

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

50th YEAR—NUMBER 5.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, FEBRUARY 6, 1936.

FIVE CENTS PER COPY

Hereford to Feed Hungry Students

AROUND TOWN

lights and faces seen

New people at new places:

Mrs. Gertrude Brotherton is seen in her new position at the Fashion Shop.

Miss Beatrice Lawrence, a new operator at the Mode Beauty Shop.

Miss Anna Katherine Hardisty the new bookkeeper at Texas Hotel.

D. Saunders is working hard to save his new variety store open today.

Mr. Saunders is a new man of Hereford. You business men should go in and see him—his one of you now, and you'll like him.

Two hundred and fifty-two men are now at work on the soil conservation demonstration project, a total of \$5 having been started this week.

These figures, released yesterday afternoon by O. T. Williams, are later than the ones given in a news story on this page, the increase being caused by several who missed the sign-up Saturday but went to Amarillo this week to be signed by the National Reemployment Service.

Wilson Giles says he would like to be here 20 years hence to see what happens when someone tries to marry one of the Dionne quintuplets without permission of the copyright owners.

Wyn Sten, atop the awning in front of his place of business, tossed snowballs down on unsuspecting passers-by, who looked about after being smacked, but were unable to solve the mystery.

People all along the opposite side of the street watched the game for several minutes with considerable enjoyment.

A beautiful gift, symbol of appreciation, was given by members of the Masonic Lodge to Mrs. Jimmie Robinson, and from what she learned of the incident, she really deserved it. The lodge was giving a father and son banquet Sunday night, and oysters were to be served, but they, the oysters, missed train connections at Amarillo and failed to arrive.

Mrs. Robinson braved the cold and sand to make the hundred mile drive—a drive speakers said they could not make in order to be here—in an hour and 35 minutes to deliver the oysters. When she got here, a note was found fastened to her coat which read: "In case of accident, deliver the oysters first and see about me later."

A new month of jumbled word contest opens this week, with another chance at weekly and grand prizes. Dozens are enjoying this contest—if you have not tried it, get in now. Here are this week's jumbled words and definitions. Rules and entry blank may be found elsewhere in this issue.

1. TONYRATI—Quality of being retentive.
2. DTROMA—HULNE—Extremely in the present.
3. GASHUJENM—Gnuing.
4. GYERHYNIT—The whole.
5. SPILZORAI—To particularize.
6. SSSHEFREN—Newness.
7. CNGERUAEO—To inspire.
8. PROTEOM—To advance.
9. VLEAUNRIS—Unlimited, general.
10. AMTDALINOR—Excited wonder.

Winners of this contest will receive guest tickets to the Star Theatre to see the Marx Brothers in "A Night at the Opera," which will be shown Sunday, Monday and Tuesday, February 16, 17 and 18. This is the first picture these witty comedians have made in a long time, and advance reports are that it is

ORGANIZATION WILL BE FORMED; LIONS MEET EMERGENCY

Hereford is planning to feed its school children who are forced to attend school without lunches because their parents are unable to provide for them. Churches, women's clubs, the American Legion and Legion Auxiliary and the Lions Club are some of the organizations that are going to meet this emergency.

Mrs. C. P. Cockrell, head of the Red Cross work here, appeared before the Lions Club yesterday at noon to explain the situation. She told of the other clubs that were going to cooperate in this movement and asked if the Lions also would join hands with the other groups to work out some plan of feeding these poor children.

The Lions Club responded with the appointment of Glen Weir, Dr. J. W. Hendrix and Dr. W. G. Heard to meet with committees from other organizations, school officials, etc., to work out these plans and to report back to the club next Wednesday. The Lions went farther. Upon suggestion of John Patton that an emergency existed that should be cared for until an organization is perfected in the next week or two, individual members donated over \$15 and the club voted to turn about \$22 remaining in the Christmas fund over to this work.

Mrs. Cockrell said she visited

(Continued on page seven)

Mrs. R. T. Nunn Taken by Death Here Last Night

Mrs. R. T. Nunn, 63, passed away at her home here last night at 11 o'clock, following an illness of six months. Funeral services were to be held this afternoon at 3 o'clock at the First Presbyterian church, conducted by Rev. J. C. Thomas, pastor. Interment will be in West Park Cemetery.

Mrs. Nunn was born in Arkansas on September 19, 1872, and was married to R. T. Nunn on July 8, 1894. She came to Texas in 1905 and to Deaf Smith county in 1918 from Collingsworth county. A member of the First Presbyterian church, Mrs. Nunn was very active in church affairs until her health prevented active service. She was well known for her work throughout the community.

She is survived by five children, all of whom were present when death came. They are Mrs. H. J. Henden of Tehlequah, Oklahoma; W. H. Nunn and Ray Nunn of Hereford; Rev. Roy T. Nunn of Park Hill, Oklahoma, and R. E. Nunn of Panhandle.

SCHOOL PROJECT NEARS ACTUAL WORKING ORDER

Work on the WPA Central School project was believed to be another step nearer, with the receipt this week of information concerning the advance grant of 15 per cent of the total cost of the remodeling project.

The state office at Fort Worth informed local school officials that the advance grant of \$7,425 had been approved there and sent to Washington for final approval.

Jesse Stanford Is C. of C. President

Jesse Stanford will head the Hereford Chamber of Commerce as president during 1936, according to selection of officers made last Thursday afternoon by the board of directors. Alex O. Thompson was chosen as vice-president and Wilson Giles as treasurer.

The board, composed of Stanford, Thompson, Giles, S. O. Wilson, O. J. Padock, G. W. Brunley and George Huse, was selected the preceding week at the annual membership banquet. One of the first undertakings of the new board

drive, for which a committee headed by E. S. Ireland has been named.

Not resting on the laurels of former accomplishments, the organization lists four major projects for 1936, along with other projects that may arise. The C. of C. will continue efforts to secure a rural rehabilitation project for this county, renew trades day activities here, support the Business and Professional Women's Club in its cannery undertaking, and investigate more fully the possibilities of rural electrifica-

Flesher Opens February Term of Court Here

SESSION GETS UNDER WAY IN 69th DISTRICT MONDAY

The February term of the 69th District Court opened here Monday under Judge W. J. Flesher of Amarillo, who was appointed to fill the bench this week in the absence of District Judge Reese Tatum, who was unable to leave the Farwell court this week.

An average docket was in prospect for the term, with no outstanding cases coming up. The appearance docket was called on Tuesday, and non-jury cases filled the time until Wednesday, when the first jurors were called. The grand jury was impaneled Monday and started work immediately.

Jurors called for next week included George Robertson, Henry Hastings, Robert Thompson, R. Schroeter, J. M. Chapman, Walter Easter, J. B. Sowell, Elmer O'Farrel, Buford Luttrell, Guy Smith, Charles Donald, Paul Foster, R. M. Dunn, L. V. Flowers, Claude Benton, Frank Zinner, Ben Bates, R. A. Fullwood, Ira Ott, F. N. Morman, H. A. Gilliam, D. C. Mornard, E. M. May, Ray Barber, W. H. London, C. V. Burges, H. R. Fritz, E. T. Shreve, Ralph McCulloch, Zerrel Thomas, C. V. Griggs, Charles Carroll, Clay Ridgway, E. J. Reynolds, Gus Thiele and Johnnie Kemp.

(Continued on page seven)

Services Held Last Week for Mrs. H. C. Doak

Funeral services were held last Thursday afternoon at the First Methodist church in Silverton for Mrs. H. C. Doak, 77, who passed away last Wednesday at her home about five miles southwest of Hereford. The rites were conducted by Rev. T. C. Willett, pastor of the First Methodist church here.

Interment was in the Silverton cemetery. Pall bearers were Mrs. Doak's grandsons, Clayton and Ira Woolery, Jr., of Hereford, Orville Doak of Logan, New Mexico; Bertha and V. R. Gardner of Tulla, and a nephew, Robert Hill, of Silverton.

Mrs. Doak, nee Manerva Katharine Hill, was born in Hickory county, Missouri, in 1858. She was married to Mr. Doak in 1879 and was the mother of eight children, five sons and three daughters. Two of the sons preceded her in death by a number of years. Her health had been failing for a number of years, but she never complained. She was a devoted wife and mother, and took great joy in dividing what she had with others. She became a member of the Methodist Church, South, at the age of 10 years and until her death was an active Christian.

In 1900 the family moved to a farm near Silverton, where they lived until 1918, removing to Deaf Smith county, near Hereford, where she lived until her death.

Survivors include Mr. Doak and six children, Mrs. I. E. Woolery, of Hereford; H. V. Doak, Grady, New Mexico; Mrs. Y. R. Gardner, Tulla; Mrs. R. E. Brookshier, Sil-

(Continued on page six)

Soil Conservation Work Here Is Thrown Open to All Labor

60 Are Listed On Honor Roll For Semester

THREE ON HIGH HONOR ROLL; 66 ON ROLL FOR SIX WEEKS

Receiving "A" on all their grades for the semester, three students composed the high honor roll at the high school for the first half of the year. Fifty-seven others received "B" or better on their semester grades to gain places on the regular honor-roll.

Mary Turrentine, tenth grader, led the high honor roll with 20 "A's" on her semester card. Others

(Continued on last page)

Hold Rites for Wildorado Boy

Funeral services for Chester Burr, Ogleby, 14-year-old son of Mr. and Mrs. H. J. Ogleby, of Wildorado, were held Friday afternoon at 2:30 o'clock from the Palo Duro Baptist church. Burial was in the Wildorado Cemetery. He was a nephew of Mrs. George Muse of this city.

The youth died late last Wednesday night in an Amarillo hospital. He had been ill with pneumonia for a short time. Pallbearers were E. D. Smith, Ralph Rogers, Glenn Allred, Byron Campbell, Lazern Deavers and Gordon Roberson.

Besides his parents, he is survived by four sisters and three brothers, Mrs. Lela Mae Norman and Marcene, Trellis, Louis, Cecil, Wilborn and J. R. Ogleby, all of Wildorado, and by his grandparents, Mr. and Mrs. S. B. Ogleby and Mr. and Mrs. D. L. Burns, all of Amarillo.

S. O. Wilson In Precinct 1 Race

S. O. Wilson yesterday announced his candidacy for commissioner of Precinct 1, promising an economical administration if elected and pointing to his wide experience as a qualification.

He came to this county 10 years ago, living on a farm all that time. He helped organize the Farmers Creamery Association in 1928, serving as its president until 1933, and at present is secretary-treasurer. Prior to coming here he was in the drug business 10 years and managed a hardware store 12 years. He has been connected with other businesses, also.

60 PER CENT OF TAX PAID

Out of \$125,000 in state, county and common school taxes assessed for the year 1935 in Deaf Smith county, \$74,500 had been collected through January 31, Pete Murchison, deputy collector, announced this morning. The payment is approximately 60 per cent of the taxes assessed.

However, this does not mean that 40 per cent are past due. Murchison pointed out, for \$9,900 will not be due until June 30, the deadline for making last half payments. A summary of the taxes collected and past due shows 60 per cent paid, 32 per cent past due and 8 per cent due in last half payment in June.

These figures compare favorably with the collections of the year before, which at the same time last year were: \$129,500 assessed; \$79,000 collected through January, approximately 55 per cent; 9 per cent due in June, and 36 per cent past due.

A total of 1,465 poll taxes were paid last month, several hundred more than last year, but 300 less

WE ENTER A GREAT SEASON

(An Editorial)

Soil Conservation work has "opened up," and with the change will come the best spring buying season Hereford has known in years.

The "opening up" means much to this section in two respects. Farmers and local men who have been having a struggle making ends meet are to be given employment that will tide them over until a crop is made. There is no reason, apparently, why any able-bodied man should be without employment.

It will bring more cash into the county, directly and indirectly, than any previous spring season because it offers one of the largest payrolls we have ever had. The maximum number of workmen on soil conservation demonstration is 350. Paid at an average of \$30 a month, this would bring \$10,500 monthly into the county.

However, the full quota probably will not be at work all the time. At any rate, it is estimated that the conservation payroll will be between \$6,000 and \$8,000 monthly.

That money—most of it—is going to be spent here this spring and summer, for most of them will have crops to put them back on the high road to secure living next fall.

The placing of farmers on the soil conservation demonstration—action farmers, business men and officials, with the assistance of Congressman Marvin Jones, have been seeking for several months—will make relief labor available for WPA projects that have been approved in the county.

Negotiations are under way to secure allotments for these projects, and especially the long desired north-south road project, and we probably will know within a week or so when this work is to start. In addition, the Central School project, which will give employment and more ready cash, surely will get under way by spring, and the payment of the bonus is going to be a big factor.

Merchants, we're facing a boom season as compared to the previous five years. Let's forget about this talk of hard times and go to work. Let's be prepared to meet the rising tide of purchasing power right here. It's on the way, and only he who fails to take advantage of the opportunities before him will find that conditions have not improved.

If you hear a single complaint this spring, mark it down that there is a merchant not progressive enough or so out of line on merchandise or price that he is not getting his share of the business that is here for him.

Tour of Tract Gives Idea of Work's Value

The need of soil conservation work in this section was clearly demonstrated to this writer Monday when he made an inspection tour of the demonstration tract in the southwestern section of the county.

The wind blew lustily Monday morning, and despite recent snows sand whirled across unprotected fields. One patch of ground that had been pulverized and completely left to the mercy of the breeze whipped up such a cloud that it almost blinded anyone who attempted to drive through it.

Sand banked along the fence row and drifted across the road. Top soil was being lost every minute. Yet the man who owned the land was one of the strongest to fight the soil conservation program and to decry its value. It would not be so bad if only his soil were being lost, one decided, but it is decidedly unfair that he should be allowed to endanger the farm next to his because of his practices. The special erosion district

(Continued on last page)

Birthday Ball Draws Nearly 200 Last Week

Despite adverse weather conditions which reduced the crowds to some extent, Hereford's Birthday Ball for the President last Thursday night was acclaimed a success, and provided substantially for the care of infantile paralysis victims in this county.

According to Prentiss Rosson, chairman, nearly 200 people attended dances held at the City Hall and at the Hereford State Park. Seventy per cent of the proceeds are to be retained in Hereford for the purpose of providing treatment or care of paralysis sufferers within the county, and 30 per cent will be forwarded to the national committee to be used in the fight against disease.

Dancing to the music of two popular orchestras, the fun-seekers enjoyed the evening greatly, Rosson stated, and they made the occasion worthwhile. Mr. Rosson, on behalf of the committee in charge, thanked everyone connected with the event for their assistance and cooperation which made the ball possible.

The new concern will be known as the S & E Variety Store. Mr. Saunders came here directly from Dallas, where he purchased an entirely new line of merchandise. He will open the store for business Saturday, but plans his formal opening on Saturday, February 15, when all stock will have been received and the entire store placed in order. He invites everyone to visit the store and to get acquainted.

County Farmers To Organize Saturday

Deaf Smith county farmers will meet in the district court room here Saturday afternoon at 2 o'clock for the purpose of forming a strong county-wide agricultural organization to offer its support to a national agricultural program to replace the AAA.

All community associations in the county were expected to meet before Saturday to pledge their support and subscribe to the county organization. Community chair-

WPA Projects Are Expected To Start Soon

88 FARMERS AND LOCAL MEN ARE SIGNED UP SATURDAY

Soil conservation work on the Deaf Smith demonstration tract "opened up" to everyone last week-end and as a result, county officials were hard at work to secure the WPA allotments for county projects, for which labor is expected to be made available.

The National Reemployment Service signed 88 men Saturday, and they were started to work on the conservation tract Monday morning. Farmers and towns people who desired work were taken. Every person who reported Saturday was signed and more probably will be given employment on the project within the near future.

Action Comes Suddenly. Action came suddenly, after a concentrated effort had been made on the part of farmers, county officials and even congressmen. Congressman Marvin Jones led the attempt to give farmers employment on the conservation projects, and the final action was believed to have been a result of the Supreme Court's decision voiding the AAA.

County Judge Mal Stewart, with the assistance of former judge O. W. Humble, now of Amarillo, immediately started negotiations to

(Continued on page seven)

Hereford Farm Group Confers

The Hereford Agricultural Association pledged support to the county organization to be formed Saturday afternoon and voted to meet on the second Thursday of each month. The meeting was held Tuesday night in the county court room, with approximately 65 members and business men present.

A two-hour program was given, with a mixed quartet from the Hereford Civic chorus singing several songs, including "The Texas Flag," the number entered by the women's clubs of this district for use during the Texas Centennial. Speakers on the program included O. T. Williams, Lee Morgan, Alex R. Bateman and Dr. G. W. Heard.

The group voted unanimously to hear Dr. Heard at the next meeting. John Pitman was appointed chairman of the program committee for the March sessions, and it was decided to hold meetings in the district court room because of the size of the crowd attending.

New Store Opens Here This Week

J. D. Saunders arrived in Hereford Saturday to supervise the remodeling of the old Skelton Variety store, purchased by himself and J. B. Edwards of Lubbock, and to handle the installation of new merchandise that is arriving daily. Mr. Saunders comes here from Lubbock and already has become a citizen of this community.

The new concern will be known as the S & E Variety Store. Mr. Saunders came here directly from Dallas, where he purchased an entirely new line of merchandise. He will open the store for business Saturday, but plans his formal opening on Saturday, February 15, when all stock will have been received and the entire store placed in order. He invites everyone to visit the store and to get acquainted.

Recovering from Operation

Mrs. B. C. Roberson, who recently underwent a successful operation on both her eyes, returned to her home at Summerfield last week. She was reported well on the way to recovery. Mr. Roberson accompanied her to Amarillo for the operation.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

Editor's Corral

REMEMBER?

In a very conspicuous place at the center front of the study hall hangs a poster, which students are supposed to observe, occasionally at least. It takes a capable, worthy student body to draw up such a code as the following, but it takes still a more capable, worthier student body to live up to it:

- Code of Ethics.**
- Honor for self and school.
 - Equality of students.
 - Right attitude.
 - Enthusiasm.
 - Fairness.
 - Open-mindedness.
 - Reliability.
 - Diligence.
 - Harmony in school.
 - Interest in school activities.
 - Group responsibility.
 - Hospitality.
- Do you ever violate any of these principles? Read them over again, try to remember them, and be loyal to dear old HHS by carrying out these ideals.

EXCHANGE

Members of the Hornet staff of Tulla HS expect to attend the annual Panhandle Press Association convention, held in Panhandle February 3. This association is made up of the various Panhandle schools that publish a school paper. Tulla is a charter member of the association and will carry on a leading part in the meeting this year.

A short part of an editorial from the Lawton, Oklahoma, paper, "The Father," follows: "Can't we reach the stage when it will be unnecessary for the teachers of the high school to watch over us like guards? You are not able to blame them for doing so if acts of base destructiveness continue to the school property." I believe that in any public school the students can act well, and if this should happen the teachers would never have to stay in the study halls to keep order.

The Stampede

HOME ECONOMICS CLUB

The home economics club met Monday evening, January 27, at the high school. There were ten members present, two sponsors, and one visitor. The meeting was called to order and the minutes of the last meeting were read and approved.

The program for the evening was on "Courtship." Alma Paetzold read a group of comments written by high school boys telling about what they expect of their ideal girl. These comments were exceedingly good, and the boys seemed very sincere while writing them. Next, Evelyn Wilson read a pantomime on "The Right Way of Courtship," while Joyce Davis read

"The Wrong Way of Courtship." The club voted to have these two pantomimes worked out and acted in assembly the second Thursday in February. After a short round-table discussion on "Courtship," the club adjourned.

Saddle Strings

ATTENDING W. T. S. T. C.

Several former students of HHS are attending WTSTC in Canyon, and are making good grades. Among these students are J. T. Carroll, Hugh Harman, Patricia Wederbrook, Carl Spratt, Dean Story, Mary K. Brotherton, Betty B. Jones, Jim Kirby and Wesley Williams. Hugh Harman received the honor of being elected president of the band.

"SURE ENOUGH, HOW COME?"

The idioms and provincialisms of a language are the things that give it its richness and color, and its deepest meaning. Most people are not aware of their peculiarities of speech.

Because Texas was the melting pot of the English-Americans and the Spanish of the South and West, Texans have many interesting peculiarities of speech. Mrs. F. W. Van Enden has written a series of very clever, humorous short verses which are collected in the new book, "Sure Enough, How Come?" In it she shows the use of many old Texas provincialisms and then explains "how come." It was not written to induce Texans to reform their language, but to entertain them.

This book is now in the Hereford HS library. Everyone will find it interesting, and those students of public speaking and history will find it also helpful in their studies.

TEXAS HISTORY

The beginning of the second semester marked the first Texas History course being offered to high school students. All students having finished American history are eligible.

This class has already decided that Texas has the most interesting history of all states in the Union. This included its rule under the French, Spanish, British, Lone Star, United States and Confederate flags.

The course is being taught by Mr. McCollum, and is attended by a good majority of the senior class and several juniors.

STAFF TO CONVENTION

Members of the Whiteface Roundup staff planned to attend the Panhandle High School Press Association convention at Panhandle Saturday, February 1.

James Bell, who was elected to the position at the last staff meeting, will act as the one official representative of HHS staff. Other members planning to go were Alma Paetzold, Meredith Montgomery, Melva Rea, Palmer Norton, Evelyn Wilson, Mildred Stewart and Karl Wilson Shirley. In addition to the compliment-

ary luncheon by the Panhandle staff, many meetings of importance to journalism or newspaper students are to be held.

AN IDEAL GIRL

A few days ago several of the boys of HHS were asked to write a description of an ideal girl. Below is a general summary of what those boys had in mind when they considered their ideal girl.

First, she must be clean and dainty. Practically all of the boys listed this as the main thing. Next, she must look neat and well dressed, but not expensively dressed. Another thing that nearly all of the boys mentioned was the use of cosmetics. Boys do not like too much make-up. Why do not the girls take the hint? The ideal girl must be a good sport, she must have a pleasing personality, and must have many friends. She must not be loud and boisterous, and she must be able to carry on a pleasing conversation when called upon. Another very important thing is that she must think of others, and not talk about herself all the time, but be considerate of others. She must be a good hostess and a good cook with an originality that is to be envied. She must be well groomed and highly respected by others.

SCRAPBOOKS

"Will you write in my scrap book" said the coy little senior girl. "I will be delighted," replied the boy.

That all means just one thing: The seniors are beginning to realize just how near they are to the completion of their high school course. They begin to realize that they will see some of their classmates for the last time when they receive their diplomas, and as a result they all get "scrapbooks" or "memory books" for their fellow classmates to autograph.

These scrapbooks give teachers keeping study halls no little trouble, and are a source of constant annoyance. They seem to be continually passing back and forth and usually end up by coming to the teacher herself for a final signature.

The scrapbooks are placed in a safe place and read in later life to bring back many memories of happy school days.

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

Roundup Stampede

FLASH!

"Are you willing to stick by the club or do you intend to quit? If you intend to stay, the club needs you and, you need the club," said Mr. Hudson, sponsor of the Hi-Y club, on Monday night of the 27th, to the boys of the club. Fourteen boys were present and each declared his intention of "sticking."

Several very important matters were then brought before the club by Mr. Hudson. A few boys of the club are going Sunday, February 2, to pick out their camp site from the Hi-Y encampment grounds. Amarillo is purchasing four lots, Plainview one lot, and Hereford is purchasing one lot. Many of the clubs in this district are to purchase lots, while the state Hi-Y plans to purchase five lots in the center of the encampment. Mr. Hudson, Bob Baird and George Conklin attended the meeting in Amarillo Saturday, January 25, that presented the preliminary plans for the Hi-Y conference this spring. Amarillo is the place, April 24 and 25 is the time. Watch the clubs of this district back the conference.

STUDENT COUNCIL

The Student Council met Monday, January 27, in the physics laboratory. The meeting was called to order, minutes read and approved.

The old business was discussed. Mr. Hudson gave a talk on citizenship, and asked the council to tour the building and see the display of citizenship, good and bad.

Students, the high school building is yours for the number of years you are in school. Treat it so. Don't throw or sling ink on the floor and walls. Don't take the numbers from lockers. Don't cut or carve initials on the desks and chairs. Don't write on the walls. These are just a few don'ts that are to be taken into consideration.

Remember, there are other people to attend the school and let us show them the good citizenship we have displayed in the care for the high school building.

QUESTIONS ANSWERED

January 29, at the debate club meeting, Mr. Emmons, a new teacher, was "put on the spot" by

the debaters who asked many questions for him to answer. Mr. Emmons showed the debaters that there is a need for the government to control the production of cotton; but, at the same time, he gave them much negative material. Mr. Emmons was one of the first visitors the club has had this year. He answered all the questions asked him by definite statements. Besides answering the questions, he aroused more interest within the club than has been noticed at any previous time. The debaters appreciate his aid and invite him to return at any meeting.

F. F. A.

The FFA boys were honored by the presence of a very distinguished visitor during their regular meeting last Thursday. This man, Alex R. Bateman, takes the place of our former county agent, Dewey Reed. Mr. Bateman gave a short talk on the possibility of organizing the Texas farmers. In this talk the boys learned that Texas is the only state in the Union which does not have some type of farmer organization. That is speaking of the fathers only, because the boys are one jump ahead of them will the fast growing FFA. When the farmer observes other industries he sees cooperation to the highest degree. And incidentally, these industries have what is called a "pull" in Washington. FFA is the largest single farm youth club in the United States. The boys are organized and have done things. There are even delegates from foreign lands who attend the national FFA convention this year. It is indicative of the type of future farming and farmers that this club will be the root of. It will be a high, scientific, cooperative farming future.

Many who heard Clifford Day, chairman of the National Advisory Fard Board, at the court house a few days ago, know why he was not allowed to sit on a farm adjustment committee at Washington. It was for this simple reason: Texas farmers are not organized. The boys are depending on fathers to organize and complete another chapter in better farming. You have never disappointed us yet, and we don't believe that you will.

Chuckwagon

SENIOR CLASS

In class meeting January 29, the seniors voted to retain their present officers for the last semester. They also elected Miss Crawford as coach of the senior play, and the class president appointed Joyce Davis, Elmo Hicks, Mary Virginia Eberle, Charles Wilson and Louise Frye as a committee to help select the play.

The class decided to have three days of commencement, and to have class night instead of a speaker. The last order for rings will be made this week, and all seniors who intend to place an order must do so immediately.

FIRST BASE

Report cards for the first semester were received last week by the freshmen. Some were heard to say, "Well, I passed!" If a comparison were to be made between baseball and school it would be: Seventh graders are at bat, freshmen are on first base, sophomores are on second base, juniors are at third, and

seniors are at home base. The freshmen that passed are only half way to first base now. The next semester will be the decisive factor in determining whether freshmen will make first base or will be put out before they reach it.

Col. Williams Is Auctioneer.

Col. W. S. Williams, former Hereford resident, visited here Saturday and announced that he is now in partnership with C. H. Impson as auctioneers, specializing in farm sales. They will have headquarters in Amarillo.

Try First to Buy in Hereford.



"Shall Not Perish From the Earth"

There is no firmer institution than the American banking system at its best. This Bank, founded on the principles laid down by our forefathers decades ago, is built upon the solid rock of sound tradition. Through intelligent supervision this bank has avoided the pitfalls of the past and is amply fortified against any unseen misfortunes of the future. We are an institution worthy of your deepest confidence.



THE EMBLEM AT THE LEFT IS YOUR GUARANTEE OF PERFECT SAFETY

THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

OLDEST EUROPEAN DISCOVERY AGAINST STOMACH TROUBLES AND RHEUMATISM ACCLAIMED BEST BY LATEST TESTS

Since 1799 thousands of people have regained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach which are the basic factors of such maladies as high blood pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorders, exhaustion, loss of sleep and appetite. Those sufferers have

not used any man-made injurious chemicals or drugs of any kind; they have only used a remedy made by Nature. This marvelous product grows on the highest mountain peaks, where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.

It is composed of 19 kinds of natural leaves, seeds, berries and flowers, scientifically and proportionately mixed and is known as LION CROSS HERB TEA.

LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare it fresh like any ordinary tea and drink a glassful once a day; hot or cold.

A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familiar with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself. If not satisfactory money refunded to you.

Try it and convince yourself with our money-back guarantee. One week treatment \$1.00. Six weeks treatment \$5.00

In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.

Lio-Pharmacy Dept. 7082
1180 Second Ave., N. Y. City, N. Y.

Gentlemen: Enclosed find \$_____ for which please send me _____ treatments of the famous LION CROSS HERB TEA.

NAME _____
ADDRESS _____
CITY _____ STATE _____

about your winter gasoline

You can be your own "gasoline scientist" right now, and you won't have to believe anything but your own car. This is a month of weather when you can't mistake what's actually happening out under your hood. When Winter Blend Conoco Bronze gives you regular rapid starts that remind you of June, you just simply know it... you don't need any arguments. Nobody has to tell you that you are letting go of your starter and choke much quicker with Conoco Bronze... you just know it. Nobody has to tell you that Conoco Bronze is helping to keep your battery vigorous... you just know it. And so that's how you know for yourself that your Conoco Bronze is faithfully blended just right for the weather in this vicinity today. Continental Oil Company, Established 1875.

You **START** with **WINTER BLEND CONOCO BRONZE GASOLINE**

Daniel News

BY PAULINE MOORE
 Everyone is grieved to learn of the death of Buri Oglesby, who died in an Amarillo hospital last Wednesday night of pneumonia. Funeral services were held by Rev. Holtzclaw of the Palo Duro church and burial was in the cemetery there Friday at 2:30.
 A splendid snow fell here Tuesday of last week.
 Floyd Tomlinson and family visited relatives near Plainview and Lockney over the week end.
 Mr. Hunga and family have moved to California to make their home.
 Floyd Tomlinson was in Herford last Monday.
 Messrs. and Misses Dave Moore, Clarence McBroome, Dick Allred and Coy Phillips visited the E. J. Oglesby home Thursday night.
 E. W. Womble, Jr., John and Mildred Hill, Rose Ellen and Ernest Ford, Billie Price and Darce Jo Hodges missed school several days last week.
 Bill Chappell spent Thursday night in Canyon with Mr. and Mrs. W. C. Thomas.
 W. R. Moore ate dinner in the J. D. Key home in Canyon Friday.
 Mr. and Mrs. Sharp from Highland community visited with Mr. and Mrs. Joe Moore Friday.

Jumbo News

BY LA RUE BECK
 There was an attendance of 33 at Sunday school.
 Miss Mildred Holly spent the week end at home.
 Mrs. Wilford Taylor, Jr., of Umbarger spent the week end with her parents, Mr. and Mrs. F. L. Pinckert.
 Addison Hunter of Muleshoe spent Friday night at home.
 The senior boys played basketball with Westway at Herford Friday night, the score being 18-20 in favor of Jumbo.
 Mr. and Mrs. Ullman Hunter visited in the R. T. Nunn home at Herford Saturday.
 Presiding Elder Haymes of Amarillo held first quarterly conference of Dimmitt circuit here Sunday. Attending were Rev. and Mrs. Armstrong of Dimmitt, Mr. and Mrs. J. D. Davis and Mrs. Earl Lutz of Bethel, Mr. and Mrs. Ed Allen, Mr. Medley, J. W. Smith, Mrs. U. G. Randall, Mr. and Mrs. Severe of Easter, Misses Marie Hancock and Kattie Oxford and Troy Frazier of Flagg.
 W. A. Hunter left Monday for Oklahoma City with a car of cattle.
 Mrs. Truitt Boothe and Miss Claudia Waggoner of Dimmitt spent the week end in the M. L. Hardy home.
 Miss Kattie Oxford of Flagg spent the week end at home.
 The Women's Rural Club met Tuesday with Miss Clark of Dimmitt in charge. A mattress was made for Mrs. Cleo Gilliam.
 Community Assembly will meet Friday night with Mrs. F. L. Pinckert in charge. Bring cocoa and sandwiches enough for your own family.
 Robert Thannisch and Homer Barnes were in Dimmitt Friday.
 Mr. and Mrs. A. T. Layman of Amarillo are visiting in the M. G. Layman home.
 Mr. and Mrs. Johnnie Stark visited in the Wilmer Crum home at Dimmitt Sunday.
 M. G. Layman has returned from Big Square where he has been at work.
 L. A. Matthews and Albert Thiele left Sunday for Fort Worth. Jumbo store is being remodeled and new equipment is being put on the outside.
 Miss Ruth Burdine of Hedley is visiting her sister, Mrs. L. C. Baggett.

Easter Items

BY LOUISE FRYE
 Mr. and Mrs. U. G. Randal, Mr. and Mrs. E. M. Allen, B. H. Medley, J. S. Smith and Geo. Chambliss attended quarterly conference at Jumbo Sunday.
 Mr. and Mrs. E. O. Dixon and sons attended church at Frio last Sunday.
 Miss Emerald Smith spent the week end with Miss Vay Allen.
 Miss Ramey stayed in town several days last week with her father who was confined to his bed with mumps.
 Miss Vay Allen returned Wednesday of last week from Jayton where she visited several days with friends.
 Mrs. Claude Smith and children are visiting her mother, Mrs. Cox, in Herford.
 Mrs. George Chambliss and the children visited with Miss McClure Sunday afternoon.

and Mrs. Leo Lawhon at the club house Friday night. A covered dish luncheon was served and games were played. Many useful gifts were received by the honorees. Mr. and Mrs. Wilson Vines of Summerfield attended.
 Maxine and Margot McLean and Juanita Welch attended the Frio-Canyon game at Frio on Friday night.
 J. T. Barthels and family visited relatives in Herford Sunday.

CONSTIPATED 30 YEARS AIDED BY OLD REMEDY
 "For thirty years I had constipation. Sourcing foods from stomach choked me. Since taking Adlerika I am a new person. Constipation is a thing of the past."—Alice Burns. While they last SPECIAL 10c Trial Sizes on sale at City Drug Store.

a victim of amnesia. The four join forces and proceed to the school, which proves a major disappointment because of its mid-Victorian atmosphere.
 Oakie and his cohorts begin to make things hum from the beginning. They change the seminary into a "charm school", substitute the saxophone for the zither and shorts for bloomers, and bring some lively music into the place. Several embarrassing moments arise but the fates are kind to the boys as well as to Miss Langford, who has her first important acting part in pictures and who sings as beautifully as she ever did. Her featured number is "Will I Ever Know?"
 Penner's antics in trying to determine his identity as well as his romance with one of the girl students, Betty Grable, prove his right to the huge popularity he has achieved in the last two years both in radio and on the screen.
 Both Mack Gordon and Harry Revel, who wrote the eight songs that are heard in the film, are members of the cast—brought to the "charm school" by Oakie to teach the girls modern music at its best. Georgia Coleman, the noted diving star, will be seen as diving instructor at the school under Oakie's regime.
 All in all, "Collegiate" makes for grand entertainment, and should be as pleasing to the eyes and ears of grown-ups as to those of the youngsters.

STILL HERE AND GOING STONG

Bankrupt Sale of Sprowls-Cronin Stock to Go On Through February, Perhaps Longer

This Week's Hot Shots

NEEDLES packages 5¢

One Big Lot of Childs', Women's, Boys' Underwear

10¢ Per Garment 15¢

One Lot Fine Ladies' Shoes

Worth \$2.50 to \$5.00 Pair Going at 87¢

Ladies' Purses

Worth \$1 to \$2 Each 25¢

Big Assortment Tennis Shoes

35¢ Pair

Big Lot of Ladies' Leatherette Jackets

Assorted Colors, only \$1

Ladies' 1935 Style Coats

\$25 Value For, Each \$10

Big Line of Boys' Girls' Oxfords

75¢ Pair

Girls' and Childs', pair 5¢

Rubbers

For Ladies and Children, pair 25¢

Buttons, Buttons and Buttons

At Half Regular Price! Simplicity

Patterns

Help Yourself, Each 5¢

Good Assortment Men's Dress Hats

Worth from \$2.48 to \$3.00, at Each \$1.50

Large Assortment Ladies' Brassiers

7¢ and 11¢

And Porellettes

Boys' Lace Leather

Bootees

Selling by Lots at \$1.39 \$1.79 \$2.19

E. T. BURK

OWNER

Ward News, Notes

BY MRS. GEORGE SUGGS
 This community received about 3 1/2 inches of snow the past week. There was a large number at Sunday school and preaching Sunday.
 Mr. and Mrs. Berry Miles were called to the bedside of his daughter in Amarillo Saturday.
 Mr. and Mrs. Sonny Ledbetter and daughter of Vega and Mr. and Mrs. Bill Hutson and sons were dinner guests of Mr. and Mrs. Jack Hutson Sunday.
 Mrs. Morel of Dean was a dinner guest in the Bob Higgins home Sunday.
 Elton Harris of Dean visited the Saltsman boys Sunday.
 Wesley Higgins of Farwell visited home folks a few days this week.
 Mr. and Mrs. Bill Nafzgar visited Mr. and Mrs. George Suggs Friday night.
 Bill Kerr and son of Herford attended preaching here Sunday afternoon.
 There will be an agricultural meeting at the school house Friday night, February 7, and all are urged to come.
 Messrs. and Misses Jim Lipscomb and George Suggs heard the address by Clifford Day Tuesday.

Black

BY MRS. H. L. McLEAN
 Farmers are in fine spirits since the third snow this year.
 Mrs. Cecil Vandiver of Blue Grove is visiting her parents, Mr. and Mrs. T. L. Welch. Her baby is real sick at this time.
 Mr. and Mrs. Emmett Newell and Mrs. O. D. Frost of Vernon spent last week end with Mrs. Newell's parents, and Mrs. Frost's sister, Mr. and Mrs. E. E. Barnett.
 A. C. Hays and J. H. McLean and James spent Monday in Farwell.
 Charley Bennett and family visited the R. E. Barnett home over the week end.
 Mrs. Spargeon Webb of Dimmitt and Miss Bernice Rogers of Frio were supper guests at the Welch home Thursday.
 Mr. Bair and family have returned from Amarillo where they attended the funeral of his father last Friday. They were accompanied home by his mother, her family and some friends. Tom Bartholoma of Pampa relieved Mr. Bair while he was away.
 A number from here attended the ball game in Herford last Thursday night.
 Bud Barnett spent the week-end with his parents here.
 Mrs. Dick Rocky of Muleshoe is spending the week with her father, Howard Elmore. Mrs. Elmore and son of Amarillo went to Hot Springs, N. M., last Friday and will spend some time there. Grandma Ray has been ill the past week with rheumatism. Ladies of the community gave a miscellaneous shower for Mr.

FULL SPEED AHEAD

YOU CAN'T PASS UP MAGAZINE VALUES LIKE THESE

OFFER No. 3
 Progressive Farmer, 1 year
 Good Housekeeping, 1 year
 Country Home, 1 year
 The Farm Journal, 1 year
 AND THIS NEWSPAPER
 For One Year
\$1.80

OFFER No. 4
 Southern Agriculturist, 1 year
 Country Home, 1 year
 The Farm Journal, 1 year
 AND THIS NEWSPAPER
 For One Year
\$1.80

OFFER NO. 1
 THIS NEWSPAPER
 for 1 year and
 3 Big Magazines
\$2.50

OFFER NO. 2
 THIS NEWSPAPER
 for one full year
 And 4 Big Magazines
\$2.00

- Select Any 3 Magazines From This List
- True Story
 - Better Homes & Gardens
 - Christian Herald
 - Flower Grower
 - Household Magazine
 - Junior Home (for Mothers)
 - McCall's Magazine
 - Movie Classics
 - Steadfast
 - Open Road (Boys)
 - Parents' Magazine
 - Pathfinder (weekly)
 - Pictorial Review
 - Progressive Farmer
 - Romantic Stories
 - Seren Beach
 - Southern Agriculturist
 - True Confessions
 - Woman's World

- GROUP A**
 Select One Magazine
- Better Homes & Gardens . . . 1 yr
 - Christian Herald . . . 6 mo
 - Flower Grower . . . 2 yrs
 - Household Magazine . . . 1 yr
 - Junior Home (for Mothers) . . . 1 yr
 - McCall's Magazine . . . 1 yr
 - Movie Classics . . . 2 yrs
 - Open Road (Boys) . . . 6 mo
 - Parents' Magazine . . . 1 yr
 - Pathfinder (weekly) . . . 1 yr
 - Pictorial Review . . . 1 yr
 - Romantic Stories . . . 1 yr
 - Seren Beach . . . 1 yr
 - Southern Agriculturist . . . 1 yr
 - True Confessions . . . 1 yr
 - American Fruit Journal . . . 1 yr
 - Copper's Farmer . . . 2 yrs
 - The Farm Journal . . . 3 yrs
 - Progressive Farmer . . . 2 yrs
 - Southern Agriculturist . . . 2 yrs

- GROUP B**
 Select Three Magazines
- American Fruit Journal . . . 1 yr
 - Country Home . . . 1 yr
 - Diary Poultry Journal . . . 1 yr
 - The Farm Journal . . . 1 yr
 - Gentleman Magazine . . . 1 yr
 - Good Stories . . . 1 yr
 - Home Circle . . . 1 yr
 - Home Friend . . . 1 yr
 - Household Magazine . . . 1 yr
 - Illustrated Mechanics . . . 1 yr
 - Mother's Home Life . . . 1 yr
 - Steadfast . . . 1 yr
 - Poultry Tribune . . . 1 yr
 - Southern Farmer . . . 1 yr
 - Progressive Farmer . . . 2 yrs
 - Southern Agriculturist . . . 1 yr
 - Successful Farming . . . 1 yr
 - Woman's World . . . 1 yr
 - Cleveland Review . . . 1 yr
 - Everybody's Poultry Mag. . . 1 yr

NOTE—Check one of the following instead of True Story if you wish. Only one substitution allowed.

- Modern Mechanic & Inv.
- American Girl
- Delineator
- Reddy
- Physical Culture

NO SUBSTITUTES OR CHANGES PERMITTED

GENTLEMEN: I Enclose \$ _____ Please Send Me
 Offer No. 1 Offer No. 2 Offer No. 3 Offer No. 4
 I am checking the magazines desired with a year's subscription to your paper.

Name _____
 Street or R.F.D. _____
 Town and State _____

This Offer Fully Guaranteed—MAIL THIS COUPON TODAY!

Close Drug Store

HOME of 60c PURCHASE PLAN

Nyal Norwegian Cod Liver Oil
 Pure Norwegian Cod Liver Oil of high vitamin content. An excellent tonic both for children and adults—builds resistance against colds and contagion.
 Full pint bottle . . . **59c**

Nyal Salts
 The Saline Treatment for Constipation and Irregular bowel movement. Acts Easy—But Sure!
 Two Sizes **25c-50c**

Nyseptol
 A refreshing mouth wash—an efficient antiseptic and deodorant. Full pint bottle.
49c

Nyalypus
 The Golden Cough Syrup that breaks up congestion, soothes irritated throats—quickly and effectively.
 Large Size **75c**

J. B. B. CLUB

— BOYS and GIRLS —
 OF THE AGE 8 TO 15 YEARS

Look in our windows and see the beautiful prizes we are going to give someone soon. Be sure to report at our store this Friday and Saturday and join the JUNIOR BUSINESS BUILDERS CLUB. It costs nothing and will be lots of fun!

- DO YOU KNOW—**
- THAT—Love at first sight saves lots of time!
 - THAT—If hitch-hikers bother you, carry along a taxi sign and put on when you leave town, you won't be bothered!
 - THAT—Herford city ordinance, still in effect, states it is unlawful for any one to hitch or fasten their horse or animal to any telephone pole, awning of gallery post?
 - THAT—Glue that has dried hard can be made usable by pouring vinegar on it!
 - THAT—This cold weather has caused many on relief to suffer, especially children! Let's all help our relief workers NOW.

CATTLE PRODUCTION IN DEAF SMITH COUNTY INCREASES 24 PER CENT FROM APRIL, 1930

Cattle increased 24 per cent between April 1, 1930, and January 1, 1935, in Deaf Smith county, according to preliminary figures from the 1935 Federal Farm Census released this month by William L. Auctin, director, Bureau of the Census, Department of Commerce.

The number of cattle of all ages increased from 18,161 to 22,476, and cows and heifers two years old and over from 7,519 to 9,963. Other livestock figures were lower in 1935 than in 1930. The increase in cattle in this county took place despite the fact that the drought in 1934 caused an enormous crop failure and seriously reduced the yield per acre of the crops that were harvested.

Four out of every five acres of crops intended for harvest in 1934 failed. The area of crop failure amounted to 357,206 acres, while crops were harvested from only 48,155 acres. An indication of the growth of agricultural operations in Deaf Smith county may be seen in the fact that the land intended for harvest, which includes crop land harvested and crop failure, in 1934 was over twice that of 1929. Actually, however, less than half as much land was in harvested crops as in 1929.

The principal grain crop in this county in both 1934 and 1929 was wheat, over 58,000 acres of which were threshed in 1934 as compared with about 106,000 in 1929. The production of wheat, however, was less than one-sixth of the 1929 crop.

Hay and sorghums for forage averaged about one-third ton per acre as compared with about one and one-third tons in 1929. The census bureau announced that the 1935 figures in this release is preliminary and subject to revision.

For the entire State of Texas, many developments of major importance were disclosed by the survey. First was the crop failure of 1934, amounting to about six and a half million acres; sec-

ond was the cut of 6,800,000 in the cotton crop since 1929; third was the substitution of about 1,800,000 acres of major crops for cotton, about 400,000 of which were corn, 280,000 oats, 120,000 wheat and 1,000,000 acres of hay and sorghums for forage; fourth was the increase of crops for human consumption, sweet potatoes, Irish potatoes and sugar cane, with increases respectively of roughly 20,000 acres, 10,000 acres and 3,000 acres.

Outstanding of the facts shown by the livestock inventory was the increase in cattle, particularly in the cow and heifer two-years-old and over, amounting to almost a million. The decrease in work animals of 209,000 closely corresponded with the reduction in the acreage of cotton. Little change was shown in the totals for sheep and lambs, but there has been a decline of 170,000 in the number of swine.

Preliminary figures for Deaf Smith county (with 1935 and 1930 census figures appearing in order):

Farms, farm acreage and value: number of farms, 1,085 and 630; farms operated by full owners, 415 and 276; by part owners, 167 and 117; by managers, 7 and 28; by all tenants, 496 and 209; by croppers, 8 and 17. Value of farms (land and buildings): \$14,810,975 and \$14,474,803; average value per farm, \$13,651 and \$22,976; average value per acre, \$17.05 and \$32.66; all land in farms, acres, 825,910 and 443,225; average acreage per farm, 761.2 and 703.5.

Farm land according to use (acres): Crop land harvested 84,155 and 169,191; crop failure, 357,206 and 6,755; crop land idle or fallow, 95,511 and 36,431; plowable pasture, 220,662 and 177,913; woodland pasture, 195 and 657; other pasture, 52,924 and 49,690; woodland not pastured, 55 and 57; all other land in farms, 15,202 and 2,531; land available for crops (harvested, failure, idle, fallow

Ford Doings

MRS. H. M. BENSON
Ford ladies met at the school house Friday. The day was spent quilting. A covered dish luncheon was served teachers and children at noon. Present were Misses J. Whitsett, Brunson, Straufuss, Geo. Whitsett, Brunson, Starufuss, Geo. and Hardy Benson, also Hilda Straufuss.

Mrs. Merle Bentley was notified of the serious illness of a sister in Amarillo Thursday night and went to her bedside. No further reports have been received.

J. L. Hight was in Hereford Monday.

Mrs. Ross and Floyd of Hereford accompanied the W. M. Stewart family to Sunday school here.

Mr. Ferguson and family have moved from Wheeler to the Webster place. Two children entered school Monday.

Misses Cope and Watkins spent the week end with home folks in Canyon and Claude.

Miss Fern Landers of Vega attended Sunday school here.

Mrs. A. E. Benson of Clarendon, Mrs. L. E. Parker and children of Wichita Falls visited here Friday and Saturday.

Mr. Webster's condition has improved greatly. Mrs. Webster and children returned from Amarillo Wednesday.

Rev. Godwin preached an interesting sermon here Sunday.

There will be a Valentine party at the school house next Friday night. Everyone invited. Cocoa and cookies will be served.

Hardy, Floyd and Adelia Benson spent Saturday night in Clarendon with relatives.

Mrs. Cap Coonauger attended a quilting at Ford Friday.

Mr. and Mrs. H. Climer were in Hereford Friday and visited the H. Benson home enroute home.

Vega home demonstration club met with Mrs. Everett Wiseman Friday. A chicken canning demonstration was given.

and plowable pasture), 757,534 and 390,290.

Number of livestock on farms: Horses and colts, 1,872 and 2,107; mules and mule colts, 346 and 500; cattle, 22,476 and 18,161; cows and heifers, two years old and over, 9,963 and 7,519; sheep and lambs, 3,800 and 7,051; hogs and pigs, 3,359 and 5,618.

Selected crops harvested: Corn for all purposes, acres, 48 and 5,135; corn for grain, acres, 44 and 3,492; bushels, 390 and 61,084; wheat threshed, acres, 58,813 and 106,037; bushels, 295,145 and 1,913,086; oats threshed, acres 45 and 2,753; bushels, 880 and 60,044; oats cut and fed unthreshed, acres, 34 and 473; barley threshed, acres, 838 and 1,935; bushels, 6,558 and 40,778; mixed grains threshed, acres, 10 and 424; bushels, 40 and 9,170; grain sorghums (for grain) acres, 922 and 31,067; bushels, 5,630 and 648,919; all hay and sorghums for forage, acres, 22,129 and 19,013; tons, 8,043 and 25,181.

24 ON HONOR ROLL AT SUMMERFIELD SCHOOL

Nine pupils were listed on the high honor roll and 15 on the honor roll at Summerfield school during the past semester. Those on the high honor roll were N. P. Sikes, Jr., Birdie Lee Jones, Billie Jim Sikes, Frances Young, Mary Louise Lookingbill, Gene Robertson, Zaida Jones, Betty Euler and J. R. Euler.

On the honor roll are Joe Billy Saunders, Aline Coker, Eleanor Decker, Helen Oglesby, Shirley Thomas, Mary Jane Decker, Louise Suttle, Jack Sikes, Richard Lindsey, Elizabeth Jones, Bobby Sikes, Edward Young, Jim Suttle, Arless Oglesby and Lorena Story. An interesting play, "Little Square Toes," was given in chapel Wednesday by Birdie Lee Jones, Helen Oglesby, Frances Young, Eleanor Decker and Shirley Ruth Thomas.

Messenger News

BY ESTELLE WILLIAMS
Mr. and Mrs. Buster Cofer of Kellerville, visited her folks, L. M. Williams and family, Tuesday and Wednesday.

Hereford shoppers Saturday included Mr. and Mrs. Elwyn Green and baby, R. L. Howard and family, Ben Bates, Frank Knabe and family, Altis and Quince Williams, and Mrs. J. E. Jones.

L. M. Williams attended church at Hereford Sunday night.

Mr. and Mrs. W. A. Whitson, Altis and Quince Williams were in Hereford Monday.

H. D. Culpepper of Walcott was in this community Thursday. Mrs. L. M. Williams who has been visiting relatives in El Centro, California, the past six weeks returned home Saturday.

Frank Knabe and family, Mrs. J. E. Jones, Emory Burks and family, C. V. Griggs and wife were in Hereford Saturday.

The young peoples class gave a party at the school house Friday night, and a large number enjoyed the occasion.

Pick, Shovel Not Made for Pretty Girls

Eighteen-year-old Patricia Kelly, petite, blonde and easy to look at, recently introduced herself at Detroit headquarters of the Works Progress Administration by demanding a job as foreman of a pick and shovel gang. She was within her rights, too. Under the rules, one member of a family has a right to take the place of another who has been called to work and is ill.

"Here is an order, calling father to work," she said. "He can't come. He is going to the hospital. Mother is in the hospital now and I have two brothers and a sister to look out for. I read in the paper that one member of a family could substitute for another in WPA work. Let me have my dad's place."

Suppressing tears, she refused to "go home and wait for an opening in a woman's project," insisting that she had a right to take her father's place. Officials, at a loss, called in Mrs. Cecil B. Chittenden, Michigan state director of Federal Writers' Projects. After some questioning, Mrs. Chittenden learned that Patricia was a high school graduate, had contributed to the school publication and was a good typist.

"If you would just as soon pound a typewriter for me as use a pick and shovel in the street,"

Mrs. Chittenden said, "I have a job for you." Patricia admitted that she preferred the typing job. Now she will have charge of perfecting copy of the writers for the government's forthcoming average travel handbook, The American Guide.

Church of Christ

Plain gospel preaching is the great need of the day. The kingdom of God is advanced by Christian living and prayer instead of celebration and feasting. If you are not doing so you are urged to begin the worship services at the Church of Christ on Lord's days. Morning worship at 10, with a period of prayer and Bible study in classes. Following Bible study is period of congregational singing, preaching and communing with the Lord. At the night services the same sort of program is followed. Bible classes for children and young people followed by regular worship at 7:30. The sermon subject Sunday night is "Joseph and Christ: A Comparison." A gospel meeting is to be conducted by the church in the spring. The evangelist and time of meeting announced later.

15 PER CENT INCREASE IN TEXAS CHARTERS FOR 1935

New firms chartered in Texas in 1935 increased 15 per cent in number over 1934, according to the University of Texas Bureau of Business Research.

Total capitalization of new corporations increased sharply over the preceding month and December a year ago. This comparison is not significant, however, since the

increase was the result of the conversion of bonds to stock by one large company, the Bureau's report said. Aggregate new capitalization for the entire year was \$32,000,000, 44 per cent greater than for 1934.

The groups showing an increase in new charters granted in comparison with the preceding year were: Oil 8.3 per cent, manufacturing 31.3 per cent, banking 23 per cent, real estate-building 14 per cent, transportation 55.8 per cent, merchandising 2 per cent.

"MOTHER OF AMERICAN CANDIES"

Cupid's Own Gift

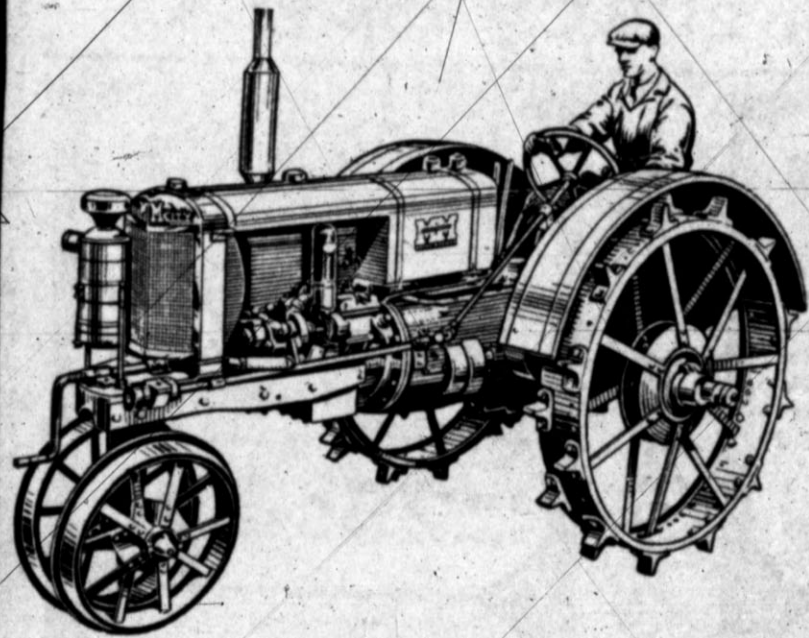
MARTHA WASHINGTON CANDIES

"Sweetheart! Isn't that what you're aiming to say to her in your Valentine gift?"

A heart shaped box filled with delicious Martha Washington Candies will say that very thing in a way she will understand and appreciate.

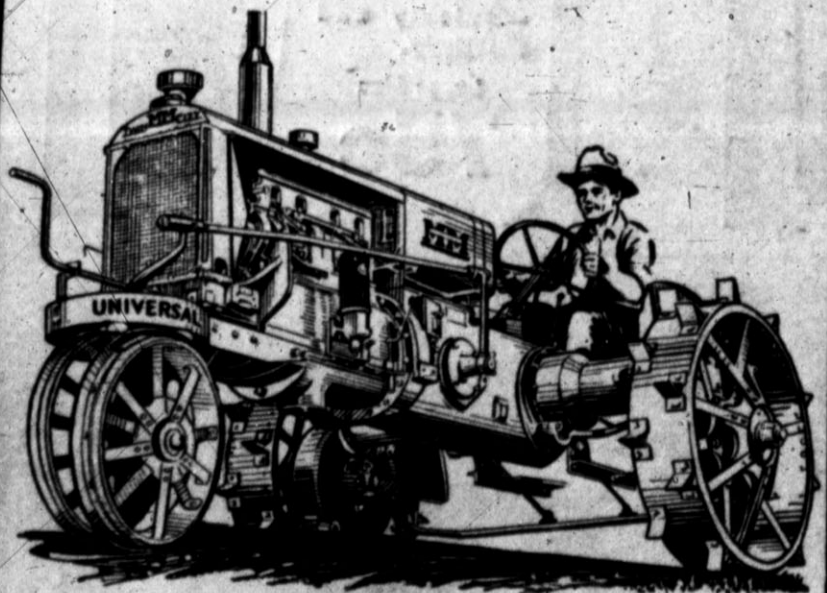
CLOSE DRUG STORE

There Is A
Twin City Tractor
To Fit Your Farm



THE UNIVERSAL "J"

This is the new, light, handy two-plow tractor with adjustable tread (54 to 76 inches), five forward speeds (2 1/4 to 15 M. P. H.), a complete line of two and four row crop equipment; steel or rubber tires.



THE UNIVERSAL "M"

Recognized as the quality wide tread tractor with easy handling, two and four row crop equipment for all territories. A full three-plow tractor.

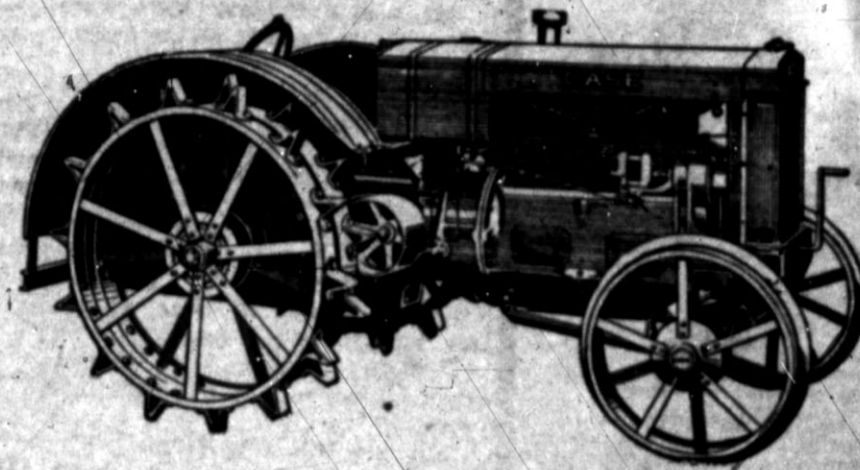
We have a complete line of parts for TWIN CITY and MINNEAPOLIS-MOLINE MACHINERY.

Davis & McCracken

Minneapolis-Moline Dealers

CASE

Machinery Opening Farmer's Day Saturday, February 8th



We Have Moved Our Line of
Case Machinery and Repairs
DeLaval Cream Separators

TO THE GUTHRIE BUILDING TWO DOORS NORTH OF THE HEREFORD BRAND OFFICE

—And we want to invite every farmer in this territory to be with us from 10 o'clock on. We will have some very interesting talks by the officials of the Amarillo Branch of the Case Company and some very good talking pictures and slides.

FREE!

To Make It More Interesting to You We Are Going to Give Away

\$250 Credit on Machinery

FIRST PRIZE **\$100**
THREE PRIZES OF **\$50**

GOOD ON TRACTOR OR COMBINE

GOOD ON TRACTOR OR COMBINE

These credits are transferable, but only one can be used on a single purchase. They must be redeemed by April 10th. ALL YOU HAVE TO DO IS TO REGISTER!

Sandwiches and Coffee Will Be Served at Noon
We Are Expecting You!

C. A. Skelton

1936
REPORT OF MILK GRADES OF LOCAL DAIRIES
AUGUST TO JANUARY INCLUSIVE

The grades of all milk supplies have been determined by the local health department, in accordance with specifications of State and National Milk Codes.

All consumers of milk are urged to purchase milk on a basis of grade, and should insist that the grade appear on each bottle cap.

For the protection of your family be sure that the milk you use is produced by an inspected plant, whether one or more cows are kept.

Producer	Grade, Re- action Time	Bacteria Type	Butter Fat	Curdling Time	Temperature Degrees
Carl Spratt	A. 8 hours	L. 5.3		16 hours	38
Mrs. F. J. Eberle	A. 12 hours	L. 5.3		31 hours	35
F. M. Houser	C. 9 hours	L. 5.0		22 hours	35
Prairie Dairy	A. 10 hours	L. 4.5		20 hours	39
D. W. Hawkins	A. 12 hours	L. 5.1		29 hours	39
S. O. Wilson	A. 10 hours	L. 4.2		19 hours	39
O. L. Rutherford	A. 8 hours	D. 4.2		19 hours	39
Hudson Grocery	D. 8 hours	L. 5.8		18 hours	38

All grocery stores, markets and cafes are in excellent condition, complying with state requirements, and showing every inclination to cooperate with the health department in improving their standing.

Insist that your barber never use the same towels on you that have been used on another customer and have not been laundered.

WALLACE C. COX, City Inspector.

Dawn Items

By VIVIAN BOWERS
Rev. Roy Patterson of Hereford, preached here Sunday.
A play, The Redheaded Step Child, has been planned to be presented at the school house Friday night at 8 o'clock.
Paul Frye, George Vineyard, Doris Jean Bowers, Jean Greer and Mary Olive Frye have been out of school because of illness.
Mrs. R. A. Frye visited school one day this week.
H. H. Miller was in Amarillo Tuesday.
Messrs. and Mmes. Ira Fleming, Don Fleming and Tom Hale Fleming spent last week visiting at Clarksville.
Miss Alvera Frye is visiting home folks for awhile.
Miss Alma Miller is home from school in Canyon visiting her parents, Mr. and Mrs. H. H. Miller.
Rev. and Mrs. Roy Patterson were guests in the Ira Fleming home Sunday.
Messrs. and Mmes. Alfred May and L. A. Smith and daughters, and H. H. Miller were in Hereford Friday.

A large number attended the agricultural meeting Friday night. Speakers included County Agent Bateman, Judge Mal Stewart, Troy Womble and Mr. Emmons, all of Hereford.

Henry Richardson of Elida, N. M., visited H. H. Miller Sunday.
Miss Inez Miller is visiting Miss Elizabeth Spiver in Grover.

Whyburne Smith has returned from Electra.

Mr. and Mrs. Tandy Legg and Miss Mary Chambers were in Amarillo Saturday. Miss Chambers stopped in Canyon to spend the week end with her mother.

L. A. Smith and daughter, Sybil, assisted in the program given by Mrs. L. N. George in Amarillo and Hereford last Sunday. Among those attending from Dawn were Messrs. and Mmes. Smith and family, N. R. Miller, Tandy Legg, Misses Alma Miller, Hazel B. Crouch.

Wyche Items

BY PEGGY VALENTINE
The Hereford Lions Club sponsored a program at the school house Thursday night. Soil conservation was the subject and speakers were Earl Wilson, Mal Stewart and O. T. Williams.

The Partzolds were in Amarillo Tuesday.
The Sunbeam class will entertain the adult class with a Valentine party at the school house the night of February 14. Every member of the adult class invited.
Louie Olson is in Oklahoma on business this week.

Honor roll students: Alfred Reinart, Elmore Partzold, Helen Reinart, Nancy Olson, Bernice Elliston, Betty Lee Valentine, Bobby Robertson, Wilma Jean Robertson, Brooks Orr, Geraldine Henry, Margaret Love, Starlin Mitchell.

Club met Tuesday with Mrs. Saxon. The evening was spent embroidering. Present were Mmes. Ira Ott, J. B. Coconaugher, Dock Robertson, Miss Maggie Coconaugher and Mrs. Bowman of Amarillo.
Starlin Mitchell is very ill.
Douglas and DuBois Walker are ill this week.

Miss Lucille Park was in Amarillo Saturday.

Miss Allene Hughes of Hereford attended Sunday school here.

Mrs. Bowman of Amarillo is visiting Mrs. Ira Ott.
Absent from school because of illness last week were Emmett B. Saxon, R. C. Valentine, Jr., Junior McBrayer, Starling, Lucy Ann, Audrey Mitchell, Douglas Walker, Wilma Robertson.

The Hoffmans were in Hereford Monday.

Mrs. Louie Olson, Peggy and Lorene Valentine attended a program of moving pictures of China with Rev. Ray at the Baptist church in Hereford Sunday night, and also enjoyed a musical program later.

Snowfall of the past week will be of material aid to crops.

Westway Items

(BY WILMA SKYPALA)
Guy Lawrence of Walcott spent Monday in the R. M. Gunn home.
W. T. Weaver was in Amarillo on business Monday.
V. Skypala and family spent Sunday afternoon in the H. F. Fangman home at Messenger.

Rev. and Mrs. Stephens of Plainview spent Saturday night and Sunday in the Gunn home.
Jiggs Hartman is still on the sick list.

Miss Pauline Fangman of Messenger spent Sunday with Miss Wilma Skypala.

Mr. and Mrs. F. W. Dodson and Miss Dodson spent the week end at Olton with relatives.

Mr. Edwards and family moved back to this community after a long stay in California.

Miss Louise Walthall of Canyon spent the week end in the E. W. Dodson home.

Roy Coker and family of Summerfield spent Sunday in the C. V. Burges home.

Mr. and Mrs. Durston and son, Mr. and Mrs. George Lewis and daughter of Hereford visited the Tom Vaughn home Sunday.

Mr. and Mrs. Orville Houser of Hereford spent Sunday in the G. C. Hartman home.

Friends from Clovis visited Miss Minter last week end.

Dimmitt News

By EMILY M'LEAN
Miss Lucille Hogge of Blueridge was in Dimmitt Sunday.

The Dimmitt Bobcats played Happy Friday night, the boys and girls both winning.

Tom Hanks was in Amarillo Sunday.

Miss Mary Joe Tarpley visited in Dimmitt Saturday.

Greer Estes was a Hereford visitor Sunday.

The Dimmitt Bobcats played Hereford Saturday night, the girls were defeated and the boys won.

Mr. and Mrs. Junior Rothwell and Mr. and Mrs. J. M. Wright were in Hereford Sunday.

John Smith, who has been ill with pneumonia is reported recovering.

R. V. Memahon, Vernon Armstrong and Arthur Webb were in Hereford Saturday.

Swain Burkett spent the week end in Lubbock.

J. C. Smitres of Flagg left Saturday to attend the funeral of his sister, Mrs. Harding, at Byers.

Miss Louise Whitlow visited her parents in Kress Sunday.

The Dimmitt Bobcats will play Muleshoe there Monday night.

Mr. and Mrs. Charley McLean visited Mrs. Ira Ricketts of Hereford Sunday.

Mr. and Mrs. Carrol Gunter, former Dimmitt residents, are here visiting.

Mmes. Ed West, Dilmond Neumeier and Henry Staleup, Misses Elva Garrison and Myrtle Woodfin were in Plainview Sunday.

H. P. Maxwell who has been suffering from pneumonia is reported recovering.

Mr. and Mrs. B. McLean went to Amarillo Monday.

Harold Gladman and Miss Norma Cowser attended the show in Hereford Sunday.

Summerfield News

MAUD E. NOLAND
Thirty-six attended Sunday school here Sunday. Rev. Weathers filled his regular appointments.

Miss Ruth Lookingbill has been ill with the mumps.

B. K. Greeson made a business trip to Oklahoma City last week.

Dean Story of WTSTC spent the week end at home.

Mr. and Mrs. John Hicks have moved to Hereford.

Mrs. O. B. Roberson was hostess to the club Thursday.

There was a forty-two party in the Rance substitute school building Friday night.

Mr. and Mrs. B. C. Roberson were in Amarillo one day last week.

Miss Roberson of Dumas is visiting relatives here.

WANT AD WILL GET THAT FLOW!

TEACHERS PET
and so do the students!



—Joe Penner, of radio fame, and his new heart throb in "Collegiate," which will be shown at the Star Theatre Sunday, Monday and Tuesday and at the midnight preview Saturday night. Jack Oakie, Frances Langford and Ned Sparks are also in the case as well as a host of gorgeous gals. New songs, new comedy, new dances, and a lot of fun are in store for you when you see "Collegiate" at the Star Theatre.

A FREE OFFER



With Each 48-Pound Sack of
PACKARD'S BEST

We are giving a high-grade 1/4-Cup Measuring Spoon for eight days, beginning Friday, February 7, and ending Saturday, February 15, with each 48-pound sack of PACKARD'S BEST FLOUR purchased.
AT YOUR GROCER'S!

Packard Milling
Company
Hereford, Texas

BUSINESS AND DIRECTORY
PROFESSIONAL

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

The title to your land is vital
Our Abstracts correctly
reveal the title.
A. O. THOMPSON
ABSTRACT CO.
4 1/2 Per Cent Federal Farm
Loans.

INSURANCE
JNO. H. PATTON
PHONE 36

HOGS
Please bring your hogs on
Friday for Top Prices.
G. W. & H. L. Brumley

DR. J. W. HENDRIX
Chiropractor and Masseuse
109 B Street—Just North
of Mother's Park
Phone 341 for Appointments

**FARM SALES OUR
SPECIALTY**
Col. W. S. Williams and
C. H. Impson, Auctioneers.
842 Travis Street
Amarillo. Phone 5671.

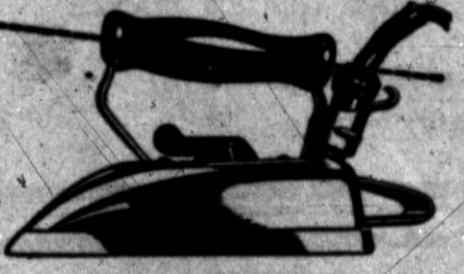
THE HEREFORD BRAND
JOB PRINTING

BRAND WANT ADS INVARIABLY GET THE JOB DONE!



... with a purchase of a new
automatic WESTINGHOUSE iron

- ITS automatic thermostat always gives you the same constant heat.
- ITS sloping handle prevents fatigue.
- ITS beveled edge irons under any button.
- ITS automatic thermostat gives you more economy because it cuts off when the desired heat has been reached . . . whether you are ironing finest silks or heaviest linens.
- ALL of these features will make your ironing easier.



\$6.95 . . . less \$1.00 for your old iron
Terms—95c down—\$1.00 per month

**TEXAS UTILITIES
COMPANY**

**WATCH
FOR SPECIAL
Announcement
COMING SOON
Streu Hardware**

**Only FORD offers such value
at the PRICE!**

BECAUSE of Ford's basic design of engine, brakes, and chassis—only Ford can give you so much fine car performance in an economical, easy-handling car.
Because of Ford's economy in making and selling cars—only Ford can give you so many fine-car features at anywhere near the low Ford price.
And fifteen minutes at the wheel of the 1936 Ford V-8 will prove it even more clearly. Why not drive one today?



\$510 AND UP
R. O. B. DETROIT—Standard accessory group including bumpers and spare tire cover.

VALUE—FAR BEYOND THE PRICE **Ford V8**

Can't be had under \$1645 —except in the Ford

In no car under \$1275 —except the Ford

In no other car within \$250 of Ford's low price

V-8 ENGINE—Proved on the road by over 2,500,000 Ford V-8's.

FORD LOW CENTER OF GRAVITY—Passengers ride lower than in any other car under \$1995.

FORD BRAKING SURFACE per pound of car weight—greater than any other car under \$3195.

THE CENTERPOISE RIDE—Passengers cradled between springs.

FREE ACTION ON ALL 4 WHEELS—Transverse springs cut down tilt and side-sway.

4-FLOATING BEAR AXLES—Car weight on housing, not on axle shafts.

TORQUE-TUBE DRIVE—Gives you greater safety and roadability.

CENTRIFUGAL CLUTCH—Easier pedal action. Longer life.

DUAL DOWN-DRAFT CARBURETOR—Maximum gas mileage. Quicker cold weather starting.

\$25 A MONTH after usual low down-payment, buys any new Ford V-8 passenger car or light commercial unit under new authorized Ford finance plan of Universal Credit Co. 6% for 12 months or 1/2 of 1% a month for longer periods figured on total unpaid balance plus insurance. Attractive UCC terms on used cars.

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

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

LUMBERMEN AT WORK

The lumbermen of Hereford this week take top place among the group planning for the future, the development of this area and the improvement of business conditions. Anticipating a large increase in business, they are starting a three months advertising campaign to encourage home buying of lumber, pointing out the advantages of local purchasing and also comparing prices here and elsewhere.

This is not a mere attempt to get business. Every point they make is true and worthy of some thought by those who will be in a position to purchase. The lumber business is of a more professional nature than any other retail business in that the builder needs someone to consult about his problems, someone whom he knows will be fair and will give the best of advice without considering personal gain. The person who goes out of town to buy so-called "cut prices" lumber gets nothing but the material. He knows little about the value of that material, and he is entirely without assistance, which is so important when he starts constructing buildings of a more or less permanent nature.

"THE GREATEST STEAL IN HISTORY"

Secretary Wallace certainly hit the nail on the head when he characterized the Supreme Court's decision refunding \$200,000,000 in processing taxes to processors as "probably the greatest legalized steal in American history".

If this vast sum is given to the processors, they will really profit by the AAA. They did not pay this tax. It was collected from the consumer, and if they get it they will not return it to the consumer in lower prices. However, the fund already has been tied up in court, and it is our guess that the processor will never get it. It probably will go into the general treasury fund—it should be paid to the farmers despite the unconstitutional ruling.

If it is paid to the processor, it truly will be "the greatest legalized steal in American history".

WHITEFACE CAGERS IN FINAL HOME BATTLES FRIDAY NIGHT

Hereford's basketball clubs this week are preparing for their final home stand of the year before they enter the final drive of clashes away from the local court. Friday night they entertain the clubs of Vega High School at the high school gymnasium in the final doubleheader local fans will have an opportunity to witness unless they desire to follow the teams elsewhere.

Saturday night they return games to Happy, and follow next week by winding up their schedule at Canyon Friday night and at Vega Saturday night. The district tournament will be held the following week end in Amarillo, and the Herd is attempting to sprint toward the finish line. The closing home clash will get under way

at 7:30 o'clock with the high flying girls' sextet opening the engagement.

The Whitefaces took it on the chin three times during the past week, while the sextet came through with three more victories. Last Friday night the lassies opened with a low-scoring 20 to 10 victory over Tulla. The Herd dropped a 31 to 12 decision to the Hornets. On Saturday night they journeyed to Dimmitt, the girls to return with a 27-22 win and the boys to lose 27 to 19. Making up a return game with Bovina Tuesday night, the clubs repeated in the same order, the girls winning 32 to 15 and the boys being trounced 35 to 23.

A WANT AD WILL GET THAT FLOW!

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 3, 1905.)

Sam Bratton and Edgar Inmon, affirmative; Alfred Stanley and Elmer Dameron indulged in a school debate. The question, Resolved, that one can receive more benefit from study and meditation, than from travel and observation, was won by the affirmative.

Including 23 from Parmer county, a total of 406 poll tax receipts had been issued, representing a loss of 41 as compared to the preceding year.

An honest confession: "Lost On Thursday, January 26, an empty purse. Finder please return to this office."

The Famous dry goods store advertised 12 bachelor buttons for five cents.

W. B. Phillips of North Draw had been in town buying brick and lumber with which to improve his ranch premises.

Said the Dallas News to the citizen who failed to pay his poll tax: "A voter is a voter who can vote. Who are you?"

(From The Hereford Brand, February 5, 1915.)

Three reels of "The Beginning and End of Creation," together with nine reels of other high class pictures, constituted the Star Theatre program, all for 10 cents.

E. B. Black had transacted business in Texico.

With W. L. Boys, farm demonstrator for Deaf Smith, Castro and Parmer counties, in charge, the Farmers Short

Course held here, had been declared the most successful of any gathering of similar nature ever conducted in Hereford. D. L. McDonald had a prominent place on the program, and cited dozens of instances of profits made by farmers using irrigation, diversification and other modern farming methods.

Hereford was proud of her band. Wm. West was leader, and announcement of a concert was sure to bring good attendance.

Judge L. Gough was home from a three weeks business trip to East Texas.

Mmes. Emmett Cardwell and Leslie Moreman were in Dawn spending the week with Mrs. S. B. Edwards.

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries of July 25, 1936:

For County Judge and Ex-Officio Superintendent County Schools: EARL W. WILSON

For Sheriff, Tax Assessor and Collector: J. C. ALLRED

For County Commissioner, Precinct No. 1: JIM CARROLL
P. J. (Jack) ROSE (Re-election)
S. O. WILSON

For County Commissioner, Precinct No. 4: ERNEST T. (Dick) ALLRED

For County and District Clerk: L. H. FOSTER

For County Treasurer: MRS. BESSIE L. SMITH (Re-election)

Services Held

(Continued from page one)

verton: R. A. Doak, Kim, Colorado; E. E. Doak, San Jon, New Mexico; 17 grand children and seven great grand children; two brothers, R. M. Hill of Silverton and J. R. Hill of Hobart, Oklahoma; one sister, Mrs. Louise (Chesser) of Seminole, Oklahoma, and a number of other relatives.

TERRACE LINES RUN ON H. M. BENEFIELD FARM

A terracing demonstration was given yesterday afternoon on the H. M. Benefield farm 22 miles northwest of Hereford by County Agent Alex R. Bateman, assisted by members of W. M. Emmons' high school vocational agricultural class. Terrace lines were run on 25 acres to be used for row crops. The lines will be finished and terraces constructed after the wheat crop now on the land is harvested.

Mr. Bateman said he plans to run lines at least three days each week. Plans already have been made for lines on 320 acres belonging to Elvey Green, 26 miles west of Hereford, and 300 acres owned by J. T. Glibbreath, Jr., north of Dawn. Numerous other farmers are planning to terrace as soon as they get their wheat off the land.

NOTICE TO VOTERS OF PRECINCT NO. 1:

I hereby announce my candidacy for commissioner of Precinct No. 1 in Deaf Smith county, subject to the Democratic Primary July 25.

Four years ago I announced for this office, but at that time I decided not to make the race, so withdrew. Now I am in the race to stay.

If elected, I will do my best to give you an economical county administration. Because of my wide business experience, I feel I am qualified to hold this office. Your vote and influence will be sincerely appreciated.

S. O. WILSON.

Lightning Traced to the Earth
Tests in Colorado indicate that lightning passes from the earth to clouds and does not originate in the air

Starter and Baby

CHICKS

CUSTOM HATCHING

Hillside Hatchery

8. Main St. Phone 61-W

JOE STROTHER TO PLAY ORGAN RECITAL HERE SOON

Announcement that Joe Strother of Dimmitt will give an organ recital here soon was made this week by Miss Mattie Mae Swisher. He will be assisted by the Hereford Civic Chorus. The date of the recital will be announced next week Miss Swisher said. Mr.

Strother has given several recitals here and is a favorite of local people.

Meanwhile, the Civic Chorus is to begin work Monday night on "Immortality," by Stuits, an Easter cantata. An invitation has been extended to all local singers to be present at the Monday night meeting.

Want Ads

For Sale or Trade

FOR SALE OR TRADE: 1925 Chevrolet two-door sedan. Good running shape. \$50. Inquire at Brand office. 3-3p

FOR SALE: Several thousand bundles of feed, kafir and sorghum, extra good. Tom Carter. 1c

FOR SALE: Good Read winter seed oats, 35 cents bushel in Vernon, Texas. J. E. Yonng, 2303 Paradise Street, Vernon, Tex. 53p

100 TONS of good hegar, cane and kafir bundles. For sale or will trade for hogs or cattle. R. L. Hobbs, Box 57, Muleshoe. Five miles north on Friona road. Will deliver feed anywhere. 5-2p

FOR SALE: Weaning pigs. Inquire at Star Barber Shop. 1p

Wanted

SALESMAN WANTED: If you are ambitious you can make good money with a Rawleigh Route. We help you get started. No capital or experience needed. Steady work for right man. Write Rawleigh's, Box 352-2, Memphis, Tenn. 1p

WANTED: One coal burning brooder, large size and must be in good condition. H. T. Wedel. 1p

WANTED: General housekeeper, experienced with children. Mrs. T. J. Carter. 1c

WANTED TO TRADE: Clear Amarillo property for improved land shallow water. Must be available to electricity. No agents. M. C. Hancock, Box 1446, 520 Parker Street, Amarillo. 4-tfc

Lost and Found

LOST: Small leather case containing two keys. Finder please leave at Brand office and receive reward. 1c

HAT SPECIAL

2 Hats Cleaned and Blocked for \$1.50
Until February 15
FOX CLEANERS & HATTERS

It's Easy To Buy

On the New Commercial Credit Company

6% PLAN

Add actual cost of insurance to the amount to be carried, plus 6 per cent for 12 months, or one-half of 1 per cent for each additional month, and that gives you the total cost.

Allowance on your old car may make the down payment.

Ireland-Beavers Motor Co.

Dodge-Plymouth Sales-Service

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

HAPPY FARMERS

WHY?

Irrigation Is Why

THIRTY-NINE farmers, in the past two and one-half weeks, have assured themselves of happy, prosperous years for this year and every year thereafter because they have purchased complete irrigation plants from PEERLESS under the very favorable terms that are now being offered by this company.

We are so confident in the success of irrigation and the profits that it makes certain, that we have, in the past two and one-half weeks, invested \$75,000 in irrigation in the Panhandle, and expect, before the next sixty days roll around, to invest a total of \$250,000 in the future of irrigation in this country. This also means that PEERLESS is here to stay, to serve these pumps, to assist the farmer in his irrigation problems and to vindicate our faith in the farmer of the Plains, and the surety that irrigation provides.

The Federal Housing Plans, under which these plants are being financed, expires by Act of Congress on April 1, 1936. We have, however, received permission from the Federal Housing Administrator that enables us to accept contracts before that time for delivery afterwards. These extremely favorable terms will not be available after April 1st.

So, if YOU are anxious for irrigation, see PEERLESS promptly! See Mr. Snyder or Mr. Hughes, who will be at the Hilton Hotel, Plainview, every Monday and Tuesday, Hereford on Wednesday, and Hilton Hotel, Lubbock, every Thursday and Friday; and discuss with them your irrigation problems and find out how easy it is to obtain a plant, complete and ready to run, guaranteed by the largest manufacturers of irrigation plants in the United States.

LET PEERLESS SHOW YOU HOW TO PUT "WATER" TO WORK FOR YOU SO THAT YOU CAN BE ASSURED OF CROPS!

Peerless Pump Division

"MAKERS OF PUMPS THAT INSURE WATER"

PANHANDLE OFFICE
POSTOFFICE BOX 452 PLAINVIEW, TEXAS PHONE 927

Just Back From Market With The Last Word in Styles

The Most Beautiful Spring Suits, Coats and Dresses I have ever seen. The smart mannish-type suits are chic. Lovely Field and Stream Print Silks. Dobby Weaves in Suits, also in sheer materials in daytime and street dresses. Shark Skin Suits are plenty good.

—Navy, Leads, Black and White, Gray, Sonnett, Persimmon, Shadow Biege. Leaf Rose.

—See Our Lovely Marinette Knits—\$19.75

—Ladies who appreciate quality will purchase one of our money-saving values in Fall dresses and coats. Not many left but the ideal garment to finish the winter months, at less than wholesale prices. Sizes to fit, 12 to 50. We specialize in the youthful large woman dresses.



FASHION DRESS SHOPPE

ALL NEW STOCK

We have forgotten the merchandise purchased from C. A. Skelton. New stock is arriving daily and the store will be completely restocked for our formal opening.

Watch for Our FORMAL OPENING

OPEN SATURDAY

We shall be open for business Saturday and all next week preceding our formal opening, although the stock will not be complete. Come in and get acquainted.

Announcement Next Week

Formal Opening Saturday, February 15th

With Unusual Introductory Specials!

We invite you to visit our store Saturday, February 15, and to inspect our stock and see how the building has been remodeled. We are located in the old C. A. Skelton store. Attractive specials will be announced next week to encourage this visit. WAIT and WATCH for these specials.

S & E Variety Store

HEREFORD, TEXAS

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

SUMMERFIELD CLUB MEETS WITH MRS. O. B. ROBERSON

The Summerfield Study Club met in a called meeting Thursday, January 30, with a program consisting of two back numbers. Mrs. O. B. Roberson was hostess. Miss Viva May Thomas made of Paul Green and his works at once a fascinating story and an open window upon the character of the Southern negro and his "Po' white trash" neighbor. She characterized Green as the Eugene O'Neill of the South and illustrated their similarities in dramatic instinct and power and in choice of true-to-life material. Green's humor, his mysticism and his use of love and religion as motivating forces were noted. A sketch of his life and a discussion of the folk types in his plays were interesting additions to her number.

"The Happy Mountain," by Marjorie Chapman provided material for an excellent number by Mrs. O. B. Roberson. A careful outline gave the setting and character of the story, the humor and poetry of its language, and its comedy of contrasts. She compared the book to "The Time of Man" and read characteristic passages.

A business meeting followed and plans for the observance of Arbor Day were made to include an all-day meeting at the school house with the planting of the newly laid out park. Millionaire's pie with whipped cream and hot punch was served.

Mr. and Mrs. C. J. Crump of Borger spent the week end here with her parents, Mr. and Mrs. S. L. Walser.

JUNIOR PIONEERS MEET WITH MRS. PATTERSON

The Junior Pioneer Club met Tuesday evening in the home of Mrs. Bessie Patterson with Mrs. Jean Streu assisting hostess. The program on Art in Everyday Life, was directed by Mrs. Lois Moore who also gave the opening number. The importance of Good Taste. She made a practical application of her theme to many phases of everyday life. Mrs. Nora Alice Ray discussed Harmony and Emphasis, applying these qualities to the home and its immediate environment. Proportion and Balance, presented by Mrs. Jimmy Wilson, gave the nice points in home furnishings and decoration which make or mar the beauty of home interiors. Interior Design, given by Mrs. Newell, covered a practical field of design adaptable to any home. The program was comprehensive, informative and interesting.

Following the program, the club presented to its latest bride, Mrs. Nora Alice Ray, a lovely bath mat. The refreshments were attractive, suggesting the season of Saint Valentine with red heart-shaped molds of salad, cheese sandwiches with heart-shaped, open-face centers, and hot tea. Members present were Mrs. Marie Cogdell, Nell Culpepper, Nora Alice Ray, Katherine Kester, Nannie Mae Mauk, Betty Ruth Miller, Lois Moore, Ardelle Morgan, Marguerite Newell, Margaret Schroeter, Irene Johnson, Jimmy Wilson, Monty Johnson, Misses Lueta Borden, Virginia Lillard and the hostesses.

H. C. Baird and daughter, Mary Ann, and Miss Virginia Nix were Amarillo visitors Saturday.

MRS. RALPH SMITH HONORS LONE STAR STUDY CLUB

The Lone Star Study Club enjoyed a pleasant afternoon's study Monday in the home of Mrs. Ralph Smith. The subject, Education in Texas, opened a wide and important field for club consideration and brought, in the various papers and discussions, a most interesting program which was presented as follows:

(a) An Estimate of the Educational Opportunities in Texas Before 1860; (b) The History of Government Aid to Education 1863-1935. Mrs. George LeGrand. (a) The Contribution of Religious Institutions to Education in Texas; (b) Other Private Schools in Texas. Mrs. Ernest Medkoff. The Educational Problem in Texas Today. Mrs. Harold Close. These numbers, brought before the 13 club members present a graphic picture of the development of Texas as educationally, her struggles and her accomplishments in spite of handicaps. A refreshment plate of hot punch with guest cookies was served.

MISSIONARY FROM CONGO VISITS HERE

Dr. E. R. Kellersberger, a Presbyterian missionary who has served 20 years in the Belgian Congo, was the guest of his sister, Mrs. R. Schroeter, Wednesday night and Thursday.

Dr. Kellersberger is making a speaking tour of this country, visiting the larger churches of his denomination in the interest of missionary work. He was enroute from Chicago to Dallas and stopped for a visit with Mrs. Schroeter here and with a brother at Amarillo.

MISS RUTH MARIE MOUNTZ VISITS IN AMARILLO

Miss Ruth Marie Mountz went to Amarillo Wednesday where she was the guest of Miss Marella Myers at a slumber party Wednesday night. Thursday she attended a bridge luncheon given by Miss Evelyn Kennedy in honor of Miss Myers, whose marriage to Clifton Janak, well known baritone singer, has been announced for Sunday, February 9.

MES. SCHROETER ENTERTAIN WITH DINNER

Mr. and Mrs. A. J. Schroeter and Mrs. R. Schroeter entertained with a six o'clock dinner Thursday evening, January 30, the occasion honoring Mrs. Schroeter's brother, Dr. E. R. Kellersberger. Other guests were Mr. and Mrs. H. B. Kellersberger and daughter, Martha, of Amarillo, Mr. and Mrs. A. O. Thompson, Misses Ruby Thompson and Kathleen Wade, Alex. J. and Paul Bryan Schroeter.

MRS. BIGGS ENTERTAINS SUNDAY SCHOOL CLASS

The regular monthly meeting of the Kincaid Class of the First Baptist Sunday school was held Tuesday afternoon at the home of Mrs. John H. Biggs. A short business session was followed by a social afternoon with games and informal entertainment. Refreshments of apple brown betty, cheese wafers and cocoa were served to Mrs. O. T. Williams, teacher; Meses. Aubrey Daniels, A. R. Posey, W. A. Lockingbill, Roy Manning, F. H. Rositter, John Strickland and James Morman, members; Meses. J. L. Wumble, J. L. Richardson and George McConnell, guests.

Hereford to Feed

(Continued from page one)

the schools Monday and found children who are going to school without a bite to eat for lunch. Some have only one biscuit. The Red Cross already is providing milk, she said, but that is not enough.

At a meeting last night, at which a total of about 12 civic and civil organizations, clubs and churches were represented, the Red Cross was designated as the organization to start feeding children at Central School Monday. Mrs. Cockrell was chosen as superintendent of the project. About 50 children are in need of noon-day meals, and the organization faces the difficulty of preventing others from taking advantage of this opportunity when they are not in absolute need.

Mrs. Dyalitha Brady reported that labor probably could be obtained through the NYA, thereby taking care of the work. It is estimated that the lunches can be served for about five cents each. Although several groups are co-operating, additional funds must be raised to carry on this work and to prevent children from going hungry. It is up to the people of Hereford to provide these funds. Direct donations may be made to the Red Cross. The money so designated will be kept in a separate fund and will be used for no other purpose. In addition, milk bottles will be placed on different counters in town to receive donations of small change, all of which will help.

Soil Conservation

(Continued from page one)

secure the WPA allotment for the north-south road project through Hereford. Money for this project was made available several weeks ago, but the county was unable to provide men from relief rolls to begin the work. It is understood that the money has been turned back for re-allotment, and it may be a week or 10 days, Judge Stewart thought Monday, before any definite information is received. When the money is obtained, however, it is believed that conservation officials will be instructed to release about 16 men who were formerly on relief rolls to the WPA project and to fill their places with other employment.

O. T. Williams, head of the conservation demonstration, Thursday afternoon received a letter from A. W. Fanning, regional business manager of the conservation service at Amarillo, which had been sent to him by J. E. Jackson, assistant director, division of employment, San Antonio, which announced opening up of the work.

Authorized by WPA
The letter stated that WPA "authorized the Soil Conservation

Service to employ persons on soil conservation projects who were certified for assignments to work by the United States Employment Service, providing that preference in the employment of persons certified by the service should be given, when they are qualified, to persons from the public relief rolls, and to those persons certified to the United States Employment Service who have occupied the status of rural rehabilitation clients some time during the period from May 1 to November 1, 1935."

Mr. Fanning suggested that Mr. Williams "please contact Mr. Irwin's office and work out the details in connection with the reaching of your quota immediately". A. G. Irwin is director of the National Reemployment Service. He was here Saturday morning to sign up the men for this work.

Rev. Rex Ray, missionary to China, at present home on furlough, preached both morning and evening at the First Baptist church. His sermon Monday evening was illustrated with moving pictures showing scenes of his work and its development in China. This service preceded the musical program presented by Mrs. George.



A New Wave —

the first sign of Spring!

By now, we'll wager winter's gotten into your hair pretty thoroughly—your hair is apt to be dry and heavy from indoor life. Let spring return to your hair—as well as your heart—by having some steam oil treatments to get your hair in shape for that, new permanent. It will put all the freshness and softness of spring breezes into your tresses.

Introducing our new operator
MISS BEATRICE LAWRENCE
Who will be happy to serve you at all times.

The Mode Beauty Shop

EX - SERVICE MEN

When Your Are Ready to

BUY

A New Automobile Investigate Our


and Safety

Plan

We will accept your Bonds on any new or used car in stock.

Hereford Motor Co.

Our Food Values are the Talk of the Town!



Shop At Furr Food Friday, Saturday and Monday!

COFFEE	BREAK O' MORN, Lb	15c
COCOA	Hershey's, 1-pound can	12c
BAKING CHOCOLATE	Hershey's, 1/2-pound bar	9c
KELLOGGS'	Pep or Rice Krispies	15c
OVALTINE	Ideal for Convalescents & Children	31c
TOMATOES	Three No. 2 cans	20c
CRYSTAL WHITE SOAP	5 GIANT Bars	19c
	5-POUND Box	34c
CORN	Standard quality, 3 No. 2 cans	25c
PUMPKIN	Van Camp's, 2 No. 2 1/2 cans	29c
BEANS, Mexican Style	Van Camp's, 2 No. 1 tall cans	15c
SALMON	Pink Alaska, 2 tall cans	23c
SKINNER'S	Egg Noodles, Macaroni, Spaghetti	15c
	Two packages	23c
CAKE FLOUR	BISQUICK	
SOFTASILK	Large package	25c
	LARGE Package	33c
LIBBY'S SELECTED BARGAINS		
KRAUT	Libby's, three No. 2 1/2 cans	25c
CORN, Libby's Fancy	Country Gentleman, 2 No. 2 cans	25c
TOMATO JUICE	Libby's, three-tall cans	23c
PEACHES	Libby's, No. 2 1/2 can	15c
SPINACH	Libby's, No. 2 1/2 can	15c
BARTLETT PEARS	Libby's, No. 2 1/2 can	21c
PRESERVES, Libby's	Assorted flavors, No. 5 tin	69c

MEAT



- STEAK Choice Baby Beef, round lb **19c**
- HAM, Armour's Star Half or whole, lb **26c**
- CREAM CHEESE Longhorn, lb **19c**
- FRESH OYSTERS Pint **30c**
- OLEOMARGARINE Red Rose, 2 lbs **35c**
- CHILI BRICK Home made, lb **18c**

FRESH FRUITS
The Cheapest of the Season



Fancy Washington WINESAPS Any Size **39c** Peck

- GRAPEFRUIT, Juicy and Seedless, lg size, 3 for **10c**
- LETTUCE Large, firm heads, 2 for **9c**
- BANANAS—The Best in Town at the Lowest Price! **11c**
- SPUDS Home Grown, red, 10 **11c**

WE DELIVER

PHONE 74

Health Service
 MANOLOGY CHIROPRACTIC
 COLON IRRIGATION MINERAL BATHS
Dr. R. E. Perkins
 Phone 246. 710 N. Main St.

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

BRIDGE-SHOWER HONORS MRS. LILBURN RAY

Hostesses of a prettily appointed bridge-shower given Thursday afternoon were Meses Charles Hardwick and Emmett Milburn, the occasion honoring Mrs. Lilburn Ray whose marriage was an event of recent date.

Being a kitchen shower and one designed to add to the furnishings of a dainty, bride-blue kitchen the decorative scheme carried out by the hostesses featured this chosen color. It was made use of in the clever gift presentation when all the daintily wrapped packages tied with blue were heaped high within a large, inverted cake cover of blue and carried to the bride as tallies were distributed. The "tray" was very attractive, centered with a dishmop doll and having its edge fringed with a gay circle of clothespin dolls with glittering copper curls and smiling faces. The clothespins were found to attach the tallies whose reverse sides of blue cellophane charmingly held the color note.

Enjoying the gifts with the bride provided a pleasant half hour and added zest to the games which followed. Both high score and traveling prizes were presented to the honoree. Following the games, a page of "wisdom" for a bride was given to Mrs. Ray, who entertained the group by reading the lines. A delicious refreshment course included orange cake with whipped cream and coffee. Guests of the afternoon were Meses Lilburn Ray, Johnny Vines, Cal Harvey, Owen Miller, Charles Newell, Ed Mauk, Orland Wilson, Major Schroeter, Lois Moore, Sherman Morgan, Wilda Womble, Lois Moore, Misses Inez Easter, Ruth Marie Mountz, Virginia Lillard, Genevieve Eberle.

Mrs. A. Peterson has as house guests in her home, her sister, Mrs. Doris Crawford and her niece, Miss Kathleen Crawford, both of Denver, Colorado.

Try First to Buy in Hereford.

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 membranes 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.)

DISCUSSION GROUP STUDIES POWER OF THOUGHT

The Discussion Group spent an hour Friday evening in the interesting environment of a scientific approach to a study of the power of thought. Mr. Cottingham, continuing last week's discussion, spoke authoritatively, inasmuch as he confined his presentation to facts brought out and attested by the best and latest research of science in this comparatively new field. His method was to quote rather than to interpret.

Alexis Carrell's book, "Man, the Unknown," was an interesting contributing source. Experiments carried on by the Scientific American, by Upton Sinclair and others were also used, all combining to place a valuable fund of information before the group and demanding a further continuance of the study. Mr. Cottingham consented to conduct the discussion at this week's meeting.

LUNCHEON BRIDGE CLUB MEETS WITH MRS. WAYLAND

The Luncheon Bridge Club enjoyed its regular meeting Wednesday with Mrs. Jack Wayland as hostess.

The one o'clock covered-dish luncheon with its attractive menu and pleasant association was a fitting introduction to an enjoyable afternoon of bridge. The menu included baked chicken with gravy, mashed potatoes, asparagus, salad, hot rolls and lemon pie. In the games, high score prize went to Mrs. Oscar Easley.

Playing were Meses Alton Fraser, Bill Davis, J. C. McCracken, B. M. Wiltshire, Oscar Easley, C. C. Rockwell, Lee Morgan and Jimmie Witherspoon. Mrs. T. H. Coursey was a luncheon guest.

CHRISTIAN ENDEAVOR DAY OBSERVED

Christian Endeavor Day was observed by the YPSCE of the Christian church Sunday evening by the staging of a one-act play titled "At the Door." The play was directed by Miss Elinor Pierle who has charge of the Endeavor group. The brief drama carried a forceful message which was attractively presented by the youthful players. The play preceded the Sunday evening church services.

MRS. A. O. THOMPSON HOSTESS TO MUSIC CLUB

The Music Study Club was welcomed to the home of Mrs. A. O. Thompson Monday afternoon where the study was an interpretation of American Music in representative numbers chosen by the club. Two back numbers, "March from Tannhauser" and "The Floods of Spring," were enjoyable additions to the scheduled program.

"When Dawn and Sunset Meet," Licurance, with Meses Hales, McCracken, Dameron and Miss Pitman singing, and Mrs. Hendrix playing the violin accompaniment, opened the regular program. Other numbers were "Wind in the Willows," Adams, Mrs. Parker. "Wind Song," Rogers, Mrs. A. O. Thompson; "Royal Welch Fusiliers," Sousa, Meses Snyder, Gilbreath; "To a Butterfly," Powell, Mrs. Wiltshire; "Marigolds," Kiernm, Mrs. Fox.

JOLLY FEMMES CLUB ENTERTAIN HUSBANDS

Mrs. Bill Gentry was hostess to the members of the Jolly Femmes Club and their husbands Thursday evening, happily combining the regular club meeting with a birthday party which celebrated the birthday of Mr. Gentry.

The pleasant affair was held at the home of Mrs. Charles Jowell, Mrs. Gentry's mother, with bridge as the diversion of the evening. High score prize was won by Mrs. Buddy Sowell. At the conclusion of the games, the guests were called to the dining room where a beautiful birthday cake—a tall white angel food iced in white and bearing lighted candles—centered the attractively appointed table. With all the jolly old-time ceremony, the candles were extinguished, the cake cut and added to an attractive refreshment plate of cream cheese sandwiches, home-made peach pickles, devil's food cake and coffee.

The party was enjoyed by Meses and Meses Arnold Long, Vernon Gilliland, Dick Bradley, Mack Bainum, Buddy Sowell, Fred Bailey, Ralph Webb, Bob and Bill Gentry, Miss Ruth Houston and Mrs. Charles Jowell, guests of the club. At a brief business meeting held prior to the games, plans were completed for a valentine party to be given at an early date.

CHORAL CLUB GIVES TWO PROGRAMS SUNDAY

The Choral Club, directed by Mrs. Ardelle S. George, a group of about 25 persons which includes a number of her voice pupils here and in Amarillo, and Clovis, N. M., gave an hour of music for the vesper service at Central Presbyterian church in Amarillo Sunday afternoon at 5 o'clock. Returning to Hereford, they presented the same program at the First Baptist church Sunday evening at 8 o'clock. Services at the Methodist church and the program was given church was dismissed and the program was given an excellent hearing.

The group personnel was as follows: Director, Mrs. George; violinist, Ralph Smith; accompanists, Meses Margaret Schroeter and Alsup of Clovis; sopranos, Meses Genevieve Eberle, Ruby Thompson, Syble Smith, Amarillo, Catherine Wade; Meses Homer Fox, O. T. Williams, J. E. Beyer; altos, Meses A. O. Thompson, L. D. Stith, Amarillo, LaVerna Harman, Joe Shields, Amarillo; tenors, O. T. Williams, J. E. Beyer, J. H. Lawson, J. B. Nolan, R. Schultz; basses, L. A. Smith, Amarillo, L. N. George, J. H. Brooks, Byron George, Dr. Thomas Jones, Clovis.

Day Is Dying in the West" was played as a professional for the entrance of the surplised choir, Harrington's "Invocation Sentence" was sung and this, with scripture reading by Rev. Rex Ray and prayer by Rev. Willett, opened the program.

Soloists were Meses Genevieve Eberle, Ruby Thompson; Meses L. D. Stith, Homer Fox, Mr. J. H. Lawson, Dr. Thomas Jones. Among the solos were interspersed a men's chorus, mixed quartet and anthems. "The recessional" was "A Perfect Day," sung by Mrs. George with violin and piano accompaniment. A benediction pronounced by Rev. Ray concluded a program declared by many who heard it to have been a musical treat and spiritual uplift.

MISS PEGGY MITCHELL K. M. ALLRED MARRIED

Announcement is made of the marriage January 18 of Miss Peggy Mitchell, daughter of Mr. and Mrs. Joe Mitchell, of Hereford, to Mr. R. M. Allred, Jr., also formerly of Hereford. The couple was married at the home of the groom's parents, Mr. and Mrs. R. M. Allred, of Amarillo.

Both of these young people are well known here. The bride was formerly secretary of the chamber of commerce and did much other secretarial work. She was employed in handling the wheat loans here at the time of her appointment to Dallas where she was at the time of her marriage. The groom was for several years in business here with his father, later operating the Phillips filling station on Third Street. They are making their home in Borger.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

Progressive News

BY OLIVE PERKINS
 Mr. and Mrs. Joe Kendall and daughters visited in the C. P. Caldwell home Sunday.

Mrs. Horace Hershey and sons left for their home in Springfield, Colorado, after a few days visit with Mr. and Mrs. Ray Hershey. Mr. and Mrs. Frank Givan called in the Perkins home Sunday afternoon.

Arnold Hershey visited home folks here last week.

Literary will meet next Friday night.

Mr. and Mrs. Jeff Roberson and sons spent last Sunday with Mr. and Mrs. C. P. Caldwell.

Mr. and Mrs. Jim Park and Miss Lucille and Ralph Arsenaux were dinner guests of Mr. and Mrs. Ray Hershey Sunday.

Miss Ira Jean Ricketts stayed Saturday night with Odessa Cockrell.

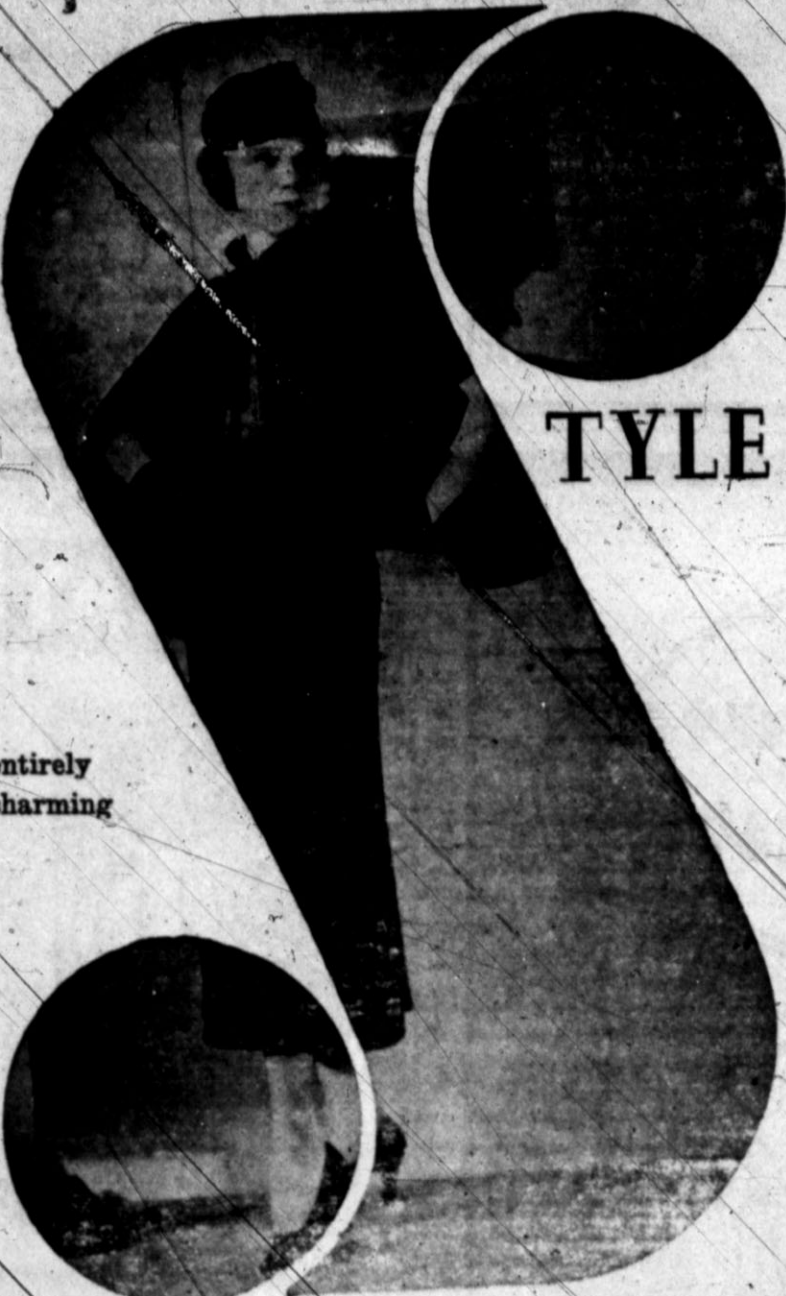
WARNING ! ! ! !

Sourpusses . . . deadpans . . . meanies and gloom - spreaders (professional mourners and house - haunTERS included) we defy you to sit through the Marx Brothers film "A Night at the Opera" without laughing, and warn you that if a good laugh will crack your face or cause you any pain, then see this laugh show at your own risk.

"A Night at the Opera" —the funniest picture the Marx Brothers ever made—will be shown soon at the Star Theatre.

Try the Hereford merchants before going elsewhere to buy.

CAPITAL...when it's a question of



TYLE

entirely charming

UNERRINGLY SMART

—showing a new force of designing—This is one of our many new dresses that are being specially priced

Fifteen Dollars

'FASHIONS WITH A FUTURE'

POPULAR STORE



FEBRUARY 12th

A DATE TO REMEMBER

On the twelfth of February, the nation honors the memory of one of its greatest sons, Lincoln. Recalled again are his homely, simple virtues, his tenacity of purpose, his dauntless honesty. It is good to meditate upon these qualities, to set Lincoln's life before us as an example worthy of following. This Bank subscribes whole heartedly to Lincoln's principles, to his ideals. You, too, will find inspiration in his splendid career.



First State Bank

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

INSTANT SERVICE

You will find us ever ready to give you instant service on TEXACO gas, oils and greases.

Texas Service Station

Glenn Snyder

Fox Cleaners AND HATTERS

HOMER FOX

Phone 111 In by 3, Out by 6
 -We Meet All Advertised Prices In Hereford-

SAFE, SURE, WISE

—is the feeling of those who have the protection in dependable policies.
 DO NOT DELAY!
 PHONE 273

M'LEAN INSURANCE AGENCY

Controlled Heat for Your Home — Large or Small



A New Forced Air Gas Furnace

New Low Rate

—provides substantial savings to customers.
 —MINIMUM BILL also reduced.
 —Natural Gas is lowest in cost of all practical fuels.

HEAT and ventilation in winter; fresh air in summer; healthful atmosphere during all seasons . . . are yours with a new, scientific Forced Air Heating Unit.

This ultra-modern type of gas furnace requires no basement installation. It can be housed in a closet or may occupy an out-of-the-way corner of the service porch. Acquaint yourself with its year-round usefulness. Observe its compact, modern construction.

Your dealer or your Gas Company will be glad to answer your questions about this heater.

West Texas Gas Company

GOOD GAS WITH DEPENDABLE SERVICE

SPECULATORS INTERESTED IN TEXAS DURING MEXICAN WAR; PUSH COLONIZATION SCHEMES

(Note: This is one of a series of articles reproducing "A Guide to Emigrants," by Arthur Ikin, Texian consul from England, published in 1841. One of the few copies of this volume extant in found in the rare book division of the Texas Collection in the University of Texas Library.)

Colonization schemes sponsored by Anglo-Americans, in the vanguard of whom were Lewis and Clark, were next chronicled by Arthur Ikin, Englishman who represented his country as consul in the new Texas republic. Ikin's little volume, of which only a few known copies are in existence, one of which is in the University of Texas Library, was sub-titled "A Guide to Emigrants," and had for its purpose the attraction of English settlers to Texas.

In his history of Texas, after treating briefly the French and Spanish invasions and the Indian depredations on the white man, he turned to trace the early Anglo-American influx, and to outline the early phases of the Texas rebellion against Mexican dominance.

He wrote as follows: "Throughout the protracted struggle for Mexican independence, the province of Texas excited, from time to time, much interest among the northern republicans, owing to the enthusiastic descriptions of travellers, the attractive schemes of speculators, and the daring, though abortive, attempts of one or two adventurers. The well-known travellers, Lewis and Clark, were among the first to hold out to their countrymen alluring pictures of Texas. They say, 'The whole of these prairies are represented to be composed of the richest and most fertile soil. The most luxuriant and excellent herbage

covers the earth, interspersed with millions of flowers and flowering shrubs of the most ornamental kinds. Those who have viewed only a skirt of these prairies speak of them with enthusiasm, as if it were only there that nature was to be found truly perfect. They declare that the fertility and beauty of the rising grounds, the extreme richness of the vales, the coolness and excellent quality of the water, found in every valley, the salubrity of the atmosphere, and above all, the grandeur of the enchanting landscape which this country presents, inspire the soul with sensations not to be felt in any other region of the globe.

"On the consummation of Mexican independence, Texas was, in conjunction with the adjoining province of Coahuila, constituted one of the federal states; and a plan, contemplated in the last days of Spanish dominion, for the colonization of the territory, by the offering, through the agency of government contractors, or 'empresarios,' donations of land to foreign settlers, was fully adopted. 'The Americans were the only people who availed themselves extensively of this invitation. In 1821 they commenced, under the judicious direction of the empresario, Colonel Austin, (whose name is thus identified with the earliest Anglo-American settlement of the country,) a colony which subsequently became very prosperous.

"Numerous other colonies were gradually formed; and after overcoming the obstacles which must attend the first settlement of new countries, even under the most favorable auspices, the settlers found little to complain of under their new government, except the intolerance which compelled them to profess the Roman Catholic religion, and the inconvenience to which their local interests were

subjected, owing to the seat of government and of justice being fixed at a great distance, in the province of Coahuila, and under the control of ignorant Mexicans, who neither understood nor respected political rights.

"These evils, however, as the colonists were far removed from the scenes of anarchy which distracted the interior of the republic, might have been long borne had not Mexico proceeded to inflict great grievances.

"On the pretext of a trifling insurrection, got up in 1826, by some obscure adventurers, in connection with Indians, and promptly and effectually suppressed by the Texian settlers themselves, the supreme government quartered on the country large bodies of military, who committed many acts of insolent license, and whose commanders, in several instances, interfered in an arbitrary manner with the municipal rights of the settlers, and, in some cases, with even their personal freedom. (Note—As this insurrection, commonly called the Fredonia scheme, affords the only excuse for the fatal change of policy Mexico soon adopted towards Texas, it is of some consequence to ascertain if there were any real grounds for impugning it to the Texian settlers generally. As already stated, it was they who put the insurrection down; a fact generally known, and further proved by the very interesting and voluminous correspondence of General Wavell with Austin, Milam and other leading Texians, with whom he was at the time engaged in extensive projects of colonization—projects constantly opposed and constricted by the jealousy and injustice of the authorities.

"From these papers, especially those written in 1822-3, and from others subsequently written for the information of the British government, the writer has obtained many interesting details respecting this portion of Mexican and Texian history, with which no other individual in Europe is perhaps so well acquainted as General Wavell. That gentleman deserves the credit of having, from the very earliest period, urged that the only safe and wise policy of Mexico—unable to control even the population of her own capital—was most carefully to avoid giving cause of offence to the population of the remote provinces and more especially as regards Texas; that the only mode of rendering it an integral and valuable part of the Mexican republic was to pursue the most just and liberal policy towards it.)

"About the same time, the intrigues of the diplomatic agent of the United States, in Mexico, for the purchase of the province, still further aroused the national jealousy, and induced the authorities to persevere in their vexatious and shortsighted policy, until the feelings of the first settlers, who in the language of Austin, would have been, 'if treated with justice, true as steel to Mexico,' were not only alienated but highly exasperated.

"Under this state of things, several petty collisions took place between some of the people and the military, in which the former were invariably successful; until in October, 1832, they formed a Convention, and in a memorial addressed to the supreme government respectfully set forth their various grievances, asserted their capacity for self-government, showed how their interests were sacrificed to those of Coahuila, and requested the separate state rights which had been originally promised them.

"While the Texians were thus employed, the intriguing Mexican general, Santana, backed by the army and priesthood, was in the capital busily engaged in a conspiracy, the aim of which was the total overthrow of the Federal Constitution, and the state rights for which petitioners prayed, and the inviolability of which they, in common with every other Mexican citizen, had, on taking the oath of citizenship, sworn to defend.

"After illegally dissolving the General Congress, Santana procured the sanction of an unconventionally convened Assembly. The militia, the only remaining check on the army, was abolished and a central government, or rather military dictatorship, consummated. Several Mexican states rose, however, in arms against this usurpation; and while Santana was en-

gaged in coercing them, he sent General Cos into Texas, where he anticipated opposition, at the head of 1,300 men.

"It was not until Cos had actually proceeded to disarm and imprison numerous citizens, and all the terrors of military rule were impending over them, that in solemn convention the Texians deliberately resolved to take arms in defence of the constitution. Their whole population did not amount to 30,000 when they decided on this bold and irrevocable step. Uniting their small volunteer companies under Austin, they, however, immediately proceeded to attack Cos in the fortified city of Bexar; and, though far inferior in numbers, after several days' severe fighting, stormed the city and obliged him to capitulate in the adjacent fort of the Alamo, which he did on the condition of evacuating the province, with all his troops. Thus successfully terminated the first campaign, and not a Mexican soldier remained within the borders of Texas; when Santana, flushed with his bloody victories over the patriots of the other states, resolved to proceed there, not simply to re-establish his authority, or chastise the refractory, but with the avowed purpose of destroying the American settlements."

SUMMER TERM AT TEXAS TECH TO START JUNE 9

Summer session at Texas Technological college will begin with registration June 9. Classes will meet for the first time the next day. The first term of the summer session will close July 18 and the second term registration begin July 20. August 26 will be the closing date of the second term. The August commencement exercises will be held the 25th.

A WANT AD WILL GET THAT PLOW!

COURTHOUSE RECORDS

January Warranty Deeds.

Sudde E. Hunter and husband to Lena R. Maples, lots 4 and 5, block 49, original town.
Emma Jackson to John Wm. Jackson, Jr., N½ of N½ W. Davis tract, Capitol League No. 425.

C. L. Morris and wife to Hattie J. Joss, W½ section 44, block K-7.
Bessie C. Abernathy and husband to Bessie C. Abernathy and R. Hovey Tensman, trustees, 5,440 acres out of Capitol League Nos. 374, 396, 413, 414, 415, 420, 421 and 442.

Thos. J. Collins and Jalia E. Collins to Robert Collins, 3-20. Interest in E½ section 80, block K-7.
W. H. Fuqua, Inc., to Joe Friemel, section 32, block K-6.

J. W. Bennett and wife to T. L. Ferguson, section 82, block K-3.

Bradford Spencer, Earl Spencer and Marvin Spencer to Jack Spencer, SE¼ section 48, block K-7.

L. O. Street and wife to C. M. Humphries, section 8, township 5.

Henry R. Kidd and wife to Lillian B. Biggs, section 14, block K-3.

J. L. Taylor and wife to L. A. Reed, lots 7 and 8, block 29, Whitehead addition.

James L. Givan and wife to Frank E. Givan, S½ and NW¼ section 7, township 3.

Mary D. Stovall and husband to First National Bank of Amarillo, NW¼ section 28, township 3.

New Car Registrations.

A. T. Jones, Chevrolet truck, Brumley Chevrolet Co.

A. A. Crow, Friona, Dodge pickup, Ireland-Beavers Motor Co.

Ralph Sears, Ford truck, Hereford Motor Co.

E. W. Womble, Chevrolet pickup, Brumley Chevrolet Co.

W. P. Andrews, Amarillo, Chev-

Another Amateur Contest.

The Junior Band Mothers are

rolet master coach, Brumley Chevrolet Co.

R. Friemel, master Chevrolet town sedan, Brumley Chevrolet Co.
M. T. Hanks, Black, Ford turdor, Hereford Motor Co.

again sponsoring an Amateur Contest Thursday night, February 27, at the high school auditorium at 7:30 o'clock. Prizes awarded will be \$7.50, \$5 and \$2.50. Anyone desiring to make the entry should either call or see Mrs. Harold Close. Admission to the public will be adults 20 cents and children 10 cents.

Classified Ads

Are Little Workmen Who Pay Big Dividends

At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

THREE INSERTIONS For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or, sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE Hereford Brand

Brooks' DRUGS

PHONE 99 HEREFORD TEXAS

Specials for Friday and Saturday

Hot Chocolate A Real Treat 10c	Malt and 15c Sandwich Both 25c	A Real Banana Split 3 Dips 13c
Cod Liver Oil 39c	Hot Water Bottle 49c	Tooth Brush 39c
Woolized Milk of Magnesia 33c		

FEBRUARY 14th VALENTINE

We have a New Assortment of VALENTINES, with Envelopes
1c to 25c

Bromo Seltzer 41c	VALENTINE CANDY KING'S Better Candy, Priced from 50c to \$3.00 Others From 59c to \$2.35	Milk of Magnesia Tooth Paste 2 Tubes 39c
Playing Cards 27c	Caldwell's 60c Syrup of Pepsin 41c	Cod Liver Oil Tablets 57c
KOLYNOS Tooth Paste 33c	HIND'S CREAM 34c	EGG & OIL SHAMPOO 37c
Zerbst Cold Caps, 25c Size 17c	VICK'S VAPOR-RUB 51c	RUFFMADE CHOCOLATES 39c
Bromo Quinine, 35c Size 27c	Aspirin Tablets 33c	
BAUME BENQUE 49c		

Orto TOOTH PASTE 2 Tubes 29c	No-Vel SANITARY NAPKINS Box of 12 2 BOXES 27c	Valentine HAIR TONE 6-oz. Size 39c
------------------------------------	--	--

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

NEW CHEVROLET FOR 1936



"and it's the only complete car that sells at such low prices!"

Think of all the good things you get in the new Chevrolet, and don't get anywhere else at Chevrolet prices, and you will readily understand why people call this the only complete low-priced car.

It's the only low-priced car with New Perfected Hydraulic Brakes, which are essential to maximum driving safety—

The only low-priced car with the Gliding Knee-Action Ride*, which brings you comfort and safety beyond compare—

The only low-priced car with Solid Steel one-piece Turret Top, Genuine Fisher No Draft Ventilation, High-Compression Valve-in-Head Engine and Shockproof Steering*—all of which are essential to complete motoring satisfaction.

Good judgment says, Buy a new 1936 Chevrolet—the only complete low-priced car.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

NEW MONEY-SAVING G. M. A. C. TIME PAYMENT PLAN
Compare Chevrolet's low delivered prices and low monthly payments.

6%

GENUINE FISHER NO DRAFT VENTILATION IN NEW TURRET TOP BODIES
the most beautiful and comfortable bodies ever created for a low-priced car

SHOCKPROOF STEERING*
making driving easier and safer than ever before

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES
\$495
AND UP. List price of New Standard Coupe at Flint, Michigan. With bumpers, spare tire and tire lock, the list price is \$520 additional. *Knee-Action on Master Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. A General Motors Value.

The only complete low-priced car
Brumley Chevrolet Co.
HEREFORD, TEXAS

Frio News Items

BY MRS. W. A. SPRINGER
Several pupils are out of school with mumps, among whom are Dorothy Mobley, Gwendolyn Springer and Waylor Schwartz.
Mr. and Mrs. Cecil Hyatt and Paul Hyatt of Dimmitt visited Miss Koma Hyatt in the Allman home Sunday.
Mrs. Jodie Benson returned home

Friday after spending several days with Mrs. M. A. Springer in Amarillo.
D. H. Allman left Sunday for Albuquerque, N. M., where he went for treatment in a hospital.
Rev. Lansdown spent Sunday in the J. B. Harlin home.
Attending the lecture by Rev. Ray in Hereford Sunday evening were Owen Andrew and family, J. B. Harlin and family, Mrs. H. M. Mobley, Mrs. D. H. Allman and

family, C. L. and Frederick Oglesby and Miss Koma Hyatt.
Jim Bagwell and family, D. H. Allman and family spent Sunday in the Paul Williams home.
Mr. and Mrs. W. A. Springer spent last Tuesday in Amarillo.
Mr. and Mrs. Elmer Jones returned home from Amarillo with their baby. The baby had been under a doctor's care and is greatly improved.
Messrs. and Mmes. T. L. Sparkman and Andrew Gilliam spent last Sunday in the Mrs. M. A. Springer home in Amarillo.

PELLEGRA TAKES TOLL IN TEXAS EVERY YEAR

Pellegra, while not a communicable disease, is of concern to the State Department of Health as many people die of it each year in Texas. Pellegra is a disease that is caused by the lack of proper foods. It comes on slowly and may not be recognized until the victim begins to have a sore mouth, stomach trouble and reddening and scaling of the skin. When these symptoms appear, the disease has been present for some time, stated Dr. John W. Brown, state health officer.

The longer a person has pellegra the harder it is to cure, so one should be on the lookout for the early symptoms, such as nervousness, indigestion and burning of feet and hands. The disease may become so severe as to affect the mind.

Pellegra is not contagious. As long as a person eats enough of the right kind of food and is not otherwise diseased, he is in no danger, even if he lives with a pellegra patient.

The prevention of pellegra depends upon eating the right kind of food at all times. To make sure that the diet is right, it should always include plenty of milk daily, some fresh meat, and as many fresh vegetables as possible. Tomatoes, whole wheat products, salmon, brewer's yeast, and fresh fruits are especially valuable. Having provided these essentials of a proper diet, the rest may be arranged according to family and personal likes. In this way pellegra may be avoided.

Contest Winners Proving Age Is Difficult Task of Pensioners

One month—and the grand prize picked from the 20 leading answers to the Jumbled Word Contest! The grand prize of one full week's pass to the Star Theatre goes to Mrs. G. H. Hamm whose following sentence was adjudged the best of the month: "A housewife with a destructive determination to register socially but without the convenience of a complete genuine family tree got a shampoo and an all-purpose valet to sweep the warehouse."

Winners of last week's contest are also lucky. They will receive two guest tickets each to see one of the best and funniest musical comedies to come to the screen this season. It is "Collegiate," which will be shown at the Star Theatre at the midnight preview Saturday night, and on Sunday, Monday and Tuesday, and starring Joe Penner and Jack Oakie, with Frances Langford, Ned Sparks and Betty Grable and a hundred beauties in Oakie's "charm school." The following winners can call at the Star Theatre ticket window for their guest tickets: Mrs. J. W. Spradley, Barbara Buckner, Mrs. Homer Barnes, Mrs. O. T. Williams and William A. Hacker.

Approximately 50 contestants sent in their entries. One was received from Canyon, the farthest point to be represented. The contest editor wishes to call everyone's attention to the fact that rules state that words must be used in their true meaning. Several entries have been voided because the words are used in some other manner such as the name of a company or simply as words in a series that are used without meaning.

Jack Cartwright left Saturday for his home in Los Angeles. Mrs. Cartwright and baby will spend several weeks longer here with her mother, Mrs. John E. Miller.

ANOTHER GRID TROPHY IS RECEIVED BY HERD

Echoes from last fall's football season sounded again this week with receipt by the high school of a silver football trophy emblematic of their runner-up position in the regional race. The trophy was a gift from the Plainview Chamber of Commerce and bore the inscription: "Region 1, Runner-up, 1935. Matador 10, Hereford 14." The regional championship game was played in Plainview. A full size trophy was presented the Matador school.

Following mid-term examinations, honor sweaters were ordered for the 15 lettermen. The sweaters are slip-overs with "V" necks and are in maroon with chenille letters of maroon trimmed in white. Honor sweaters are awarded after mid-term to lettermen who pass the required number of subjects.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
Lots of cold winds with some sand blowing prevail here.

Snow about four inches deep fell here January 29.

There will be an agricultural meeting at Sims school house Friday night, February 7.

Willie Kilever and Olaf Bohannan were in Hereford Saturday. John Morris went to Amarillo Monday.

Ray Chapman has gone to Tucumcari to work.

N. O. Phillips was in Amarillo Friday.

J. M. Chapman and family were shoppers in Hereford Saturday.

H. A. Freeman and J. M. Chapman celebrated their birthdays January 26 with a dinner in the Freeman home.

Mr. and Mrs. Floyd West and baby went to Laketon last week.

MANY COLLECTORS SEEK 1st CENTENNIAL STAMP

For the second time within four months Gonzales will be the scene of much Centennial activity when several hundred stamp collectors flock to Gonzales March 2, the probable date for the sale of the first Texas Centennial stamp. Post-office officials have indicated that March 2, Texas Independence Day, will be a fitting time to release the new issue, and it is likely that Gonzales, the "Lexington of Texas" will be the sale site.

The first stamp of the new issue will be sold to Governor James V. Alfred, who will affix it to a letter from Postmaster James A. Farley addressed to the President. Incidentally the President is a philatelist himself.

It is estimated that some 200,000 letters will be posted at Gonzales on the first day the stamps are put on sale. On the following day they will be on sale in other postoffices.

It is said by philatelists that the "first day cover" of a cancellation has from 10 to 20 times the value to stamp collectors of those mailed on later dates.

Month Remains For Entry In Essay Contest

Sixteen cash prizes totaling \$1500 will be awarded the state winners in the Woodul Historical Essay Writing Contest being sponsored by the state headquarters of the Texas Centennial Celebrations. This contest is open to all public, private and parochial schools in the state.

Only one month remains for students to prepare their entries for the first elimination will be held within each school during the first week in March.

Subjects for this contest are to be drawn from the history of the county in which the student now lives. The essays will deal with those phases of county development which are ordinarily not included in recorded history. These topics are being gleaned by students from old newspaper files, public records, diaries, letters and interviews with living pioneers.

Second eliminations will be conducted by County Centennial Advisory Boards early in April, and the winning essays in the four divisions will be submitted by this board to the state finals not later than May 1. State winners will be announced after May 15.

Rules governing this contest may be acquired by writing the Public School Division, State Headquarters, Texas Centennial, Dallas.

To Attend Bible Lectureship

The 18th annual Bible Lectureship at Abilene Christian College will be held February 16-21, it has been announced by Jas. C. Cox, president of the school. Several hundred visitors from various parts of the United States are expected to attend the Lectureship, and as patrons and ex-students of the college reside in this territory, a number are expected to attend the lectureship from here.

Mrs. B. N. Shepherd underwent a major operation in the Lubbock sanitarium Tuesday, January 28. Two days later, Rev. Shepherd entered the hospital and submitted to a minor operation for the relief of sinus trouble. Both patients are reported doing well.

NOTED AUTHOR PRAISES TEXAS OPPORTUNITIES

"Texas offers more opportunity for development in the next five or ten years than any other area of the same size in the United States," Walter Pitkin, author of the best seller novel, "Life Begins at Forty," declared in an address at Texas State College for Women. In a discussion of New Careers for Youth, the noted journalist pointed out that the Southwest is the only part of the United States with such a diversified future. He said that development within the next few years would not be in the cattle or cotton industry, but would be more in line with the development of the natural resources of this section.

Pitkin stressed the present housing situation as a rising problem to youths seeking careers in architecture. He said that the trend all over the nation is toward cheaper houses and mass production.



Their Plane Lost in the Forest

Alan Garth fought to save the lives of three tenderfeet—while they plotted to take his! Here's the year's big thrill story...

Read every installment as it appears serially in Now Running In

THE HEREFORD BRAND



Close Drug Store
NUT SHOP
Come to this store for Double-Kay Nuts. We toast fresh with creamy butter so different from ordinary salted nuts merely cooked in oil.



Merit All Mash Starter

No longer is it necessary to lose half of the chicks you hatch—save 90 to 95 per cent of them by starting them out on Merit All Mash Starter, the complete chick feed.

This new ration is the most economical you can use and with proper care it reduces your chick deaths to a minimum. Merit All Mash Starter is a scientifically balanced food containing fifteen different ingredients. Each is selected and tested for its ability to promote a rapid, healthful growth.

You can't tell what a feed costs until you know what it will do! Start your chicks out on Merit All Mash Starter. It will prove to you, as it has to others, that it pays big profits to you to use a uniform, correctly balanced feed. Get your supply of Merit All Mash Starter now! Feed it to your chicks... and watch them live and grow.

West Texas Feed & Seed

TEXAS Grocery & Market

SPECIALS FOR FRIDAY AND SATURDAY

DOG FOOD Strongheart, 3 cans	25¢	COFFEE Fancy Penberry, 1-pound bag	17¢
BABO Two for	16¢	SALMON Fancy pink, 2 cans	23¢
JERSEY BRAN Or Corn Flakes, 2 for	19¢	HYPRO Quart bottle	15¢
TUNA FISH Two cans	25¢	MEAL, Packard's Best 10 pounds	17¢
BAKING POWDER K. C., 50 ounces	29¢	EGG NOODLES Fould's, 2 packages	17¢
CHILI AND RICE No. 1 can, 2 for	15¢	PINEAPPLE Flat cans, 3 for	25¢
CHUCK WAGON BEANS Three cans	25¢	SUGAR Powdered or brown, 3 boxes	25¢
COOKIES, Cream or Chocolate Tarts, 1-pound bag	21¢	CHEESE Longhorn, per pound	25¢
CRACKERS Two-pound box	17¢	HOME-MADE CHILI Per pound	18¢
PEACHES In light syrup, No. 2 1/2 can	15¢	HAMBURGER Good and fresh, 2 pounds	25¢
TOILET TISSUE Red Cross, 4 rolls	23¢	SAUSAGE Pure pork, per pound	21¢
OXYDOL Large box and 10c box, both for	27¢	BANANAS Large yellow, per dozen	19¢
CATSUP Empson Brand, large bottle	13¢	ORANGES 288 size, per dozen	17¢
TAMALES Ratliff's, large can	15¢	SPUDS Hereford's Best, 10 pounds	15¢
COCONUT Fresh in bulk, per pound	21¢		
JELLY, Rex Five-pound pail	33¢		
DATE PUDDING In the can, 2 for	25¢		

We Are Headquarters for **Admiration Coffee**
Ask About FREE Dripolator

1 POUND CAN 30c
3 POUND CAN 89c

Measuring Spoon FREE With Each 48-Pound Sack of **Packard's Flour**

CAUGHT IN THE WILD

ROBERT JAMES BENNET



CHAPTER I

The Chechaboo.

Garth knelt upon the planks of a small floating wharf to fasten a pitch-smeared patch on the bottom of his upturned birchbark canoe. In the midst of his work he ceased to listen. A faraway drone of just audible above the ting and hum of insects. He turned to peer at the southerly sky above the vast expanse of the McKensie. The drone came more distinct.

A plane was coming down river towards the emergency refueling station at the old abandoned trading post. Yet the regular schedule of the line did not call for the neighborhood Bellanca for several

days. In all probability, the Commercial Airways had sent out its emergency plane from Fort McMurray, Alberta.

Though his thoughts lingered no the approaching plane, his eyes and hands turned to the patching of the canoe. The craft must be made ready for the weeks of upriver paddling. There would be none too much time for the thousand-mile trip out before the winter freeze-up.

As he finished the patch the loud drone of the motor swelled into a staccato roar. He turned to watch the white monoplane swoop down and take the water like a squattering duck.

The pilot started to taxi shoreward. Garth again set about patch-

ing the small leak. A sudden silence told that the motor had been stilled. Across the hush came a curt order:

"Ho, Jack, fend off and snub her." Garth leisurely twisted around to eye the incoming craft. She was a beautiful, medium-sized plane with a cabin behind semi-enclosed cockpit. Between her headway and the river current she was driving toward the upstream side of the wharf at a speed that promised to smash the pontoons.

Yet neither of the two helmeted persons in the cockpit made a move to climb down in readiness to ward off the shock. Nor did either work the controls to veer the craft clear. Both were hastily putting on headnets and gloves to protect themselves from the out-buzzing swarms of mosquitoes and bulldog flies. They seemed to take for granted that the worker on the wharf would rush to give them service.

In the North abie-bodied men are supposed to wait upon themselves. More, the pilot's tone had been that of a master commanding an inferior. Garth stayed motionless, waiting for the crackup with cool curiosity.

At that the smaller person cried out in a sharp, almost shrill voice: "Quick, your yawning dummy!"

The fact that one of the pair was a woman made a vast difference. Garth caught the end of the mooring line swung by the pilot and snatched up a long pikepole. Its out-thrust point met the tip of the nearest pontoon.

Aided by a slight swerve in the current he was able to walk the plane to the outer end of the wharf before the nearer pontoon could hit the float logs. As the aircraft glided clear, he made the line fast to a ringbolt and returned to his canoe.

"What the devil!" snapped the pilot. "Come back, you fool. Take in the slack—moor us."

Garth swung his canoe into the water and stepped aboard to test the last patch. The airplane, having drifted downstream to the end of the line, swung around and lay nosing the current. Neither the man or the woman made a movement until Garth drove his canoe ashore and lifted it atop the stony bank.

As he climbed to the front of the old post store above the base of the wharf, he saw the pilot at last swings down to haul on the line. Inside the big log cabin he crossed to one of the rear rooms and put a light hand on the forehead of the snoring man in the nearest bunk.

"Turn out, Tobin. Visitors." The grizzle-browed station tender roused up to blink and peer. "Visitors? You're not stringing me, Mr. Garth?"

"No, Rover plane." Tobin slipped on his moccasins and hobbled out into the store-room. The pilot had moored his plane head and tail to the lower side of the landing stage. He was handing his woman companion down from the cockpit. Both had replaced their leather flying helmets with hats and mosquito nets.

They went in under the overhanging wing to the screened door of the cabin. It opened to the out-thrust of a portly man in city clothes. Assisted by the pilot, he managed to get down upon the wharf by means of steps lowered from inside the cabin. After hurriedly putting on a headnet and gloves, he started inshore between his two companions. He limped as if slightly crippled. But the lameness might have been due to cramp from long sitting.

Garth spoke to the supply tender: "I'm only a stray prospector, Tobin. Understand?"

"Aye, sir," grunted Tobin. Without a word of greeting, he hobbled back a few steps as the pilot and his passengers stepped in over the rough threshold.

The portly man opened a gold-mounted cigar case. The young woman produced a long amber-stemmed cigarette holder. This was promptly filled by the pilot who paused only to slap a mosquito on his clean-shaven cheek before striking a match.

Out went Garth's hand in a swift clutch that caught the flaming match in his calloused palm. The pilot was as tall as Garth and heavier built, turned to stare down at him in cold anger.

"You insolent roughneck! Clear out of here."

Garth smiled. Tobin did the answering. "Huh, crazy loon—lighting matches in here. Can't you read the sign? 'No smoking.' Bounce him, lad."

The pilot thrust a hand inside his leather jacket. "Try it. I'll drill both of you."

"How frightful," said Garth. "You must imagine this is a Wild West show. Please don't shoot until the lady can get outside. Shots are even more apt than matches to explode all this gasoline."

The portly man snapped shut his cigar case.

"That's so! You have no cause to be ruffled, Vivian. The fellow seems to have acted on a well-intended impulse."

The pilot's hand came out empty from inside the jacket. "Why couldn't the fool have spoken a warning?"

Garth had sized up the man. He expected neither an apology for the abuse nor thanks for saving the visitors from possible annihilation. With an indifferent smile, he shifted the gaze of his gray eyes to examine the woman member of the party.

A first glance had led him to think her older than the pilot. Under her rouge and powder her face was thin and drawn. Its lines might have belonged to a woman in the mid-thirties. Her blue eyes looked more than bored and cynical. Their tiredness matched the lined face. Her body was thin almost to boniness.

Yet upon examination, Garth saw she could not be even in the mid-twenties. Traces of girlish freshness still lingered in her painted face, under the blemishes of dissipation and disillusionment. As she faced away from him, the pilot spoke to Tobin.

"Get busy. Truck down 60 gallons of gas and five of oil—and be quick about it. While your helper is refueling the plane, you'll cook us the best meal you can throw together."

Down came Tobin's shaggy eyebrows. "Who d'you think you're bossin'? Shove along to a tradin' post for yer grub an' gas. This here cache is the company's emergency deepo."

The portly visitor took a billfold from his coat and drew out a paper. "Take a look at this order, my man. It authorizes me to requisition any of the Airways' stations for whatever supplies I wish."

Tobin read the order and thrust it back, with no lessening of his dourness. "So you're Burton Ramill, are you? Looks like a straight order. All the same, you'll sign the book before you'll get a drop."

He turned about to open an oily account book on one of the stacks of gasoline cases. Mr. Ramill drew a fountain pen from his vest pocket with plump white fingers, and limped forward to write.

"There's your receipt," said the pilot. "Now have this dumb helper of yours rush out our gas, and get your pans on the fire. We want service."

"Yuh? Well, you're welcome to want it till doomsday. That company order calls for supplies. Don't say nothin' about cookin' nor service."

of yours the chance to earn a little more pay?"

"Because Mr. Huxby has flown my plane all the way from Chica-go, with only short stop-overs. Also, he is my partner, not a mechanic."

"Well, he's not the only party present who's not a kiwi." Garth pulled a small poke from inside his buckskin shirt, hefted it as if considering, and put it back.

"Nor do I need your pay."

Huxby's supercilious eyes glistened with sudden keen interest. "What's that? You're from the new gold fields?"

"No."

"But your gold sack?"

"Gold," Garth muttered.

He drew out his poke again and opened it to shake a few small nodules of metal into his palm. Both Huxby and Mr. Ramill stepped close to peer at the grayish silvery bits. The older man looked puzzled. The younger took a nodule into his own palm, eyed it a moment, and handed it back in an indifferent manner.

"Galena. I'm a mining engineer. You're out of luck, not making a gold strike. Never before in history has silver been so low."

Garth looked disappointed. "Too bad, isn't it?"

He picked out a nodule that had been rubbed to a rather bright polish. The girl was leaning with her left hand on one of the lower piles of gasoline cases. A ring with a large blue diamond banded the "engagement" finger. Garth thrust the nodule up close beside the ring.

"Yes," he said, "I always did think gold looked prettier than galena—even white gold."

The girl drew her hand away as if he had mirrored it. "My ring is not gold. You pretend to be a prospector, yet you do not know platinum from gold!"

Send \$1 For the next 5 months of

THE Atlantic Monthly

Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for 75 years, America's most quoted and most cherished magazine.

Send \$1 (mentioning this ad) to The Atlantic Monthly, 8 Arlington St., Boston

"Platinum?" Garth questioned. "But your friend here calls it galena."

Mr. Ramill interposed: "Permit me, Lillith—Young man, I am largely interested in metalliferous mines. If you have located a lode of galena, the lead might pay for development of the prospect."

"That depends," put in Huxby. "Where's the place?"

"Three weeks—paddle and portage," Garth answered.

"Slow travel. But by airplane?"

"The bird distance can't interest you. Neither lead nor silver would pay for airplane freighting. Nor would packing. I lost 10 pounds of this—galena. Canoes upset, running one of the rapids."

As Garth spoke he put up a hand to cover a yawn. "If you don't mind, Tobin, I'll roll in. It's a long travails to Great Slave."

The portly investor in mines caught the eye of his engineer partner. He spoke to Garth: "You are going outside?"

"Perhaps."

"Well, a day or so should make no difference to you. Is there a

lake or pond near your prospect?" "One about four miles long; half as wide."

Bippus Items

BY RUTH REESE
Shoppers in Hereford Saturday were C. V. Griggs, E. Burks, Bud Morrison, Mr. and Mrs. Bill Winn, Mr. and Mrs. R. J. Overstreet, Mr. and Mrs. C. T. Reese and daughter, Ruth, Mr. and Mrs. Hoover, Mrs. Jones, Mr. and Mrs. Cannable and daughter, Bettie Jean, Mr. and Mrs. Bippus. Mr. Harris and Miss Davis spent the week end with home folks. Clen, Junior and Hurschel Lee were absent from school Tuesday. Violet Bippus is spending the week with her parents, Mr. and Mrs. George Bippus. Z. J. Steen called in the Bippus school Thursday.

Keep Your Credit As "Good As Gold"

Prompt payment of your account, according to terms, will build a priceless credit record.

A good credit record is priceless. Pay all bills promptly and protect it!

HEREFORD CREDIT ASSOCIATION
DOROTHY H. ROSS
Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

ing the small leak. A sudden silence told that the motor had been stilled. Across the hush came a curt order: "Ho, Jack, fend off and snub her." Garth leisurely twisted around to eye the incoming craft. She was a beautiful, medium-sized plane with a cabin behind semi-enclosed cockpit. Between her headway and the river current she was driving toward the upstream side of the wharf at a speed that promised to smash the pontoons. Yet neither of the two helmeted persons in the cockpit made a move to climb down in readiness to ward off the shock. Nor did either work the controls to veer the craft clear. Both were hastily putting on headnets and gloves to protect themselves from the out-buzzing swarms of mosquitoes and bulldog flies. They seemed to take for granted that the worker on the wharf would rush to give them service. In the North abie-bodied men are supposed to wait upon themselves. More, the pilot's tone had been that of a master commanding an inferior. Garth stayed motionless, waiting for the crackup with cool curiosity. At that the smaller person cried out in a sharp, almost shrill voice: "Quick, your yawning dummy!" The fact that one of the pair was a woman made a vast difference. Garth caught the end of the mooring line swung by the pilot and snatched up a long pikepole. Its out-thrust point met the tip of the nearest pontoon. Aided by a slight swerve in the current he was able to walk the plane to the outer end of the wharf before the nearer pontoon could hit the float logs. As the aircraft glided clear, he made the line fast to a ringbolt and returned to his canoe. "What the devil!" snapped the pilot. "Come back, you fool. Take in the slack—moor us." Garth swung his canoe into the water and stepped aboard to test the last patch. The airplane, having drifted downstream to the end of the line, swung around and lay nosing the current. Neither the man or the woman made a movement until Garth drove his canoe ashore and lifted it atop the stony bank. As he climbed to the front of the old post store above the base of the wharf, he saw the pilot at last swings down to haul on the line. Inside the big log cabin he crossed to one of the rear rooms and put a light hand on the forehead of the snoring man in the nearest bunk.

Mr. Ex-Service Man: You Can Eat Your Cake And Have It Too

If you invest your adjusted compensation money in a new home or in modernizing your present home.

The decision as to what you will have to show for your money in five or ten years rests with you. Most of you are at least 40 years old. Most of you have families. This may be your "chance of a lifetime" to start an investment that will place your future on a more secure basis, an investment for which your loved ones will be grateful through the years.

Consider Everything Money Can Buy

We care not what, and see if you can find any other investment that will even approach home ownership, or home improvement, in dividend returns of satisfaction, security and permanence.

Rockwell Brothers & Co. LUMBERMEN

Definition Contest PRIZES

Through the cooperation of the Star Theatre, free tickets to the Star Theatre will be the reward of those contestants whose work brings the most satisfactory results. The five entrants whose original sentences, under the rules listed below, are adjudged the most clever, will be given two free tickets to the Sunday, Monday, Tuesday picture each week. Contest winners will be announced in the following week's issue of The Brand, and passes will be awarded for the second week-end following the contest.

GRAND PRIZE

At the end of the month, the most clever sentence submitted during the month will be selected, and the writer awarded a Grand Prize.

A Full Weeks Pass to the Star Theatre

RULES

1. Ten jumbled words, along with their definitions may be found on page 1. The words have been selected at random from advertisements by local merchants in this issue.
2. The contestant must first unjumble the letters forming them into the word whose definition appears. Then find in which advertisement it appears.
3. List the word and the ad in which it was found in the space provided in the accompanying entry blank.
4. The word may appear in several ads, but only one need be listed.
5. After all words are found, compose a clever sentence of not more than 30 words, using all the contest words in their proper sense, one time only, and write it in the space provided. Remember, cleverness counts!
6. Sign your name clearly.
7. Bring or mail your entry to the Brand so that it will reach this office not later than noon Tuesday following the appearance of the contest.
8. This contest is open to everyone with the exception of the employees of the Star Theatre and Hereford Brand and members of their families.
9. If you sold the entry blank, make out another on a piece of white paper.

ENTRY BLANK

I have found the following words that apply to the definitions on Page 1 in the following ads:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

My sentence containing these words and of not more than 30 words is:

My name is _____

My address is _____

ing the small leak. A sudden silence told that the motor had been stilled. Across the hush came a curt order: "Ho, Jack, fend off and snub her." Garth leisurely twisted around to eye the incoming craft. She was a beautiful, medium-sized plane with a cabin behind semi-enclosed cockpit. Between her headway and the river current she was driving toward the upstream side of the wharf at a speed that promised to smash the pontoons. Yet neither of the two helmeted persons in the cockpit made a move to climb down in readiness to ward off the shock. Nor did either work the controls to veer the craft clear. Both were hastily putting on headnets and gloves to protect themselves from the out-buzzing swarms of mosquitoes and bulldog flies. They seemed to take for granted that the worker on the wharf would rush to give them service. In the North abie-bodied men are supposed to wait upon themselves. More, the pilot's tone had been that of a master commanding an inferior. Garth stayed motionless, waiting for the crackup with cool curiosity. At that the smaller person cried out in a sharp, almost shrill voice: "Quick, your yawning dummy!" The fact that one of the pair was a woman made a vast difference. Garth caught the end of the mooring line swung by the pilot and snatched up a long pikepole. Its out-thrust point met the tip of the nearest pontoon. Aided by a slight swerve in the current he was able to walk the plane to the outer end of the wharf before the nearer pontoon could hit the float logs. As the aircraft glided clear, he made the line fast to a ringbolt and returned to his canoe. "What the devil!" snapped the pilot. "Come back, you fool. Take in the slack—moor us." Garth swung his canoe into the water and stepped aboard to test the last patch. The airplane, having drifted downstream to the end of the line, swung around and lay nosing the current. Neither the man or the woman made a movement until Garth drove his canoe ashore and lifted it atop the stony bank. As he climbed to the front of the old post store above the base of the wharf, he saw the pilot at last swings down to haul on the line. Inside the big log cabin he crossed to one of the rear rooms and put a light hand on the forehead of the snoring man in the nearest bunk.

WHICH PRICE IS Cheaper?

LUMBER, LIKE ALL MERCHANDISE, IS DIVIDED INTO MANY grades and classes. However, it requires more or less of an expert to determine the quality. Therefore, it is essential that you deal only with lumbermen in whom you have complete confidence. When you buy lumber

Look Into the Future

DETERMINE HOW LONG IT WILL BE BEFORE THE MATERIAL you use begins to rot and tear away. That is the test of quality lumber. "Bargain" lumber dealers hide the true facts. They show only the immediate cheap cost. Actually the cost of building material in Hereford and elsewhere is the same according to quality—only the quality differs.

LOCAL LUMBER DEALERS HANDLE ONLY THE HIGHEST grades of material, because they expect to be here many years and never want to face the music of dissatisfaction growing out of the selling of poor material.

Consult Your Lumber Dealer With the Same Confidence Accorded Any Professional Man

Panhandle Lbr. Co. -- R. H. Kemp Lbr. Co. Rockwell Bros. and Company

Try Your Skill!
It's Fun and Educational

PERSONALS

Mr. and Mrs. Gaston Baer returned Friday from Dallas. If you want your dog, buy your license now. Miss Miriam Draper of Rawlins, Wyoming, is the guest of her sister, Mrs. Harold Close. Mr. and Mrs. Jim Mauk were business visitors in Amarillo Tuesday. Figure with us on your overhaul job. Our price is reasonable and our work will please you. Ireland-Beavers Motor Co. Carl Spratt visited his parents, Mr. and Mrs. I. H. Spratt, over the week end. He returned to his work in WTSTC Monday. WANTED: Dead or alive, all stray dogs without license. Miss Betty Jones spent the between-semester vacation at WTSTC with her mother, Mrs. A. M. Jones. See us before you buy a used car. We always have a few good ones on hand. Ireland-Beavers Motor Co.

Mrs. Tom Carter and son, Tom, Jr., arrived home Wednesday after a visit with her parents in Dallas. Mr. and Mrs. Walter Pickett and son, Edgar, left Saturday for Dallas, where Edgar is undergoing medical treatment. Mrs. Carrie Turnbow returned home Tuesday from Oklahoma where she has been visiting relatives and friends. GOODYEAR Tires are better and they cost no more than others. Get our prices before you buy. Ireland-Beavers Motor Co. Varian J. Fuller, who has spent the past two weeks here with the family of his son, Grant Fuller, left Tuesday morning for his home in Chicago. Miss Mary Kate Brotherton, student at WTSTC, Canyon, arrived Friday to spend the "between-term" vacation with her mother, Mrs. Gertrude Brotherton. New equipment of Shelton Dryers and Nalvete Machines just installed, and entire shop remodelled. Mrs. Peterson's Beauty Shop, 506 North Main Street, Phone 142-J. Mr. and Mrs. W. F. Gillis returned home Sunday from Dallas, where they bought some of their spring stock for the Fashion Dress Shoppe. They also visited relatives in Denton. Mrs. Woody Wilson accompanied them on the trip. See us for pistons, rings, valves, bearings, rods and other replacement parts. We carry only quality merchandise. Ireland-Beavers Motor Co. Miss Mattie Woodburn is recovered from an illness over the week end. She was found unconscious at her home late Saturday, believed to have been the effect of escaping gas fumes. Judge E. H. Foster and daughter, Pattie, of Amarillo visited Mr. and Mrs. Arch Foster and family Sunday. Driving comfort costs but little. Let us install a Hot Water Heater in your car. Ireland-Beavers Motor Co. Miss Anna Katherine Hardesty of Plainview has been transferred to the Texas Utilities office here as an assistant to Miss Lois Maddux, in charge of the office. She takes the place of Miss Virginia Maddux who was transferred to Clovis. Mr. and Mrs. Sam Reid of Lufkin are expected Saturday to spend the week end here with Mrs. Reid's parents, Mr. and Mrs. C. C. Ferguson. From Hereford Mr. Reid will go to Sweetwater on business connected with his company, while Mrs. Reid will make a longer visit here.

Tour of Tract

(Continued from page one)

has the power to use force in a case where the erosion from an unprotected field is harming the land of a neighbor who is attempting to combat erosion. Contour lines and pasture furrows run on numerous farms give an indication of what is going to be done in this matter of holding water and preventing erosion to a great extent. Examples are already available to show the increased production possible by the preservation of moisture. Stable fields also show their worth in preventing wind erosion, for on fields where the stubble is heavy, there was no indication of blowing. It was only the bare fields and those whose protection had been grazed too heavily that are already in the clutches of wind erosion for this season. The tree sites held the greatest interest of the writer. There are spots within the tract where lakes are to be completely surrounded by trees; they will grow along the roadside in numerous clusters, and are to beautify several rural homes. One site is prepared to completely surround a home; another goes along both sides of a driveway and then spreads out to cross the front of the home. Another is to be planted to the west of a field particularly adapted to blowing to serve as a wind break. Each of these prepared sites either had water standing in them or were extremely damp as a result of the snow of last week, the result of which in most places had almost disappeared.

60 Are Listed

(Continued from page one)

on the high roll were Juanita Ray, eighth grade, and Doris Elaine Dillehay, sixth grade. The honor roll for the semester was composed of: Eleventh grade, LaNelle Scheithagen and George Conklin; tenth grade, Varian Fuller, Shirley Cress, Imogene Robinson, Billie Jo Roberts and Nellie Joe Shreve; ninth grade, Jack Nicks, Glenn Ricketts, Mary Jane Morgan and Viola Berle Phillips; eighth grade, Grant Fuller, E. B. Posey, Jr., Floyd Ross, Hertha Baer, Betty Cockrell and Jeane Williams; sub-freshmen, Clifford Estes, George McLean, Polly Ann Crawford; seventh grade, Joan Carswell, Louise Cress, Vivian Olson. Sixth grade, Calvin Brumley, Bobbie Davis, June Dameron, Kathryn Henderson, Mary Nicks, Nell Spradley, Rayland Evans, Billie Louise Davis, Wella Rutherford, Elmer Shugart; fifth grade, Gloria Cress, Mabel Henderson, Peggy Reed, Harold Close, Richard Ireland, Jack London, Mary Ann Acker, Billie Louise Barber, Mildred Bowsher, Lois Agnes Gilbreath, Corinne Hamilton, Rachel Ireland, Margaret Ruth Kucker, Rena Rae Renfro, Evelyn Smith, S. D. Foster, Mary Ellen Henslee, Mattie Louise Lawhon; fourth grade, David Neal Beavers, Phyllis Gene Radovich, Virginia Ann Dillehay, Margaret Olson, Mary Helen Cross, Helen Rutherford. Seven pupils were listed on the high honor roll and 59 on the honor roll for the third six weeks period which ended the semester. Those on the high honor roll were Mary Turrentine, tenth grade; Jack Nicks, ninth grade; Floyd Ross, eighth grade; Joan Carswell, seventh grade; Rayland Evans, June Dameron and Doris Elaine Dillehay, sixth grade, and Billie Jean Angelo and Rachel Ireland, fifth grade.

The honor roll: Eleventh grade, LaNelle Scheithagen, George Conklin; tenth grade, Varian Fuller, Shirley Cress, Billie Jo Roberts, Nellie Joe Shreve; ninth grade, Mary Jane Morgan, Viola Beryl Phillips, Glenn Ricketts; eighth grade, Grant Fuller, Marvin Kearns, Jeane Williams, Hertha Baer, Barbara Brotherton, Faye Cpothwait, Virginia Newell, Juanita Ray; sub-freshmen, George McLean, Polly Ann Crawford; seventh grade, Ann Cockrell, Louise Cress, Vivian Olson. Sixth grade, Billie Louise Davis, Wella Rutherford, Elma Shugart, Bobby Davis, Mary Nicks, Nell Spradley. Fifth grade, Harold Close, Richard Ireland, Jack London, Mary Ann Acker, Billie Louise Barber, Mildred Bowsher, Lois Agnes Gilbreath, Corinne Hamilton, Margaret Ruth Kucker, Rena Rae Renfro, Evelyn Smith, Gloria Cress, Mabel Henderson, Peggy Reed, Cleon Cawthon, Mattie Louise Lawhon, S. D. Foster, Seletta Robinson, Mary Ellen Henslee, Ruth Temple Hastings, Wayne Phillips, Frankie Whitaker, Ella Pauline Dickson, Bettie Jo Potter; fourth grade, Mary Helen Cross, Helen Rutherford, Margaret Olson, Billie Louise Crawford, Gladys Shreve, Phyllis Gene Radovich, David Neal Beavers.

Mr. and Mrs. Bill Anderson of Canyon spent Sunday with Mr. and Mrs. John Olson and family. Mr. Anderson is the architect in charge of the tract.

Masons Honor Sons Monday

Hereford Masons entertained their sons at the lodge rooms Monday night with a program and oyster supper. The object of this gathering was to arouse interest among the boys of town in the organization of a DeMolay chapter in Hereford.

Among the speakers were Judge W. J. Fletcher, Amarillo; Varian J. Fuller, Past Master of a Chicago Masonic Lodge; Dr. R. E. Perkins, Hereford; Rev. Thurston, Friona; Mack Womble, Hereford; Marlin Gilliland and Forest Osborn, the latter of Friona. Harold Close was toastmaster. Bad weather prevented the arrival of two speakers from Amarillo. Over 100 attended, about half of whom were boys, and of this number more than 30 signified a desire to become charter members of a DeMolay chapter should it be organized.

Another banquet is planned by the Masons for this month, celebrating the birthday of George Washington. Date for this gathering has not been set.

Bonus Blanks On Hand Here

Application blanks have been received by Hereford Post No. 192 of the American Legion to be used by ex-service men of the World War in applying for the balance due on their adjusted service compensation certificates. Miss Opal Cawthon Tuesday night was designated by the post to render the service of filling out these applications and has been authorized to receive a notary fee of 25 cents for the work.

It will be necessary for each applicant to bring his "pink slip" if he has one, which he received when getting his previous loan on his certificate, and he must have his discharge or a copy thereof. If he does not have his "pink slip" it will help if he has any correspondence in reference to his certificate in order that the numbers and amount may be taken therefrom, it was stated.

Springs, spring leaves, axles and other parts for your car. Ireland-Beavers Motor Co.

LADIES! LADIES!
Early NEW SPRING SHADES HOSE
Knee Length and Regular Full Fashioned 69¢
For only a few days
NEW SPRING OXFORDS AND TIES Blue, Gray, Tan



\$2.75 and up
In Our Men's and Boys Department Great Savings NOW!
New Merchandise Arriving Daily.
Trade At Popular Store For Real Savings



Carruth Talks Monday Night

Irby B. Carruth, superintendent of the Canyon Public Schools, will address the Business and Professional Women's Club at the Legion Hall Monday night at 7:30 o'clock. The subject will be "How Other Countries Are Solving Economic and Social Problems Similar to Our Own."

Mr. Carruth made a special study of these conditions while traveling in Europe last summer. He will make an interesting as well as instructive talk. Since his subject has a wide interest, the Business and Professional Women's Club has extended a cordial invitation to the public to hear him.

Buy your dog license before the city roundup.

Dawn Farmers Hear Speakers from Hereford

The Dawn Community Agricultural Association met last Friday night and subscribed to the support of the county-wide and state agricultural organizations in their drive to support national farm legislation. Two dozen farmers gathered at the Dawn school house for the meeting and to hear several speakers from Hereford.

Jim Lipscomb, speaking on the death of the Triple-A program, attacked the proposed program of Commissioner of Agriculture, McDonald. "McDonald is a cotton exchange man and not a representative of Texas farmers," he stated. "His views on what Texas wants for an agricultural program

was as far from anything farmers want as it could be. We should change the commissioner of agriculture in this state."

Other speakers included O. K. Williams, head of the soil conservation demonstration here; Alex Bateman, county agricultural agent; Troy Womble, member of the agricultural association, and County Judge Mal Stewart. Commissioner Jack Ross and Adrian Odom, editor of the Brand, also attended from Hereford. The Dawn association decided to meet the third Friday of the month.

The pulpit at the First Christian church was filled both morning and evening Sunday by the Rev. Harvey Bedford, pastor of the Christian church of Arlington. Mr. Bedford is not new to the Hereford church, having held a two weeks' meeting here last June. He came Friday and remained until Monday.

WHEELER
MOOLSKY
The Rainmaker
Dippy, drippy and delicious! There's a pot of giggles at the end of the rainbowl!
Also Chapter 3 "CALL OF THE SAVAGE" and Cartoon Comedy
10c Bargain Show
SATURDAY
Star THEATRE HEREFORD
Sunday Matinee
Monday
Tuesday
Preview Saturday
Sunday
Nite
COLLEGIATE
Joe Penner
Jack Oakie
Ned Sparks
Frances Langford
Betty Grable
Lynne Overman
A Paramount Picture



FEATURING THIS MONTH
Bed Room Suites
AT MOST ATTRACTIVE PRICES
E. B. Black Co.



What Buying POWER Your Dimes and Nickels Have Here! Every Day!

TOMATO JUICE	25¢
Del Monte, 3 for	25¢
SOUP	25¢
Phillips, vegetable or tomato, 4 cans	29¢
BAKING POWDER	29¢
K. C., 50-ounce size	32¢
PICKLES	32¢
Heinz, quart jar	38¢
SOAP FLAKES	25¢
Quick Clean, 5-pound box	23¢
GINGER CAKE MIX	29¢
Two packages for	39¢
DATES	11¢
Bulk, 2 pounds	29¢
SALAD DRESSING	21¢
Brookfield, quart	25¢
SYRUP	19¢
Worth's Maple, half gallon	25¢
POST BRAN	19¢
Package	29¢
RAISINS	21¢
Four-pound package	25¢
WALNUTS	19¢
Soft shell, pound	15¢
ORANGE MARMALADE	25¢
Quart	19¢
SOAP	25¢
Lux Toilet, 3 bars	25¢
OYSTERS	25¢
Two cans	25¢
SARDINES	15¢
Three cans	25¢
GRAHAM CRACKERS	19¢
Two-pound box	15¢
CRACKERS	25¢
Two-pound box	15¢
PEP	25¢
Three boxes	15¢
PEPPER	5¢
Worth's Black, half-pound can	
SALT	
Two boxes	

Swans Down	25¢ Pkg.
CAKE FLOUR	
Baker's	9¢
COCONUT	
1/2-Pound	13¢
1/2-Pound	
COFFEE	
Maxwell House	28¢
Per Pound	
COMPOUND	
Armour's	98¢
8-Pound Carton	
BROOMS	
Four-Tie	29¢
Each	

PACKARD'S FLOUR
Panhandle Maid 48-Lb. Sack \$1.59
Large 1/2-Cup Measuring Spoon FREE!



NO. 10 FRUITS

PEACHES	44¢	PINEAPPLE	69¢
APRICOTS	49¢	PRUNES	29¢
CHERRIES	54¢	GOOSEBERRIES	39¢
GREENGAGE PLUMS	39¢	PEARS	43¢

Fresh Fruits & Vegetables

ORANGES	49¢	GRAPEFRUIT	35¢
Peck		Dozen	
CELERY	12 1/2¢	CARROTS, TURNIPS	10¢
Bunch		RADISHES, 3 bunches	
LETTUCE	10¢	CAULIFLOWER	10¢
Three heads		Per head	
BANANAS	12 1/2¢	TOMATOES	10¢
Dozen		Fresh, pound	

DIGGLY WIGGLY
ALL OVER THE WORLD
FRANK GYLES, Manager PHONE 81. BUY AT HOME