

LOCALS

Stokers Leave for California
Mr. and Mrs. J. B. Stoker left Saturday for Breckenridge, Texas, where they were joined by Mrs. Stoker's brother, Wm. Black, and Mrs. Black, for a trip to California. They will visit a sister of Mrs. Stoker's and a son, Loren, and family, in Pomona. Mr. Stoker will also look after business interests. They plan to return to Hereford in April. Mr. and Mrs. Stoker moved here about a year ago, from California.

Mrs. W. A. Perciful and daughter, Glenna Lee, of Amarillo, visited their mother and grandmother, Mrs. Hattie Rutherford here, Saturday and Sunday. Mrs. Rutherford returned to Amarillo with them Sunday, for a brief visit with another daughter, Mrs. Beulah Lee Carter. Mr. Perciful, auditor for the Santa Fe R. R., has been transferred from Amarillo to Hutchinson, Kansas, and Mrs. Perciful and daughter, plan to leave soon to join him there.

O. H. Dillehay arrived home Saturday, after attending a State School Superintendents meet, held in Austin last week.

Leonard Ralston, son of Mr. and Mrs. A. J. Ralston, who is attending high school in White Deer, spent the week end in Hereford.

Jean Snyder, student at W. T. S. T. C., was here over the week end visiting her parents, Mr. and Mrs. Glenn Snyder.

Lois Standifer was a week end guest of Miss Norma Jean Foster, in Canyon, last week.

Jerrey Jowell, student in Clovis, N. M. high school, spent the week end in Hereford, with his mother, Mrs. Nona Jowell.

Visit Son in Oklahoma
Mr. and Mrs. John L. Wilson left Friday, for Guymon, Okla., where they planned to visit several days in the home of their son, Paul Wilson.

Rev. and Mrs. John Thorns of Silverton, came Monday, for a short visit here, with their son, Rev. John C. Thorns and family.

Miss Fannie Cott left Sunday, for Fort Worth, where she planned to enter the Baptist Seminary there, for special training preparatory to missionary work in the foreign fields. Miss Cott, a graduate nurse, has been employed here in the Deaf Smith County Hospital for the past several months.

Beyers Return From California
Mr. and Mrs. J. E. Beyer returned last week from a month's vacation trip spent with relatives in California. They left here shortly before Christmas in order to visit relatives in Kansas and spend Christmas day in the home of a daughter, Mrs. Harold Hicks, in Winfield, Kansas. They arrived in California in time to see the Rose Bowl Classic and have been visiting relatives in different parts of the state.

Attend Canyon Basket Ball Games
Attending the double-header basket ball games between Hereford and Canyon, Saturday night, when both boys and girls teams engaged in a tilt, were Billy Ross Phillips, Viola Phillips, Mrs. W. H. Russell, Mary Ruth Russell, Jerry Jowell, Leonard Ralston, Leonard Foster, Mr. and Mrs. I. H. Crosthwaite, Faye Crosthwaite, Marthanelle Ewton, Lois Standifer, Dorothy Nelle Trimble, Mary Jane Morgan, R. D. Sewell and Harvey Nunn.

Mrs. John Haberer is this week recuperating at her home from a recent illness. Mrs. Haberer was removed from the hospital, Saturday.

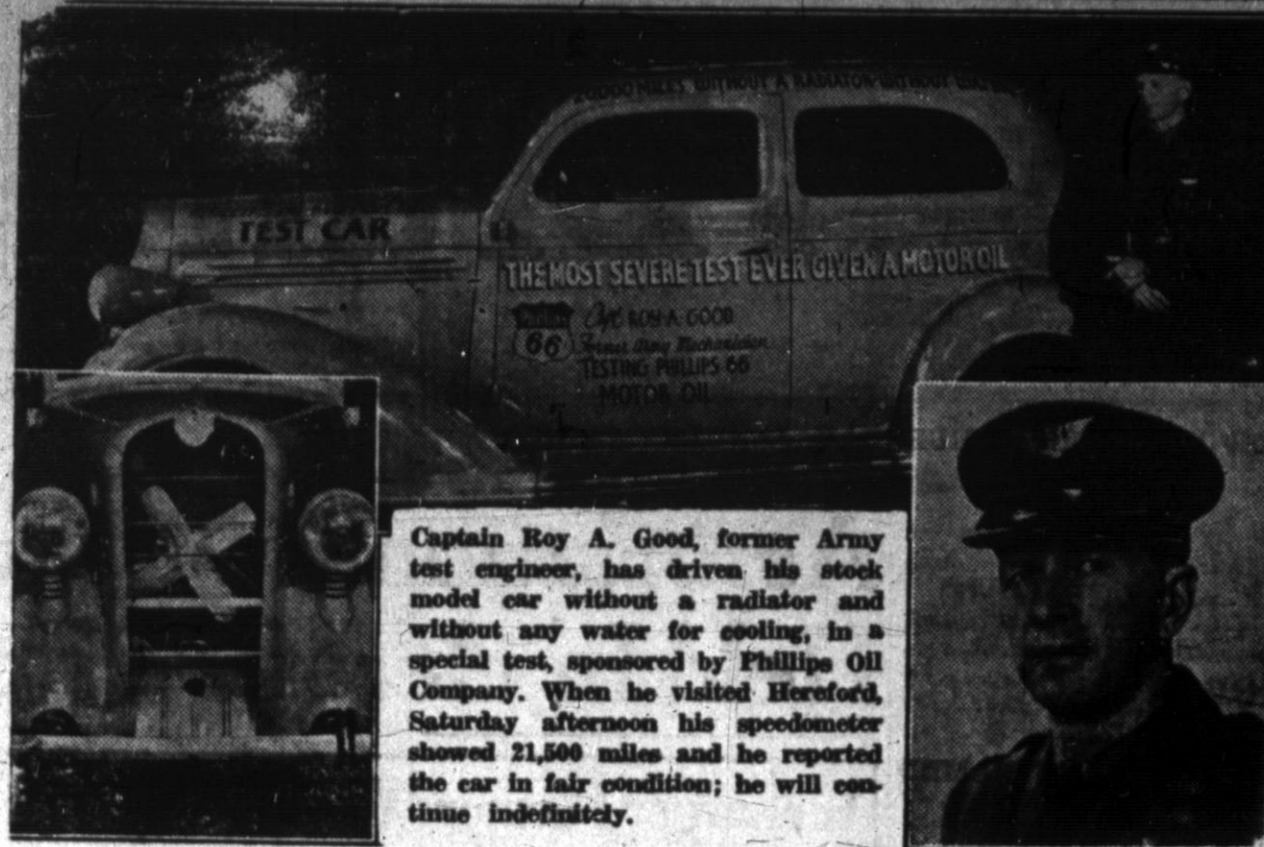
Mr. and Mrs. J. B. Whitlow and small son, spent the past week end with relatives in Shamrock.

Mrs. C. C. Rockwell and Mrs. C. A. Shelton were in Amarillo, Friday.

Putting a governor on a car would cut acceleration, and acceleration is as important as brakes in avoiding certain types of accidents.

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 any remedy less potent than Creomulsion, which goes right to the seat of the trouble and aids nature to soothe and heal the inflamed mucous membranes, and to loosen and expel the germ-laden phlegm. Even if other remedies have failed, don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are not thoroughly satisfied with the benefits obtained from the very first bottle. Creomulsion is one word—not two, and it has no hyphen in it. If for it plainly, see that the name on the bottle is Creomulsion, and you will get the genuine product and so relief you want. (Adv.)



Captain Roy A. Good, former Army test engineer, has driven his stock model car without a radiator and without any water for cooling, in a special test, sponsored by Phillips Oil Company. When he visited Hereford, Saturday afternoon his speedometer showed 21,500 miles and he reported the car in fair condition; he will continue indefinitely.

Drives Car 21,500 Miles Without Radiator Or Water In Demonstration

Captain Roy A. Good, former U. S. Airway Mechanician and U. S. Army test engineer was in Hereford on January 8, on a special test drive he is making throughout the middlewestern section of the United States. The Phillips Petroleum Company, of Bartlesville, Okla., recently asked Captain Good to put Phillips 66 Motor Oil to the most severe and uncompromising test to prove its ability to provide complete and satisfactory lubrication under the worst possible conditions.

Captain Good had removed the radiator from his car and bored holes through the water jacket, leaving no water whatsoever for cooling purposes. In a car de-signed to be cooled by water this means that the motor will run from two to three times hotter than usual, reaching temperatures of almost 600 degrees, thus subjecting the oil to greater heat and pressures than are ever encountered under actual driving conditions. Captain Good, who has had more than eight years service testing motors and lubricants for the government, states that motor oil which will stand such terrific abuse will give thorough lubrication protection in any climate and under any conditions which might arise in normal use.

The test car is a stock model, low priced car and, from the side, looks like any other car of this model. It is therefore quite surprising to find the grill and radiator removed and to see the motor entirely exposed at the front. Air passing over the engine becomes so hot that it is necessary to provide an outlet to take the hot air from the back of the motor out through the side of the car. If this were not done the floor boards of the car would become so hot that Captain Good could not stand the heat on his long drives during this test.

Captain Good states that the 21,500 miles already covered on this test have conclusively demonstrated Phillips 66 Motor Oil is protecting the motor perfectly.

Adrian-Simms

(15 miles north, 9 miles west)

The Adrian High School started again, January 3.

Mr. and Mrs. Bates and children, of Kress, visited Sunday, with Mr. and Mrs. Tom Bohannon and family.

Mr. and Mrs. Bert Cook, Gronoy and Jerry, returned from Kansas, last week, where they visited relatives during Christmas.

Mr. and Mrs. Theron Bohannon and children and Mr. and Mrs. Iris Bohannon and children, all of California, returned to their home after visiting their parents, Mr. and Mrs. Tom Bohannon and other relatives here.

Mr. and Mrs. C. A. Walker and children arrived home, Sunday, from Silverton, after a visit with Mrs. Walker's parents.

Mr. and Mrs. N. O. Phillips and children returned recently from a visit with relatives down in Texas.

Mr. and Mrs. Ray Chapman of Conchas City, N. M., visited Mr. and Mrs. J. M. Chapman and family, recently.

Miss Virginia Chapman, who is attending the W. T. S. T. C., at Canyon, has returned to take up her study there, after a visit home for the Christmas vacation.

Miss Alta Mae Fortenberry visited at home during Christmas. She

AUTO LOANS

- TO BUY
- TO REFINANCE
- MORE CASH
- REDUCED Payments
- 15-MINUTE Service

G. G. FOSTER

— LOANS —

Canyon, Texas
514 5th Ave. Phone 76



BUSINESS INTERVIEW

Choose your bank as you would choose a man for a responsible, executive position. You would find out his qualifications, his record, his character, and his experience. And that's the way you should choose a bank, for a bank can mean more to you than just a place to deposit your money. If it isn't more to you than that, you are not using your bank to full advantage.



First National Bank

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

is a student at W. T. S. T. C., this year.

Miss Stella Fortenberry, teacher at Walcott School, visited her parents, Mr. and Mrs. Jack Fortenberry, over the holidays.

Mr. and Mrs. Erna Colwell and children, of Laketon, visited recently with the Tom Bohannon family.

Mr. and Mrs. J. M. Chapman celebrated their 26th wedding anniversary, Dec. 23. Their neighbors came and helped them enjoy an old-fashioned Turkey Dinner.

If we had compulsory inspection of automobiles to determine the mechanical condition of brakes, lights, warning signals, steering gear, windshield wiper and the leakage of exhaust gases, the accident rate would probably be lower.

You can't keep a man from drinking, but you can keep a drunken driver away from the wheel of an automobile.

GUESS WHICH IS FASTER!

CORRECT ANSWER appears below in upside-down type. Play fair! Don't look until you have guessed.



TURKEY OR DEER?



BUT—

YOU DON'T HAVE TO GUESS WHICH GASOLINE STARTS FASTER!

Your best buy in cold-weather gasoline is Phillips 66 Poly Gas... the highest test motor fuel which costs nothing extra... because Phillips is WORLD'S LARGEST PRODUCER of Natural High Test gasoline. It starts even icy motors with split-second speed. Delivers more pep and power. Increases mileage by warming up faster with less choking. Try a tankful. You'll feel that difference!



ANSWER: Average maximum speed of the whitetailed deer is 30 miles per hour. But a turkey, at least when frightened, is faster. It has been timed at 55 miles per hour by automobile speedometer.

— See The Brand for Office Supplies —

MAKES YOUR MONEY TALK PLENTY BIG!



This big five-passenger four-door Buick SPECIAL sedan, complete with standard equipment

\$1022

Delivered at Flint, Mich.

OTHER MODELS: Complete with DYNAFLEX ENGINE, TORQUE-FREE SPRINGING and standard equipment, delivered at Flint, Mich... SPECIAL business coupe, \$945... CENTURY 4-door touring sedan, \$1297... ROADMASTER 4-door touring sedan, \$1648... LIMITED 8-passenger sedan, \$2350. Special accessories, transportation and local taxes, if any, extra.

BETTER BUY BUICK ON EASY GENERAL MOTORS TERMS

MONEY talks — so take a turn up and down Automobile Row and see what it says about Buick.

First off you discover that this sparkling stepper is the lowest-priced of all the straight-eights of its size.

Next — it lists at lower figures, even, than some sixes do, and it's within a dollar or two a week of several others.

But the story isn't told in the bare prices — it's told in the astonishing amount those modest figures cover!

In the SPECIAL, for instance, you get 122-inch wheelbase, 107 horsepower with straight-eight smoothness, valve-in-head efficiency, and the exclusive new DYNAFLEX brilliance and thrift.

You get comfort of a new kind, with Knee-Action on the front, and the scoop of the year — BuicCoil TORQUE-FREE SPRINGING — on the rear.

On top of that, you get elbow-room, leg-room, head-room; smartness inside and out; and probably the lightest, sweetest, pleasantest handling wheel you ever laid hands on!

All in all, this great Buick is the car that makes little money do a lot of big talking — that's why there's such a mighty fine feeling to owning it.

Go look at the price tags, and what's behind them, and you'll spend from now on in a Buick enjoying life!

EASY WAY TO OWN A BIG CAR

Why be content with a small car when the same money buys more in a slightly used Buick?

Reconditioned 1936 and 1937 Buicks are now being offered by Buick dealers at prices of cars in the lowest price class.

Valve-in-Head Straight-Eight Engines — Bodies by Fisher — Hydraulic Brakes — Torque-Tube Drive — Safety Glass. See your Buick dealer today!



"Better buy Buick!"

A GENERAL MOTORS VALUE

Norton Motor Company

317 N. Main St.

Hereford, Texas

SOCIETY

McLEAN, Society Editor Phone 181-W

Men Entertain With Two Affairs Here Last Week

Mrs. A. R. Bateman at two lovely affairs at her home, on 25th street.

The dinner appointments yellow and white color the dinner-bridge party Wednesday evening. Tallis in a deep flanged cry-centered the table and tapers in crystal hold- at either side.

In the games after the ant to Mrs. Seth B. Hol- Jack Wayland.

Included Messrs. and H. A. Close, C. C. Ack- Gosson, Jack Wayland, H. W. Witherspoon, Alton W. and Mrs. R. R. Willis, B. Holman, Miss Elyose and Dick Coffee.

Thursday evening, a de- informal bridge party guests as easy four- were formed for the games. Prizes were awarded to Mrs. John Coffee.

Playing were Messrs. and E. B. Hicks, Grant Full- Baker, Glenn Weir, W. W. and N. E. Millburn and W.

and course was served after

held at the home of Mrs. V. T. Glenn, on Feb. 3, with Mrs. H. D. Hill as co-hostess.

PRAYER IS PROGRAM
THEME FOR INTERMEDIATE CHRISTIAN ENDEAVOR

"Prayer" as the program at the meeting of the Intermediate Christian Endeavor of the Christian Church, held Sunday evening, at the Church.

Mary Ellen Henslee was in charge of the following program: Prayer, June Dameron; Scrip- ture reading, Glenn Smith; talks on the lesson subject, Katherine Henderson, Margaret Higgins, Rena Rae Renfro, Lily London, Gertrude London and by A. Petersen, sponsor. A general discussion was led by Mrs. H. M. Redford. A Friend- ship Circle concluded the program.

GARDEN CLUB
WILL HAVE MEETING

The Hereford Garden Club will meet Friday afternoon at 3:30 o'clock, Jan. 28, at the courthouse.

The program for the meeting is being arranged and will be an- nounced later. All who are inter- ested are invited to attend the meeting.

MR. AND MRS. L. Z. OLDHAM ENTERTAIN WITH "42" PARTY

Mr. and Mrs. L. Z. Oldham were hosts at a "42" party Friday night, at their country home. Four tables were arranged for games. Those attending the affair were Messrs. and Mesdames Ellis Coombes, Earl Phillips, Carl Cockrell, A. Peter- son, R. G. Blue, Carl Williams, F. L. Lucas, Miss Frances Damer- on and Clyde Gregg.

"AMERICANS OF DIS- TINATION" ARE DISCUSSED FOR STUDY CLUB

The Pioneer Study Club met at the home of Mrs. C. T. Guseman, Tuesday afternoon, Mrs. A. A. Foster was co-hostess.

An interesting program in which "American Men of Interest," who have contributed materially to the nation's welfare, was discussed.

Mrs. Wirt Phillips was leader. She told many interesting facts in the life of Thomas A. Edison and discussed his achievements.

Mrs. Allen Bell spoke on Henry Ford. She described his first car and told many amazing incidents which occurred early in his career. The life of Sam Houston, as told by Mrs. J. W. Spradley, in- cluded a description of his life with the Indians and his influence in the history of the State.

The round table discussion led by Mrs. Phillips, brought out many

HONORED ON BIRTHDAY

Carl Oldham was honor guest at a dinner-party given at the home of his parents, Mr. and Mrs. L. Z. Oldham, Tuesday evening. The occasion celebrated the twenty- first birthday of the honoree.

The dinner was served at small tables in the living room. Tall, lighted candles furnished attrac- tive centerpieces.

After the dinner, gifts were pre- sented and games enjoyed.

Those attending were Ann Cock- rell, Anna Belle Roberson, Helen Ruthe Barber, Lottie Tyson, Betty Cockrell, Marvin Thomas, Basil McKinley, Alan Hammer, Eugene Boggus, Clyde Oldham and the honor guest.

INTERMEDIATE G. A. MEETS IN MOSELEY HOME

The Intermediate G. A. met Tuesday at 4:15, in the home of Virginia Moseley. The roll was answered by a favorite preacher. The program to sewing and reap- ing.

Those present were Annie Jo Owen, Bernadine Phillips, Kitty Kloe Harlin, Jayne Kress, Pollyanna Crawford, Glennis Cockrell, Bobbie Turner, Virginia Moseley, and Grace Bowen. Rev. W. E. Barnes was a visitor. The group will meet next with Glennis Cockrell.

Y. W. A. PLANS PARTY

Plans for a games party to be given tonight at the home of Mrs. Jack Roberson, were made at the regular meeting of Y. W. A., of the Baptist Church, at the home of Miss Dorothy Funderburg, Mon- day afternoon. Arrangements for the party were in the hands of Eunice Caldwell, Dot Owen and Mrs. Wollgemuth.

The program opened with a prayer, led by Miss Dot Owen. Other organizations of Y. W. A. furnished subjects for discussion. Mrs. Billie Roberson had charge of

B. & P. W. CLUB MEETS IN COUNTY LIBRARY MONDAY

The Business and Professional Women's Club met Monday night in the County Library. Mrs. Jew- ell Dodson had charge of the pro- gram, and Mr. Willoughby gave an interesting talk on "What We Buy and Sell in the United States."

Mrs. Dodson will have charge of the next meeting, Jan. 24.

CARD OF THANKS

We wish to take this means of expressing our appreciation to those who generously loaned toys for repair and distribution at Christmas. We know that your thoughtfulness made many boys and girls happy. We also wish to thank John Roberts and the Star Theatre for co-operation in spon- soring the Old Toy Matinee; The Hereford Brand for publicity and assistance; Harold Close for his co-operation and ever-generous assistance; and Mrs. Dyathia Brady, who worked untiringly with us in getting and distributing the toys. We know that your kindness was its own reward, but your generous spirit of co-operation has made our task easier and more successful.

LOVE STAR STUDY CLUB.

CARD OF THANKS

We wish to express our appreciation for the help, beautiful flowers and sympathy in the passing of our darling baby. Especially do we thank Dr. R. R. Willis, and Rev. Herman Coe of White Deer. Mr. and Mrs. Elmer Jones, Mr. and Mrs. J. E. Andrews, and family, Mr. and Mrs. A. T. Jones.

CARD OF THANKS

Perhaps the pedestrian rather than the automobile has the moral right-of-way at a crossing, but he is bound to lose the argument if he tries to assert such right in the path of an oncoming two tons of steel.

OLD CLASS MEETS

A regular monthly meeting of the 16-year-old Girls' Class of the Baptist Church was held on Monday of last week, at the home of Mrs. R. E. Perkins, spon- sor.

The meeting was opened with a prayer, led by Edith Jackson. Roll call was answered with New Year resolutions.

After the business session, re- ceptions were served to Joyce Glennis Cockrell, Pollyanna Ford, Edith Jackson, Virginia and Mrs. Perkins.

MUSIC STUDY CLUB MEETS AT HOME OF MISS RUTH CONKWRIGHT

The Music Study Club met in the home of Miss Ruth Conk- wright, Monday afternoon, Mrs. A. A. Foster was in charge of the program which dealt with the 14th and 15th chapters of part two of "Nineteenth Century Music," as outlined by the yearbooks. Mrs. Peter discussed "Schoenberg His Innovations."

Mrs. J. C. McCracken entertain- ing with several piano numbers il- lustrating the type of music dis- cussed.

Miss Ruth Conkwright played "Movements Perpetuels," by Pou-

YOUNG PEOPLE'S CHRISTIAN ENDEAVOR

The Young People of the Chris- tian Church Endeavor Society be- gan a series of programs on the general theme, "A Christian Plan for Daily Living," Sunday night at the church. The program was led by Erma Faye Robinson. Clifford Estes read the scripture, and Lottie Tyson presented the theme which was followed by a general discus- sion.

Erma Faye Robinson gave a re- port of the Gypsy Smith revival meeting in Amarillo, which the young people attend. Last Fri- day night plans were made for the group to attend the revival at the next Friday night. The pas- tor, H. M. Redford, reported a long-distance telephone call from Amarillo, relative to the coming Tri-County Christian Endeavor Meet, which will be held at the Central Christian Church in Ama- rillo, on Tuesday night, February 8. A large group of young people from the Panhandle is expected to be present at this gathering. Basil McKinley, president of the local society, is also leading in the Palo Duro activity.

THREE "L" CLASS TO ENTERTAIN FRIDAY NIGHT

Three "L" Class of the Baptist Church will entertain with a class party Friday night at 7:30 p. m., at the home of Miss Cessna Long. All active associates and prospec- tive members are invited to attend.

YEARBOOK PRIZE AWARD TO SUMMERFIELD STUDY CLUB

At the 40th annual convention of the Texas Federation of Wom- en's Clubs held recently in Aus- tin, the Summerfield Study Club was awarded the yearbook prize offered annually by the organiza-

"GONE WITH THE WIND" IS REVIEWED FOR FORD STUDY CLUB

An interesting review of "Gone With the Wind," by Margaret Mitchell, was given for Ford Study Club members at the regular meet- ing held Thursday afternoon at the home of Miss Hilda Straffuss. Mrs. V. T. Glenn gave the review and Mrs. John Whitsett discussed the life of the author.

Miss Straffuss presided over the business meeting, when annual re- ports were given. A vote of thanks was extended to Judge Earl Wilson and school patrons, who assisted in making possible playground equipment and improvements for the school.

Plans were made to entertain husbands, children and friends of the club at the school house on Friday night, Jan. 21.

The next regular meeting will be

Close Drug

Don't Wait for Week-ends to get Bargains on Everyday Drugs!

- ONE POUND PAPER 50 ENVELOPES \$1.00 Value **69c** \$100.00 J. B. B. Coupons
- Special! Pine Tar and Honey COUGH SYRUP 50c Size **39c** \$100.00 J. B. B. Coupons
- DR. WEST'S Tooth Paste **25c** \$100.00 J. B. B. Coupons
- Kodak Film Size No. 116 **35c** \$125.00 J. B. B. Coupons
- Alarm Clocks **98c** \$350.00 J. B. B. Coupons
- Alka Seltzer Large Size **49c** \$300.00 J. B. B. Coupons
- Zonite ANTISEPTIC SOLUTION \$1.00 Size **79c** \$200.00 J. B. B. Coupons
- Colgate's Soap 5 Bars **27c** \$75.00 J. B. B. Coupons
- Cod Liver Oil Capsules - 100 For **79c** \$500.00 J. B. B. Coupons
- Marvelous Richard Hudnut Cosmetics Any 50c Article **49c** \$500.00 J. B. B. Coupons
- Martha Washington Chocolates Per Lb. **80c & \$1.00** \$400.00 J. B. B. Coupons on each pound

New Low Prices

Genuine Crepe Twist Silk Stockings

Newest Colors! **39c PR.**

Ringless, circular knit chiffons of pure silk! They've a splash-proof finish! Sizes 8½ to 10½.

PENNEY BRANDS Are Quality Brands

"Wizard" Pillow Cases Firm Muslin 42x36 inches **14c EACH**

STANDARD MUSLIN Good quality 36 Inches **5c YARD**

Malabar DRESS PRINTS 36-Inch. Fast colors **15c YARD**

MESH DISH CLOTHES Quick drying, unusual value - 3 FOR **10c**

Colorful MARQUISSETTES Choose from a big as- Y assortment of colors **5c D.**

SINGLE BLANKETS Size 66x76. Warm Cotton Plaid **54c EA.**

DISH TOWELS Part Linen. Quick Drying **5c EACH**

937 PRICES TAKE A TUMBLE!

Economical in Price... High in Quality!

Terry Towels Better value than usually found at this low price! Convenient sizes for many uses! Solid colors, plaids or striped borders! **10c**

They Contain Not Less than 5% Pure Wool!

BLANKETS Extra large, extra warm—extra value! They look and will wear like much more expensive blankets! In pastels, with 4-inch bindings of asteen, 72"x84". **2.79 PR.**

Outing FLANNEL Warm Wizard flannelette in white, solid colors and attractive stripes. 36" wide. **12c YD.**

PENNEY'S WHITE GOODS EVENT CONTINUES

Come to PENNEY'S Great WHITE GOODS EVENT, where you will find Bargains Galore! Hundreds have taken advantage of these remarkable values — yet our stocks are still complete — Come in today, check these remarkable savings! You will marvel at the array of Values!

WIZARD SHEETS **69c** WERE 79c

Imagine, full double bed size sheets at a price like this! Sturdily, yet smoothly woven—they've strong selvages. The more you buy, the more you save—stock up now! 81"x99".

FLOUR SACKS Low Priced! **10c**

Bleached and washed! Perfect for dish towels!

PERCALES **8c YD.** WERE 12½c YD. Good quality 1 to 10 yard lengths! Tubfast.

RAYON CREPES **39c YD.** Peachbloom and crepe Karess in solid colors.

MUSLIN **5c YD.** WAS 7c YD. Parkway LL quality—unbleached, shrunk! 34x33.

Popular New Patterns! SHIRTS Starchless **57c** Collars!

So smart looking, any man will want several! Sturdy fabrics in fast color patterns. Roomy sizes for comfort! Trim, Nu-Craft non-wilt collars attached. Get yours now at this saving!

SAVE! ASK FOR PENNEY BRANDS

"Belle Isle" Pillow Cases Good quality. 42x36 inches **10c EACH**

RAMONA CLOTH 36-Inch Width. Linen Finish **19c YD.**

Men's White HANDKIES Soft white cotton, 17 inches square—3 for— **10c**

New BED SPREADS Of rayon and cotton Size 80x106 inches— **\$1 EA.**

"Arbor" CRETONNES 36 inches wide. New colors and patterns **10c D.**

Men's Cotton UNION Suits All Sizes **47c PR.**

Covert WORK SHIRTS For Men. Sanforized **49c EACH**

MARQUISSETTES Low-priced, longer-wearing marquisettes for the all-im- portant windows in your home! **15c YD.**

PENNEY'S J. C. PENNEY COMPANY, Incorporated

SOCIETY

RES. JOHN McLEAN, Society Editor Phone 181-W

CAMP FIRE GIRLS HEAR TALK ON CONSERVATION

Wooocantewaste Camp Fire Girls met at the home of the guardian, Miss Mary Elizabeth Stanford, Sunday afternoon. Miss Stanford talked to the group on Conservation, stressing the conserving of time and energy. Members present were Rne Wilson, Margaret Higgins, Eleanor Wilson, Nona Dean Rose, June Cameron, Betty Ann Dunlap and the guardian. The next meeting will be held Sunday afternoon, Jan. 16. Every member is urged to attend this meeting.

PAUL LYONS HONORED AT BIRTHDAY DINNER

Mrs. F. P. Lyons entertained with a three-course dinner on Wednesday evening of last week, honoring her son, Paul, on his birthday. Those seated at the attractively appointed table were: Jeanne Williams, Floyd Ross, Virginia East, Dean Dunlap, Edith Jackson, Geo. McLean, Virginia Newell and the honoree. A variety of games and contests furnished the evening's entertainment after the dinner.

JUNIOR BAYVIEW CLUB MEETS AT HOME OF MRS. WAYLAND

The Junior Bayview Club met at the home of Mrs. Jack Wayland Thursday evening. Miss Edna Daughette was in charge of the program. Miss Daughette's review of an article found in Fortune Magazine, on "Chemical Industry," was both instructive and interesting. She pointed out the fact that the United States ranked first in the industry and that it would be a deciding element in case of war, but that war would mean the end of industry, for the government would then take it over. The next meeting will be held at the home of Mrs. J. W. Witherpoon, on Thursday, Jan. 20.

Those attending the meeting were Ruth Conkright, Mary Fraser, Eloise Pitman, Clara Gilentine, Margaret Witherspoon, Louise Holt, Katherine Kirby, Rhita Jean Sullivan, Eva Gilliland, Ina Mae Gillbreath and the hostess.

CHURCH GROUP STUDIES "MOSLEM WORLD"

The Woman's Missionary Society of the Christian Church, met on Wednesday of last week, for the regular monthly business and educational program, at the home of Mrs. W. B. Dameron. Mrs. A. M. Jones was assistant hostess. Mrs. F. M. Kester was leader of the program on "The Moslem World," and conducted the devotional, which dealt with Friends and Friendships, Mrs. R. G. Blue and Mrs. Carl Williams gave talks on the people of the Islam country and brought out the fact that there are twenty thousand people of the Mohammed faith in the United States. A general discussion of the subject followed. The Spiritual Life talk was given by Mrs. A. Lovther. Stewardship was discussed by Mrs. Earl Phillips.

A quartette composed of Mesdames H. M. Redford, A. Petersen, Earl Phillips and Miss Nola Margaret Blue, rendered special music. The next meeting will be held on the first Wednesday in February, at the home of Mrs. C. H. Dyar. Mrs. A. Petersen will have charge of the program.

BOOK REVIEWS ARE GIVEN FOR BAYVIEW CLUB

Two books were reviewed at the meeting of the Bayview Club, held Thursday afternoon, in the club rooms at the courthouse. Mrs. E. W. Harrison and Mrs. John Olson presented "Honey in the Horn," by E. L. Davis, and Mrs. M. Jones and Mrs. John McLean presented "Cradle of Life," by Louis Adamic.

Mrs. Harrison and Mrs. Jones touched on the background of the books, and mentioned items of interest covering the authors. Mrs. Olson and Mrs. McLean discussed the characters and brought out the story of the books, reading brief excerpts and explanatory dialogues. Mrs. Bob Wilson, president, directed the business meeting and conducted the annual business session when yearly reports were given.

The next meeting will be held at the courthouse, Thursday afternoon, Jan. 20, at which time Miss Lillie Hostetler will discuss "Northwest Passage," considered by the club to be the most outstanding novel of 1931.

Those present were Mesdames J. W. Spradley, Bob Wilson, C. R. Barber, T. M. Dameron, E. W. Harrison, G. W. Heard, A. M. Jones, F. T. Rolosen, John Roberts, John Olson, C. F. Moore, John McLean, Paul Mathers, J. W. Kirby, D. H. Alexander and Miss Lillie Hostetler.

LOYAL WORKERS MEET AT ROOF HALL

Loyal Workers Quilting Club met at the I. O. O. F. Hall, Friday, for a luncheon at the noon hour, when they were joined by husbands, and to quilt in the afternoon. A quilt for Mrs. Julia Sowell was completed.

Those attending the luncheon, were Mesdames A. H. Elliston, A. R. Rogers, E. E. Fridley, Henry Williamson and son, Thurman, C. G. Cox, Edgar Sowell, and Dr. and Mrs. F. E. Bowe; Mrs. C. O. Lee, Mrs. Myrtle Witherpoon, Mrs. Edna Fincher, Mrs. Ted Young and son, Miss Ursalee Fridley, and two visitors, Mrs. Julia Sowell and Mrs. May Powelson.

T. E. L. CLASS HAS BUSINESS MEETING

T. E. L. Class of the First Baptist Church, met at the home of Mrs. Lee Lambert, Thursday afternoon, for the regular monthly business meeting. Mrs. Joe Evans was assistant hostess. Reports from outstanding committees were given, and a report on the distribution of the contents of the class welfare box was made. After the short session, members of the class went in a group to the funeral of Mary Ruth May. Those attending were Mesdames Jim Mauk, St. Orr, W. A. Long, Mark Hanna, F. E. Bowe, S. L. Walsler, Artis Daniel, the hostesses and a guest, Miss Fannie Cott.

KNITTING CLUB MEETS FOR LUNCHEON

Members and guests of the Knitting Club met on Wednesday of last week, for the regular luncheon meeting, at the home of Mrs. J. T. Gilbreath, Jr. Lace, silver and crystal appointed the luncheon table. Those present were Mesdames: Travis Dameron, W. M. Emmons, Woodrow Ireland, O. C. Holt, Ernest Medkief, Tom McCollum, and the hostess, members of the club. Mrs. Meade Hallie was a guest.

PRESBYTERIAN AUXILIARY HAS PROGRAM ON CHINA

The Woman's Auxiliary of the Presbyterian Church met at the home of Mrs. Preston Walker Monday afternoon for the regular program and business meeting. Mrs. Henry Hastings had charge of the Spiritual Life Phase of the program, which was built around "Service." "We serve because we love and we serve because we know," were subjects of talks made by Mesdames D. B. Holder, D. H. Alexander, Arthur Rogers and W. A. Carroll.

The program, under the leadership of Mrs. Lee Conklin, dealt with China and the mission work there. Mrs. Conklin discussed the people, their customs and habits; war conditions and the effect of war on missionary work in China. A list of the missionaries in the foreign fields was read and prayer was offered by Mrs. John Thorns of Silverton.

The next meeting will be held at the home of Mrs. Vern Witherspoon on Monday, January 24. At this meeting a new series of programs in the new book, "Rural America," will be begun.

SUMMERFIELD STUDY CLUB HEARS PLAY REVIEWED

Summerfield Study Club met Thursday afternoon, at the home of Mrs. Lloyd Lookingbill. After a short business session a humorous play was reviewed for the group by Mrs. E. L. Ridling. She gave an interesting summary of "You Can't Take It With You," by Hart and Kaufman, a hilarious story of comical people in comical situations.

Mrs. D. C. Walsler reviewed "Adventure With a Genius," by Alleyne Ireland. The book comprised recollections of Joseph Pulitzer, whom Mrs. Walsler described as an eccentric genius of American Journalism. The story dealt with the experiences of the secretary and his employer.

Refreshments were served to Mesdames L. L. Cannon, Ray Johnson, Ky Lawrence, D. C. Walsler, R. L. Wilson, Britt Clark, Guy Walsler, B. C. Roberson, Charles Walsler, Woodrow Welty, B. E. Roberson, J. B. Noland, R. L. Ridling, Betty Ridling, A. Bekrends, and the hostess, members.

JUNIOR PIONEER CLUB TO MEET

Junior Pioneer Club will meet Tuesday evening, January 18, at the home of Mrs. Herbert Campbell. Miss Edna Daughette will be assistant hostess. The meeting will be held at 7:30 p. m., and Mrs. Louis Woodford will have charge of the program on "How Radio Affects Children." Roll call will be answered with items concerning children's radio programs.

Office supplies, typing paper, and typewriters for sale at The Brand office.

Summerfield News

(8 miles southwest)

Mr. and Mrs. Claude Ware and children were in Amarillo, Tuesday. Mr. and Mrs. Alton Lookingbill and daughter, visited in the Cecil Lookingbill home in Amarillo, over the week end.

A light snow fell here, Thursday night.

Jim Noland, who has been spending a few days with his parents, returned to Amarillo, Friday.

Mr. and Mrs. Roy Euler and children are in Elk City, Okla. There are several new pupils enrolled in school here. Two of them are Phyllis Lookingbill and

Wanda Billingsly. Mr. and Mrs. W. L. Johnson of Black, were in the Loyd Lookingbill home, Sunday.

Otho Noland worked for Ky Lawrence, last week.

There were sixty at Sunday School, Sunday. Several visitors were present. Oussie Cross of Petersburg, is visiting in the homes of his brother, Albert Cross, and sister, Mrs. W. A. Vines.

Mrs. Alton Lookingbill was in Bovina, visiting in the home of her mother, Tuesday.

Mr. and Mrs. C. T. Cox of Lockney, were visiting in the J. A. Noland home, last week. They were en route to Bellview, N. M., where they will make their home.

Harry Cannon was in Amarillo, Friday.

Mr. and Mrs. C. H. Butler attended the wrestling match at Amarillo, Thursday night.

Mr. and Mrs. Oscar Isbell and son, of Hobart, Okla., visited in the J. L. Lookingbill home, Wednesday afternoon. Mrs. Isbell is Mr. Lookingbill's niece.

Rev. and Mrs. Naylor and family of Friona, were here, Sunday. Rev. Naylor preached here, Sunday morning and evening.

Mrs. Canfield of Plainview, visited in the J. A. Noland home, last Tuesday.

Mrs. Lloyd Lookingbill visited in the home of her parents, Mr. and Mrs. W. L. Johnson at Black, Friday.

Mr. and Mrs. Hollis Walsler are the proud parents of a son, born Monday morning, Jan. 8, weighing 8 pounds and 8 ounces, named David Milton. It was the first baby born in Deaf Smith County in 1933, and was therefore presented the bassinet by Bill Smith.

Mrs. Lee Curry and Pearl Procher are spending a month or six weeks visiting relatives in Clarendon.

Mr. and Mrs. James Gandy spent the week end in the J. W. Vines home, at Earth.

Sheriff Garland Brown and son, of Dimmitt, were in Summerfield, Sunday, to retrieve a 1937 Buick sedan, which had been parked by the elevator for several days. The owner was unknown.

Mr. and Mrs. Joe Storey and daughter, spent Sunday in the J. D. Storey home, at Rance.

Mr. and Mrs. Lester Preston of Oregon, visited Mr. and Mrs. H. Pew, several days last week.

Mr. Ray Latimer was called to Amarillo, because of the illness of his mother, Sunday night. She is reported to be improving.

Miss Emma Levell Plunk of Rance, and Mac Noland, were in the J. B. Noland home at Adrian, last week.

Messrs. Doyle Vines and Bill Marsh of Black, were guests in the W. A. Vines home, Sunday evening. Mr. and Mrs. J. R. Oglesby and children were in the J. P. Gandy home, at Wyche, Sunday.

POPULAR STORE GREATEST SALE!



Large Stock of New Fall Men's and Ladies' Apparel, Nationally advertised lines! Guaranteed high grade stock—All going at Breath-taking Values!

SAVE! — BUY NOW!

Take Advantage of This

SAVE! — BUY NOW!

Sale Starts
FRIDAY, JAN. 14th
For Bargains on Our Whole Stock!
THE BEST SALE YET!

GREAT MONEY SAVING EVENT
BUY A BIG SUPPLY TO LAST SEVERAL MONTHS—WINTER MERCHANDISE AT GREAT REDUCTIONS!

SALE ONLY LASTS 15 DAYS

Be Sure and Come!

BE SURE TO BE HERE EARLY!
FRIDAY, JAN. 14th
Clothes For The Whole Family!
—at—
ROCK-BOTTOM PRICES!

Men's & Boys'

-- SUITS --
They all must GO!

Regardless of Wholesale Cost! All New Styles and Fashions! Single or Double-breasted Coats! These are Year-round weights!

MEN'S AND BOYS' WOOL LUMBER JACKS

We have about 40 left — They Must Be Sold, Regardless of wholesale price! Come look at Real Value — It's Your Gain!



ONLY 20 Overcoats LEFT!
THEY MUST GO!

1-2 Price

TROUSERS 30% OFF

DRESS HATS \$1.95

Reduced!.....

GLOVES Winted Lined... 98c

SWEATERS \$2.49

All-Wool.....

IT'S ALL ON SALE! BUY NOW!

8-OUNCE OVERALLS \$1.29	WINTER UNION SUITS \$1.25 Value..... 84c	CORDUROY TROUSERS 30% OFF
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Dress SHIRTS A SPECIAL LOT Sizes 14 to 17..... 89c	SHIRTS! Up to \$1.95 VALUES New Patterns... \$1.39	MEN'S OXFORDS Leather Soles..... \$1.98
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BLANKETS 70x80 or 66x76 98c NOW	LADIES' SUED. JACKETS Close Out! PRICE... \$1.69	LADIES' HOSE ALL REDUCED! Full fashion, all silk, all colors 49c
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LADIES' OXFORDS Suede, Black or Plain! Worth \$3.00 \$1.98!	ONE SPECIAL LOT OF LADIES' SHOES \$1.00	GLADSTONES and FITTED CASES LUGGAGE 98c up	BLANKETS! Values up to \$3.95 72 x 84 Inches. Part-Wool \$2.29	BLANKETS! \$2.29	LADIES' PURSES Up to \$1.25 Values! ALL COLORS.. 59c
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ONLY A FEW LEFT — THEY MUST GO!

The Date:

FRIDAY 14th

POPULAR STORE

The Place:

BUY! NOW! BUY!

LOCALS

T. E. Jones, of Roswell, N. M., district manager of the Griffith Theatres, was a visitor in Hereford, Tuesday.

Mr. and Mrs. W. R. Simon and children of Plainview, spent last week end with Mrs. Simon's sister, Mrs. Arlie Dean and family.

H. E. Sullins and son, Chester, spent the week end here, with Mrs. Sullins.

Mr. and Mrs. G. H. Martin were in Hereford, Tuesday, en route from California to Petersburg, Texas, where they will make their home. They called at the Brand and had their paper sent them at their new address.

Mr. and Mrs. Jeff Gilbreath and Thornton Shirley, were Amarillo visitors, Monday.

Wanda Jean Reed visited relatives in Amarillo over the week end.

NO. 1531 OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE First State Bank

AT HEREFORD
State of Texas, at the close of business on the 31st day of December, 1937, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 13th day of January, 1938.

RESOURCES
Loans and discounts, on personal or collateral security \$243,869.81
Loans secured by real estate 12,967.49
Overdrafts 250.90
Acceptance of other banks NONE
Securities of U. S., any State or political subdivision thereof 27,500.00
Other bonds and stocks owned NONE
Customers' bonds held for safekeeping NONE
Banking House 5,500.00
Furniture and fixtures 2,955.00
Real Estate owned, other than banking house 970.98
Cash and due from approved reserve agents 173,341.40

Due from other banks and bankers, subject to check on demand 3,164.90
Stock and/or assessment Federal Deposit Insurance Corp. NONE
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity NONE
Other Resources NONE

TOTAL \$470,520.48

LIABILITIES
Capital stock \$50,000.00
Income Debentures sold 25,000.00
Total Capital structure 75,000.00
Surplus Fund NONE
Undivided Profits, net 87.74
Reserve for Dividends Unpaid NONE
Due to banks and bankers, subject to check 118,169.46
State Funds on Deposit Time Certificates of Deposit 73,424.90
Cashier's Checks, outstanding 3,838.98
Bills Payable and Discounts NONE
Customers' bonds deposited for safekeeping NONE

Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity NONE
Other Liabilities NONE

TOTAL \$470,520.48

STATE OF TEXAS, County of Deaf Smith: We, C. B. WILLIAMS, as President, and C. C. ACKER, as Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

C. B. WILLIAMS, President.
C. C. ACKER, Cashier.

WITNESSES:
C. B. WILLIAMS,
E. S. IRELAND,
J. A. PITMAN,
H. G. CONKWRIGHT,
Directors

Subscribed and sworn to before me, this 8th day of January, A. D. 1938.

(SEAL) J. H. PATTON,
Notary Public,
Deaf Smith County, Texas.

Mr. and Mrs. S. P. Rosson transacted business in Plainview, Tuesday.

Mrs. C. H. Dillehay and daughters, Doris Elaine and Virginia Ann, spent the week end in Canyon with Mrs. Dillehay's sister, Mrs. L. F. Sheffy. They were joined there, Sunday, by Mr. Dillehay and the two families attended the Gypsy Smith church service in Amarillo, Sunday night.

Walter Nusbaum of Amarillo, spent Christmas week with Mr. and Mrs. Joe Doefler.

Mr. and Mrs. Chester Brown of Cortes, N. M., spent the week end with their great aunt, Mrs. E. M. Vanderburg.

Mr. and Mrs. J. J. Clark were guests in the home of their daughter, Mrs. O. L. Wilson in Clovis, N. M., Sunday.

Miss Inez Clark spent the week end visiting with friends in Amarillo.

Mrs. N. E. McIntire of Canyon, was here Tuesday afternoon, attending to business and visiting her brother, N. E. Gass and family.

Mr. and Mrs. Otis Williams of Amarillo, were here, Monday, attending to business, and visited Mrs. Dow Mercer.

Mrs. Cecil Wilkins returned home Tuesday night, from Lawton, Okla., where she was called to the bedside of her sister, Mrs. Buck Rorax, who is seriously ill. Reports on her condition this morning is that little improvement is shown.

O. E. Sherman left Wednesday of last week, for a business trip to Chicago. Mr. Sherman expects to return home in a few days.

Major Schroeter and Dick Coffee made a trip to Gainesville, Saturday, and returned home Sunday, bringing Mrs. Jennie Thompson home with them.

Mrs. Howard Roles and small son, George Ernest, are here, this week for a visit with her parents, Mr. and Mrs. J. J. Buckner.

SOCIETY

METHODIST W. M. S. ORGANIZES CIRCLES

The organization of circles, whereby the membership of the W. M. S. of the Methodist church will meet in two groups, was completed at the regular meeting held at the church, Wednesday afternoon. Mrs. Frank Terrell will be leader of circle one and the following members will be in her division: Mesdames E. B. Hedrick, M. M. Beavers, John Cummings, J. E. Beyer, L. A. Rickerts, Wm. McGehee, T. O. Matthews, Hattie Rutherford, J. F. Ward, D. H. Bryant, E. W. Harrison, D. W. Hawkins, Noah Ewton, Rule, Howard Hershey, A. C. Thompson, C. C. Cox, J. W. Kirby, M. L. Steele and I. H. Spratt.

Mrs. H. D. Reed will be leader of circle two. Members in her group are Mesdames W. O. Fox, J. B. Hammer, Clara Freeman, G. W. Heard, H. H. Hawkins, S. O. Wilson, Henry Williamson, Craddock, Ralph White, E. J. Hudson, John Jacobsen, J. B. Jones, Fred Millard, F. T. Rolson, Dorothy Ross, E. B. Black, R. P. Coneway and C. C. Acker.

Mrs. J. F. Ward conducted the business meeting and gave the prayer. The devotional was led by Mrs. D. H. Bryant. Little Miss Ann Morgan was a visitor.

INSURANCE
JNO. H. PATTON
PHONE 58

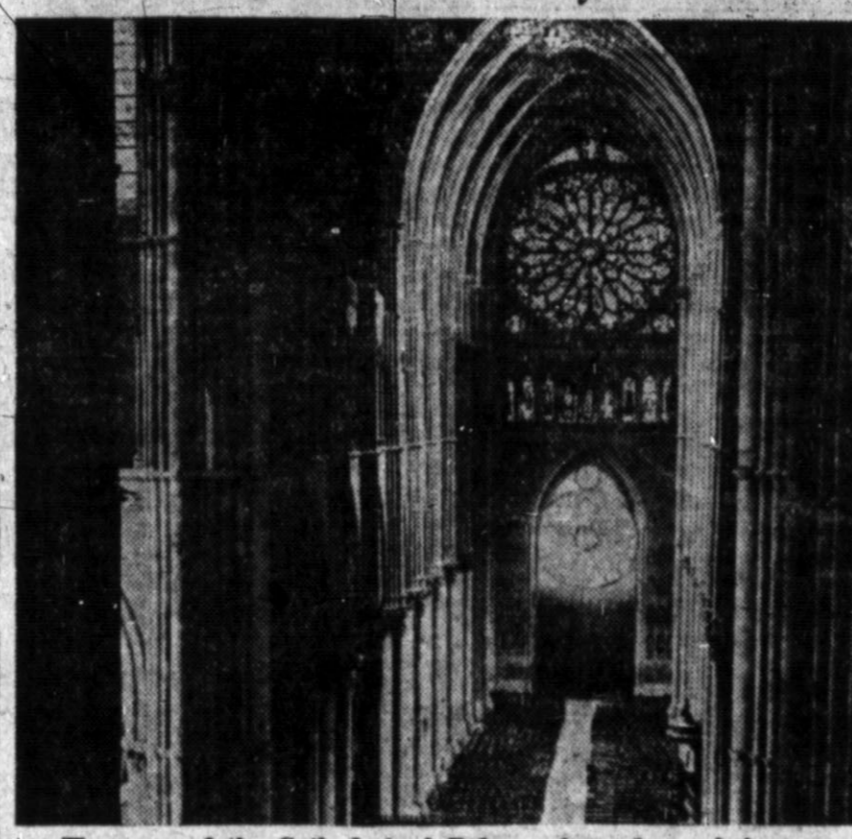
CHARLES COGDELL
Auditor and Accountant
Income Tax Service
Social Security Service
Offices in the Courthouse

Soviet Diplomat Returns to U. S.



Pictured after their recent arrival in the United States from Russia are Alexander A. Troyanovsky, Soviet ambassador to the United States, and his wife. The envoy returned to Washington to resume his official duties.

Reims Cathedral Fully Restored



The nave of the Cathedral of Reims, where Joan of Arc saw her king crowned, which has been completely restored from funds donated to France by John D. Rockefeller. Bombardment by German guns in the World War and severe fires left the cathedral a mass of ruins after the armistice.

Jones Infant Buried Friday

Funeral services for Freeda Colleen Jones, age 2, were held Friday morning, Jan. 7, at 11 o'clock from the Black Funeral Home, conducted by Rev. W. E. Barnes, pastor of the First Baptist Church. She died Thursday, Jan. 6, following an illness of several months, and was born in Castro County, Dec. 14, 1935.

In addition to her parents, Mr. and Mrs. Elmer Jones, she is survived by her grandparents, Mr. and Mrs. J. E. Andrews, and Mr. and Mrs. A. T. Jones, all of this section.

Interment was made in West Park Cemetery.

BAPTIST CHURCH NEWS

We had a good day last Sunday. Attendance was better at every service. There were thirty-two more in Sunday School. More in B. T. U., and good attendance at both the morning and evening preaching services.

Our Sunday School has been standard for nine years. Our last application for the standard has just been accepted and the reward will come soon. The B. T. U. has set some higher goals for this year.

DR. J. W. HENDRIX
Chiropractor and Masseuse
100 B Street, Just North of Mother's Park
Phone 841 for Appointments

ABSTRACTS
Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

ADDING MACHINE PAPER
3 Rolls **25c**
The HEREFORD BRAND

Officers Named By First State Bank Tuesday

At their annual meeting, Tuesday afternoon, directors and officers of the First State Bank were re-elected.

The complete list reads: C. B. Williams, president; Miles Robertson, vice-president; Cliff Acker, cashier; E. S. Ireland, Jr., assistant cashier; Mr. Williams, Mr. Robertson, E. S. Ireland, H. G. Conkwright and J. A. Pitman, directors.

HUMOR

Virginia Newell—Say, Mary Louise, what kind of chap is this Jack Boylston?
Mary Louise Dean—Well, he came to see me last night and the lights went out. He spent the rest of the evening trying to repair them.

Miss Rice—If I subtract 25 from 42, what's the difference?
Bobby Davis—That's what I say. What's the difference?

Kathryn Henderson, business manager of the Freshman class, was sent to see Miss Hastings about having a Freshman party. She came back and said that Miss Hastings said since Mr. Muller could not be there she wanted some other man to be there with her.

FIRST PRESBYTERIAN CHURCH

"Whither have ye made a road today," is the general theme for the month of January, at the First Presbyterian Church. Next Sunday morning the pastor, Rev. J. C. Thorns, will preach on "The Highway of the Understanding Heart." How much the world needs an understanding heart! Do you have one?

The Vesper service will be at five, with the theme "The Results of United Prayer."

The Sunday School meets at 9:45, promptly, each Sunday morning.

The Pioneer Group meets at 4 p. m.

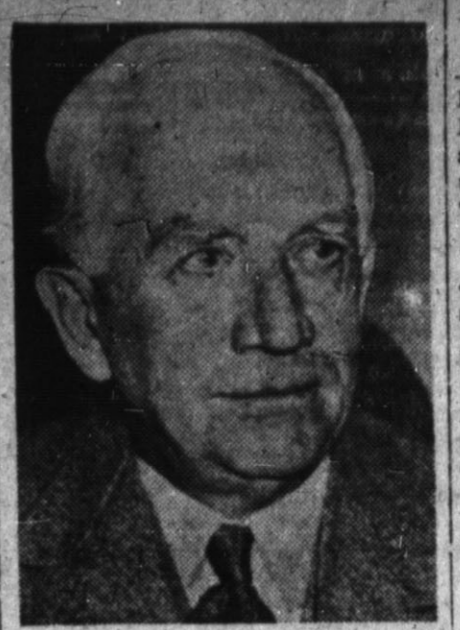
Bible Study is held on Wednesday nights, at 7:00.

Only Two Natural Fears

Psychologists maintain there are only two natural fears, namely, the fear of falling, if unsupported, and the fear of a loud unexpected noise. However, fear of the dentist is well-nigh universal and according to Maynard K. Hine, in the Modern Psychologist, it comes chiefly from parents telling children of their own painful experience in the dentist's chair and because the patient never knows just when the dentist is going to jab his instruments into some unexpected nerve center. This fear of the unexpected pain doubles the pain.

Wrote About "Smoke in Eyes"
In prehistoric America, the Aztec poet-king Netzahualcoyotl, living near the City of Mexico, wrote a verse about "smoke in your eyes."

Steel Man Retires



Myron C. Taylor, chairman of the board of the United States Steel corporation, who announced he would retire next April, to be succeeded by Edward R. Stettinius, Jr. Mr. Taylor, who started business last spring by signing up with the Committee for Industrial Organization when most other executives were trying to avoid it, has been mentioned as ambassador to England. Mr. Taylor announced that he would remain as a director and a member of the finance committee of U. S. Steel, after his retirement.

Hospital Notes

Mr. and Mrs. Joe Brozman announced the birth of a 10-pound boy, Wednesday; both mother and child were reported to be resting nicely.

Mr. and Mrs. Roy Hawkins of Boylston, announce the birth of a son, Monday; both were resting nicely.

Mrs. Elli Bowser was admitted Friday with a broken leg. She was reported to be improving.

Mr. and Mrs. Mack Balmun announce the birth of a son, Danny Mack, Friday; both mother and infant were resting nicely.

Constipated?

"For 30 years I had constipation, awful gas, bloating, headaches and back pains. Adlerika helped right away. Now I eat sausage, bananas, pie, anything I want. Never felt better." Mrs. Mabel Schott.

ADLERIKA

Want Ads

For Rent
FOR SALE—My home in South Hereford, five-room house on five-acre block, with vineyard, fruit trees, hen-house, barn, windmill. Tracy Major. 2-14p

WE CAN SUPPLY Your Ditcher demand with the new Martin. Rosson Implement Company. 2-31c

FOR FERT: 480 acres of cultivated land 20 miles west of Hereford for wheat growing. J. Warner, 110 W-5th, Santa Ana, Calif. 51-40p

Lost and Found
FOUND—Ladies coin purse containing change. Owner may have by calling at Brand Office, identifying purse and paying for this ad. 2-10p

Wanted
WANTED To Buy 50 Pallets, old enough to lay. Light breed. G. W. Brumley. 2-31c

SPECIAL for January. Will furnish tick or cover and re-cover your mattress for \$3.50. Russell Daniel. 1-31p

"THE AWFUL TRUTH"

For Sale or Trade

FOR SALE—Single bed and fruit jars, cheap. 607 East 10th Street. 2-14p

SEE THE NEW Martin Ditcher now on our display floor. Rosson Implement Company. 2-31c

FOR SALE—Four-room, two-story house. Charles Roberson, Summerfield. 1-31p

FOR SALE: CUT FLOWERS or FUNERAL FLOWERS—Call or see **MRS. J. H. PITMAN** 1-40c

FOR SALE—44 Pigs and Shorthorn. O. L. Rutherford. 51-31c

SEE THE NEW Eversman Land Leveler now on our display floor. Rosson Implement Company. 2-31c

War Veterans

Free Eats, Dance, Entertainment

AMERICAN LEGION HALL

Tuesday, January 18th — at 7 p. m.

Place Your Order Now For Baby Chicks

THE BREED OF YOUR CHOICE

BUY PLENTY — SOME TO EAT — SOME TO SELL — AND SOME FOR YOUR FALL LAYERS!

16 Years of Successful Feed Manufacturing Is Why RED CHAIN FEEDS Need no Introduction for feeding Profits

RED CHAIN GOLD NUGGETS	CORN FEED MEAL	Lubbock Cotton Oil Products
RED-CHAIN-LAY MASH	SALT	COW CUBES
RED CHAIN CHICK STARTER	SHORTS	CALF CUBES
RED CHAIN STARTER Nuggets	BRAN	SHEEP CUBES
RED CHAIN GROWING MASH	CHOPS	COTTON SEED MEAL
RED CHAIN GROW NUGGETS	MAIZE	COTTON SEED SCREENINGS
RED CHAIN DAIRY FEED	OATS	NUT CAKE
	HAY	HULLS and MEAL, Mixed
	STRAW	PECAN NUT CAKE
	TANKAGE	
	OYSTER SHELL	

UNIVERSAL LONE STAR NUGGETS and MEAL for Calf Club and Bull Feed; Syrup will help to build a better feed in your home-ground feeds!

Garden Seed — Field Seed

"A FEED STORE FOR YOUR N EED — WHEN YOU NEED IT"

ROSS FULLER'S FEED STORE

IN HEREFORD POULTRY AND EGG BUILDING

Doctors Attend District Session

Member of the Deaf Smith-Handall, Oldham County Medical Association, met here Friday night, with Dr. Guy Severer of Amarillo, as guest speaker.

Ward News Notes

BY MRS. CHARLES B. MILES A light snow fell here, Tuesday night, but brought very little moisture.

Roy Trapp has had a well drilled on his place the past week. Mr. and Mrs. George Messenger visited their daughter, Mrs. Milton Clements at Kirklund, Texas, the first of the week.

CHURCH FAMILY NIGHT The Church Family Night program at the Christian Church last Wednesday night gave an added stimulus to the enthusiasm which is being generated at the beginning of the New Year.

Court, Deaf Smith County. THE STATE OF TEXAS To the Sheriff or any Constable of Deaf Smith County, Greeting:

Wyché Items

MRS. R. C. VALENTINE N. G. Elliston was in Clovis on business, Wednesday.

Mrs. Ruth Sevier was called to Beaumont on account of her son, Billie Joe, having pneumonia. Billie Joe has been staying with his grandmother in Beaumont and going to school.

LEGAL NOTICE THE STATE OF TEXAS To the Sheriff or any Constable of Deaf Smith County, Greeting:

Circulating Heaters BOTH OIL and GAS All Will Be SOLD at less than Cost Streu Hardware

Adrian News

MRS. ALLEN BELL Sunday School and Church were well attended last Sunday. There were 99 present.

Bellview News

MRS. R. H. JOHNSTON Mr. and Mrs. Jack Garrett received word of the birth of a new grandson; the son of their daughter, Mrs. Lee Burdett.

HAILE DRUG PHONE 99 DEEP CUT PRICES Friday and Saturday Peruna 93c, Jet Oil 9c, Ipana 33c, Probak 25c, P & G Soap 33c, Carter's 16c, Creomulsion 89c, Lydie E. Pinkham 97c, Black Draught 14c, Tek Tooth Brush 27c, Vick's Salve 24c, Orasan 39c, Cold Treatment 79c, Floss Tex 11c, Ex-Lax 16c, Lysol 18c

You and Your Friends are Cordially Invited To Attend A Cooking Demonstration At Our Office On Wednesday, January 19th AT 2:00 P. M. Conducted By Miss Mary Alice Crosson Home Service Director West Texas Gas Co. GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT

Girls Win Other Victories

Girls' Basket Ball Games
A little earlier than usual Friday night the referee's whistle blew and the basket ball game between the Hereford girls and Canyon girls started as basket ball games usually do.

Although the Hereford girls were not up to "par" in this game, they seemed to know the rules better than the Canyon sextet. This is the first game on the home court in which the players used the new rules. By this time, however, they have learned the rules almost as well as the old ones.

At the end of the first quarter the Canyon girls were ahead, with a score of 4-2, but the Hereford sextet pulled ahead in the next quarter and stayed that way until the end of the game, which ended with the score at 31-13. High point girl was Atchley with 12 points.

Saturday the girls played the Canyon girls at Canyon. The starting line-up for Hereford was, forwards, Lovelady, Atchley and Russell; guards, Cawthon, Whitehead and Snyder.

In the first half the Hereford girls did very bad playing. The score was 18-17 at the half in favor of Canyon. The girls could not make their passes "click"; they were interrupted time after time by the Canyon girls.

We are proud of our girls and hope that they may continue to be as successful in basket ball as they have been so far.

The Hereford boys' basket ball team fell before Tulla here, Friday night. The score was 29 to 36. The boys were ahead until the last quarter when four of Hereford's first team fouled out.

Freshmen will have party
Calvin Brumley called the Freshman class to order Friday morning, Jan. 7, with the usual hammering on the stand and the saying, "Will the class please come to order."

with every meeting of the class. The Freshmen are going to have another party Friday night, Jan. 14, if things turn out all right.

F. F. A. RECEIVES IDENTIFICATION CARDS

Members of the Hereford Chapter of F. F. A. received their new identification cards at their meeting, Wednesday evening.

Rev. Beavers Meet With Student Body

Rev. Beavers, pastor of the First Methodist Church, met with the student assembly, Tuesday morning. Rev. Beavers opened the as-

sembly with a prayer. His talk was based on the 26th Chapter of Matthew. He talked of the young bridesmaids, five of whom were wise and five were foolish.

Today, the world of moral work is always saying to the ones who are ready, "You're next." The ones who are ready can go in and the poor, indifferent, careless ones will be left outside.

Sophs Have A Secret

"Are you ready for that day to come?" This was the question which faced the sophomores Friday, Jan. 7, when they remembered their coming assembly program.

Table with 2 columns: Assets and Liabilities. Includes items like Loans and discounts, Overdrafts, United States Government obligations, etc.

MEMORANDUM: Loans and Investments Pledged to Secure Liabilities:
31. United States Government obligations, direct and fully guaranteed 53,000.00
32. Other bonds, stocks, and securities 21,000.00

Sworn to and subscribed before me this 7th day of January, 1938. EDNA PARK, Notary Public, Deaf Smith County, Texas.

MR. WILLOUGHBY ATTENDS DEBATE CLUB

The Debate Club met January 5, 1938, in room 23. Mr. Willoughby attended the club and the state question was discussed by him after the club members and Miss Crawford asked him questions concerning it.

SENIOR CLASS MEETING
In class meeting Friday, the class voted to use the credit system for electing honor students for the Senior year.

Ex-Convict Scroggins Speaks To Students Here

The students of H. E. S. had a surprise in store for them in the last assembly, Tuesday, Jan. 4. L. A. Scroggins, an ex-convict, talked on the subject, "Crime Does Not Pay."

Hi-Y Discusses Self Control

The problem of Self Control was the subject of the Hi-Y program on January 4. Rud Wilkins led the devotional and Danny Hales read an interesting article on Self Control.

Services at the CHRISTIAN CHURCH
H. M. Redford, Minister. Ellis Coombes, Supt.
Bible School 9:45-11 a. m.
Morning worship 11-12 a. m.

Lord's Day. Next Sunday we shall have the beautiful Attendance Chart hanging in the main assembly room. The records show that a goodly number have perfect attendance records for the past quarter.

If drivers were as safe as new automobiles, there would be few motor car casualties today. The automobile is so superbly built that it is incapable of destructive action, except when misused.

We believe that the youth of the country is a most fertile field in which to cultivate the good drivers which we hope will be found on our highways in the future.

Lord's Day. Next Sunday we shall have the beautiful Attendance Chart hanging in the main assembly room. The records show that a goodly number have perfect attendance records for the past quarter.

First National Bank, of Hereford

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

First National Bank, of Hereford

In the STATE OF TEXAS, at the Close of business on December 31, 1937, published in Response to call made by Comptroller of the Currency, under Section 5211, U. S. Revised Statutes.

Table with 2 columns: Assets and Liabilities. Includes items like Loans and discounts, Overdrafts, United States Government obligations, etc.

Table with 2 columns: Assets and Liabilities. Includes items like Demand deposits of individuals, partnerships, and corporations, Time deposits of individuals, partnerships, and corporations, etc.

MEMORANDUM: Loans and Investments Pledged to Secure Liabilities:

Table with 2 columns: Liabilities and Pledged. Includes items like United States Government obligations, Other bonds, stocks, and securities, etc.



SAVE EVERY DAY ON EVERY ITEM

Table of grocery prices. Includes items like COFFEE, FLOUR, Shortening, GREEN BEANS, PEAS, SALAD DRESSING, etc.

Table of grocery prices. Includes items like APRICOTS, TOMATO SAUCE, CORNED BEEF, MUSTARD, COFFEE, GRAPE JAM, etc.

CORN: Tender, Sweet Sugar. No. 2 Cans - 3 For 25c

OXYDOL: Large Package 21c

TOMATOES: Portales, No. 2 size - 3 for 23c

RAISINS: 4-Lb. Package 25c

GRAPEFRUIT: Medium Size - Dozen 29c; Apples (Bushel, \$1.30) - 5 Lbs. 19c

LETTUCE: Per Head 4 1/2c

LAKE TROUT: Fresh - 2 Lbs. 25c; BOLOGNA or FRANKS: Per Lb. 15c

Quality Meats: SAUSAGE All Pork - Lb. 16c; CHEESE Long Horn - Lb. 21c

HAMBURGER MEAT: Per Lb. 15c; STEAK Good Beef - Per Lb. 15c

SPINACH: Peerless, No. 2 size - 3 for 25c

PINEAPPLE: Hillsdale, Half Slices No. 2 1-2 Can 17c

SPINACH: Libby's, No. 2 size - 2 for 25c

SPINACH: Peerless, No. 2 size - 3 for 25c

SUGAR: 10-Lb. Bag 51c



The Adrian Sandstorm

Edited by the Junior Class

STAFF

Chief Editor: Frank Fortenberry
 Editor: Clifford Chapman
 Editor: Roselee Morris
 Editor: Lonella Fortenberry
 Squad Reporter: Dorothy Spande
 Mr. J. C. Baker, Jr.

Tests
 Here it is Jan. 7 of the year, 1938, and tests just the corner. Everybody is very hard so they can with some very fine grades they can show how they have this first half.

The tests are over and are in, we hope that everybody will be able to breathe easier. We know that they are going to get things done on next semester.

Christmas Entertainment
 Another Christmas has passed. Seems a long time between Christmas, doesn't it? It would be a great deal better to have one or four Christmases a year at least a couple. The vacation is especially enjoyed by the students, who were entertained by several parties and entertainments given at different places over the community. Everyone came back to school and "fled in" as if they really meant business. And believe most of them do.

Basket ball Games
 The Adrian Matadors played the Wildcats Friday night, Dec. 17, at the Vega gymnasium. The Matadors took the Wildcats to a 17-13 victory. The Matadors were without Earl Brown, who fouled out the first half. The Matadors were trailing 15-9 at the half. They came back in the fourth quarter to make their part, 15 points, whereas the Wildorado boys didn't count but two points. The Matadors were stubborn as a bull and were fighting hard.

The Adrian Matadors also played the Endee Chiefs, Saturday night, Dec. 18, 1937, at the Endee gym. They had a hard fight but at the end of the game Endee was in the lead.

In the return game with the Wildorado team, the Matadors, last Friday night, Jan. 7, avenged their previous defeat to the tune of 17-7. Carl Brown and Jim Ross lead the scoring with seven and five points, respectively, for the Matadors. Gouldy, with four points, was high point man for the Wildcats.

Mrs. Jacobson Entertains Young People
 Mrs. N. L. Jacobson entertained the young people Wednesday night, Dec. 23, at the home of Rex Creitz. There were thirty invited, but only seven attended because many young people were away on the holidays. The evening was spent playing Christmas games. Those present were Chloe Freeman, Roxie Blasingame, Jean and Doro-

thy Spande, Charles Bell, Verne Jacobson, Mack Freeman, Rex, Henrietta, and Loren Creitz, and Mrs. Jacobson.

Vacationers Return
 Mrs. E. C. Chapman and three boys drove to Calumet, Okla., for the Christmas vacation. They spent the vacation with her brother and father, Mr. V. C. Walker and Mr. W. C. Walker. After six days of fun, they returned to their home. Mr. J. Cleveland Baker, Jr., went to Fort Worth and Mineral Wells, Texas, for a vacation. He also attended his mother's family reunion and his father's family reunion. He returned "all in one piece, after having a wonderful time."

Miss Lora Fay Clemons visited her parents, Mr. and Mrs. J. M. Clemons, in Duke, Okla. Later she visited friends in Elk City, Altus, Okla., and Quanah, Texas.

Beverend and Mrs. Oscar Bruce went to Lrain, Texas.

Seniors Plan for Rest of Year
 In a class meeting, Monday, Jan. 3, the Seniors discussed several matters of importance, such as the work to be done on the annual, their rings, and the play they will present in the near future.

No work has been done so far, on the annual, but there soon will be. Nadine Whetstone, advertising editor, is going to sell advertising in order to put more pictures into the annual. Five pictures are allowed in the annual, covered by the price of the annual, but any other pictures put in will have to be paid for outside the cost of the annual. The class editor, Olaf Babannon, is going to get the material together about the high school classes. Marvin Long, sports editor, will get the write-ups ready for last season's football games. Dorothy Spande, activity editor, is working on pep squad activities. The Seniors will have a new mimeograph to facilitate the work of printing the annual.

Boy Scout News
 The Boy Scouts have eight registered scouts in troop 32. They

are Clifford Chapman, Buddy Chapman, Robert Lee Morgan, George Worsham, and Bobby Speed. Mr. Baker wants to get two more registered scouts; then we will start two patrols. Mr. Clark, regional Scout Executive, is very interested in getting a troop started here. Clifford Chapman gave a demonstration of first aid bandages. He will continue next week. The boys are showing renewed interest in the organization since the Christmas holidays.

Christmas Tree and Program
 On Christmas eve the elementary grades, assisted by the high school girls' chorus, put on the usual Christmas program. The program began when Mr. G. A. Syms gave the invocation. The high school girls' chorus then sang "The Little Town of Bethlehem." Then the first and second grade presented an acrostic. The high school girls' chorus sang "It Came Upon The Midnight Clear." The elementary grades then presented a little playlet called "The Song was Found." Following this playlet, a duet consisting of Roselee Morris, soprano, and Roxie Blasingame, also, sang "Oh, Holy Happy Morning." Then the girls chorus sang "Silent night." Bro. Bruce led the congregation in four hymns, and then Santa Claus came and handed out the presents to everyone.

Ex-Students Home for Christmas
 Many of the graduates of Adrian were home from college to enjoy the Christmas holidays with their parents and friends. The students who returned home are: Chloe Freeman, Olive Witt, John Witt, Duane Morgan, Walter Lemke, Charles Bell, and James Bell. These students all returned to college about Jan. 2.

Jack Balding returned home, Monday, Jan. 3, from service in the Marines, where he has been for two years. He will return about Jan. 14.

Farwell Tea Given For Mrs. C. Glasscock

Thursday, Dec. 30, 1937, a tea was given for Mrs. C. Glasscock at the home of Mrs. E. N. Jacobson. The Glasscocks have remained at Adrian for the past twenty-seven years. Mrs. C. Glasscock had many friends here, and they regret to see her leave. There were at least forty women at the tea. These women awarded Mrs. Glasscock a lovely bedspread and other gifts. Memories of Mrs. Glasscock's earlier years were brought back when Mrs. Collier, Mrs. McAdoo, Mrs. Spande and many others told happenings of 1890.

Mr. and Mrs. C. Glasscock have owned The Adrian Mercantile Store for several years. Mr. Ernest

Frank is now taking charge of it. The Glasscocks have bought a beautiful red brick home in San Jacinto at Amarillo. This home is furnished with all modern fixtures.

Vega News

(23 miles north)

MRS. H. R. SHELDON
 Rev. Marshall Rheu attended a church meeting in Amarillo, Friday.

C. O. Shaffer of Arnett, Okla., father of Mrs. Guy Barnett, spent Wednesday night with his daughter in Vega. He was accompanied by C. W. Heckleman of Higgins.

Rev. and Mrs. L. E. Godwin attended the Gypsy Smith meeting in Amarillo, Monday night.

Mr. and Mrs. Hugh Knox were Amarillo visitors, Monday evening.

Ralph and Red Marshall are the guests of their mother, Mrs. Crenshaw, this week.

Mr. and Mrs. S. R. Mitchell and son, Sammy, of Amarillo, and Mrs. Port Mitchell of Prairie Home, Mo., were the guests of Mrs. Guy Barnett, Thursday.

Mrs. Jack Roberson was hostess to the Tongue and Thumb Club in an all-day meeting last Tuesday. A covered dish luncheon was served at the noon hour.

Mr. and Mrs. J. Moore and Mrs. Cowart of Amarillo, were Vega visitors, Wednesday afternoon.

Mr. and Mrs. J. T. Richardson has as their guests, New Year's day, Mr. and Mrs. R. L. Doss of Here-

ford, Vernon Wilson of Nacogdoches, Mr. and Mrs. Jack Stevens of Pampa, and Mr. and Mrs. M. C. Doss and children of Pampa.

Mr. and Mrs. Harvey Stuart and two sons, returned Tuesday from an extended visit at points in Arkansas.

Rev. Marshall Rheu and his mother, Mrs. C. R. Rheu, attended the Gypsy Smith meeting in Amarillo, Sunday night.

Mrs. N. H. Cabot and children, Bruce and Madge, of Artesia, N. M., spent last week end with relatives and friends.

The Vega P. T. A. met Jan. 11. A panel program was presented by the members, and the following: Invocation, Mrs. John Halliburton; a playlet, "Safety," directed by Mrs. C. T. Everett; talk on "Protection," by Rev. Marshall Rheu; business meeting, with Mrs. A. E. Roark presiding.

Mr. and Mrs. Hugh Knox, Mr. and Mrs. Glenn Boydston and Mrs. L. E. Godwin attended the

Gypsy Smith meeting in Amarillo, Thursday night.

Mrs. Stella Thuet entertained a number of her friends with a bridge party, Monday evening.

Mr. and Mrs. Boots Montgomery spent Sunday at Conchas Dam, as the guests of her brother, Frank Click.

R. N. Ivy was a business visitor in Dalhart, Monday.

Mrs. C. R. McPherson is visiting relatives in Tulsa, Okla.

Mr. and Mrs. Dickerson and Mr. and Mrs. V. T. McIntyre of Amarillo, were guests of M. and Mrs. J. W. Thuet, Sunday.

Mr. and Mrs. C. C. Wimberly were transacting business in Hereford, Tuesday.

Mrs. Ola Balls and son, Billy, returned Thursday, from a visit with relatives in Mulchoe.

Mr. and Mrs. Mal Stewart were Vega visitors, Thursday.

On Thursday evening at the Kiwanis Hall, the officers for the ensuing year were regularly installed

by W. A. Williams, who is Lieutenant Gov. of the Oklahoma-Texas Division of Kiwanis International. A number of visiting Kiwanis from Amarillo and Tulsa, and their wives, also the wives of the local Kiwanians enjoyed the banquet and program. 76 were present. The Vega P. T. A. served the banquet. Fred Cotton was installed as president; Truman Miller, vice-president; and C. L. Morris, secretary; R. O. Sellars, treasurer.

O, CALM THOSE NERVES, BE SWEET-SERENE!



Can you afford to be NERVOUS?
 Perhaps you could afford these attacks of Nerves if you were the only one affected. Tense nerves make you a nuisance to everyone with whom you come in contact. No one likes you when you are jumpy, irritable and nervous.
DR. MILES' NERVEINE
 DR. MILES' NERVEINE has been recognized as effective for more than 60 years by sufferers from Sleeplessness, Nervous Irritability, Nervous Headache, Nervous Indigestion, Travel Sickness.
 DR. MILES' NERVEINE is now available in the original liquid form and effervescent tablet form. You can get it at any drug store in 25 cent and \$1.00 packages.
 IN LIQUID OR TABLET FORM

When Better Pumps Are Built

... We Will Sell Them!

KIMBALL PUMPS are the oldest pumps in use in this area, now offered for sale, and where can you find a user that has spent one dime for repairs in the last 25 years they have been in use? A visit to one of your neighbors' farms, where a KIMBALL PUMP is in use will be profitable for you!

KIMBALL PUMPS ARE CHEAPER IN THE LONG RUN—More Water With Less Fuel

Baker Pump Co.

OF LOCKNEY
 C. B. Thomas, Sales Agent—at Shreve Shop in Hereford

Your Mileage Merchant advises



PRESS THE CLUTCH

to start quicker

Here's right smart footwork for right smart starting in the cold: Down with your clutch pedal before you do anything else. Then your starter and battery won't be turning the gears, but only the engine, which is just that much easier to do.

Now don't let up on the clutch, but pull out the choke (unless automatic) and then spin your starter, leaving ignition OFF.* After a few engine revolutions, switch on the ignition... And hark to the strong steady firing of your Special Winter Blend Conoco Bronze, which is certainly the sensible gasoline for quick starting.

Conoco Bronze always lets you do a cocksure "professional" job of starting. For that matter the way Conoco Bronze is specially winter-blended you could purposely give it the worst handling in the worst cold just for a test... and that's daring you! Only YOUR MILEAGE MERCHANT has Special Winter Blend Conoco Bronze for you. And ask for his simple, helpful Complete Winter Care Card—FREE. Continental Oil Company.

*If your starter is of the type that does not spin with ignition off, consult Your Mileage Merchant



SPECIAL WINTER BLEND
CONOCO BRONZE
 GASOLINE

THE CIRCUS IS COMING!

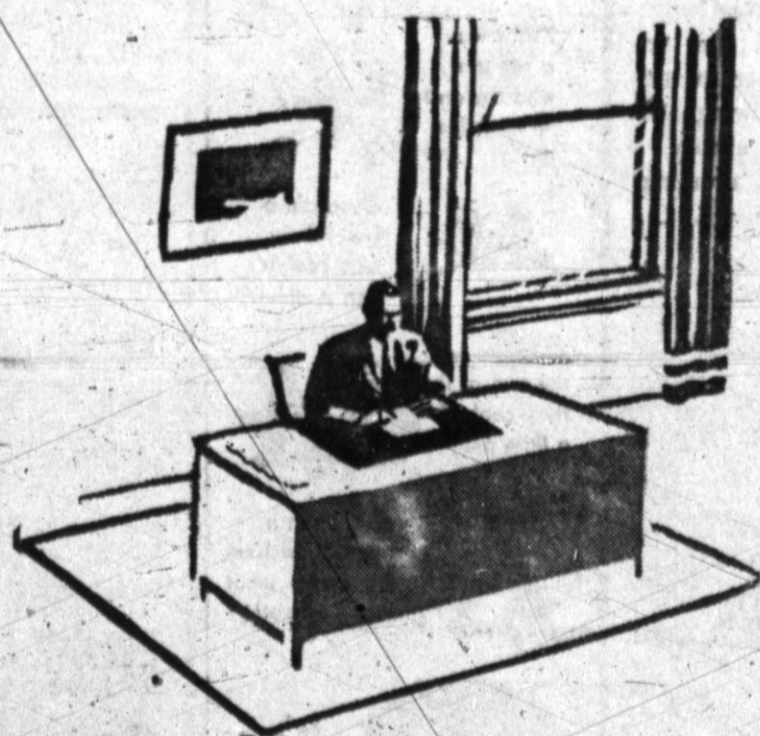
See "The Tom Thumb Circus"

— PONY — DOGS — MONKEYS —

High School Auditorium—8 P. M.

WEDNESDAY, JANUARY 19TH

Admission 15c and 25c — No Seats Reserved



BUSINESS MAN

1938 MODEL

Time was when a business man had his fingers on every detail but those days are gone forever! Competition has changed things! Today's business man is a streamlined model—he doesn't let himself become swamped with detail to the detriment of the progress of his business. To the banker he has shifted a responsibility, which all modern bankers are glad to assume, and that's the details connected with banking and financing.



FIRST STATE BANK

You Don't Have To Be Born With It

By Miss Rita Sullivan
Home Economics Instructor

Personality! It can be acquired. There is no such thing as an uninteresting person, but there is such a thing as an uninterested person. It is the uninterested person who fails to make the most of his life.

An individual who is to be happy and contented as a child and able to take his place as a well-adapted member of society must acquire certain habits of conduct and thinking which, when summed up, mean personality.

These habits cannot be left to themselves if we adequately and efficiently meet the various situations which we must face day by day. Civilization is too complex.

However much the home, school and community contribute to the

development of habits, qualities and attitudes, the greatest responsibility rests on the individual.

Dorothy Brande's "Wake Up and Live," "How To Make The Most of Your Life," by Morgan and Webb, and Wiggon's "Explore Your Mind," should prove interesting.

Some articles from "Reader's Digest," on file in the county and high school libraries, are: "A Workable Cure To Happiness and Personality," June, 1937; "You Can't Take It With You," October, 1937; "Personality Can Be Acquired," December, 1936; "Do The Thing You Fear and The Abundant Life," December, 1937.

For mothers of younger children in "Parents' Magazine," "What Is Character Education," May, 1937; "Learning To Live With Other People," November, 1936.

County Judge



Miss Jessie Sumner of Watauga, Ill., daughter of a country banker, niece of a late county judge, who became Illinois' first county judge as a result of a special election called to fill the vacancy caused by the death of her uncle. She graduated from Smith College in 1920 and was the first woman permitted to study law at Oxford university.

Rev. M. M. Beavers, Mr. and Mrs. Hall Beavers, Lama Beavers, Hubert Freeman, Wanda Jean Reed, Virginia Erle Reed, R. L. Dowell, Morris Easley, Virginia Newell, Miss Irene Crawford, Mrs. S. L. Easley, Charles Spradley, Mrs. L. A. Ricketts, Katherine Kirby, Bonnie Jean Smith, Ruby Dutton, Bartley Dowell, Floyd Ross, George McLean, Mary Elizabeth Stanford, Elaine Newell, Mr. and Mrs. W. J. Stanford, Cliff Hicks, C. J. Padock, D. H. Alexander, Mr. and Mrs. R. G. Blue, Marcella Blue, Rev. H. M. Redford, Basil McKinley.

Lois Ann Cockrell, Anna Belle Roberson, Erma Faye Robinson, Nola Margaret Blue, Mr. and Mrs. R. P. Coneway, Mr. and Mrs. Glenn Snyder, Mr. and Mrs. A. H. Streu, Betty Sue Henstee, Helen Frances Streu, Mr. and Mrs. C. C. Cox, Clifton Neal Cox, Mr. and Mrs. Paul Foster, Mrs. Chas. Newell, Mrs. Cooper Morgan, Dr. and Mrs. B. M. Whitshire, Mr. and Mrs. J. C. McCracken, Mr. and Mrs. E. S. Ireland, Reavis Kerr, Mr. and Mrs. C. F. Kerr, Cawthon Bryant, Mrs. J. B. Jones, Nell Spradley, Nellie Jo Shreve, John-

nie Marie Robinson, Alta Kropff, Mr. and Mrs. O. L. Rutherford, Pauline Parker, Mr. and Mrs. Payne Rutherford, Mr. and Mrs. Howard Hershey, Glenn Smith, Donald Hensley, R. L. Dowell, Helen Ann Snyder, Mary Jane Morgan, Rev. and Mrs. W. E. Barnes, Rev. and Mrs. John C. Thorns, Mr. and Mrs. A. O. Thompson, Mr. and Mrs. H. G. Conkwright, Mr. and Mrs. Geo. Brumley, Mr. and Mrs. C. B. Williams, Mr. and Mrs. A. O. Thompson, Mrs. John Olson, Mrs. Henry Hastings, Mrs. G. R. Tomlinson, Mrs. Smith, Mr. and Mrs. Jno. McLean, Mrs. F. P. Potter, Mrs. C. J. Mounts, Sherman Morgan, Leo Morgan, Merlin Conklin, Leo Rogers, Kenneth Lisenby, Mr. and Mrs. J. F. Ward, Mr. and Mrs. C. C. Acker, Mrs. W. O. Fox, Mr. and Mrs.

Arthur Davis, G. M. Hudson, Mr. and Mrs. O. T. Williams, Mr. and Mrs. Wm. McGehee, Mr. and Mrs. J. E. Beyer, Mr. and Mrs. W. B. Anthony, Mr. and Mrs. I. H. Spratt, and many others.

GODWIN SANITARIUM
Mr. and Mrs. Glenn Taylor of Friona, announce the birth of a son, Harold Blaine, Friday; both mother and infant are improving rapidly.

Raymond Euler, a pneumonia patient, was released last Sunday, but returned Monday. Thursday morning his condition was reported to be greatly improved, however.

Association

(Continued from Page 1)

ed drive can easily make the Hereford, Texas, Association Sale the greatest in the nation, because the local organization will have numerous advantages over other similar organizations. The wide-spread reputation of cattle in this area, plus the presence of a modern sales pavilion, they believe will go a long way toward making the coming sale a success.

MEN! It's "THE AWFUL TRUTH," but the Best LIARS in Hereford will receive the valuable awards at the STAR THEATRE — on FEB. 1st.

Lying Contest

on our stage One Night Only—TUESDAY, FEB. 1st.

Try your best lie on the public and then it may (?) work on friend wife.

ENTER NOW! Leave your application at the box office of the theatre.

— ON THE SCREEN —
"THE AWFUL TRUTH"
Irene Dunn — Cary Grant

Improved

(Continued from Page 1)

1937 at the close of business in 1936 — an increase of \$10,160.44. Supporting generally improved conditions indicated through banking facilities during 1937 was the exceptional increase in post office stamp sales, which showed a gain of \$2,744.17 over 1936. Postal receipts are also considered an index to business conditions.

1901 **E. B. Black Co.** 1937
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
Hereford, Texas

Young And Old Flock To Hear Gipsy Smith

NOTED EVANGELIST IS HEARD BY MANY PERSONS IN THIS AREA

Young and old alike, are taking advantage of opportunities afforded to hear Gipsy Smith, noted evangelist, at the Municipal Auditorium in Amarillo.

Beginning with the special service for young people held last Friday night, various groups from Hereford, have attended almost every service.

Among those who have attended at least one service are: Mr. and Mrs. Homer Brumley, Mr. and Mrs. C. F. Moore, Mr. and Mrs. Noah Ewton, Wiley Ewton, Martha Belle Ewton, Mildred Rutherford, Helen Ruth Barber, Mr. and Mrs. Tom Alderson, Marjorie Alderson, Mollie Clayton, Nancy Millard, Mozelle Shreve, Helen Plummer.

TWO DAYS ONLY! **STAR THEATRE** and MONDAY
Midnight Prevue Saturday

STAR
THURSDAY - FRIDAY

The Laugh - Happiest, Melody — Peppiest of them all ...

THE RITZ BROTHERS
LIFE BEHIND A COLLEGE
FRED STONE
GLORIA STUART
Dick Baldwin
Nat / Pandleton
A 20th Century Fox Production

The Amusement World is Ablaze ...

With Stars Galore ... and magnificent settings beyond the wildest dreams of your imagination! Gay and glorious romance merged with scenes of dazzling wonder! Star studded! Laugh loaded! IT'S THE FIRST BIG ENTERTAINMENT OF 1938!

Rosalie starring **EDDY POWELL**
ELEANOR POWELL
Frank MORGAN - Edna May OLIVER
Ray BOLGER - Ilona MASSEY
Billy GILBERT - Reginald OWEN
plus: POPEYE CARTOON "FOOTBALL TOUCHER DOWNER" and Paramount News

plus: "THE MAN IN THE BARN"
See this Historical mystery SEE — Whether or not John Wilkes Booth, the assassin of President Lincoln was the man that died in the barn after being surrounded by soldiers. In as much as a man claiming to be Booth died in Enid, Okla., in 1903. Everyone to his own opinion, though.

SATURDAY
Another ... **ZANE GREY**

Gusty, thrill-packed, action story thunders out of the West! Danger rides wild in the Arizona hills, as brother battles brother ... not knowing that each is seeking to avenge a murder of long years standing!

Adolph Zukor presents **Zane Greys**
THUNDER TRAIL
A Paramount Picture
CHARLES BICKFORD

plus: Cartoon and Serial
3 STOOGES in "PLAYING THE PONIES" LOOK KIDDIES!
This is your last chance to get one of the

FREE MOTION PICTURE MACHINES of The 3 Stooges

TUESDAY

Yea ... Team ... the Funniest on the Screen!

Karn was a reporter, who couldn't write a line.

Overman a Hawkshaw, who couldn't find a dime.

Just between the two of them, they cooked a little plot.

And when it started hatching, Oh, boy! what XIII they got!

It's a laugh riot!

PARTNERS IN CRIME
A Paramount Picture with
LYNNE OVERMAN
ROScoe KARN
MURIEL HUTCHISON
ANTHONY QUINN
INEZ COURTNEY
LUCIEN LITTLEFIELD
Directed by ...

added attraction: The PANAY Incident! ... with the most graphic and vivid pictures of the Chinese way yet shown! SEE the Boat sinking that has the world on needles and pins!

plus: Pictorial Review and Comedy

WEDNESDAY

Did you know that thousands

of aliens of smuggled annually into the U. S. A.?

DID YOU KNOW— that 100,000 of these illegal entrants are subjects for relief!

SINISTER SMUGGLERS
"Dealing in Human Cargo... and death to those who try to block their path!"

"DAUGHTER OF SHANGHAI"
ANNA MAY HONG
PHILIP HAN
CHARLES BICKFORD
LARRY GRABBE

She knew too much to live ... this beautiful Chinese girl knew the inside workings of the most inhuman racket in the world!

See how humans are traded like cattle ... betrayed. See how this girl marks herself for death as she fights behind the scenes to bring a dangerous gang to justice!

plus: Pictorial Review and Comedy

Read the BRAND for Complete Theatre Program

For Yourself and for Your Home BUY and SAVE

VALUES are GREAT in '38

Coffee BREAK O' MORN. Lb. Package **15c**

PORK and BEANS	5c	OATS	23c
Can		3-Minute — Large Package	
DATES	25c	CRACKER JACKS	10c
2 Packages		3 Packages	
TOMATOES	22c	COFFEE	26c
3 Cans		D-1 Monte — Pound Can	

Sardines AMERICAN. 3 Cans **11c**

SOAP	5c	COCOA	5c
Hollywood, Regular 10c Value		Justo — 1-2 Lb. Can	
SALT	5c	EXTRACT	25c
Rock Crystal, reg. 5c pkg. — 2 for		Vanilla, 8-Oz. Bottle — 2 for	
PECANS	39c	CATSUP	10c
Pieces — Pound		Froster — 14-Ounce Bottle	

Dreft LARGE PACKAGE **23c**

PRESERVES	71c	COCONUT	21c	SALAD DRESSING	25c
White Swan, all flavors—4-Lb. (2-Lb., 35c — 1-Lb., 19c)		Lb. Package		Quart Jar	
BAKING POWDER	21c	MINCE MEAT	25c	SOAP FLAKES	35c
25c Size		White Swan — 3 Packages		Blg 4 — Package	
TOILET TISSUE	25c	DOG FOOD	7c	OLEO	17c
Ft. Howard, 3 Rolls (1 roll free)		Armour's — Can		Blue Bonnet — Lb.	
GELATINE	5c	CRACKERS	17c	MARSHMALLOWS	8c
Royal — Package		2-Lb. Box		(Lb. Lge., 15c) 8-Ounce Pkg.	
BACON	26c	SMOKE SALT	74c	PRINCE ALBERT	79c
Slab, Sugar Cured — Lb.		Sugar Cure — 10-Lb. Can		1-Lb. Can	
HAMBURGER	25c	PORK CHOPS	23c	ROAST	18c
2 Lbs.		Per Lb.		Rolled — Lb.	
STEAK	18c	SAUSAGE	22c	CHEESE	23c
Loin or T-Bone — Lb.		Pure Pork — Lb.		Full Cream — Lb.	
CABBAGE	1 1/2c	CHILI	21c	— FRESH OYSTERS —	
New Texas — Pound		Home Made — Lb.			
TOMATOES	10c	APPLES	\$1.35		
Texas Pink — Pound		(PECK, 35c) — Bushel			
BANANAS	5 1/2c	CARROTS	10c		
Per Pound		3 Bunches			
GRAPEFRUIT	35c	CELEBY	14c		
Large Seedless — Dozen		Large Bunch			
		NEW SPUDS	25c		
		4 Pounds			

Prices Good FRIDAY and SATURDAY

PIGGLY WIGGLY
ALL OVER THE WORLD

Prices Good FRIDAY and SATURDAY

FLOUR

PACKARD'S BEST

48-lb. sack **\$1.59**

PACKARD'S BEST
Southwest FLOUR
PACKARD MILLING CO.
L. L. L. L.