf Smith Hospital

Frank Bourell, 70-year-old Deaf Smith county land owner, died in the Deaf Smith county hospital Monday. Funeral services still had not been set late Wednesday, pending word from relatives in Illinois.

Bourell was born in Chicago, July 4, 1866. For the past 35 years he has resided in the Panhandle, chiefly at Amarillo and Hereford. For six years, from 1926 to 1932, he was employed at the Northwest Texas Hospital in Amarillo. About five years ago he purchased 30 acres of land in this county, about eight miles east of Hereford, where he was living when he suffered the first stroke in September.

The first stroke left him without speech and use of his right arm. The second attack, suffered last Sunday, proved fatal. He was living at Mrs. May McCoy's home when death came.

He is survived by an adopted daughter, Dorothy Berry, who, when last heard from, was residing in Amarillo. Two sisters, Mrs. Elizabeth Durocher and Mrs. Rose St. John of Kanakee, Illinois, also survive.

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Westway Girls and Messenger Boys Win County Cage Meet At Fort Worth

George McConnell of the McConnell Electric Company, returned last week from Fort Worth where he attended a sales convention and preview of the 1937 Frigidaires. Mr. McConnell was also a guest at a banquet given those attending the convention and reports a good and profitable time.

WPA Sewing Room Shows Best Results

Working quietly, efficiently and unceasingly, one of the most interesting and worthwhile of all the government projects in this county is that of the WPA sewing room.

A recent visit revealed many things of note. A total of 1,118 garments were there, all well-made, neatly stored and ready for instant call. The 22 workers had completed this goodly store of wearing apparel for various members of the family during January, and while working their quota of 120 hours.

Mrs. Pink Gilliland is in charge of this project. Under her capable supervision this work is done. The garments, pajamas, dresses, slips, gowns, shorts, sheets, pillow cases and quilts, all were so well made that not one of them showed carelessness on the part of the maker.

In January—and seasonably so—the work most stressed was bed covering and warm, snug sleeping garments. Neat piles of them show the pride these workers have in the finished product.

Mrs. Gilliland is not only teaching these workers how to sew—she is teaching them to be better citizens in every way. Among other things, a club has been organized to study the industries, customs and habits of foreign countries, and much interest is shown in this work by a good attendance and well prepared papers having to do with the subject in hand displayed for the inspection for all who care to read.

Meals for the day are studied and analyzed. Meals that are both attractive and nourishing are results of this thought and study. Household furnishings are also a part of the study plan. Instructions in arrangement, quality and purchase of such furnishings form a bright spot in the daily program.

In fact, all the worthwhile arts of home-making are carefully taught—so much so that workers in the sewing room are being better prepared to face the future for themselves and for others, too.

New Program In NYA Work Expected Soon

Mrs. C. A. Skelton, local relief case worker, announced this week that the new program for National Youth Administration work will likely be announced early next week. She will attend a meeting of Texas Public Welfare Workers at Amarillo Saturday and obtain further information regarding the 1937 program.

It has been reported that cases from both the Resettlement and Old-Age Pension families will be referred to WPA for NYA work, under the new program.

Full accounts of the various changes in the program will be announced next week, it is understood. William Conway, traveling freight agent for the Rock Island Railroad, was a business visitor in Hereford Friday.

Wildcat Test Drilling Down To 3000 Feet

The Farwell No. 1 wildcat oil test in the Garcia Lake region 30 miles west of Hereford drilled through the salt formation at about 2650 feet, it was reported last week end. Sunday the bottom of the hole was at 2700 feet.

Early this week the Uscan Company's drillers reported that activity was continuing at the rate of approximately 90 feet every 24 hours, and that the bottom of the hole would be at 3000 feet by today or tomorrow. The company has contracted to drill 4500 feet.

Charles Flaherty of the drilling crew is suffering injuries received when heavy weights dropped on his foot last week. Fred Lyon has been working in his place, it is understood.

Man Held Here As Driver Hit And Run Car

L. C. Clark, a cook in a Clovis, New Mexico, cafe, was arrested at the port of entry at Texico Sunday night following a hit-run accident two miles west of Dawn in Deaf Smith county about 9 o'clock the same evening. Jack Pate, 19-year-old son of J. L. Pate, of Amarillo, and student at West Texas State Teachers College at Canyon, is in an Amarillo hospital suffering a broken leg, knee injuries and possible internal injuries.

Pate was changing a wheel on his father's automobile when the hit-run car struck the left rear corner of their machine. He was knocked about 50 feet. A Black Funeral Home ambulance from Hereford answered the call and rushed the injured youth to Amarillo where he was reported resting better earlier this week.

The victim's father is traffic manager of the Tucuman truck line and he and Margaret Pate, a sister, were with him when the accident occurred.

Hereford officers notified Sgt. Ed Jackson of the New Mexico state police of the accident and gave descriptions of the hit-run car. Sgt. Jackson in turn called the port of entry and had Clark's car intercepted there.

Clark signed an extradition waiver and Sheriff J. O. Newell returned him to Hereford Monday night.

Lake Arthur Ginner Is Hurt In Car Wreck

R. E. Coleman, a ginner of Lake Arthur, New Mexico, suffered a broken leg and minor cuts and bruises when his light sedan overturned three times on Highway 60, six miles east of Hereford early Wednesday afternoon.

S. F. Rose, an attorney of Amarillo, brought Coleman to the Deaf Smith county hospital where he received aid and had his leg placed in a cast.

Coleman was enroute home, it was understood, and was driving at a high rate of speed when a flat tire threw his machine out of control. He was alone. His automobile, which was brought to a local garage, was badly damaged.

Rev. Stephens To Preach At Baptist Church

Rev. Ray Stephens of Plainview will fill the pulpit at the Hereford Baptist church, both morning and evening, next Sunday, church officials have announced. He is a student pastor at Wayland College.

The local church is still without a pastor since the resignation of Rev. B. N. Shepherd last month, although a pulpit committee is working toward the selection of a successor. Names of many of the leading preachers of West Texas and the Panhandle are prospects for the position.

Weather Chart

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

Day	Max.	Min.	Mold.
Thursday	56	19	6.00
Friday	54	26	6.00
Saturday	70	28	6.00
Sunday	70	28	6.00
Monday	56	28	6.00
Tuesday	56	28	6.00
Wednesday	56	28	6.00
Thursday	56	28	6.00

THE CHURCH WORLD

METHODIST CHURCH

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

Senior and Junior Epworth Leagues, 7:30 p. m.
 The pastor will begin a series of sermons Sunday morning on the difficult phrases of the Apostles Creed. They will be especially helpful to honest doubters and will include such statements as Born of the Virgin Mary, the Holy Catholic Church, Communion of Saints, On the Right Hand of God, the Quick and the Dead, and the Resurrection of the Body. We will begin next Sunday morning with Why I Believe. Whether these statements have troubled you or not, come and let us think through these together.
 T. C. Willett, Pastor.

PRESBYTERIAN CHURCH

Concentration in Prayer will be the second sermon in the series on prayer at the First Presbyterian church Sunday morning by the pastor, Rev. J. C. Thorns. At the 8 o'clock vesper services the topic will be Jacob Wrestling.
 Sunday school, 9:45 a. m., G. M. Hudson, superintendent.
 Prayer meeting, Wednesday at 7:30 p. m.
 Fellowship of Men meets Thursday, February 18, at 7:30.

CHRISTIAN CHURCH

H. M. Redford, Minister.
 Mrs. C. P. Cockrell, Assistant Superintendent.
 Bible school, 9:45.
 Morning worship at 11.
 C. E. Societies, 6:30 p. m.
 Evening worship, 7:30.
 Monday night, Bible Class, 7:30.
 Mid-week church family night, Wednesday, 7:30 p. m.

Last Lord's Day saw splendid attendance. Over 100 attended the Bible school; almost 150 heard the morning sermon; C. E. societies reported good attendance, and evening service reached almost 100. The pastor continues a series of sermons Sunday morning, using International Bible school lessons as sermon topics. The theme Sunday will be Jesus, the Light of the World. At the evening hour another theme in a series of sermons stressing the evangelistic message and methods of Jesus will be used, Our Message to Youth. You are welcome.

ST. ANTHONY'S CHURCH

Wednesday, Ash Wednesday, marked the beginning of Lent. Sunday will be the first Sunday in Lent. Being the second Sunday of the month, it will be Communion Sunday for the Holy Name Society. A reception for the Society will be held before the 8 o'clock mass.
 Lenten services will be held Tuesday and Thursday at 7:30. Sunday masses, 8 and 10 o'clock.

ASSEMBLY OF GOD CHURCH

Meet a friend every service. A place with a welcome. One block north of high school. W. A. McCann, pastor.

Sunday school, 9:45 a. m.
 Owen Neel, Superintendent.
 Morning worship at 11.
 C. A., 6:30 p. m.
 Evangelistic services, 7:30 p. m.
 Prayer meeting, Tuesday, 7:30.
 Gospel Thimble Workers, Wednesday, 7:30 p. m.
 W. M. C., Thursday, 2:30.
 C. A. Evangelistic services, Friday, 7:30 p. m.

Vega News

BY CORRESPONDENT
 Several families are here to assist in the construction of Highway 66.

Work on the highway was expected to begin February 10. Mrs. D. W. Clark entertained the Presbyterian missionary society Wednesday. An interesting lesson and program was heard by 15 members, who also enjoyed a plate luncheon.

Parents and friends heard Mrs. Castleberry present pupils in a music recital Tuesday. Punch and cake were served.
 Vega PTA entertained the Oldham county council Friday. Adrian and Wildorado units were represented. Mr. Winters of Amarillo spoke on Good Citizenship.
 Judge W. A. Pulliam, Mrs. Chas. Silvey and Ronald Knox have returned to their home from an Anammarillo hospital and are recovering from recent illnesses.
 Mr. and Mrs. Allan Bell of Adrian were here last Thursday.
 Mrs. Thompson returned from a visit in Claude Sunday. Raymond going over for her.
 A county wide farmers meeting was held February 8, when plans and programs were formed for organizing community and county agricultural associations. W. D. Deck of Perryton was a speaker.
 The Worthwhile home demonstration club met with Mrs. Stella Thurtel Friday, with 18 members present. Sewing and a business session kept all busy.
 County Agent T. R. Alexander has received SCS checks and farmers are coming in for them.
 Vega exceeded her quota for Red Cross flood relief funds.
 Petitions have gone in for extended mail facilities on the Star route in southern Oldham county.
 Misses Hughes, London, Harvey and Settles were in Tucumcari Sunday afternoon.
 Mr. and Mrs. J. T. Richardson visited the Doss home in Hereford last Thursday.
 The child study club met Friday with Mrs. Moody Alexander in charge. Mrs. J. T. Shelton led a discussion on Home Recreation.
 John Skagg was here from Adrian Saturday.
 Vega boys and girls lost basketball games to Dimmitt Saturday night.
 Ed Jacobson and family of Adrian spent Sunday in Vega.
 Mr. and Mrs. J. Watkins spent the week end at Fritch with his sister, Mrs. Helmeig.

Dawn Items

BY MARGARET BOWERS

Two quilts were quilted for flood sufferers by ladies of the community at the home of Mrs. Caraway in an all day meeting Wednesday. Inez and Alma Miller were home from WTSFO last week end.
 Dawn Study club met with Mrs. Cecil Walker Tuesday. Next meeting will be with Mrs. Barnes.
 Mr. and Mrs. J. R. Underwood were in Tulla Sunday.
 O. D. Williams and family, Amarillo, Mr. and Mrs. C. Stewart visited Mrs. W. L. Harris Sunday.
 H. E. Miller and family were in Amarillo Saturday.
 A miscellaneous shower was given at the L. A. Smith home Friday night, honoring Mr. and Mrs. Aubrey O'Neal. Refreshments were served to about 130 guests.
 Rev. White preach'd here last Sunday morning.
 Mr. and Mrs. Clifford Stewart have been ill with influenza.
 Johnny Caraway was home from his school work in Hereford last week end.
 Mrs. Ivan Leake was at home from her school work in Lubbock over the week end.
 Mrs. Paul Frye of Amarillo visited here Friday.
 H. H. Miller delivered a car of fat steers last Saturday.
 H. H. Miller bought two fine Herefords at the sale in Amarillo recently.
 Mrs. William Wimberley visited her mother in Canyon Monday.

Mrs. George Suggs returned home Saturday after a week of illness at the home of her daughter Mrs. Jim Lipscomb.
 Mrs. Cox visited the school last Friday afternoon.
 Mr. and Mrs. Gilbert Brown of Nazareth, and Mr. and Mrs. Melvin Walter and son of Hart spent Sunday with the Robert Viegel family.
 Mr. and Mrs. Bob Higgins visited Claude Norton in Amarillo Monday.
 Mrs. Reed Williams visited Mrs. Jim Lipscomb Friday.
 Mrs. George Suggs visited in the A. H. Davis home Monday.
 Mr. and Mrs. D. O. Williams and children of Abernathy spent the week end visiting in the Hutson homes.

Mrs. Beulah Roberson of Hereford was a guest in the Chas. Roberson home Sunday.
 J. W. and Doyle Vines of Black visited the Oglesby home Monday.
 Gertrude, Christine, Ruth and Thurman Atchley were in Happy Friday night.
 The children of Mr. and Mrs. L. Lookingbill have recovered from scarletina.
 Mr. and Mrs. Guy Waiser, Lee Curry and Pearl Pracher were in Plainview Saturday. Mrs. Curry returned home with them.
 A wreck at the crossing Monday resulted in a partly demolished car and slight injuries to the driver.
 Miss Kathleen Wade of Floydade visited here Sunday. Mr. and Mrs. J. B. Noland, Jim and J. A. Noland and Harry Lookingbill returned to Floydada with her Sunday afternoon.
 BTS attendance Sunday night was 15. You are invited.
 Summerfield Study club met with Mrs. W. Welty Thursday and a program on child welfare was given. Next meeting will be with Mrs. J. R. Oglesby.
 D. C. Waiser, Cullen Butler and W. A. Vines are influenza victims. Summerfield played basketball in the tournament at Hereford Saturday.
 Mr. and Mrs. Buford McMinn of Hereford were guests in the Perry McMinn home Monday.
 Mr. and Mrs. W. A. Vines visited in Black Monday night.
 Mr. and Mrs. J. O. Clark of Hereford visited the C. R. Waiser home this week.

Summerfield News

BY MRS. ASA ATCHLEY
 There will be church services here next Sunday.
 H. D. Hill and family of Ford spent Monday in the B. A. Atchley home here.
 Mrs. R. D. Lance visited the Miles home in Hereford Sunday.
 Mr. and Mrs. Grady Edelman of Plainview spent the week end in the Bill Edelman home.
 Mr. and Mrs. O. Cross of Friona visited the Vines home Sunday.
 Jess Lindsey and family of Lubbock were here last week end.
 Miss Madoline Miles of Hereford spent the week end in the Streun home here.
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 Mr. and Mrs. J. O. Clark of Hereford visited the C. R. Waiser home this week.

Friona News

BY JOYCE LANDRUM
 Friona students donated \$19 to the flood relief funds. The FHO donated \$5.
 Basketball boys were in charge of chapel services Thursday, and it was one of the best of the year. FFA boys entertained their fathers with a banquet Wednesday. Ira Bengos was toastmaster and several boys gave talks. The school board and Miss Warren were special guests.
 Mrs. Gee, home ec teacher, has been ill several days. Mrs. J. E. Stowe has been taking her place.
 Rev. Newsom is conducting a revival at the Baptist church this week.
 Miss Edith Crabtree returned to her home in Floydada Monday after a visit here with her sister, Mrs. Orville Allen.
 Mrs. C. F. Rogers visited her sister, Mrs. Webb, in Dimmitt Saturday. Mrs. Webb returned with her for a visit here.
 C. W. Dixon was in Plainview Friday. Mrs. Dixon went with him to Dimmitt and with her son, Jimmie visited Mrs. Rosa McLean.
 Bob Clements was here from Skellytown Monday.
 Mrs. Naomi Todd and children were in Clovis Thursday.

Wyche Items

BY PEGGY VALENTINE

Mr. and Mrs. Paetzold were in Amarillo Wednesday.
 Mrs. Louie Olson is up after an illness of some time.
 Mr. and Mrs. Fred Henry were in Plainview Sunday.
 Nancy Olson has been out of school several days because of illness.
 Mr. and Mrs. Guy Edwards of Hereford visited the A. E. Edwards home Sunday.
 Lucy Ann and Audry Mitchell have missed school several days because of illness.
 Mr. and Mrs. R. W. Ellison spent Sunday in the B. D. Fortner home at Arney.
 Mr. and Mrs. Fred Pittner of Hereford visited the Boeskin home. Jack and Jim Gandy and J. C. Redding went to Plainview Sunday.
 DuBois Walker, Harvey Lindsey and DuBois Walker Jr., visited the Underwood home at Frio Sunday.
 Jack Gandy and J. C. Redding and DuBois Walker were in Amarillo Saturday.

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Ward News Notes

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Progressive News

BY OLIVE PERKINS

Mrs. Dudley-Buzard and daughter, Nona Kay, spent several days last week with her parents, Mr. and Mrs. Ray Hershey.
 Mrs. Owen Neel attended a quilting at the home of Mrs. Lester Galley Thursday.
 Rev. Redford will preach at Progressive Sunday afternoon.
 The twin daughters of Mrs. Howard Hershey are visiting their Grandmother Hershey.
 Miss Odessa Cockrell of Hereford spent the week end with Miss Ira Jeanne Ricketts.
 Arch Conklin and family and Howard Hershey spent Sunday in the Ray Hershey home.
 Mr. and Mrs. F. H. Oberthler called on F. D. and Miss Olive Perkins Sunday afternoon.
 Mrs. C. C. Bowman went to see Mrs. O. E. Boyer Thursday.
 Mr. and Mrs. W. A. Ricketts of Hereford visited in the Ira Ricketts home Saturday.
 Mr. and Mrs. Orin Russell announce the arrival of a son Saturday, February 6. Mrs. Russell is staying at the home of Mrs. Howard Hershey. Wanda Blagg of Spur and Audrey Cockrell of Hereford are staying in the Orin Russell home.
 Mr. and Mrs. Ira Ricketts visited Mr. and Mrs. W. A. Ricketts at Hereford Tuesday.
 Owen Neel and family spent Sunday with Mr. and Mrs. J. L. Vicks.
 The club met last Wednesday with Mrs. Luke McBrayer with nine member present. Mrs. McBrayer conducted a round table discussion on Should Children Fight, and How to Keep Children from Fighting. The next meeting will be a social at the home of Miss Olive Perkins.
 Mrs. Clarence Botts and Dale spent Monday in the Owen Neel home and helped Wayne celebrate his fifth birthday.
 C. C. Bowman, Miss Virginia Bowman, William Bowman, and

the Gregory family attended a singing convention at Bovina last Sunday.
 Joe Brouman is putting in an irrigation well.
 Miss Neville Wrenn and George McLean visited in Memphis over the week end. They were guests of Miss Wrenn's parents, Mr. and Mrs. J. B. Wrenn, and a sister, Mrs. W. V. Coufsey and family.

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Notice!

OUR

Coffee

IS GOOD
 For We Are
 NOW SERVING



MAXWELL
 HOUSE
 COFFEE

Try a Cup Today
 At the
**New Club
 CAFE**

NOTICE!

—of intent to open an office in Hereford, about Monday, February 15, above Close Drug.

Dr. M. V. COBB

NATUROPATHY AND CHIROPRACTIC
 Ten years experience in San Antonio and West Texas cities.

MOVED

This week end I am moving my blacksmith and welding shop from my old location on West Second Street to our new location on East Second Street, just two blocks east of our present place of business.

TO THE

OLD HAWKINS BUILDING

ACROSS FROM

West Texas Feed and Seed

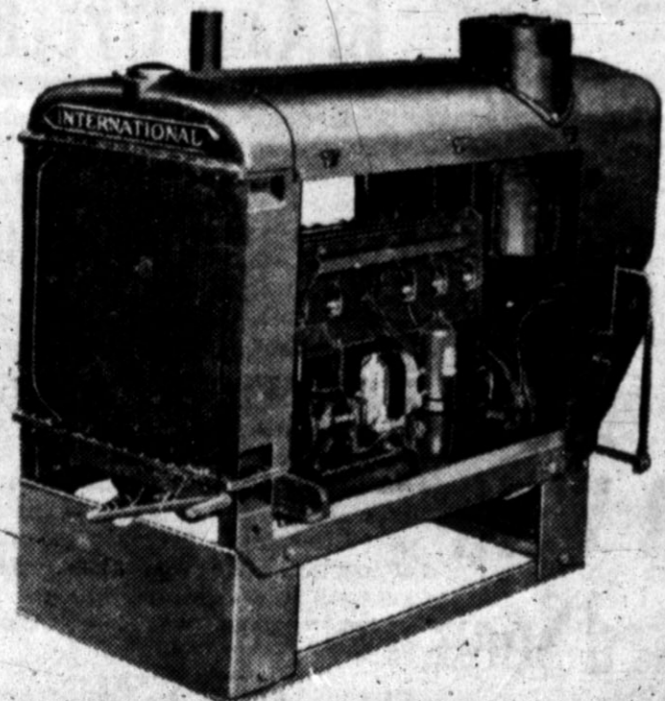
J. L. Taylor & Son

BLACKSMITHING

WELDING

Power Your Pumps With

International



"BY FAR THE MOST ECONOMICAL POWER WE HAVE EXPERIENCED"

That is what users say about INTERNATIONAL power units. You, too, will find this power a very effective source of extra savings. These power units are soundly engineered throughout. They have many important engineering features built into them, such as replaceable cylinders which provide smooth operation, economical performance, low maintenance costs and long life.

INTERNATIONAL POWER UNITS are built in sizes with a power range from 10 to 100 horsepower for gasoline, kerosene, distillate, diesel fuel or natural gas.

Rosson Implement Co.

PHONE 51

YOUR I. H. C. DEALER

HEREFORD, TEXAS

NO NEED TO SPEND MORE
 Just Spend MORE WISELY Here!

Crisco 3-POUND CAN 57c

- CORN FLAKES
- Red and White, 2 packages 19¢
- BRAN FLAKES
- Red and White, 2 packages 19¢
- TUNA FISH
- 2 cans 25¢
- SALMON, Fancy Pink
- 2 cans 25¢

Crackers A-1 2-LB DOZ 15c

- TOMATOES
- No. 2 can, 3 cans 25¢
- MIXED VEGETABLES
- Red and White, No. 2 can, 2 for 25¢
- TOMATO JUICE
- Red and White, 3 cans 25¢
- KRAUT
- Can 9¢

Hominy No. 2 CAN 3 FOR 25c

- CORN
- Primrose, No. 1 can 10¢
- CORN
- Standard, No. 2 can 10¢
- SALAD DRESSING
- Sun Spun, quart 35¢
- WAXED PAPER
- 2 rolls 15¢
- PAPER TOWELS
- Sanitex, each 9¢
- FLAV-R-JELL
- Box 4¢
- SPUDS
- Home-grown, 10 pounds 35¢

FRESH FRUITS AND VEGETABLES ARRIVE DAILY—SHOP OUR SANITARY FRUIT AND VEGETABLE RACKS!

Peas No. 2 Can 9¢ No. 303, Puremaid, can 5¢

COFFEE WEIR'S FRESH GROUND 25c POUND

\$10 Free Groceries Saturday

WEIR'S

Flour



PACKARD'S
 BEST
 48-POUND
 SACK

\$1.89

CORN
 Primrose, No. 2 Can
 14¢

CHERRIES
 Brimfull or Concho
 No. 2 can
 Each 14¢

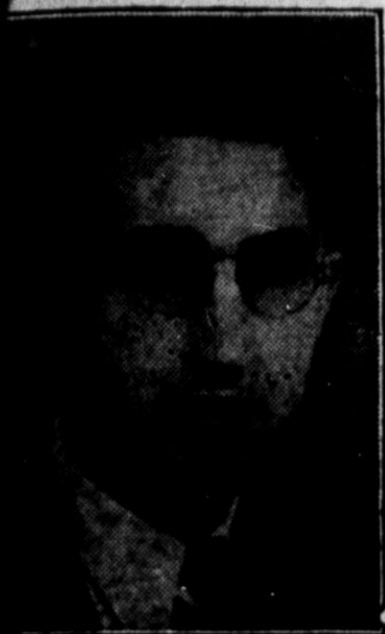
WEIR'S FRESH GROUND 25c POUND

\$10 Free Groceries Saturday

WEIR'S

RED & WHITE FLOUR

They Are Hereford "Neighbors"



C. H. DILLEHAY

The above cut appeared in the Amarillo News on Friday, January 1, in the "Meet Your Neighbor" column, and carried the following explanation:

C. H. Dillehay, superintendent of the Hereford schools, received a B. A. degree from Baylor University in 1916. Since that time he has done other work at Brown University, the University of Colorado, the University of Southern California and the University of Texas. His teaching experience first began at Decatur, where he was made superintendent of schools. He later taught at Olney and Hereford, and at the North and West Texas State Colleges, with four years in the summer schools of each. His numerous activities have resulted in his being chosen a member of the Municipal Band Committee, chairman of the Deaf Smith Library Board, chairman of the District One, Class Football Committee for the past three years, and other groups in connection with the school.



MRS. JOHN B. MILLER

The above cut appeared in the Amarillo News Thursday, January 29, in the "Meet Your Neighbor" column and carried the following explanation:

Mrs. John B. Miller came to Hereford with her parents, Mr. and Mrs. L. W. Vaughn, in 1905. Two years later she married John B. Miller, who was elected sheriff of Deaf Smith county in 1928. Upon his death a year ago, Mrs. Miller was appointed to fill her husband's unexpired term as sheriff. In the last election one of her deputies was elected to fill that place.

Mrs. Miller, in company with her sons, Guilford, Bobby and Billy, left Hereford recently for Canyon where Guilford Miller has entered West Texas State Teachers College. He recently resigned as teacher in the Messenger school to complete further study at the college prior to moving to California next summer. His mother will also go to the West Coast where a daughter, Mrs. Jack Cartwright now resides. R. V. Miller, another son, is business manager of the Brand.

WHEN THE GRASS GETS GREENER . . .

The following was found in the Line Riders Column, written by aince Johnson, in the Amarillo News Tuesday morning. The Brand passes it on to you.

Few oldtimers carry so much spontaneous wit as Rat Jowell of Hereford. Mr. Jowell attended the McDonald Hereford sale here last Thursday and just before it opened he met Elmer Womble, also of Hereford, in the Tri-State Fair livestock barn.

"Rat, you're looking a little thin," remarked Womble.

"Yeah, I've had a hard winter," Jowell shot back. "But come spring, the grass'll get green again and I'll fatten up."

SIDELIGHTS

BY MARVIN JONES
Texas Congressman

In his inaugural address, the President outlined the philosophy that will guide him during the next four years. He summed up this philosophy in this statement: "The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little."

I had the privilege of attending a White House conference last week in which emphasis was placed on the need of a long-range program to preserve and utilize water in order to prevent a recurrence of periodic disastrous floods. The present flood, which has reached record proportions, has brought this need forcibly to mind. Engineers now agree that the floods that occur in the main river streams could be largely prevented by utilizing the water in a soil conservation program and in a system of reservoirs, small lakes and ponds. Such a program would take time to develop fully, but it would be well worth while. Water now wasted in floods would become a blessing instead of a curse.

One example of the Federal government's activity in the field of crime prevention is the police training school which has been established by the Department of Justice. Here representatives of various state and local police agencies receive instructions in the latest methods of crime detection and prevention, and then carry their knowledge home to their fellow officers.

BLACK WIDOW SPIDERS BITE WHEN DISTURBED

The black widow spider continues to be a menace even though the number of persons bitten is comparatively small, according to morbidity reports received by the State Department of Health. The habit of this spider in building its web in dimly lighted places makes it difficult to establish any effective method of control.

Though the black widow is frequently found in basement, wood shed and other places, which have been cases of spider poisoning that have been reported in past years have occurred in old toilets in the rural districts. The spraying of creosote in cracks and crevices, particularly around the seats of old toilets, is an invaluable procedure, but precautions must be taken against fire. The egg cocoon may also be crushed.

The adult female spider is about half an inch long and has a shiny black body with a brilliant scarlet hourglass marking the under surface. The name, black widow, is derived from the fact that the female kills and eats the male after mating.

The web of the black widow is characterized by the fact that the strands are tough. If a straw is applied to the web of an ordinary house spider, the web will immediately break, but if a straw is stroked through a black widow web, the strands will be found to be so tough that the straw will bend or even break. The female spider stays close to her web but will rush out and attack violently any object disturbing the web.

The black widow is not an aggressive spider, and rarely bites unless disturbed. Acute pain develops in the region of the surface bitten, spreading to other parts of the body. There is a general muscle contraction, difficult breathing, cold perspiration, nausea and an extreme rigidity of the abdomen.

The general public should be taught to recognize the black widow, to take the necessary precautions and to consult a physician immediately if bitten.

The Game of Curling
The "horseshoe" sport, officially known as curling, is actually a combination of horseshoes and shuffleboard, played on ice. Contestants, instead of throwing shoes, slide heavy weights along the ice, aiming for the center of a circle instead of a peg.

INSECT PESTS SAY AWAY \$2,000,000,000 EACH YEAR

Two billion dollars just about covers the damage done by insect pests in this country each year, according to Lee A. Strong, chief of the bureau of entomology and plant quarantine, United States Department of Agriculture. This sum is estimated from the known amount—about \$900,000,000—of the damage done annually by 34 of the more important insect pests. For example, the boll weevil exacts an average yearly toll of \$164,000,000 and the corn ear worm which attacks cotton and tomatoes as well as corn, a toll of \$104,000,000.

The world has more than 700,000 kinds of insects that have been named and described, and new ones turn up every now and then. In North America there are 50,000 kinds of insects—6,500 being consistently destructive year after year.

No one region is specially subject to insect infestation, nor is one region likely to be the heaviest sufferer in successive years. Sometimes insect pests are worse in the Cotton Belt; at other times in the Grain Belt. Naturally, they are mostly in regions where crop values are high.

ODD GRAINS TESTED FOR DISEASE CONTROL

In improving the small grains, plant breeders in the United States Department of Agriculture in the cooperative work with the States Agricultural Experiment Stations seek varieties that yield well, resist lodging and shattering and are of good quality. These are general aims. But there are regional problems. For example:

In the South there is demand for oat varieties resistant to crown rust. In the upper Mississippi Valley breeders work for resistance to stem rust. The development of smut-resistant oats is a specific need in nearly all oat-growing sections. The discovery that there are definite races of the oat smuts has complicated the problem. Drought-resistant oats is a distinct need in the Great Plains, and where cereal hay is grown there is need for improvement in varieties for grazing and forage.

The oat breeder, with his knowledge of genetics, proceeds with a high degree of certainty to combine, through hybridization, the characters he believes essential for new and better varieties.

Try First to Buy in Hereford.

CLOVER NOT A FIELD CROP UNTIL AFTER REVOLUTION

Although mention of red clover is found in early colonial history, it probably was not until after the Revolution that farmers planted it as a forage hay and soil-building crop, according to records in the Bureau of Plant Industry.

An early history of Pennsylvania (about 1730) reports that little seed of any grass was sown, as the plow was seldom used to prepare for meadows; that red and white clover were propagated only by the manure. But clover had been introduced before that. It was reported in the fields of Long Island in 1679. In 1749 it was growing on the hills and in the woods of New York.

A Philadelphia writer remembers a bullock that was ill because of eating too much clover and says "as clover was only then (1745-40) making its entrance into the neighborhood, they were all strangers to its effect".

From the early history of Virginia it is obvious that the production of hay was not of any great importance. Agriculture centered about tobacco. New lands were sought rather than methods of improving worn-out soils.

FARMERS PAY NEARLY FOUR MILLIONS ON STATE TAXES

Payment of over \$3,985,400 of state and county taxes in Texas has removed the names of thousands of farmers from delinquent tax lists and helped to reduce farm tax sales in the state to half the 1933 level, according to A. C. Williams, president of the Federal Land Bank of Houston.

Some 28,900 Texas farmers refinanced their debts through the Federal Land Bank Commissioner since the Farm Credit Administration was organized and, in many instances, the loans included funds to pay back taxes owned by farmers to local tax authorities.

The total amount loaned for the purpose equals an average tax payment of about \$140 per farmer refinanced.

The \$3,985,400 covers tax payments in connection with \$129,850,000 of land bank and commissioner loans made in Texas from May 1, 1933, to January 1, 1936. About 2.8 per cent of this amount was used for tax payments.

It Gets Uncle Eben's Goat
"I don't mind bein' cheated," said Uncle Eben, "as much as I do bein' laughed at by de man who did it."

Adrian News

Mr. Syms left Saturday for Austin to appear before the State Board of Education in an effort to interest them in refinancing Adrian school district bonds.

The basketball team played Wildorado Friday at Vega and were defeated 22 to 9.

Oldham county basketball tournament meets at Vega the 12th and 13th.

Adrian community has sent in about \$50 to the Red Cross fund.

PTA met Tuesday night, with 29 present. The membership is 41. A program was given. Will Brown sang Beautiful Texas, accompanied by Earl Brown, violin, Lloyd Baldwin, guitar. Eight girls gave readings on the 40th anniversary of PTA. Allen Stagg of Vega completed the program with a lecture on organization and early days of Oldham county. He came to the county in 1894. Sandwiches and cocoa were served.

Mrs. Kenneth Zearing is not doing so well since undergoing an operation in Amarillo, but is improved somewhat.

General health is improving in the community, with a few students still out of school.

Mrs. Edgar and Norman Jacobson invited a few neighbors in to quilt last Thursday.

Mr. and Mrs. Sam Steele and daughter, Ann, of Fort Sumner, New Mexico, visited relatives here over the week end.

LAMB RAISERS LEARN WHAT MARKETS DEMAND

The flat price basis of buying lambs is unsatisfactory for farmers who raise choice lambs, and each year greater efforts are made to get the business on a grade basis. This year, the bureau of Agriculture Economics reports, state graders are working at more country shipping points than ever before. Thousands of lambs are being graded and marked with red, blue or yellow chalk or color marks. The mark shows the grade of the lamb, and the animal will be sold by that grade whether at the shipping point or at the central market. Buyers are paying better prices for the high grade lambs than when they were buying all lambs at a flat rate.

Federal graders are conducting lamb grading demonstrations at some of the points in Virginia, West Virginia and North Carolina. As the grading is done, the graders explain to the farmers just why each lamb goes into a specific grade. Thus a farmer not only stands to get a better price for his lambs, but he learns what kind to raise for best returns. Similar demonstrations have been held in other states in other years.

Grade specifications developed by the Bureau are used in this work, so the grading is alike at all points where state or federal graders are working and will be the same next year where similar work is done.

Like Lincoln, We Believe In
HONEST VALUES

OXYDOL Large Package	19c
SOAP P. and G. 10 Giant Bars	35c
SOAP Ivory	Large Bar 11c 2 Medium Bars 13c
APRICOTS Choice Evaporated 2-Lb Package	27c
PRUNES Italian, No. 10 Can	27c
MUSTARD Libby's 9-oz Jar	9c
CATSUP Beechnut Large Bottle	19c
RAISINS Seedless, 4 Pounds	27c
SUGAR	10-Pound Paper bag 53c
Vegetables	Libby's Mixed 16-ounce can 10c
Cut Beets	Libby's 16-ounce can 9c
CORN	Libby's 17-ounce can 14c
PEAS	Libby's, No. 2 Sieve, No. 2 can 19c
CORN	Rosedale, Whole Grain, No. 2 can 15c
SOUP	Van Camp's Tomato No. 1 can 5c
PRUNES	Everfresh, Italian 2 No. 2 1/2 cans 25c
Compound	Swift's Jewel 5-Lb Carton \$1.05
Baking Powder	Clabber Girl 2-lb pkg 23c
Shoe Polish	Jet Oil Bottle 10c
SOAP	Woodbury's Toilet 2 bars 15c
BEANS	Lima 2-lb pkg 19c
MILK	Borden's Rose Brand 6 small or 3 large cans 15c
BEST YETT	Salad Dressing or Relish, quart jar 25c
KELLOGG'S	Shredded Wheat 12-oz pkg 10c

Flour

PACKARD'S BEST

48-Pound Sack **\$1.86**

24-Pound Sack **94c**

PRODUCE

BANANAS	Yellow Ripe Dozen 12c
Grapefruit	Texas Seedless Dozen 23c
LETTUCE	Large, firm Head 5c
SPUDS	Colorado Reds 10 Lbs 29c
ORANGES	Large size Texas, dozen 25c

MEATS

FRESH FISH	Pound 25c
ROUND STEAK, Round Bone	Pound 20c
RIB ROAST, Extra Good	Pound 11c
PORK ROAST, Shoulder Cuts	Pound 21c
BABY BEEF ROAST, Chuck Cuts	Pound 14c
SLICED BACON, Gold Coin	Pound 33c

COFFEE

Schilling's 1 Lb **27c** 2-Lbs **52c**

COFFEE

Break O' Morn **17c**

OYSTERS

Wapco, 5-oz Can **10c**

CRACKERS

M. B. G., Graham 1-Pound Box **15c**

Aermotor

WIND MILLS

We also carry a complete line of Well Supplies

See the New Model

Florence - Quick Meal

and

NEW PERFECTION Oil-Burning Cook Stoves

They are beauties—as attractive as they are practical and efficient.

We have a few last year's models at Greatly Reduced Prices.

Real Bargains

In a few gas ranges that we have.

STREU HARDWARE CO.

MEAT AND PRODUCE PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

GROCERY PRICES GOOD ALL WEEK

School News

STUDENT FORUM

Dear Forum:
The prevalence of unexpressed opinion in our school has caused a decline of school spirit. A follow-the-teacher attitude is dominating true talent and causing a lack of cooperation, comradeships among students and classes.
May the suggestion be offered that a student activity committee be founded as a branch of the Student Council. This body, elected by popular vote; and, of a representative of each class, could plan, and promulgate inter-school plays, contests, or other interesting projects to bring out individualism.
A detailed discussion could be carried out by our Student Council and action taken if a favorable decision is reached. Do we, or do we not, need such an organization. Sincerely yours,
Alva Barber.

Dear Forum:
Why do students do and say such humorous things? Especially do freshmen and sophomores cause many laughs; of course, juniors and seniors never say humorous things or do them.
What are students thinking about who check out books, then carry out a box of reserve book slips, a pencil, the card to the book which the particular student has checked out, instead of his book? And of all facial expressions when he discovers his mistake! It is equally interesting to note different actions in the library, needless to say, but so much for that.
Despite the fact that these many humorous incidents occur, Hereford High School has a very thoughtful and intelligent group of students. A courteous, kind, cooperative and considerate student body it is. Sincerely yours,
Bonnie Jean Smith.

My Dear Forum:
In almost every school there is a need for some subject that is not being given. What this school needs most of all is a dramatic

class or club. The school has among its students enough talent, interest and ability to make this a worthwhile project. As one of the teachers has said while discussing the problem, "Time would be the only element that would present an obstacle." This is very true. As far as talent and interest are concerned, the possibilities are great. Some of the students may have great hidden possibilities that would come to light if given an opportunity. I think I am right, do you?
Irene Knox.

TWELVE THINGS TO REMEMBER

- The value of time.
 - The success of perseverance.
 - The pleasure of working.
 - The dignity of simplicity.
 - The worth of character.
 - The power of kindness.
 - The influence of example.
 - The obligation of duty.
 - The wisdom of economy.
 - The virtue of patience.
 - The improvement of talent.
 - The joy of originating.
- Marshall Field.

GIRLS' HI-Y MAKES PLANS

The Girls' Hi-Y met Tuesday, January 19, at the school building with 20 present.
The meeting began with the singing of Onward Christian Soldiers, with Nancy Millard as the leader. Plans for making money to help Central school cafeteria were discussed, but nothing was definitely decided upon. It was voted to attend in a body Sunday evening at the Baptist church as that will be Rev. Shepherd's last services in Hereford.
The program consisted of a talk on clean scholarship by Gladys Lewis, and a very interesting story entitled Pay Envelope Number 9, told by Mary Ann Baird.
This was followed by a very interesting discussion of clean scholarship. It was suggested that the girls wear sleeve bands indicating this movement.
The benediction was given by Virginia Erie Reed, and the meeting was adjourned.

PEP CLUB IS ENTERTAINED

A most enjoyable evening was spent by the Pep club on Thursday, January 21, at the home of Mrs. Barnard. The evening's program consisted of selecting a play to be put on by the club. Also tryouts and choices were made for the roles.
Miss Carlisle very willingly met with the club in the absence of their sponsor, Miss Wrenn. They hope Miss Wrenn will be able to attend their next meeting.
The club wishes to thank Miss Carlisle for meeting with them and to invite her back at any time she can attend.
The co-hostesses, Caroline Frye, Helen Danforth and Mildred Ruthertford, served the girls with lovely refreshments.
What a memory M. N. Ewton has! She is forever recalling her childhood days.
Vr. Newell (after having a wreck with some other car): I would have given you a signal but there isn't a signal for what I wanted to do.

SENIORS LOOK AHEAD

The Seniors held their regular weekly meeting in room 13 Wednesday, January 20. The meeting was joyously opened by the distributors of report cards? Mr. Hudson presented three problems to be solved by the class. He presented certain graduation methods followed by classes in the past, and the methods that could be followed. The class favored using caps and gowns as it will look more dignified and uniform.
The honor speaker for commencement night will be chosen by the class, two from the five with the highest points. The class favored presenting their own program for commencement night. Many arguments were presented for this, one being the vast amount of talent in the class. Conceit? No, just stating true facts.
C. Estes: Say, what's that on your neck?
B. Stanford: It's nothing, you're dreaming.
C. Estes: Did you ever see a dream walking?

HUMOR

L. A. Ricketts always leaves enough milk for the cat (the one that hangs around). Yeh, a small cat.
Billy Smith has been seen playing a game of caveman lately. Now, Billy, please be careful.
B. Beene seems to have been referred to as "the cutest thing on legs."
Has anyone seen George McLean propped up on any chair since one gave way under him in algebra class?
T. B. Bailey has been seen sweeping Orvella H. off her feet lately. Keep up the good work, Billy.
K. W. Shirley: Where in the world is my shoe?
Jean Williams: Oh, excuse me, Karl, my violin was in it.
Mr. Smith: Terrell, please play it over and try to get it right.
T. Williams: O. K., but my foot just ain't patten' right.

NUMBER TWELVE!

This is No. 12, and the final one of the Home Booster Series of monthly talks with our patrons and friends.

During the past year we have discussed several subjects which we feel are of vital importance to every resident of Hereford and vicinity.

There has been a generous public response.

The eyes of the outside world are on Hereford, more than ever before.

The motive of the firms signing these talks has been Community Service, that in the end residents of this community may be happier and more prosperous.

We deeply appreciate the confidence and cooperation the people have given us.

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

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

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

SODALITY ENTERTAINS AMARILLO GROUP

The Sodality of Our Lady of the Atonement entertained members of the Cathedral Sodality of Amarillo Sunday with a lovely party held in St. Anthony's hall. The valentine motif was carried out in decorations. Hearts and Darts, a musical marriage and a Catholic press contest furnished entertainment. Clementine Drexler was awarded the prize in the musical marriage and Victoria Alonso won the prize in the Catholic press contest. Girls received favors in the games of Heart and Darts.

After a plate luncheon was served, an impressive and inspirational tableau was presented. Mary Virginia Eberle played the part of Our Lady as Queen of the Ocean, while Hall Queen of Heaven was sung by the group. Benediction of the Blessed Sacrament was given at the church.

Members of the Cathedral Sodality present were Victoria Alonso, Francis Morrow, Clementine Drexler, Eunice Handley, Mary Probst, Genevieve Clifton, and the director, Rev. Father Matthew F. Schafte. Special guests were Rev. Father Drury, Mrs. F. Probst and R. C. Brounlee.

Try First to Buy in Hereford.

CELEBRATE WEDDING ANNIVERSARY

To celebrate their 44th wedding anniversary, Mr. and Mrs. John Haberer entertained with a family reunion dinner Sunday, February 7, at their home on West Sixth Street. The valentine motif was used in decorations. The centerpiece for the long, beautifully appointed table was a tiered anniversary cake decorated with hearts and topped with a miniature bride and groom. Place cards were dainty old fashioned valentines. Of paramount interest to the guests was a beautiful and appropriate tribute paid to the honored couple by Mrs. Herman Haberer. The tribute was "Forty-four Years of Memories," and told of happy highlights from 1893 to 1937. Flowers were presented to Mr. and Mrs. Haberer by their children.

Mr. and Mrs. Haberer were married in Dodge county, Nebraska, in 1893. They moved to Texas in 1910 and located at Big Square. Thirteen years later they moved to Hereford and have resided here since that time. Mr. Haberer is engaged in wheat farming and ranching.

All of the five children of the couple, and their families, were present at the celebration. They were Roy Haberer, A. L. Haberer, and Johnnie Haberer, of Big Square; Herman Haberer, Muleshoe; and Mrs. Henry Sherman, Los Angeles. Grand children present were Roger, Phillip, Betty Joy, Elsie Dale, Gerald Lee, Keith, Mary D., Russell and Ted Haberer.

Try First to Buy in Hereford.

PIONEER CLUB ENTERTAINS WITH TEA-RECITAL

The Pioneer Study club entertained with a tea and lecture recital at the Presbyterian church Monday afternoon. The club presented Wayne Eubanks, head of the speech department of Amarillo Junior College, in a recital program featuring the works of the modern poets. Mr. Eubanks was received with much appreciation and enthusiasm as he gave vivid word pictures of poets and their types of work, as he saw them. Illustrating his remarks with poems depicting the author's characteristics. His outstanding number was Pateras, by Amy Lowell, when he seemed to transmit his inspiration to the audience.

The program included poems by Conrad Aiken, Robert Frost, Edna St. Vincent Millay, Edwin Arlington Robinson, Sara Treadale, Carl Sandburg, Amy Lowell and Lew Sarrat.

Mr. Eubanks was assisted by Miss Mary Roberts Warner of Amarillo, who gave the following numbers: Piano, Alf-Wien, by Godowsky; Message of the Winds, by Loth, Vocal, in the Luxembourg Gardens, by Manning.

Guests were received by Mrs. M. D. Womble and Mrs. Ray Johnson. Invitations included members of the study clubs of the city.

The table was laid with lace and valentine suggestions were used. Tall red and blue candles burned in silver candleabra at each end of the table. Mrs. H. D. Reed and Mrs. Jack Ross presided at the silver tea service.

Try First to Buy in Hereford.

Messenger News

BY MRS. J. N. MESSENGER
Messenger was well represented at the basketball tournament in Hereford Saturday. Messenger boys won first place.

Some citizens of this community have moved away, others coming in to replace them. Six new families have moved to the community in the past two months.

George Messenger has been chosen Sunday school superintendent; Ray Coleman, assistant; Georgia Nell Coleman, secretary-treasurer; Mrs. M. S. Smith, Bible teacher; Mrs. Smith, teacher Juniors; Mill Loyd, teacher young people; Miss Brookfield, teacher of beginners; Miss Loyd, pianist; Roy Coleman, choirster, Sunday school attendance is expected to increase as good weather comes on.

C. R. Hardy, Methodist minister of Friona, delivered good sermons here Sunday.

W. B. Wilson has been elected to succeed Gullford Miller in the school here. Mr. Miller has entered college in Canyon.

It looked like old times in Hereford Saturday, with the big crowd and busy mercantile establishments.

The farmers elected officers at a regular meeting last Tuesday. J. T. Gulin was chosen president; Geo. C. Messenger, vice president; Ray Coleman, secretary. The meeting was turned over to the Hereford Lions club, who presented a good program. County Agent Bateman, Judge Wilson and Mr. Morgan gave talks.

Mr. and Mrs. Hugh Lee and grandson, Jack Raspberry, are in Central Texas for a stay of several weeks.

Ray Coleman returned from a visit with his mother in Oklahoma City Sunday. She had undergone an operation and was recovering nicely. He was accompanied by Lewis and Hoyt Smith to Elk City, where they visited. Lewis returned, Hoyt remained for a longer stay.

Westway Items

GLAYDE GORE & GWENDOLYN HYDE
J. W. Hyde and Elijah Hyde made a business trip to Lubbock last week.

Mr. and Mrs. Guy Lawrence of Walcott spent Sunday in the E. M. Green home.

Rev. Ray Stephens and wife spent Sunday with Mr. and Mrs. Joe Landers and family.

Mr. and Mrs. Sidney Mydgett and daughters visited in the W. J. Myers home at Lockney Friday of last week.

Vernon Burges was in Lockney Monday.

F. W. Dodson and Otis Hively spent the week end at Westway.

Frio News Items

BY MRS. W. A. SPRINGER
WMS met in the home of Mrs. J. B. Harlin Wednesday.

Miss Charline Hill of Lasbuddy spent the week end with her mother, who is staying in the J. E. Springer home.

D. H. Allman and family and Miss Koma Hyatt were Sunday guests of Mr. and Mrs. Jim Bagwell at Bethel.

Mr. and Mrs. L. M. Buckmaster and Mrs. Pat Hyatt of Dimmitt visited Miss Koma Hyatt Sunday.

Adam Flowers and family of Jumbo, Mrs. Woolery and Junior, Mr. Holland of Lubbock were Sunday visitors in the Mack Dixon home.

WAKEFUL GASOLINE

Just one tankful of Texaco Gas will open your eyes to real gasoline values. Here's a gas that gives a quick starting and power—a gas that gives you mileage.

TEXAS SERVICE STATION

GLENN SNYDER. PHONE 440



Spring Smartness

As Expressed In
Spring Coats

Suits and Print Dresses

SPECIAL PRICES

Offered On These New Garments Of Exceptional Quality!

NEW FELTS AND STRAWS
Very Chic and Most Attractive.
Large Shipment Just Received

Be sure to see our models at the Style Show at the Star Theatre, Tuesday, February 23. Benefit of Central School Cafeteria.

POPULAR STORE DRESS SHOP

MRS. GASTON BAER HEREFORD

THE HOME, ITS INFLUENCE, STUDIED BY DAWN CLUB

Mrs. Cecil Walker and Mrs. Minnie Walker were co-hostesses when members of the Dawn Study club met at their home Tuesday afternoon, February 2. After a short business meeting, Mrs. Walter Gally opened the program with a discussion on The Home and Its Influence on Community Life. An interesting article on The Home was given by Mrs. N. R. Miller. A reading, Romeo, was given by Eugene Roberson.

After the program games were directed by Mrs. Ruth Womble. Refreshments were served to Mrs. H. H. Miller, Bess May, Laura May, Jim White, W. P. Caraway, Jess Caldwell, Homer Barnes, N. R. Miller, Lester Galle, L. A. Smith, Ray Bowers, Carl Luke, Walter Galle, Jeff Roberson and Miss Margaret Bowers.

T. E. L. CLASS HAS BUSINESS, SOCIAL MEETING

T. E. L. class of the Baptist church held its regular monthly business and social meeting Thursday afternoon at the home of Mrs. Ted Young. Mrs. Mark Hanna was assistant hostess.

Mrs. Edgar Johnson, president, conducted the business meeting. During the social hour conversation and sewing furnished entertainment. Lovely refreshments were served to the following members: Mmes. Lee Lambert, Wirt Phillips, N. E. Walker, J. H. Miller, W. A. Dobbins, Edgar Johnson, Allen Powelson, G. W. Brumley, J. S. Orr, W. A. Long, Mack Beach, Ruby Gilbreath and the hostesses.

FRANCES WITHERSPOON CLASS ELECTS OFFICERS

Frances Witherspoon Bible class elected officers at the meeting last Thursday at the home of Mrs. W. A. Hunter on Fifth Street. Each member of the class brought a covered dish and a lovely dinner was enjoyed at the noon hour.

Mrs. C. F. Kerr presided over the business session in the afternoon when new officers were elected. Those selected were Mrs. T. M. Palmer, president; Mrs. W. M. Rigler, teacher; Mrs. W. A. Hunter, assistant teacher; Mrs. W. M. Cogdell, reporter.

During the social hour sewing and crochet furnished entertainment. Members and guests present were Mmes. T. M. Palmer, W. M. Cogdell, Belle Hodges, C. F. Kerr, E. H. Norton, W. M. Rigler, C. O. Lee, E. E. Rogers, Maggie Hopper, C. J. Paddock, Joe Bodkin and the hostess.

The next meeting will be held at the home of Mrs. T. M. Palmer on the First Thursday in March.

A. H. OWEN CELEBRATES 85th BIRTHDAY

Observing the 85th birthday of her father, A. H. Owen, of this city, Mrs. Jack Roberson entertained Thursday evening, February 4, with a surprise 42 party at her home. The occasion honored both Mr. Owen and Jack Roberson, whose birthday occurred February 2. Three tables of players enjoyed the games and two birthday cakes were features of the occasion.

Refreshments were served to Mr. and Mrs. W. H. Smith and son, James Neal, Mr. and Mrs. Wiley Roberson, Mr. and Mrs. Vernor Melugin, Mr. and Mrs. G. P. Owen and son, Homer Lee, and Mr. and Mrs. J. B. Harlen.

Mrs. G. P. Owen and Mrs. J. B. Harlen were assistant hostesses.

THE CRISIS REVIEWED FOR BAY VIEW CLUB

The Crisis, a story of the Old South, was reviewed at the meeting of the Bay View club Thursday afternoon in the club rooms at the court house. Mrs. Bob Wilson gave the interesting re- of the book in a history and in view and discussed the place literature.

Mrs. J. W. Kirby was leader of the program on The Reconstruction Period. She gave a comprehensive talk on Economic, Political and Social Problems of Reconstruction.

Mrs. Ray Barber told about Walt Whitman as a prophet of the New America. Mrs. H. G. Conkright will be leader of the next program which will be held in the club rooms February 18.

BIRTHDAY DINNER HONORS MR. RUDD

A birthday dinner honoring Oliver Rudd was given Sunday when friends met at his home with covered dishes at noon. The celebration had been planned as a surprise for the honoree.

Those enjoying the occasion were Mr. and Mrs. W. A. Hammock, Mary, Evelyn and Pattie Gene Hammock; Mr. and Mrs. Huntsinger, Mr. and Mrs. Long, Mr. and Mrs. Johnson, Trina Jo and Wanda Johnson, Mr. and Mrs. John Kropff, Roy, Ruth, Marc and Helen Ann Kropff, Mr. and Mrs. Paul Rudd, Kenneth, Harold and Homer Wesley Rudd, Mr. and Mrs. C. C. Danforth, Mrs. Mabel Rudd, Mrs. Oliver Rudd, Mary, Allene, Lelloy Rudd and the honoree.

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Clean as a Whistle

And Ready For Anything

That's how you feel when you step out in a freshly cleaned, trimly pressed suit—clean as a whistle. Get the cleaning habit—bring your suits to a good cleaner regularly and see how much better they look all the time—and how much longer they last. That's positive clothes economy.

FOR THIS WEEK ONLY—


2 Men's Suits, cleaned, pressed **\$1.00**

2 LADY'S DRESSES
Cleaned and Pressed **\$1.00**

1 MAN'S SUIT and 1 LADY'S DRESS
Cleaned and Pressed **\$1.00**

HEREFORD LAUNDRY

AND DRY CLEANERS
PHONE 298



CAN YOU WRITE A LETTER LIKE THIS—

Thursday, Feb. 11

Dear Marie: We had a few friends out last night and you should have seen how pleasing everything was. We had I.E.S. lamps in three of the rooms and they certainly made the whole evening a success...

They're at
Texas-New Mexico Utilities Co.

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- POLICE CALLS
- ULTRA SHORT-WAVE
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A Convenient Place To Buy "Everything Electrical"

In our well-stocked store, we carry many electrical appliances for the home. We'll be glad to show you the latest models of toasters, percolators, waffle irons and other electrical items that add to the pleasure of living. THESE GIFTS ARE WELCOMED BY BRIDES OF ANY YEAR!

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOILMAN Publisher and Manager
MARNEST E. HAYLEY Editor

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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.

CAN'T AFFORD TO BE TOO SMUG!

No section of the country can afford to become too smug over its standard of public morality. Here in the Panhandle we think we have something to pat ourselves on the back about in the general high average of high class Anglo Saxon civilization with fair law obedience, and yet we have some things which remind us of the potency of the first statement in this paragraph.

Only a few days ago an organization of cattlemen were forced to discuss the losses suffered here in the Panhandle country from cattle stealing, and ended up by hiring a special officer to go after the rustlers.

It seems a far cry back to the days of cattle "rustling" in the Panhandle, and yet here we are in the good year 1937 battling again to root it out of this section.

No, we can't afford to be too smug about our county, our section, or our state, or our nation. There are many changes for better that must be made, and none of us can afford to pass lightly by the duties of citizenship.

All of the above was taken from the editorial page of the Clarendon News, and because it fits into the picture of conditions in Deaf Smith county so perfectly it is reproduced just as Editor Sam Braswell wrote it. Cattlemen here are faced with the same problem, that of cattle rustling. It is quite a different problem from that which faced cattlemen years ago. The law then was the law of the range . . . and the ranchers had an even chance to capture their man. Today, under existing laws, he doesn't have a chance in a hundred.

A suggestion has been made here that a law be drawn and passed to compel each trucker to obtain a permit from his home sheriff showing that he is owner or has been given order by the owner to truck his cattle. Then a trucker would be called upon by various officers along his route to market to show proof that he had been given permit to truck the load of cattle he carries.

Another large land deal was that transaction in which Col. S. T. Howard disposed of a three-quarter interest in his 32-section ranch, also in the northwest part of the county. C. G. Witherspoon, John E. Ferguson, C. C. Ferguson and Otis Trulove were the purchasers.

Householders were elated when several cars of coal rolled into town to relieve a very acute shortage of fuel.

Dr. LeGrand had just become the owner of a handsome new automobile.

Carl Jennings and Ray Barber had been seen in Parrot community driving a car and trailing a wagon. They were looking for someone who had a hog crate to loan.

E. B. Black and D. W. Hawkins and their families spent Sunday in the Copeland home in Wyche-Lakeview community.

Thirty of Hereford's best talented young people were to appear in a concert Monday night, February 11. Proceeds were to be used in the completion of the Christian church.

Mr. Groundhog predicted six more weeks of wintry weather by retreating to his lair after having seen his shadow.

The pavers and anti-pavers seemed to be satisfied with the results of a recent election authorizing the paving of any

street designated by the city commission to be in need of such work. None of them, however, were contented with this move, and continued to take opportunity to express their opinions in The Brand.

Grasshoppers took to the trees in many parts of the grain states in 1936, according to Dr. J. R. Parker of the United States Department of Agriculture. They completely removed the leaves in groves and hedgerows in the areas where the midsummer drought was most severe. Otherwise, Dr. Parker says, the hoppers last year repeated the performance of their immediate ancestors.

Grasshoppers stripped the foliage from thousands of cornfields in Nebraska, Kansas, Missouri and Oklahoma, so that as summer ended the fields looked as if they had been planted to short fish poles. Just when hungry livestock most needed green forage the grasshopper hordes ate to its roots the drought-stunted grass, on millions of acres of range land in Montana, Wyoming, Western North Dakota and Western South Dakota. In Oklahoma cotton as well as corn was destroyed.

What those losses cost the country in dollars and cents has not been computed. A recent computation of the cost of grasshoppers' activity from 1925 to 1934, based on answers to a questionnaire sent by Dr. Parker to state entomologists, however, conveys some idea of the monetary value of last year's losses. It was about \$250,000,000 for the 10-year period. The worst of these years was 1933, when the loss ran up to nearly \$96,000,000. The state hardest hit was North Dakota, with a crop loss of more than \$50,000,000 for the 10 years.

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A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 9, 1906.)

The Hereford gin had turned out 55 bales of cotton, and it was thought 12 to 15 bales remained to be ginned.

E. W. Whinery of Iowa had just purchased 35,000 acres of XIT lands, located northwest of Hereford, which was to be divided and sub-divided to suit the convenience of the small farmers expected to repurchase this land in small blocks.

Every hotel in Hereford was reported full of Iowa home-seekers.

Every lake in this vicinity was frozen over solid enough to afford fine skating for every youngster who cared to indulge in the sport.

Another large land deal was that transaction in which Col. S. T. Howard disposed of a three-quarter interest in his

(From The Hereford Brand, February 10, 1916.)

The Western National Bank had just installed a new chime clock. The beautiful tone of these chimes could be heard all over town, especially at night.

Mr. Groundhog predicted six more weeks of wintry weather by retreating to his lair after having seen his shadow.

The pavers and anti-pavers seemed to be satisfied with the results of a recent election authorizing the paving of any

street designated by the city commission to be in need of such work. None of them, however, were contented with this move, and continued to take opportunity to express their opinions in The Brand.

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By Their Words AND OURS

A doctor asserts that jazz music is beneficial in certain cases of deafness. The rule works the other way around, too—Wellington Leader.

A prominent Clovis Baptist believes he has a solution for the flood district. "Why not," he says, "colonize Baptists in the region? They're used to emersions."—Clovis Evening News-Journal.

The Wichita Record News says that the brainless old timer who "didn't know it was loaded" has been replaced with the drinking driver who didn't know he was loaded.

Occasionally The Banner will carry an item that is not just exactly fresh news, so a reader might not have been just trying to compliment us the other day when he said one reason why he likes to take the paper is because it reminds him of some of the things he was about to forget.—O. C. Harrison, in Seymour Banner.

An average husband usually does not mind being panned by his wife. But a man in Chicago wanted a divorce because his wife used a skillet.—Exchange.

Everyone seems to be sick. If we could use all the medicine given during the past few days for irrigation purposes, the whole country would be well soaked and if all the pills used were put on Highway 86 it would be hard surfaced from here to the top of the cap rock. Better take care of yourself.—Quisque Post.

Compared with other periods in history, the world today is quiet. In fact you can almost hear a bomb drop.—Claude News.

It has been down to the freezing point or lower every single day of this whole blame month. Laugh that off, some of you tough-skinned rascals.—JAUB in the Shamrock Texan.

The editor of a country newspaper went home to dinner smiling radiantly. "You must have had some good fortune this morning," greeted his wife. "Indeed I did," announced the editor. "Jim Smith, who hasn't paid for his subscription in ten years came in—and stopped his paper."—Clipped.

Had a little wind this week. Figuring on the general law of average we are likely to have a little more between now and the time spring moisture usually comes. We are not going to stop the winds in this section, they are just a part and parcel of this great Plains country, but intelligent farmers with the helpful aid and advise of the government and its soil experts are going to stop a lot of the damage to blowing fields. Early listing of land, much of which has already been done, will hold and the determination to seek and demand the proper cooperation from all land owners is going to be a feature that is going to help the soil conservation program this year.—Curry County (New Mexico) Times.

"Well, now that all the misfits and off-color Christmas gifts have been returned and exchanged and all the new year resolutions have been broken, we're off to a good start on another year," is the announcement of progress by Graham Crackers in the State Lane Tribune at Farwell.

"Another good thing to remember is that the year 1937 is a good one around here."

Dr. M. V. Cobb, Chiropractor, to Office Here

Dr. M. V. Cobb, naturopathy and chiropractic, who recently moved here from San Antonio, announced this week that he will open offices here as soon as work of remodeling the office space above Close Drug Company is completed. The work is scheduled for completion about February 15, it is understood.

The San Antonio man and wife and small son were located at Littlefield for many years before moving to South Texas, and are well known by many Herefordites. They have been here for the past month.

Dr. Cobb has been practicing for more than ten years and last summer he completed post-graduate work in Chicago.

Here from Seymour.

G. R. Buck and daughter, Miss Mildred Buck, of Seymour, arrived in Hereford last Friday to visit their daughter and sister, Mrs. R. W. Kimbrough. Mr. Buck left Wednesday for his home where he is a member of the commissioners court in Baylor county. Miss Buck will remain for an extended visit with her sister and husband, who is assistant soil conservationist in the Deaf Smith county agent's office.

Card of Thanks.

We take this means of thanking our friends for their many acts of kindness and consoling words of comfort and the beautiful flowers during the recent illness and death of our beloved husband, father, brother and son-in-law.

Margaret Shore, Bill and Doris Shore, L. H. Shore and Family, Mrs. Scrutchens. 1c

Can't Do Without It.

Ernest Selgner of Route 4, was among the Brand office callers last week end who moved their subscription dates up another year. Mr. Selgner paid up, saying: "Mrs. Selgner just can't do without the Brand."

Mr. and Mrs. C. H. Dillehay and daughters, Doris Elaine and Virginia Ann, Mrs. J. B. Hammer and Miss Ona Hammer visited Dr. and Mrs. T. L. Morgan in Lubbock Sunday. Enroute they stopped at Plainview for a visit with Mrs. Dillehay's father, A. M. Smith and Mrs. Smith. While in Plainview they were also guests of Mr. and Mrs. Dave McCardy.

are plenty of people who thought the world couldn't get along without them," is the snap shot Jess Mitchell takes in the Muleshoe Journal.

"No whiskers in Heaven? It's only by a close shave that most men gets there."—Dickens County Times.

"We have always felt that there should be a place reserved in heaven for Sunday school teachers who have done a good and faithful job of teaching while on earth," opinions the Ochiltree County Herald.

Northeastern Panhandle cattlemen are offering a \$200 reward for arrest and conviction of thieves as a move to stop cattle rustling in this (Canadian) area, reports a news story in the Ochiltree County Herald. (We heard that something like that may have been done around here.)

Highest Soprano Voice.

Lucrezia Agujari (1743-1783), an Italian opera singer, is said to have possessed the highest soprano voice ever known, says Collier's Weekly. She could sing notes of excellent quality as high as C in altissimo, or more than an octave above the B flat which is about the limit of the average soprano.

Want Ads For Sale or Trade

- SPECIALS THIS WEEK**
- 1936 Chevrolet Coach
 - 1936 Chevrolet Sedan
 - 1935 Dodge Sedan
 - 1934 Plymouth Sedan
 - 1934 Ford Sedan
 - 1934 Dodge Coach
 - 1935 Chevrolet Sedan
 - 1935 Chevrolet Pickup
 - 1928 International Truck
 - 1931 Studebaker Sedan
 - 1934 Ford Coupe
 - 1933 International Truck
 - 1931 International Truck
- BRUMLEY - WOODFORD MOTOR CO.

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

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

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

TRACTOR BARGAINS: We have some exceptional bargains in used and reconditioned tractors priced to move. Liberal terms. Clovis Farm Machinery Co., Clovis, New Mexico. 5-8c

FOR SALE: Well-bred roan short-horn bull calves. See Charles E. Pingel, two miles south and 6 1/2 miles west of Vega. 5-3p

FOR SALE OR TRADE: 120 acres of good level grass land in Lee County, New Mexico. What have you? Box 513, Friona, Texas. 5-9p

FEED, WATER and GRASS for sale, close in. See Henry Hastings. 6-3c

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666, Prairie Dairie. 26-1f

For Rent

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information, Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 52

Wanted

SALESMAN WANTED: Man wanted for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today, Rawleigh's, Dept. TXB-352-SA, Memphis, Tenn. 5-2p

WANTED: Capable, dependable girl for general house work. Must be able to stay in the evenings occasionally with little girl. Mrs. S. P. Rosson. 1c

WANTED: Man with car to work in Castro county. Good proposition for right man. Phone 451 or write box 397, Hereford, Texas. 1c

Lost and Found

FOUND: Stray bay horse. Camp to my place about first of September. Large burn scar on right side. Owner may have same by calling at my place and paying pastures W. J. Boggs, one mile south of Dava. 4-3p



CHEVROLET WORKERS RETURN TO JOBS—Approximately 90 per cent of the 40,000 Chevrolet workers went back to work this morning and reported to their work benches. Above is shown a group of happy Chevrolet workers as they returned to their jobs at the Chevrolet gear and axle plant in Detroit.

HOPPERS TOOK TO TREES WHEN USUAL FARE FAILED

Grasshoppers took to the trees in many parts of the grain states in 1936, according to Dr. J. R. Parker of the United States Department of Agriculture. They completely removed the leaves in groves and hedgerows in the areas where the midsummer drought was most severe. Otherwise, Dr. Parker says, the hoppers last year repeated the performance of their immediate ancestors.

Grasshoppers stripped the foliage from thousands of cornfields in Nebraska, Kansas, Missouri and Oklahoma, so that as summer ended the fields looked as if they had been planted to short fish poles. Just when hungry livestock most needed green forage the grasshopper hordes ate to its roots the drought-stunted grass, on millions of acres of range land in Montana, Wyoming, Western North Dakota and Western South Dakota. In Oklahoma cotton as well as corn was destroyed.

What those losses cost the country in dollars and cents has not been computed. A recent computation of the cost of grasshoppers' activity from 1925 to 1934, based on answers to a questionnaire sent by Dr. Parker to state entomologists, however, conveys some idea of the monetary value of last year's losses. It was about \$250,000,000 for the 10-year period. The worst of these years was 1933, when the loss ran up to nearly \$96,000,000. The state hardest hit was North Dakota, with a crop loss of more than \$50,000,000 for the 10 years.

Mr. and Mrs. J. D. Buchanan of Friona were visiting and attending to business here Tuesday.

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LUBBOCK PROGRAM REPRODUCED HERE

The World Fellowship program given in Lubbock January 29-30 was reproduced by the young people of the Christian church at a banquet held at the church on Wednesday night of last week. Members of the church who attended the meet took the parts of those on the Lubbock program.

Appearing were Rev. Snodgrass of Amarillo, Rev. H. M. Redford, Rev. Reyes, a Mexican singer, Eugene Bogus; Mrs. Reyes, wife of the singer, Betty Cockrell; a farmer boy, Clyde Oldham; newsboy, Richard Petersen. Miss Pauline Phillips who had charge of the plans for the World Fellowship meet, Nola Margaret Blue; a young business woman, Ann Cockrell; Mrs. E. T. Cornelius, Erma Sage Robinson; a girl from China, Miss Pierle; a girl from Brall, Lottie Tyson; Mrs. Harte of Amarillo, Mrs. Redford, and an experienced business man, Carl Oldham.

Earl Oldham was chairman of the program and introduced the speakers. The banquet table formed a large E, signifying Christian Endeavor. Miniature world globes and lighted candles were interspersed at intervals the length of the table. Approximately 100 guests were registered.

YOUNG COUPLE HONORED

Honoring Mr. and Mrs. Cecil Oneal, who were married January 23, Mmes. H. H. Miller, A. T. Frye, Barnes, A. A. Smith and Miss Ruth Wolfe were hostesses at a miscellaneous shower Friday night at the home of Mrs. Smith in Dawn. Entertainment in the form of a mock trial furnished amusement and introduced the shower. The honor guests were defendants in the case and were tried by law. Being found guilty, sentence was pronounced by the court and defendants ordered to sweep trash and rubbish from the room. The rubbish proved to be boxes and baskets of packages which when opened were found to contain lovely gifts.

The pink and white color scheme used in decorations was repeated in refreshments. Tiny white cups adorned each plate. Approximately 30 friends and relatives of the young couple were present.

ENDEAVORERS GUEST AT VALENTINE PARTY

The Junior Intermediate Christian Endeavor of the Christian church entertained with a valentine party Tuesday night in the Christian church. Mrs. A. Peterson is sponsor of the group while Miss June Dameron had charge of entertainment and games.

The valentine motif was reflected in the delicious refreshments served to John Estes, Jack London, June Dameron, Billy Dameron, Richard Petersen, Rue Wilson, Eleanor Wilson, Edith Stanford, David Phillips, Wayne Phillips, Betty Jean Broach, Glenn Smith, Dorothy Combes, Lois Agnes Gilbreath, Rachel Ireland, Ruth Temple Hastings, Clifford Vaughn, Herman Hypock, Donald Ray McCullough and Billy Davis.

FORMER HEREFORD GIRL IN BUFFALO, N. Y., PROGRAM

Mrs. Helen Lambert Jones, the former Miss Helen Lambert, was one of three artists to be presented by the Chromatic Club in Buffalo, N. Y., Saturday, January 23. Mrs. Jones is the daughter of Mr. and Mrs. Frank Lambert of this city. She is a graduate of the American Conservatory of Music in Chicago. She left Hereford about 10 years ago and has studied with some of the nation's most outstanding musical instructors. At present Mrs. Jones is contralto soloist for the First Presbyterian church in Buffalo.

Appearing in the Buffalo Times January 24, was the following paragraph concerning her performance: "Helen E. Jones, a newcomer to Buffalo, disclosed excellent musicianship in two groups of songs, Ruhe Meine Seele and Hat Gesagtes Bleibt's. Nick Dabel, both Richard Strauss. Mrs. Jones vocal training is outstanding, her voice is lovely in quality and her stage presence denotes sincerity. She is a valuable addition to the club membership. Her final group included When We Were Parted, by Hagerman, and A Feast of Lanterns, by Bantock. She was warmly applauded and gave as an extra, Sing a Song of Sixpence, by Hughes."

MESSES, BEYER, LUCAS PARTY HOSTESSES

Complimenting their husbands on their birthdays, Mrs. J. E. Beyer and Mrs. F. L. Lucas entertained Santa Fe employees with a lovely Santa Fe Family dinner at the home of the latter Tuesday evening.

The valentine motif was featured in the decorations for the affair. The table was laid with a lace cloth, and had for its centerpiece an attractive arrangement of deep pink carnations. At either side burned tall red tapers in silver holders. Quartet tables were centered with red tapers and red heart shaped valentines as place cards carried out the theme of the party.

Guests included Messrs. and Mmes. Carl Mounitz, Sank Ramey, R. G. Blue and Mr. Oscar Hellman. The honor guests and three out-of-town guests, who were Mr. and Mrs. John Lucas and daughter, Mary, of Plainview. Mr. Lucas is a brother of Frank Lucas and is Santa Fe general passenger and freight agent at Plainview.

RECENT BRIDE HONORED AT SHOWER

Mrs. Ivan Leake, the former Miss Akene Caraway, was the honoree at a miscellaneous shower given by Mrs. H. E. Miller at her home in Dawn Friday evening, January 29. Mmes. Norman Miller, Mart Burum and Jess Caldwell were in charge of the entertainment program for the evening. The honor guest received many lovely gifts, and refreshments were served to Mmes. A. T. Frye, R. A. Frye, H. H. Miller, Barnes, Bowers, Mart Burum, Coe, Caraway, Jess Caldwell, Adolph Frye, Galle, Harris, Norman Miller, W. A. May, W. J. Stewart, Clifford Stewart, Smith, Underwood, Misses Seymour, Bowers, Ruth Wolfe and the honoree.

MRS. F. E. GYLES AUXILIARY HOSTESS

The Woman's Auxiliary of the Presbyterian church met at the home of Mrs. F. E. Gyles Tuesday afternoon. Mrs. John Olson conducted the devotional and the program was a continuation of the study of Preface to Racial Understanding, by Charles Johnson.

Mrs. D. H. Alexander was the leader and discussed The Education of the Negro. She dated her talk from the time of the Civil War and discussed free schools, foundation schools and mission schools, stressing the work of the Presbyterian church.

Mrs. John C. Thorns will be leader at the next meeting.

TEACHERS AND OFFICERS ENTERTAINED

Teachers and officers of the primary department of the Baptist church were entertained with a covered dish luncheon at the home of Mrs. J. W. Hicks, superintendent, Thursday.

In the afternoon a general discussion, concerning department problems was conducted. Plans were made for the work of the department. Those present were Mrs. Lilburn Ray, Miss Ruth Conkwright, Mrs. Wiley Roberson, Mrs. Phil Radovich and the hostess. The next meeting will be held at the home of Mrs. Carl Mounitz on March 4.

WORLD DAY OF PRAYER TO BE OBSERVED FRIDAY

World Day of Prayer will be observed at the Presbyterian church Friday. Beginning with a covered dish luncheon at the noon hour, the Standard World Day of Prayer program will be given.

During the luncheon the Merry Mary high school quartet will entertain. The principal speaker for the afternoon will be Rev. W. H. Bessire, Sunday school missionary of Canyon.

MRS. CECIL BENTON SHOWER HONOREE

Naming Mrs. Cecil Benton, the former Miss Ruby Harris, of Dawn as honoree, Mrs. W. P. Caraway entertained Friday at her home with a delightful shower. The program consisted of musical numbers and reading given by Mmes. Mart Burum, Barnes and A. T. Frye. Games were enjoyed.

The shower was introduced when Miss Margaret Bowers, dressed as a postman, delivered a large parcel post package to the honor guest. The package when opened revealed many useful and beautiful gifts. Lovely refreshments were served to 20 close friends and relatives of Mrs. Benton.

ALDRIDGE-PARKER WEDDING

Announcement has been made of the marriage of Miss Ann Edith Aldridge and Mr. Glenn S. Parker in Ada, Oklahoma, on February 1. Mr. Parker is the son of Mr. and Mrs. G. S. Parker of this city and is employed with the Ford Motor Co. at Ada. The young couple will make their home in Ada.

CHRISTIAN ENDEAVOR HAS DISCUSSION PROGRAM

The Christian Endeavor of the Christian church met Sunday evening at the church at 6:30 o'clock. A new series of programs have been planned by the group in which Recreations for Young People will be discussed. Dancing and bridge were subjects of interest Sunday.

Miss Odessa Cockrell was a visitor and Madeline Whitehead was welcomed as a new member.

MARRIAGE ANNOUNCED

Mrs. Jerry Irby, the former Miss Lorean Hill of this city, is visiting her parents, Mr. and Mrs. T. A. Hill, of Rogers, New Mexico, for a few days before joining her husband at Dodge City, Kansas. Mr. and Mrs. Irby were married September 26, while they were students at a business college in Chillicothe, Missouri.

JUNIOR BAND MOTHERS MEET IN REGULAR SESSION

Junior Band Mothers met in regular session Monday at Central school with 15 members present. Business meeting was presided over by the vice president, Mrs. John Reintro. Further plans were made for the Cal Farley show which is to be held February 26 at the high school auditorium. Plans were also made for a covered dish supper to be held Monday night at 7:30, at Central school.

The following program was given: clarinet solo, Home on the Range, Jackie Wright; clarinet solo, Visions of You, by George L. LeGrand; a paper, Developments of Band Instruments, was read by Mrs. Jack Grady.

L. B. Russell returned home this week from Paris Junior College, Paris, Texas, where he had been a student during the first term. He is a son of Judge and Mrs. W. B. Russell.

Extension Work Increase Noted In District Two

The annual reports of the county agricultural agents, in District 2, which is composed of 20 counties including Deaf Smith, reveal that more extension work was accomplished in the area in 1936 than in any previous year, according to O. G. Tumlinson, district agent, supervising the work. Increases were evident in virtually every line of endeavor, and in many cases the totals of achievement were doubled over the 1935 figures.

County agents carried terracing demonstrations to 228 communities in the district, and 861,706 acres were terraced or contoured on 3,405 farms in the district. This figure does not include the thousands of acres contour listed under the supervision of county agricultural agents of 11 counties in the wind erosion control program early last year. The administrative cost of carrying out the mammoth wind erosion task was only seven-tenths of a cent per acre, Tumlinson announced.

In addition to carrying a greatly increased volume of demonstrations during 1936, the county agents administered the Agricultural Conservation Program which brought many thousands of dollars to farms for soil conserving practices. Mr. Tumlinson pointed out in his report.

AMARILLO BOY SCOUTS ENTERTAINED

St. Anthony's parish entertained the Catholic Boy Scout Troop of Amarillo Sunday. The 28 scouts attended mass and received Holy Communion at 8 o'clock. Breakfast was served on the school grounds by ladies of the parish, and games were enjoyed. A hike along the Tierra Blanca in Sulphur Spring Park was the main objective of the visit.

The trip was sponsored by Rev. Father Drury and R. C. Brounlee, assistant scoutmaster.

CIRCLE MEETS WITH MRS. BUCKNER

Lillie Hundley Circle of the Baptist W. M. U. met in regular session at the home of Mrs. J. J. Buckner Wednesday afternoon. Mrs. Carl Mounitz was leader of the program on missions. Those present were Mmes. W. A. Long, Carl Mounitz, Jasper Cockrell, Wiley Roberson, Miss Jessie Morris and the hostess.

The next meeting will be held at the home of Mrs. Wiley Roberson on February 24. This date will mark the fourth anniversary of the Lillie Hundley Circle, and a covered dish luncheon will be held at noon.

DEBATE CLUB ATTENDS DEBATE TOURNAMENT

Members of the high school debate club attended a practice tournament in Amarillo Saturday in preparation for the Intercollegiate Debate contest in April.

Those making the trip were Elsie Wilkins, Beverly Alexander, Mary Jane Morgan, Viola Phillips, Mrs. Wirt Phillips and Miss Irene Crawford. The teams debated against Canyon, Amarillo, Borger, Littlefield and White Deer. Mary Jane Morgan and Viola Phillips won decisions over Canyon and White Deer. Elsie Wilkins and Beverly Alexander defeated Borger.

Mrs. G. L. Carter of Albuquerque, New Mexico, arrived Saturday night to be at the bedside of her daughter, Mrs. Edgar M. Johnson, who underwent an operation Monday morning.

Mr. and Mrs. Henry Sherman of Los Angeles are visiting their parents, Mr. and Mrs. O. E. Sherman and Mr. and Mrs. John Haberer.

TEXAS EMPLOYMENT ON UPGRADE DURING APRIL

Reports from more than 1,400 representative Texas concerns show a total of 76,395 workers were employed in the state during the week ending April 18, an increase of 1.6 per cent over March and 1.4 per cent over April last year, according to the University of Texas Bureau of Business Research. Total payrolls for the week were 3.4 per cent above the like week in March and 4.7 per cent above the corresponding week in April last year.

Cities showing gains above the average increase for the entire state for the comparable period are: Abilene, El Paso, Laredo, Lubbock and Waco. Industries showing better than average gains are foundries and machine shops, furniture manufacturing, laundries and dry cleaning, millwork, newspaper publishing, power and light, steam railroad car shops, structural iron works, beverages, brick and tile works, cotton, commercial printing and cotton seed.

CORRECTION!

In the columns of this publication last week it was reported that no 65-year-old person living in Deaf Smith county is drawing the full amount of \$30 in old age pension assistance and that \$13.50 from the state and the same amount from the federal government, making a total of \$27, was the greatest amount received by any one individual during December.

A correction is offered here, since it has been learned that one citizen of this county is drawing the full amount of \$30, a recheck of the records shows. There is only one, however who draws the maximum amount.

SNAKE BITE SEASON SUGGESTS CAUTION!

Spring fever, that seasonal malady which accompanies the first warm days and early blossoms, has become more or less of an epidemic, Dr. John W. Brown, state health officer, reminds the citizens of Texas with some suggested precautions.

The most outstanding symptom of spring fever is the urge felt by old and young to get out into the open as often as possible. While people are getting all the benefits possible from contact with Mother Nature, Dr. Brown urges the use of common sense precautions.

"Some of the glamour has been taken from the swimming hole by the modern pools," Dr. Brown remarks, "but it is more than offset by the sanitation and safety devices which promote health and save lives. Swimming now can be learned by everyone, without the needless sacrifice of lives and without the constant threat of typhoid fever which is a hazard of every out-of-the-way swimming place."

"With the first excursion into woods and fields in quest of wild flowers, everyone should remember that about 75 per cent of snake bites occur on the lower extremities. Snake bites could be prevented to a large extent by wearing boots or heavy leggings and being cautious.

"If one should be bitten" by a rattlesnake, prompt action is necessary and a physician should be obtained as soon as possible. No time should be lost in removing the poison by suction. Apply a tourniquet above the wound and make cross-cut incisions over the fang marks. Suction should be applied for at least half an hour. The most dangerous fluid is farthest away from the wound; its absorption must be prevented as it is the source of the systemic poisoning. Release tourniquet every 10 or 15 minutes for about a minute at a time.

Obtain the services of a physician at the earliest moment possible."

A WANT AD WILL GET THAT FLOW!



THE ACCUSING FINGER

Coming to the Star Theatre on Tuesday of next week, featuring Marsha Hunt, Robert Cummings, Paul Kelly, Kent Taylor and other prominent stars, Accusing Finger is a fast moving and gripping drama of circumstantial evidence, showing how a relentless public prosecutor, who does not hesitate to use legal tricks to maintain his perfect record for convictions is caught in the web and finds himself in the shadow of the electric chair.

Fire-Damp a Peculiar Gas.

Fire-damp is a most peculiar gas. When it contains less than five per cent or more than 15 per cent of the atmosphere of a coal mine, it merely burns. But when it constitutes from 11 per cent to 12 per cent of the atmosphere it explodes.—Collier's Weekly.

Prison Parole Old.

The history of parole goes back to English Colonial experience in the ticket-of-leave system of New South Wales as early as 1790 and the mark system of Captain Macanochie at Norfolk Island in 1840, in both of which the prisoner might by good behavior win conditional liberation.

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VEAL LOAF	Red Seal, 7-ounce can, 2 for	29¢
PEAS	Fresh Blackeyed, 3 cans	25¢
HOMINY	VAN CAMP'S 3 No. 1 cans	25¢
RICE	Fancy Blue Rose, 2 pounds	9¢
PEAS	Pure Maid, 2 No. 1 cans	15¢
COCONUT	Long Shredded, pound	19¢
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- BEN AMES WILLIAMS -

W.A.U. SERVICE

(Continued from last week.)
 "This is for a good little girl," he said. "Good night!"
 She turned away, quickly, to something like flight—darted toward the house. He waited till she had disappeared before driving toward his own home. The car he left at the side door.
 Upstairs, he undressed slowly, trying to face and measure this new passion in his life. When he

came into the bedroom he and Mrs. Greeding shared, gray dawn was in the windows. His wife roused sleepily, her face was an unlovely mask of cosmetics, her hair awry.
 "Ned?"
 "Yes, Myra," he said shortly. "Go back to sleep."
 "What time is it?"
 He protested, irritably: "What difference does that make?"
 "It's ridiculous," she protested, "for you to be out all night. You could have sent Doctor Mayhew."
 He got into his own bed without replying.
 "I believe you like this sort of thing," she asserted. "I declare, Ned, you ought to have some sense of your own position."
 "Don't talk, Myra," he said, sharply. "I'm dead tired. Let me sleep in the morning."
 "It's morning now," she reminded him. "And I shan't close my eyes again, you may be sure of that. You might have some consideration—" Her voice went

on, unheard, till suddenly a word fixed his attention,—"and driving all over New England all night with Mary Ann! Is that necessary? Of course, I understand; but people are so ready to think and say unkind things about a girl who works—" He made no reply; but he was conscious of a rising tide of anger at her chidings. He checked and curbed his own wrath, startled full of a quick and vivid terror, afraid of his own thoughts. He was like a rider who reins back his steed at the brink of a precipice. He felt in himself dark, terrifying powers, which must be restrained.
 He closed his ears to his wife's



Cotton Sagged Steadily; But Dr. Greeding Continued to Buy.
 words, found solace and contentment in remembering Mary Ann—whom he loved. Incredibly; and also with a great fertility. Doctor Greeding was essentially conventional, accepting the decent standards of his world, abiding by them. No matter what he might feel for Mary Ann, he would still cleave loyally to Myra, so long as they both should live.
 Or—so long as Myra should live! Thus insidiously, as he lay half dreaming, there crept into his thoughts a hideous possibility, one of those monstrous specters which need only to be recognized to be abhorred. . . . Yet which, if a man contemplate them long enough,

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 19. HEREFORD HIGH SCHOOL, THURSDAY, FEBRUARY 11, 1937. PAGE 39.

Glee Club Plans Program

The Glee Club girls saw for their first time Tuesday afternoon the new Easter cantata books. They are waiting to give these cantatas at the morning church hour Easter Sunday.
 The Glee Club is giving the assembly program for Thursday morning, February 11. They will sing the choice song selected from Valentine Rhythms given to the Glee Club by Viola Phillips. The girls are striving under the leadership of Miss Thelma McMinn to make this assembly program something different and enjoyable.

WRANGLERS ENTERTAINED

Wednesday evening in Miss Crawford's home the Wranglers were entertained with a dinner, after which a discussion of the question for interscholastic debate was predominant throughout the evening.

The menu, which consisted of meat loaf with tomato sauce, English peas, sweet potato balls, individual salads in heart shape, olives, pickles, hot chocolate, rolls, and banana tart, carried out a color scheme of red and green.

The club is going to practice debate in Amarillo February 6. This is an excellent way for the Wranglers to gain some needed experience before attending the interscholastic league debate that will be held in Amarillo next April.

SOPHOMORES ELECT NEW OFFICERS

The Sophomore class had its election of officers last class meeting, and the following were installed in office: Faye Crosthwait, president; Howard West, vice president; Virginia Newell, secretary and treasurer; Betty Cockrell, reporter.

Since the members of the class have shown their faith in these students by electing them to these positions, the officers are expressing their thanks by "digging right in" and getting started.

The talk given by T. W. Preston was, of course, enjoyed by each and every one, and the Sophomores contributed \$5 to his cause.

FRESHMEN MEET

The Freshman class met Wednesday, February 3, and elected reporters for the Freshman edition of the Whiteface Roundup. Editor in chief is Norma Jean Foster and assistant editor is Cliff Ford Estes.

F. F. A. Meets

The F. F. A. met Wednesday February 3 on their regular meeting night.
 First there was a workout of about 45 minutes in the gym, then regular business was attended to. The long talked of chicks have failed to materialize so far, and now the plan is to get two weeks old chicks instead of day old, as was the original intention. A committee was appointed to make plans for the annual Father and Son banquet. There is to be an FFA basketball tournament at Bovina and tentative plans were made to attend it.
 The meeting adjourned, the members planning to meet again on February 17 to form a basketball team.

Hi-Y Has Meeting

The girls' Hi-Y met Tuesday night, February 2, at the high school. After the roll was called and the minutes read, a report was heard from the song book committee, in which the names of songs that are to be included in the club's song book were read.
 After all business was attended to, the new officers were installed. These included the president, secretary, treasurer, song leader, program director, reporter and sergeant of arms.
 After prayer service, the club was adjourned.

Girls Win

Last week end the Hereford basketball teams split four games. The girls won two games, while the boys lost their two. The Hereford sextet went on another rampage Friday night and defeated the Happy girls at Happy 66 to 21. They led the Cowgirls 34 to 11 at the half. Hereford fell two points short of their first half score, and Happy scored 10 points to add to their first score. Mary Turrentine of Hereford led the scorers with 13 field goals.

The Happy Cowboys evened the two games when they defeated the Whitefaces 29 to 20. Hereford led Happy 8 to 2 the first quarter, but found themselves behind 13 to 8 at the half. In the second half Happy scored 4 more points than Hereford to lead by 9 points at the end of the game. Toles, Happy forward, took the scoring honors with 12 points. Hereford's leading scorer was C. Posey with 8 points.

Saturday night's victory for the Hereford girls was much harder to gain than in the game Friday. They finally ended ahead of the Friona girls 25 to 24. For the first two quarters the Hereford forwards could only score 9 points, while Friona marked up 16. At the end of the third quarter conditions looked bad for Hereford. They were still 9 points behind. When the fourth quarter started Hereford began with a field goal, and continued to score 11 more points to Friona's 3 which put them ahead by one point.

The Hereford five lost to Friona by only six points. The score ended 27 to 21. Friona led by four points in the first half, which ended 16-12. The second half the Friona club gained only two points on the Whitefaces. The Chiefs scored 11 tallies to Hereford's 9. Brookfield, Friona star, scored 11 markers to lead the scorers. Hereford's closest competitor was Jasper Vaughn with 9 points.
 Next Friday night the Dimmitt Bobcats will invade Hereford for two games. This will be the last home game for the boys, but the girls still have two more games.

SENIORS TROUBLES

The Senior class had a meeting Wednesday morning, February 3. Many things were brought up and discussed, but only one was decided upon: this was the appointing of a committee to work on the commencement program. Although this is a little ahead of time, they are sure to have a good program.

BAND ACTIVITIES

The Hereford high school band attended a band clinic in Plainview Saturday, January 30. It was under the direction of Mr. Wiley, who is director of the Texas Tech band in Lubbock. The Hereford band was complimented highly on their excellent playing. Other bands attending were Tulla high school band, Plainview high school band, and Lamar Junior band of Plainview. The Higgins Progressive bus was rented and everyone had an enjoyable time, besides some valuable experience.
 The band will motor to Canyon Thursday evening, February 11, where it will play a concert.
 Mr. Ralph Smith, director, attended a state band directors' convention in Waco February 5-6.

The Band and Orchestra Parents Association met in the high school auditorium at 7:30 o'clock Tuesday evening, February 2, and discussed business.

Basketball Forecast

Friday night the basketball girls and boys played Dimmitt at Hereford. Saturday night they played Canyon at Canyon. These two games will be the last games that the boys will play before the tournament, which will be played in Canyon February 19 and 20. The first game will be played at 8 p. m. Friday night, February 19. The girls will play more games but they are not scheduled. All the girls now are in good shape and are out for practice.

COUNCIL DISCUSSES NEW PLANS

The Student Council met Monday morning at the official time and place. The new members, Myron Morgan, were not installed as the oath could not be located. We discussed the plans of selling school supplies, but nothing definite decided upon. After awarding the assembly banner to the Junior class, they adjourned.

Hi-Y Practices Installation

The Hi-Y club met February 2 to practice the installation service. L. A. Ricketts, new secretary of the club, is the only officer to take this service. The new members for the installation service are: Donald Henslee, Harvey Nunn, Troy Womble, Sylvester Loerwald, Varian J. Fuller, Leo Rogers, Merlin Conklin, Paul Foster and Jack Knox. This service is to take place in the high school gym February 9.

Switch TO DODGE and Save Money!

BUSINESS AND PROFESSIONAL DIRECTORY

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 Plate Lunches
 Sandwiches
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The title to your land is vital. Our Abstracts correctly reveal the title.
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ABSTRACTS
 Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
 Cliff Estes, Manager

THE HEREFORD BRAND
 JOB PRINTING

THE 25-MILLIONTH FORD HAS JUST BEEN BUILT

It HAS never occurred before in automobile history that 25 million cars of one make, bearing one name, have been manufactured under one management. The 25,000,000th Ford car rolled off the Ford Rouge Plant production line on January 18, 1937.

25 million cars since 1903 . . . more than one-third of all the cars ever built . . . enough cars to transport the entire population of the United States.

The figures represent a remarkable contribution to the social welfare, the industrial stability and the general progress of our country.

People respect Ford efficiency. They know Ford uses fine materials, the best workmanship at good wages, the most exact precision measurements. They know these things are passed along to purchasers in the form of extra value. Naturally, they like to do business with such a company. That is the only reason it has been required to produce 25 million cars. Naturally, too, they expect more of a Ford car, more this year than last year—more

each year, than the year before. They have every right to. The experience gained in building 25,000,000 cars enables Ford to produce today a really superb motor car at a really low price—with the Beauty, Comfort, Safety and Performance of much more expensive cars.

The 1937 Ford V-8 combines advanced design, all-steel construction, extra body room, and brilliant brakes with a choice of two V-type 8-cylinder engines—the most modern type of power-plant on land, sea, or in the air.

The 85-horsepower engine provides top performance with unusually good economy for its high power.

The 60-horsepower engine gives good performance with the greatest gasoline mileage ever built into a Ford car—and wears the lowest Ford price tag in years.

People expect more of a Ford car because it's a Ford—and they get more, for the same reason. It is undeniably the quality car in the low-price field.

FORD MOTOR COMPANY

may cease to frighten him, may come to wear an aspect treacherously beautiful!

Sometimes, in retrospect, it is possible to say that on a certain day, or even at a certain hour, there occurred in an acquaintance a fundamental change; to recognize that he became from that moment another person, almost a stranger.

There was this summer such a change in Doctor Greeding, but even those who knew him most intimately were not afterward able to fix definitely its beginning. His wife's death, it was sometimes suggested, might have been the cause; but Mrs. Greeding had in fact herself remarked the difference in him, and had more than once spoken of it to Doctor Greeding himself, before she died.


To each of the people who knew him best, this change presented itself in a different guise. Paul Master, through whom Doctor Greeding made his occasional investments, saw it in the shape of a reckless turn in speculation. Doctor Greeding had in such matters always heretofore been willing to hear advice and to be guided by sane counsels; but Associated Cottons was not the sort of security calculated to appeal to a conservative man, and Greeding had always been conservative. When during May and June he steadily increased his purchases of this stock, Master was more and more perplexed and uneasy. Cottons sagged steadily; but Doctor Greeding continued to buy, with a stubborn insistence which Master's best arguments could not shake.

(Continued next week)

Bands Want Books Free.


The Texas Band and Orchestra Association, in a meeting at Waco last Saturday, urged the service of free textbooks for band and orchestra study in the public schools by next September.

Try First to Buy in Hereford.



ABRAHAM LINCOLN

To boast of your own honesty is cheap and usually raises the issue—yet on this occasion of Lincoln's birthday this institution feels justified in bringing forth its long record of integrity and efficiency. It honestly feels that its policy of help to each and every customer in every way possible is merely a fact of interest to the public and those looking for the facilities offered here. It is not mentioned in the spirit of braggadocio but merely to pledge itself anew to offer every assistance to those who seek it and receive it here.



First State Bank



FRESHMAN STAFF

Editor-in-Chief Norma Jean Foster
Assistant Editor— Clifford Estes
Editor, Marthanello Ewton
Business Reporter, Vivian Olson
Promoter Class, Inez Funderburg
Editor Class — George McLean
Major Reporter — Helen F. Streu
Reporter — Myron Morgan
P.A. Reporter — G. H. Parker
P.H.A. Reporter — Ann Cockrell
H-Y Reporter — Lois Standifer
H-Y Reporter, Jack Knox
Sports Club — Louise Cross
Sports Editor, Wanda Jean Reed

DANGERS OF "GOSSIP"

As we all know, gossip spreads
and many times exaggeration
is carried with it. Students of
Hereford high school need to
know that one might say, use their
tongue. Think twice before you
speak. By that I don't mean let
you in one ear and out the other.
I mean take it into consideration
and back it with some knowledge.
Don't start gossip if you don't
know what you are talking about.
It hurts not only you, but takes
other people's feelings into con-
sideration. You might not say
very much, but remember it surely
won't take a great deal to hurt.
As we all remember the gossip
that was started over an incident
in our school last week. You
know just that little bit of talk
didn't give Hereford high such
a swell name. Why, even other
schools, men and women wanted
to know if the students of Here-
ford High really did such a thing.
Now listen, students, that won't
be Hereford High anywhere in
the way of a good name, etc. You
students are going to have to help
put forth a good old spirit and
inspiration to regain what you
lost last week.
We want our school to fly in
honors, so every student get to
work and really cooperate.

SCHOOL SPIRIT

Is our amount of school spirit
to par? The most accurate
answer is no. Did you ever go
to a football game where the
crowd was dull, not excited at all?
The same is true about
school. School life is not at all
interesting without spirit. The
more spirit and interest in school
activities we create, the better
times we have. We have all
seen school could ask for in sports
and the literary line, so if we have
spirit to back them up, we'll be
tops. Let's see if we can't
stimulate more spirit and improve
what we have. Let's see if this is
the true: "More spirit, more
fun."
Can't you just hear spring call-
ing? She must have screamed at
Frank Marrs, by the way he has
been dancing around lately.

ARE YOU CONTENT?

Are you content with your boy
friend? If not, why don't you
tell him so? Maybe he could re-
form.
How about your girl friend? If
you are not content with her, just
keep it in your shoe. She's one
in a million.
With your friends in general?
If they don't do just right, don't
broadcast it. That might start
some class room gossip and you
know how that spreads.
If modern conveniences don't
suit you, the best remedy ever
known is to just go back to the
fourteenth century way of doing
things.
If grades don't look just right,
don't go around telling everyone
the teacher has it in for you, but
just resolve to try harder. That's
all it takes.
Are you content with your ambi-
tions? If not, don't lay the
blame on Mom, Pop or the teach-
er. They just make suggestions.
They want you to be happy in fu-
ture life and they will consider
your wishes.
If your clothes don't look just
like you would like for them to
look, just take home economics.
You'll soon learn to fix them right.
Your actions? Well, just do what
you know is right and hold those
things upright in your highest
ideals of life.
Aren't good habits the best
things you ever possessed? Would
you like to have more of them?
Then why not try to develop good
ones instead of bad? Don't say
"can't". Can't never did go an
inch toward success.
Is your school-life happy? If
not, do you know whose fault that
is? Well, it may be your fault.
Had you thought of that? Why
not try from now on to do your
part in making school-life happy?
Remember: "No one drop of water
or grain of sand can make a
mighty ocean nor the pleasant
land." But: "Each little drop of
water and each little grain of
sand can do lots to make Hereford
High School a better place to
land." You know—to be educated
in.

THE STUDENT FORUM

Dear Forum: The Hereford high
school band has increased its
number a great deal this year.
They still need more players; they
need cooperation from the mem-
bers and student body. The band
needs to take their orders and
apply them. They need to have
more respect for the furniture and
auditorium which is now in use.
The band appreciates the school's
letting them use school property.
The band is an organization, a
worthy one, and could be made
more so if it had more responsive
members. It needs more members
and instrumentation.
The Hereford high school band
is advancing toward bringing home
honors for the school, and they
hope to continue throughout this
year and the many years to come.

F. H. A. CLUB RECEIVES INVITATIONS

The F. H. A. club of Hereford
has recently been invited by the
Priona F. H. A. club to attend
their meeting on March 24. The
club voted to attend.

PREPOSTEROUS ANSWERS

The largest artery is the liver.
The way to get rid of insects
is to pass state laws against them.
The relation between sound and
aid is 2 to 1.
Cooking cleans the starch cells.
Geriatrics was a writing desk.
In one of the reasons for study-
ing literature a senior said: "To
see that human nature does not
change."
A statue is a law. Statute was
given also.
Shakespeare married Susana (it
should have been Ann Hathway).
The question was: Write a
theme on Characterization of Ham-
let, or of Macbeth. This is the
answer given: "Their characteriza-
tion was caused by: Hamlet's
characterization was caused by his
father's death and his mother's
over hasty marriage. Macbeth's
characterization was caused by
his own ambitions, and his wife
encouraging him in his acts."
Instead of allegory, Bill Stan-
ford said that "Fairy Queens" was
an analogy.

AMBITIONS

Physics Class: To see the train
that Mr. Hudson was talking
about going 60 miles a minute.
Mary Turrentine and Ruth At-
chley: To move to town so they
won't miss everything.
Mr. Hudson: To teach some-
body.
Chilton Foster: To have red
when he plays checkers.
Gladys Lewis: To go west.
Evelyn Lovelady: To know where
her teeth went—whether she
swallowed them or left them in
the bus.
Miss Crawford: Have a perfect
public speaking or English class.
Miss Wrenn: To look like her
picture again.
Charles Wilson: To raise white-
face cows for show purposes.
Mr. Wilson: Win the district
championship.
Pollyanna Crawford and Mollie
Jo Roberson: Everything Polly
says; Mollie says, and everything
Mollie says Polly says.
Madelyne Whitehead: To go to
the top of the Tower of Pisa.
Irene Knox: To learn to control
my blinches so they won't control
me.
Virginia Carlyle: My one and
only ambition is to eradicate every
living man of this earth, then I
will be happy.
Jack Higgins: To catch Donald
Brotherton with a pipe decent
enough for anyone else besides
him to smoke.
Mary Ann Baird: To be famous
as a singer, any kind except opera
and Harlem singers.
N. J. Foster has a crush on
someone lately. We wonder who
he is?

EXCHANGE

You can tell a freshman by the
way he walks around.
You can tell a sophomore by the
new things he has found.
You can tell a junior by his wor-
ried look and such.
You can tell a senior, but you
can't tell him much.
—The Grassburr, Weatherford,
Texas.
We wonder why Faye C. just
loves to be called "Faysie-Waysie."
Senior: Hey, let's you and me
get married!
Freshman: O. K. with me.
(After a long, awkward silence.)
Freshman: Why don't you say
something?
Senior: That's just it. I've said
too much.

WISE AND OTHERWISE

It seems no one has yet found
that lid which Mr. Dillehay was
sent to the auditorium to keep on.
Ernest Schelhagen: Mother, I
dreamed last night that I was
sampling a new kind of break-
fast food.
Mother: Yes, yes; go on!
Ernest: And when I woke up,
one corner of my mattress was
gone!
A Five Letter Word—Smile.
It costs nothing but creates
much.
It enriches those who receive,
without impoverishing those who
give.
It happens in a flash and mem-
ory of it sometimes lasts forever.
None are so rich that they can
get along without it, and none so
poor but are richer for its bene-
fits.
It creates happiness in a home,
fosters good will in a business and
is the countersign of friends.
It is rest to the weary, day-
light to the discouraged, sunshine
for the sad, and nature's best an-
tidote for trouble.
Yet it cannot be bought, begged,
borrowed or stolen, for it is
something that is no earthly good
to anybody till it is given away.
Letter Received.
The Freshman class received a
letter from a freshman student
in La Claire, Iowa. This letter
tells of his school activities and
location. If any Freshman should
like to, he may answer this letter,
telling of his own school activities.
This boy wrote, as he wanted to
know what the West Texas schools
did. Norma Jean Foster now has
this letter.
Definition of a Gentleman.
A gentleman: A male, clean
within and without; who neither
looks up to the rich or down on
the poor; who can lose without
squealing and win without brag-
ging; who is considerate of wo-
men, children and old people;
who is too brave to lie, too gen-
erous to cheat, and who takes his
share of the world and lets other
people have theirs.

Jumbo News

BY MRS. ULLMAN HUNTER
Misses Lucille Dyer and Paul-
ine Matthews and Orvil Pierce of
WTFSTC spent last week end at
their homes here.
P. H. Dyer, who has been quite
ill from a throat infection, is
greatly improved.
The basketball girls netted \$20
from the pie supper Friday night.
This will be used for basketball
suits. Mrs. Clem Gilliam was
presented a cake for being the
crankiest wife, and Ullman Hunter
received a pie for being the worst-
hepecked husband.
Mrs. Sam Hunter called on her
parents, Mr. and Mrs. E. M. Al-
len, of Easter Wednesday. They
have been ill with influenza.
Mr. and Mrs. Wayne Thomas
and Miss Lucille Schultz, the new
demonstrator of Castro county, at-
tended the school program Friday
night.
Lonnie Andrews is visiting in
Oilton.
Mrs. P. H. Dyer was re-elected
superintendent of the Sunday
school, Mrs. M. L. Simpson, assis-
tant, Mrs. Clem Gilliam secretary,
Miss Pauline Andrews, assistant.
Miss Florence Currie, pianist and
Mrs. Ullman Hunter, song leader.
Misses Maurine Wilder and Kit-
ty Oxford spent the week end at
their homes here. They teach at
Flagg.
J. C. Stork and L. A. Mat-
thews were in Fort Worth Mon-
day.
Flagg basketball boys and girls
played games on the Jumbo court
Friday. The boys lost to Jumbo,
while the girls' game was a tie.
E. C. Burks and Katie Mae of
Arney attended the pie supper
here Friday night.
Mr. Myers, Miss Currie and the
Wilmetts shopped in Hereford Sat-
urday.
Mrs. Ullman Hunter attended a
42 and bridge tournament in
Dimmitt Tuesday night, sponsored
by the Study club.
Charles McGinnis of Canyon OCC
camp spent Sunday with his moth-
er here.
Mr. and Mrs. Carrol Hunter
were in Amarillo Monday.
Mrs. Ruby Smith and son of
Clayton New Mexico, and Mrs.
Jim Baggs of Amarillo spent Fri-
day in the Kring home.

Dimmitt News

BY EMILY M'LEAN
In the last home game of the
season, the Dimmitt Bobcats de-
feated Vega boys' and girls' teams
here Saturday night.
Orlin Gibbs, Castro County News
employee who was injured last
week, is improving rapidly.
Mr. and Mrs. C. W. Dixon of
Priona visited Mrs. Rosa McLean
last week.
Mr. and Mrs. Fred Boswell, Mrs.
Elsie Hunter, Misses Betty Belle
Hunter and Mary Nell Carson all
of Batesville visited here this week.
Mrs. Carrol Gunter of Tullia vis-
ited friends here this week.
Mr. and Mrs. Dillmond Neumeyer
left Saturday for Medford, Okla.,
to attend the burial of his father.
Dimmitt Bobbies won both boys
and girls games from Bovina Fri-
day night.
Mr. and Mrs. Elmer Dixon are
the parents of a baby girl, (born
Friday).
Bob McLean, G. L. Willis and
Mrs. Rosa McLean were in Lub-
bock last week end, the latter re-
maining to visit her daughter, Mrs.
J. A. Hodges.
Mr. and Mrs. Mark Cowser
returned Sunday from a visit with
Mr. and Mrs. Hugh Russell in
Robstown.
Mr. and Mrs. James Boothe of
San Angelo are visiting his par-
ents, Mr. and Mrs. C. W. Boothe.
Mrs. Harvey Youts of Shawnee,
Okla., spent the week end here
with Mr. Youts.
C. F. Loter and family of Ama-
rillo visited the Willis Johnstoon
home Sunday.
Mr. and Mrs. T. H. Gladman of
Arkansas City are visiting H. T.
Gladman and Mrs. A. M. Gladman
and family here this week.
Mr. and Mrs. Elmer Youts of

Children visited here last week.
The Lions club basketball team
played Allison there last Friday
night, and Allison won.
Mrs. R. F. Chiles and children
were shopping here Monday.
Mr. and Mrs. W. F. Gillis spent
Sunday in Littlefield.

Advertisement for GAS COOKING, REFRIGERATION, WATER HEATING, HOUSE HEATING. Includes text: 'There's nothing like GAS for COOKING. The instant heat, higher speed and numberless shades of temperature, that only Gas can provide, give finer flavor to all cooking!' and 'Protect What You Have INSURE John McLean Insurance Agency Phone 273'.

Bippus Items

BY RUTH REESE
Hereford shoppers Saturday were
Mr. and Mrs. C. V. Griggs, Mr.
and Mrs. E. Burks, Bud Morris-
son, Henry Griggs, Mr. and Mrs.
C. T. Reese and children, Mr. and
Mrs. Gene Simmons and daughter.
Mr. and Mrs. Frank Canaba and
children were in Hereford Satur-
day.
On the sick list this week are
Homer Dodson, Mrs. Lana Whit-
son, Milton and Mrs. C. T. Reese,
Marvin Morrison, Chester Dodson.
Bud Morrison called in the C.
T. Reese home Wednesday.
Marvin Morrison made a trip to
Hereford Wednesday.

Daniel News

BY PAULINE MOORE
Mr. and Mrs. Joe Golden from
Plainview have been visiting her
sister, Mrs. F. Tomlinson.
Mr. and Mrs. Ervin Shugart
and daughter are home from a
visit with relatives near Oilton.
Several from this community
shopped in Hereford Saturday.
Mrs. Selden and H. Tomlinson
who are staying in Cisco, are here
for a few days.
On the sick list are Billie Jean
Gill, Darlene and Donald Troy
Moore, Mrs. F. Tomlinson and Mrs.
Bill Chapel.
J. S. Finny has returned to his
home near Plainview after a visit
with his daughter, Mrs. Dave
Moore.
You are invited to a valentine
party and program at the Daniel
house Friday afternoon at 2:30.
F. Tomlinson and family were
in Amarillo Wednesday night.
Misses Viva Mae Thomas and
Mary Posey attended a chara-
vari in Hereford Thursday.
R. E. Gill was in Hereford last
Tuesday.
Mr. and Mrs. Joe Moore were
in Canyon Thursday.
Dave Moore was a Plainview
visitor Wednesday.
Miss Isora Clark of Dimmitt is
here looking after her wheat.
Messrs. and Misses Jack Vin-
cent and John Williams of Ama-
rillo visited the F. Tomlinson
home Sunday afternoon.

Still Coughing?

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

CLOSE Drug Store Phone 13

Advertisement for Close Drug Store. Features: 'Extra Specials Friday & Saturday. "You'll Wonder How We Can Do It"'. 'ALL WEEK Close-Out SPECIAL SALE'. '26c SALE'. Lists items like Bromo-Quinine (21c), Dust Goggles (19c), Hinds' Honey and Almond Lotion (37c), Alarm Clock (98c), Cod Liver Oil (89c). Includes text: 'In order that we can clean up surplus stock, we are offering many Nationally advertised items at less than half price. You will find all the following kinds of merchandise on our 26c SALE'.

Advertisement for Valentine Day Gift. Features: 'For HER Valentine Day Gift'. 'Choose a beautiful Martha Washington package in any one of many charming designs. Exquisite packages, suitable for the occasion—packed with candy known from Coast to Coast as the purest and finest possible to manufacture— isn't that a combination that will bring an outburst of affection from the lady who receives it? We will be happy to supply you.' '10c TABLE'. 'With items of every description on it for only 10c'.

Advertisement for WEST TEXAS FEED & SEED. Features: 'A Two Way Difference'. 'Besides saving you money by buying MERIT ALL-MASH STARTER there are other differences. Hundreds of poultry raisers have found it pays to start out the right way. Feed your baby chicks MERIT All-Mash Starter. They will be sturdier, healthier chicks and they will be the kind that put dollars in the poultry raising business. You can't lose by feeding M-E-R-I-T All-Mash Starter.' 'WEST TEXAS FEED & SEED Phone 265'.

Advertisement for First National Bank. Features: 'LINCOLN Did Something, Too, About His Future'. 'Our savings depositors are following the lead of Lincoln by building their future on stronger stuff than wishful thinking and dreaming. In the boyhood of our martyred president we read of a struggle to gain an education and success in life. You can make your future successful and secure by starting today a systematic plan of saving. See one of our officers.' 'ENJOY THE SERVICES OF THIS FRIENDLY BANK'. 'First National Bank OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM'.

PERSONALS

Mr. and Mrs. John Roberts and son were Clovis visitors Tuesday.

Miss Eleanor Plerie visited Miss Lorene Wherry in Amarillo over the week end.

Mr. and Mrs. Alton Fraser returned Sunday from a visit to Fort Worth.

Own a Willys—the SURPRISE car of the year. Ireland Motor Company sells them.

Miss Melvina Stewart spent the week end with her parents, Mr. and Mrs. Mal Stewart, at Vega.

Mrs. John Roberts and son, Gene, visited relatives in Clovis over the past week end.

Mr. and Mrs. Jeff Roberson and Mrs. Wiley Roberson were in Amarillo Tuesday.

Mr. and Mrs. John Lucas of Plainview visited his brother, Frank Lucas, here Tuesday.

Mrs. Paul Patterson and son, Phillip, of Amarillo are visiting relatives in Hereford.

Miss Jonnie Estes spent the week end in Abernathy in the home of her sister, Mrs. Leonard Harrold and family.

Mr. and Mrs. D. H. Bryant and daughter, Miss Sarah Agnes, and Miss Allan Smith spent last week end in Lubbock and Ralls.

See the NEW Willys. It's the type of car that people have wanted for years. At Ireland Motor Company.

Mrs. Viola Williams, sister of W. F. Gillis, who has been quite ill the past few days, was taken to Amarillo Tuesday.

Jim Kirby, student at the University of Texas, is here visiting his parents, Mr. and Mrs. J. W. Kirby.

Willys Engineers tell the inside story of the economy of the Willys car. Ask about it at Ireland Motor Company.

Carl Dean Mountz, a student in an Amarillo business college, spent the week end here with his parents, Mr. and Mrs. Carl Mountz.

Mrs. Arthur Davis and daughters, Alberta, Billy and Katherine, and Mrs. H. H. Hawkins were Amarillo visitors Saturday.

Miss Short and Anderson of Friona were here shopping Saturday.

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May Organize Supplies Unit For Red Cross

John H. Olson, chairman of the Deaf Smith county chapter of the American Red Cross, has reported that a number of people have shown a desire to give clothing and bedding to sufferers in the flood stricken areas.

"It is not our wish to discourage the good intentions of anyone," Mr. Olson explained, "but in order to handle such supplies efficiently the American Red Cross has instructed the local chapter that we must assume the responsibility of inspecting, cleaning, sorting, packing and labeling such clothing before making shipment.

"Chapters in large cities have facilities for doing all those things. If we are to handle supplies of that nature, we must first perfect an organization of volunteers to do the work, as the chapter does not have the funds to pay for renovating and inspecting the supplies."

The Deaf Smith county chairman also pointed out that it was not too late to organize such a project if the necessary volunteers will present themselves, as the need for clothing, bedding and other supplies will continue to be great for several weeks to come, even though the crest of the flood has passed throughout most of the affected area.

Local Merchant Goes to Dallas.

N. E. Gass left Sunday morning for the markets of Dallas to buy goods for the Gass Dry Goods store. He was accompanied by his brother, Claude.

Attend School Press Conference.

Billy Jo Roberts, Imogene Roberson and Mary Turrentine attended the Panhandle High School Press Association meet held in Amarillo last Saturday.

M-S-T for the stomach.

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

Buy a Willys and save HALF the gas and have TWICE the smartness.

At Ireland Motor Company.

Miss Ruby Thompson returned to Pampa Sunday evening after spending the week end here with her parents, Mr. and Mrs. A. O. Thompson, who accompanied her back to Pampa.

Willys owners report up to 35 miles on a gallon of gas and only four quarts of oil to buy when you change.

Ireland Motor Company sells this car.

Hereford Men At Implement, Hardware Meet

Hereford hardware and implement dealers were well represented at the 28th annual convention of the Panhandle Hardware and Implement Association in Amarillo Monday and Tuesday, when dealers from New Mexico, Oklahoma, Arizona and the Panhandle of Texas gathered for the largest and most successful convention ever held by the association.

R. F. Douglas of Shamrock was elected president, J. A. Blackwell, Friona, vice president; Clarence Thompson, Canyon, was re-elected secretary-treasurer, and S. P. Rosson of Hereford was retained as one of the directors of the association.

Principal speakers were leading hardware and implement men from over Texas and the United States. Among those attending the convention from Hereford were C. F. Kerr, Reavis Kerr, Cawthon Bryant and A. H. Streu. S. P. Rosson, scheduled as one of the speakers and retained as one of the association's directors, was unable to attend because of illness.

Attend School Press Conference.

Billy Jo Roberts, Imogene Roberson and Mary Turrentine attended the Panhandle High School Press Association meet held in Amarillo last Saturday.

M-S-T for the stomach.

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

Buy a Willys and save HALF the gas and have TWICE the smartness.

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J. Gillentine

(Continued from page one)

of the Wellington Masonic Lodge, and for a number of years served as a director and committee chairman in the Wellington Kiwanis Club. He is also secretary of the Democratic Executive Committee of Collingsworth county.

In 1934 he started a drive which resulted in the collection of more than 750 old toys, which were repaired by relief workers and distributed to destitute families in the community. Cooperating with the Kiwanis Club, he sponsored a county-wide Easter egg hunt, which met with such wide approval that it has been continued the past three years.

Mrs. Gillentine, a graduate of C. I. A., Denton, in 1932, has for the past year taught in the history department of the Wellington schools. She expects to complete the present term, which will close in May, before joining her husband in Hereford.

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

Hospital Notes

Mrs. E. M. Johnson, wife of Ed Johnson of this city, underwent a major operation Monday. She was reported as resting well Thursday.

Mr. and Mrs. Woodrow Wilson became the parents of an 8 pound, 13-ounce son at the hospital Wednesday night.

R. E. Coleman, who was admitted to the hospital Wednesday with a broken leg, was dismissed today and returned to his home in New Mexico.

George McConnell was a business visitor in Amarillo Monday.

Miss Inez Clark attended the funeral services for Mrs. Wayne J. Smith Tuesday afternoon in Amarillo. Mrs. Smith was the mother of Miss Frances Smith who visits in Hereford quite often.

Mr. and Mrs. W. M. Emmons went to Tulsa Saturday where Mr. Emmons attended a vocational and agricultural meeting. Plans for the 1937-38 high school vocational and agricultural work were discussed.

Jim Boyd and family of Weatherford, Texas, spent Monday here attending to business and visiting old friends. They formerly lived in Hereford.

1901 1937

E. B. Black Co.

FURNITURE - UNDERTAKING

Ambulance Service—Day or Night
Hereford, Texas

STAR THEATRE

Thurs. - Fri.

She Had a Right to Wonder If Any Man Was Worth Loving!

LOVE FORGAVE AND FORGOT



FATE TORE THE SHROUD FROM HER PAST AND PLACED HER SOUL OF A LIVING NIGHTMARE!

GIVE ME YOUR HEART

KAY FRANCIS

GEORGE BRENT

ROLAND YOUNG

See the NEW Willys. It's the type of car that people have wanted for years. At Ireland Motor Company.

Mrs. Viola Williams, sister of W. F. Gillis, who has been quite ill the past few days, was taken to Amarillo Tuesday.

Jim Kirby, student at the University of Texas, is here visiting his parents, Mr. and Mrs. J. W. Kirby.

Willys Engineers tell the inside story of the economy of the Willys car. Ask about it at Ireland Motor Company.

Carl Dean Mountz, a student in an Amarillo business college, spent the week end here with his parents, Mr. and Mrs. Carl Mountz.

Mrs. Arthur Davis and daughters, Alberta, Billy and Katherine, and Mrs. H. H. Hawkins were Amarillo visitors Saturday.

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STAR THEATRE Hereford

SUNDAY - MONDAY

PREVIEW SATURDAY NIGHT

COME ON AND CHEER IT'S A "GOLD DIGGERS" YEAR!

1936 1937 1938 1939 1940 Each year made unforgettable by the most refreshingly novel entertainment of its kind... And the new edition tops 'em all!

DICK POWELL * JOAN BLONDELL

GOLD DIGGERS of 1937

VICTOR MOORE emerges victor in a battle with blunder that's guaranteed to make laughing words out of either soul!

LEONARD PERKINS has to be the season's smartest assembly with the ladies, 'til 200 'glam' girls cough him up plenty in this roaring act!

ROSAURO MARQUESS paper himself the hottest talent find of the year, as she catches the year with her terrific torch song. A star starts here!

GLENN FARRELL is on the make again with everything it takes to give you the most hilarious thing that ever hit your funny-bone!

LLOYD BRONN The new dancer who started the girls of modern America with "Good St." always hits center with the most stupor!

ALSO: MICKEY MOUSE CARTOON!

Mr. and Mrs. T. H. Beach of Plainview visited several days the past week with his nephew Mack Beach and family, and Judge and Mrs. C. F. Kerr. Mr. and Mrs. Beach formerly lived in Dimmitt. They were enroute home from a visit in Colorado when they stopped over here.

Goodyear Tires at RICE'S. Our stock is not yet complete, but at the rate tires are arriving it soon will be.

Innocence Personified: He—"Well I just got a set of Goodyear balloon tires." She—"Why, Frank, I didn't know you had a balloon."

When you pay for the best tires why not buy Goodyears and be sure you are getting the best?

Leave it to Johnny: Johnny says a waffle is just a pancake with an All-Weather tread.

The youngsters are usually brighter than we give them credit for. Johnny knows a good thing when he sees it.

Ain't It the Truth? The law of supply and demand seems to work out pretty well in everything except the matter of parking space.

Park in front of RICE'S Good-year store for prompt, efficient tire service.

How Well We Know: In the old days if you wanted a horse to stand still, you tied him to a hitching post. Nowadays all you have to do is place a bet on him.

Have you seen the new Goodyear "Sure Grip" tires (for mud or snow)? RICE has them in stock.

Results plus: "Are you sure advertisements in your paper for our dealer will bring results?" asked the tire salesman of the country editor.

"Man alive," replied the publisher, "only yesterday a man came in to insert an ad for his lost cow, and while he was giving me the information the cow poked her head through that window and moored."

GROCERY SHOPPERS

Fill Your Needs from These Specials!

P. G. AND G. WHITE NAPHTHA SOAP 10 Bars 35¢	10 PONTIACS IVORY SOAP Medium 6¢ Large 11¢
CAMAY The Soap of Beautiful Women 3 Bars 16¢	CRISCO Silver Anniversary 2 Cakes \$5,000 FIRST PRIZE 1 lb. can 25¢ 3 lb. can 59¢
Gelatine Royal Package 5¢	Pumpkin 3 No. 2 Cans 25¢
Coffee M. J. B., Lb 27¢ 3 Pounds 89¢	Prunes No. 10 Can 28¢
Super Suds 3 Boxes 25¢	Dog Food Armour's, 3 Cans 25¢
Salmon FALL Can 10¢	

Flour

PACKARD'S BEST

48 - Pound Sack

\$ 1.89

VANILLA EXTRACT 8-ounce bottle 15¢	TOMATO JUICE C. H. B., 3 cans 25¢
PEACH PICKLES All Gold, No. 2 1/2 can 29¢	TAPIOCA French's, package 10¢
PEANUT BUTTER 5-pound pail 69¢	BLACKBERRIES No. 2 can, 2 for 25¢
SALT 2-pound box 2 for 15¢	BISQUICK Large box 31¢
GRAPEFRUIT JUICE No. 2 can, 3 for 27¢	1 Post Bran, 1 Grape Nut Flakes, (howl FREE), both for 19¢
CHOP SUEY La Choy, can 23¢	SYRUP Bucket Brand, medium size 43¢
OVALTINE Large size 52¢ , small can 34¢	COCOA , Hershey's Pound 12¢ , 8 ounces 7¢
CHILI BLEND 1/2 pound 23¢ , pound 45¢	STARCH Elastic, 10c size, 2 for 15¢
COCONUT Bulk, pound 19¢	

Fresh Fruits & Vegetables

ORANGES California Red Balls, 176 size, dozen 36¢	LEMONS Sunlight, dozen 28¢
GRAPEFRUIT Dozen 29¢	SPUDS 10 pounds 29¢
TURNIPS Bunch 4¢	CABBAGE Pound 2 1/2¢

PIGGLY WIGGY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME