

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 6.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, FEBRUARY 13, 1936.

FIVE CENTS PER COPY

Lipscomb To Head Farm Organization

AROUND TOWN

Sights and Faces Seen

O. A. Skelton is well convinced that people of this area have not lost their appetites. About 300 people attended his Farmers' Day event last Saturday and consumed 300 sandwiches and 11 gallons of coffee—about 300 cups.

Niel says he was not responsible for the peanuts, but there was evidence that they were plentiful during the program.

The Prairie Dairy and Hereford Laundry are both sporting new delivery cars. That must be a good sign, if the old no longer were able to run fast enough to complete deliveries.

Hereford should be proud of the manner in which J. D. Saunders was welcomed into this community. "I'm already glad that I came here," he told a Brand reporter Monday.

H. H. Holmes of Lubbock, who also came to Hereford last week, finds evidence here of a big business revival this spring. "I believe Hereford is a fine location and that possibilities of making a business enterprise worth while here are very good," he stated.

Personally, it has been a good many years since we have seen such confidence in this area and such wholehearted cheerfulness as has been evidenced on almost every side, in virtually every line of business, during the past few weeks. A return of confidence and pleasantness must precede a return of normal conditions, and we certainly are acquiring the former—the latter is certain to come.

A little Walter Winchell, Gus Strou probably will move his headquarters to its new location about March 1, but before that, he plans to "pull something big."

TEXAS UTILITIES GIVES 3-DAY COOKING SCHOOL

Miss Anna Belle Hickman of Lubbock, home economist for the Texas Utilities Company, this afternoon closed a successful two-day cooking school at the local office. Despite adverse conditions, a representative group attended the first session yesterday.

Miss Hickman was assisted by Clint Wakeland, representative of the company's merchandising department. Arrangements for the school were made early this week and invitations sent out.

SHIRLEY TEMPLE COMES TO WINNERS OF THIS CONTEST

There's no need to fool around about it. Here are this week's jumbled words and your next opportunity to enjoy an interesting contest with keen competition from half a hundred other entrants.

1. GREBONSHU—For the cultivation of plants
2. RATDNEPTM—A distinct division
3. YLSTARN—Of or pertaining to health
4. TIGONU—For outdoors
5. PEOLOTEM—With nothing lacking
6. DBETECLE—Picked out
7. RITSELA—Clatters
8. RIATGEFERORE—That which keeps cool
9. AQUETADE—Sufficient
10. TLAHTIHC—Strong, robust

From the solutions submitted to this contest will be selected one considered to be the most clever, according to rules given elsewhere in this issue. These five contestants will be presented two guest tickets each to the Star Theatre to see Shirley Temple in "The Littlest Rebel," considered the little star's greatest picture. The names and ages at your heart strings in a beautiful picture of Civil War days. It is to be shown Sunday.

COUNTY-WIDE COUNCIL IS FORMED AT MEETING HERE SATURDAY

Jim Lipscomb was elected president of the Deaf Smith County Agricultural Council Saturday afternoon at a meeting of nearly 50 community association committeemen and other farmers. Mal Stewart was elected vice-president of the organization and A. T. Frye of Dawn was elected secretary-treasurer.

With the formation of the county-wide agricultural association, farmers took steps to bring themselves closer together, to better meet the problems facing agriculture in the county and community. The county organization will be associated with the district group, which in turn will become a member of the state agricultural association that probably will go into a powerful national farm organization.

The organization is to be non-political, it was pointed out. Its primary purpose is to exchange ideas, promote a live-at-home program and work for the betterment of agriculture as a whole. On a motion by G. W. Brunley and passed unanimously, membership fee is to be \$1.00 a year. On another motion by H. L. Doss, the collection of dues was placed upon a committee named for this purpose in each community.

Directors of the county organization were also elected at Saturday's session. The motion was first carried to name one director from each community association, to include the office holders, and one director at large from each of the four communities precinct. The directors named are as follows:

- C. S. Ferris, Bippus; A. T. Frye, Dawn; L. L. Womble, Fairview; W. M. Stewart, Ford; O. L. Ruthertford, Hereford; T. D. Stambaugh, Messenger; John L. Morris, Simms; Jim Lipscomb, Ward; P. H. Gilliland, Westway. Directors-at-large, Lester Galley, Precinct No. 1; George Brunley, Precinct No. 2; George Messenger, Precinct No. 3, and T. P. McCollister, Precinct No. 4.

Irby Carruth Tells Club of Foreign Tour

SAYS ENGLAND RECOVERING FAST; U. S. HAS BEST OUTLOOK

By MRS. R. E. GUTHRIE
Superintendent Irby Carruth of the Canyon public schools, as guest speaker for an open meeting of the Business and Professional Women's Club, addressed a representative audience at the American Legion hall Monday evening. Having been one of a group of 20 persons that spent last summer in Europe, studying educational trends and incidentally gathering much concerning the economic and social life, Mr. Carruth gave his hearers an informal narrative.

(Continued on page three)

Crimes Lead to 2 Arrests Here

A series of burglaries, burglary attempts and thefts here last week have led to two arrests of young men as officers followed clues and sought information pertaining to the outbreaks. Deputy J. O. Newall did not disclose the names of the youths arrested.

Carl's Grocery and Cafe were burglarized Friday night, and a small amount of cash taken. On the same night unsuccessful attempts were made to break into the safe at the R. E. Kemp Lumber Company and into the Santa Fe freight depot. Four trucks, three were stolen Thursday night, two each from Tom Majors and Buford Luttrell. An automobile tire was taken from N. E. Miller's on Friday night.

Call Criminal Docket In 3rd Week of Court

TATUM NOW ON BENCH; NINE CIVIL CASES DISPOSED OF

Entering its third week, the February term of 60th District Court will begin a light criminal docket Monday. Jurymen have been impaneled for the third week. District Judge Reese Tatum took the bench Friday, relieving Special Judge W. J. Fleisher of Amarillo, who opened the term Monday of last week while Judge Tatum was occupied at Farwell.

Nine civil cases were disposed of up until Tuesday morning. The cases were: R. B. Grindstaff vs First National Bank of Retan, settled and dismissed; First National Bank vs D. B. Roberson et al, default, judgment for plaintiff; Dallas Joint Stock Land Bank vs C. E. D. Love, judgment favoring plaintiff; Frank F. Ferry et al vs M. L. Strader et al, judgment for plaintiff; Frank F. Ferry et al vs R. D. Gibbs et al, judgment favoring plaintiff; John V. Farwell et al vs B. F. Block Jr., et al, judgment favoring plaintiff; Annie May Johnson vs Arthur M. Johnson, divorce granted plaintiff; May V. Palmer vs J. W. A. Jackson, judgment favoring plaintiff.

Yentremen for the third week are Fred Oberthier, Jr., George Beams, Charles Benge, S. O. Wilson, L. O. Gore, J. A. Roe, Arlie Dean, H. P. Sinds, Homer Henslee, J. T. Heiselman, Ralph Sears, B. E. Fulkerson, J. W. Alexander, J. C. Greer, Earl Phillips, C. E. Ostlin, Will Schmitz, C. O. Phillips, J. D. Rose, J. E. Dyer, T. C. Bassett, J. F. Hickman, T. M. Honson, R. R. Jackson, Ed West, J. J. Boydston, H. M. Smith, H. V. Williamson, R. J. Richardson, Lee Conklin, C. H. Dyer, L. J. Bennett, George LeGrand, Herman Stewart, Cary T. Putman and J. E. Hershey.

Culpepper In Precinct Race

H. D. Culpepper this week announced his candidacy for re-election as commissioner of Precinct No. 3, subject to the Democratic primary July 25.

In announcing his candidacy, he said he had fulfilled the obligations of the office to the best of his ability and will continue to do so in the future. Heading his other qualifications is his experience in connection with programs and problems now facing the court.

CHORUS PREPARES FOR JOE STROTHER CONCERT

The Hereford Civic Chorus will hold a special rehearsal next Sunday afternoon at 2:30 o'clock at the First Methodist church auditorium. The regular rehearsal will be Monday night at 7:30. Rev. Joe Strother, organist, is to play here Sunday afternoon, February 23, at 2:30 o'clock, and the Civic Chorus is to assist with ensemble selections.

Children Getting Hot Meals But Problem Not Yet Solved

Little faces brightened Monday as the combined efforts of local organizations and individuals began to bear fruit with the opening of a dining room at Central school, and little tummies received hot food at noontime for the first time in a long, long while. Starting off Monday under the supervision of Mrs. C. F. Cockrell, the kitchen fed 22 children. The number was increased to 37 Tuesday, and a maximum of 50 is expected to be reached before the week is out. Mrs. Cockrell is investigating all children who come to school without lunches. If she finds they do this because they have nothing to bring and their parents are unemployed, then they are fed.

Work Order for County-Wide WPA Road Project Expected

SAND!

AND WHAT DEAF SMITH COUNTY IS DOING ABOUT IT

Sand, the scourge of the Panhandle, is again being swept up from Deaf Smith county fields. Simultaneously with the start of wind erosion on a big scale this year, local officials started a movement to meet another emergency.

The commissioners court and County Agent Alex E. Bateman wired Congressman Marvin Jones late Monday stating that unless funds are provided for emergency work, Deaf Smith may again experience devastating blowing. Jones answered after midnight of the same day, saying that he was drafting an amendment to the agricultural bill at that time on the floor of the Senate that, if passed, will meet the emergency.

At the same time, the commissioners and county agent's office was busy on an erosion map of the county, indicating land that is blowing or about to blow. Getting in touch with H. H. Finnell, soil conservation supervisor, at Perryton, they made an appointment with him tonight at Amarillo to discuss the situation. They will present him with the map that, unfortunately, is more red and blue than white—red for eroding land, blue for that which is ready to blow and white for that which is secure.

Their only assurance to farmers who have flocked to the courthouse with requests for aid is: "We are doing all we can to meet the situation. We believe action will be taken, but that is all we can say now."

EX-SERVICE MEN IN COUNTY WILL GET NEARLY \$100,000

World War veterans of Deaf Smith county will receive a sum estimated at between \$75,000 and \$100,000 through the payment of adjusted compensation certificates by the Federal Government.

Individually, they hold certificates for as high as \$1,500, but most of them have borrowed half of this amount previously. They average about \$1,000 each, which, if borrowed on previously, cuts the average to about \$500 per ex-service man. Only about 45 have signed applications for the adjusted compensation to date, leaving from 100 to 125 yet to make application.

Pete Murchison urged that they speed up their application so they may be sent off in a large group in this manner, it is believed, better and quicker service may be obtained on them. They will be grouped and sent to the places where the first money was obtained. About two-thirds of them will go to Oklahoma City, some to Dallas, some to Washington, and others to various points.

Murchison again called attention to the necessity of having discharge papers and pink slips on hand when application is made. The pink slip pertains to the first loan, and if not available, the previous loan will be sufficient. Those who have not borrowed must have their certificates. Murchison stated.

Applications are being made through Miss Opal Cawthon—at the Hereford Insurance Agency. Miss Cawthon was authorized to handle this work by the American Legion and to receive a fee of 25 cents for each application.

(Continued on page three)

DISTRICT OFFICE SAYS ORDER MAY ARRIVE LATE THIS WEEK

Belief that a work order will be issued late this week so that work can start early next week on the Deaf Smith county-wide WPA road project was expressed Monday at the district office of the Works Progress Administration in Amarillo, Leo Bradshaw, project engineer, announced Tuesday morning.

However, Bradshaw pointed out, the district office is dependent upon the state office at San Antonio for the work order and it is possible that unforeseen delay may be incurred before the order is received and actual work started.

To Use 30 or 35 Men

The project is set up for the employment of from 30 to 35 men as a starter. It includes all roads in the county which are not covered by other projects. Leading the group covered by other projects are the north-south project along 25-Mile Avenue and the Harrison Highway project.

The projects, under the supervision of Bradshaw, are now being reduced to several small projects in the belief that as such they may be rushed through WPA offices at a greater pace than could the individual larger projects. It is apparently favorable for the road work to be started next week and pushed along continually until every project is completed. However, there is no authority from WPA officers for such a belief, although it is held here.

Local Cagers Capture Two Games In Row

DOWN VEGA AND HAPPY; COMPLETE SCHEDULE THIS WEEK END
The boys said it was a long winning streak. Others classed it as ending the home season in a blaze of glory. What the Whitefaces actually did was to display the finest basketball they have shown this season to sweep their two-game series of last week end, closing the home stand with a 19 to 9 victory Friday night over Vega and invading Happy Saturday night for a high-scoring 34 to 28 decision.

Coach Jimmie Wilson's girls' squad continued their winning ways and matched the performance of Coach Tommie McCollum's crew. In an exciting tilt, they pulled ahead of Vega for a 27 to 21 count and then running into a greater scoring spree than did the boys, defeated Happy's sextet 44 to 38.

The two clubs bring their regular season to a close this week end, invading Canyon Friday night for a return engagement with their arch rivals and going to Vega Saturday night for the final stand of the regular schedule. This week's sessions precedes by one week the 'Herd's' entry in the district tournament at Amarillo. The display last week-end gave hope.

(Continued on page three)

227 Employed Last Week On Erosion Project

REPORTS SHOW VOLUME OF WORK DONE; GET TRACTOR SOON

With 227 men at work since the project was opened last week, and with the first machinery expected to arrive soon, progress on the soil conservation demonstration tract here is expected to move forward more rapidly than it did during the past month, although the monthly report of O. T. Williams, project manager, shows a

TO ADD 50 WORKMEN

O. T. Williams announced yesterday afternoon that new equipment has arrived for the conservation service and thereby will be able to add 50 men to the work. NRS officials from Amarillo will be at the local relief office Saturday to sign up these men. Those who have already made application will be given first assignments.

great amount accomplished to date. Seventy-eight miles of tree site locations have been surveyed. Construction were made last month on 4,118 feet of roadside sites and on 5,800 feet of roadside structures, ready to accommodate, respectively, 832 and 1,172 trees.

Terrace lines were run during January on 890 acres and lines for pasture contour, furrowing was run on 30 acres. In addition to this work, 46.7 cubic yards of dirt was moved in diversion ditch construction for the purpose of diverting water from roads onto fields, and fence rows have been cleaned out and new fences constructed. Figures on this work were not available for the report. Mr. Williams stated that diversion ditch construction was just getting under way and that a much greater amount of work along this line will be done this month.

He also announced that he had been informed that a purchase order was issued last week for tractors and that a 55 horsepower caterpillar Diesel tractor should be here in a short time. When it arrives the construction of terraces will get under way.

Pension Blanks Are Sent Here

A supply of application blanks for old age assistance are being sent to the county judge and chamber of commerce here, J. S. Fisher, district supervisor of District 16, Texas Old Age Assistance Commission, announced this week. These blanks are not to be given out until Friday, the day old age assistance law takes effect.

Applicants for old age assistance are to go to either of the above mentioned places and secure application blanks in duplicate and fill out in a complete manner and then mail to our office in Amarillo, Fisher stated.

Autos, Drivers Coming Up Next

Issuing new automobile license tags and drivers licenses is the next task before the tax collector's office here. Auto tags were started out on February 1, and the new license for drivers will be issued, starting February 15. Only a few auto tags have been issued. However, they may not be legally used before March 1. The driver's licenses were started on the road to tax collectors on February 3 and probably will be received here this week. The deadline on both auto and drivers licenses is April 1. After that date one may not drive a car legally without them.

An opinion given out by the Attorney General's department on the driver's license bill states that tax collectors and deputies have authority in administering oaths to applicants. There is no charge for the driver's license.

T. W. Roberson Again In Race

T. W. Roberson this morning announced his candidacy for re-election as commissioner of precinct No. 2 through a formal announcement in this issue of the Brand. His candidacy is subject to the Democratic primaries.

SEE WONDERFUL FUTURE FOR IRRIGATION HERE

J. A. Ulmer, an executive of the Johnson Implement Co. of Los Angeles, and L. L. Lane of Roswell, New Mexico, agent for the company, transacted business here last week and looked over the country with their local representative, William McGehee.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

WHITEFACE ROUNDUP STAFF
 Editor-in-Chief — Melva Rea
 Assistant Editor — James Bell
 Exchange Editor — Palmer Norton
 Alumni Editor — Alma Paetzold
 Jokes and Humor — Phylene Arthur
 Copy Reader — Meredith Montgomery
 Reporters: Mildred Stewart, Helen Danforth, Chilton Foster, John Willett, Ted Clancy, Odessa Long, Evelyn Wilson, Geo. Conklin, Alva Barber, Billy Beene, Karl Wilson, Shirley, Lavina West, Hughes Millard, Gaytha Wilson, Viola Phillips.

Editor's Corral

WILL YOU HELP?

At the P. H. & P. A. convention in Panhandle February 1, six members of the local staff and their

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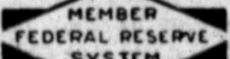
Had a Cash Reserve

"I could have bought that house cheap, but I had no down - payment" — "I could have taken that cruise if I hadn't been short" — "we could have sent Jim to college but business wasn't so good."

Everyday phrases, these. Spoken with a sigh. And clearly pointing the value of a cash reserve, of a growing back-log of money earning interest in a strong, reliable bank.

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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.

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

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Local Chuckwagon

SENIOR CLASS

The Senior Mothers' Club is going to entertain members of the class with a party Monday night, February 10, and it has been requested that every senior be there. The ones who desire to be in the play should give their names to Miss Crawford soon, and all class members should decide on the name they want on their diplomas.

SOPHOMORE CLASS

For the second semester Mary Jane Morgan was elected president by acclamation. Wilbur Willett was elected vice president; Karl W. Shirley secretary-treasurer (after an argument whether to have two offices or one); Chilton Foster was elected reporter; the Student Council representatives and Athletic Association members keep their offices the entire two semesters. Karl W. Shirley and Genece Stadler remained as student council members and Robert Green athletic association member. The meeting was adjourned until the next Wednesday to elect a sergeant-at-arms, but decided they did not need one. Then they practiced their play, but decided to postpone it because most of them did not know their parts.

CLASS NEWS

The freshmen carried out their necessary business Tuesday morning in the high school auditorium. A committee was appointed by Grant Fuller, class president, to decide whether there would be another election of officers. The committee decided that the freshmen would retain their old officers and not elect new ones.

Several class parties are now being planned, but the entertainment committee has not given the full details yet.

Paul Foster, member of the student council, reminded the freshmen to be more respectful to the school property, because an inspection by the council will be made soon.

Saddle Strings

"I LOVE YOU"

Have you ever heard those words before? Of course you have. Don't you remember when you were in the first or second grade in school, you gave a valentine to your sweetheart with those very words written on it. If the valentine did not have those words, it had other words somewhat similar. The children of Central school are going to have valentine boxes again this year to put their valentines in. What is Valentine Day without a valentine box? A valentine box enables the children to give valentines to their friends and teachers. How they do love Valentine Day, and what pleasure they get from giving and receiving valentines.

HHS LIBRARY

More students are using the HS library than ever before. This speaks well for the school, for it shows that the students are taking interest in extra academic work, and also are cultivating and broadening their interest in culture and general knowledge.

Yet the majority of the students are hardly acquainted with the wealth of knowledge and interesting material in the library. There are about 4,500 volumes in this library and also 33 periodicals that come regularly, besides the material in the vertical files.

Besides, of course, the many books for direct references for class work and text books there are several sections of the library helpful to students for cultural and entertaining purposes. All the students know there are shelves of fiction books, but many of these books are seldom checked out because students do not know about particular ones. The fiction list is somewhat limited, but the few books on it are the best. Perhaps one grows tired of fiction, yet he does not want "heavy" literature, then he should read that most interesting, inspiring, truly profitable literature, biography. Many people find they like poetry and drama when they read it and there are many truly interesting selections in the library. Most of the students know about the periodicals. In the library are also books or articles on almost any subject concerning which one might desire information. The HHS library is growing all the time. The material that it contains is selected for the students' use. Discover the value of the library and make use of it.

CONVENTION

High school newspaper staffs of ten Panhandle towns met in Panhandle Saturday, February 1, for the annual press association, held to stimulate social fellowship as well as for practical instruction.

more than 100 members and advisors of various staffs, including Amarillo, Tulla, Canyon, Hereford, Borger, White Deer, Dalhart, Pampa, Wheeler and Panhandle. Delegates met in the high school building.

After registering, the groups met in the auditorium for singing and a business session, after which an address was given by David M. Warren, editor of the Panhandle Herald. His main theme stressed the importance of simplicity, sincerity and accuracy to the young journalist.

Following a luncheon given by the Panhandle staff during which several musical numbers were featured, a representative of the Associated Press presented a discussion of the Associated Press of America.

Groups of the various departments of journalism met at 2:00 o'clock under the supervision of sponsors of school papers. At 3:00 delegates filed into the auditorium for the most important business session of the day. One official representative from each staff voted on important questions. Next year's convention will be held at Amarillo, with Mary Collins of Canyon, president, and Hampton Stennis of Pampa vice president. Staffs of both junior and senior high schools at Lubbock were admitted to the Association. Several questions of interest to journalism students were discussed.

A reception given by the Altruistic Club of Panhandle at the Panhandle Inn was the occasion for the announcement of the best editorial, best news story and best all-around paper contest.

Delegates from Hereford, who is a charter member of the association, were James Bell, Alma Paetzold, Meredith Montgomery, Palmer Norton, Karl W. Shirley, Melva Rae and the sponsor, Miss Crawford.

IN THE OFFICE

A new and useful device was installed in the office several weeks ago. It is a bulletin board for the convenience of teachers. Important notices for teachers are pasted on it. Judging from comments, it is greatly appreciated.

Roundup Stampede

NEWS

Hot oysters! Cold feet and ears! These went together to prevent a Hi-Y meeting this past week but there is still news. A group of boys, Bob Baird, George Conklin, Billie Roberson, Charles Wilson, Basil McKinley and Ted Clancy went to Ceta Canyon February 2 and paid Hereford's first installment on a lot at the permanent Hi-Y camp.

Last Monday night, Hi-Y met, only in order that its senior members could go to the senior party. Members are making plans for the Hi-Y conference in Amarillo April 3, 4 and 5.

A CONTEST

Tuesday afternoon, February 4, a clothing contest was held by the first year clothing classes. There were 24 girls who entered the contest. Judges were Mrs. Seed and Mrs. Bob Wilson. Several of the girls' mothers were present, besides several other visitors.

Virginia Newell won first place, Helen Ruth Barber second, Virginia McElroy third, Betty Sue Henslee fourth, Billie Beas Green fifth. These girls are under the supervision of Miss Ruth Houston, one of the home economics teachers.

DEBATE

February 5, the debaters met for the purpose of practice. The negative was composed of Sibly Calloway and Billy Joe Roberts, defeated the affirmative, composed of Meredith Montgomery and George Conklin. These people will also debate next week in order to secure all the practice possible before debating the Friona teams on the night of February 12.

The Stampede

STUDENT COUNCIL

HHS band wins the Student-Faculty Association banner which hangs in the study hall for presenting the best program during January. The banner was awarded at the first meeting of the Student Council in February.

BAND

HHS band played in assembly Friday morning as usual, but the program was different. The band played a march, two overtures and a novelty number, Ragtime Wedding. Everyone seemed to enjoy the program and maybe the band will surprise the student body again.

The band wishes to thank everyone for coming out to the play given by the Band Mothers Friday night.

The band lost one of its best players this week. Dennis Baker was one of our many needed cornet players. He has been with the band for many years and it doesn't seem right for him not to be playing with us.

Miss Ida Martha Plerie of Canyon was the guest of her sister, Miss Elinor Plerie, over the week end.

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Dawn Items

By VIVIAN BOWERS

Only a few attended Sunday school. Preaching was held in the afternoon.

Mrs. R. A. Frye was hostess to Dawn Study Club recently. Next meeting will be at the home of Mrs. Adolph Frye, February 18.

A large number attended the play, The Red-Headed Step Child, Friday night. Several from Hereford attended. Ralph Smith, John Biggs, Mr. Young and Mr. Cook furnished music.

Miss Ruth Wolfe of Walcott was the week end guest of Miss Mary Chambers.

Mr. and Mrs. Tandy Legg were in Morton recently.

Miss Alvera Frye has returned to her work after a few days visit with her parents.

Mrs. R. Schroeter had as a guest recently her brother, Dr. E. R. Kellersberger of Belgian Congo, Africa.

Miss Frances Holman, daughter of Mr. and Mrs. E. V. Holman, is teaching in the high school of the San Jon, N. M., schools.

Miss Pauline Griffiths who has been visiting her sister, Mrs. R. A. Frye, the past few weeks has returned to her home in Tulla.

Mr. and Mrs. H. E. Miller had as guests Sunday Mr. and Mrs. Calvin Johnson of Canyon.

Mrs. Ernest May and daughter visited the Walker home one day last week.

Miss Vivian Bowers visited the Hereford high school Wednesday.

Beware The Cough From a common cold That Hangs On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies; such as, Syrup of White Pine Compound with Tar, fluid extract of Licorice Root, fluid extract of Wild Cherry and Menthol, but also has fluid extract of Ipecac for its powerful phlegm loosening effect, fluid extract of Cascara for its mild laxative effect and, most important of all, Beechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children with remarkable results. Thousands of doctors use Creomulsion in their own families as well as in their practice knowing how Creomulsion aids nature to soothe the inflamed membranes and heal the irritated tissues as the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Beechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble. Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations and especially those stubborn cases that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion and to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now.

BUSINESS AND DIRECTORY PROFESSIONAL DIRECTORY

<p>THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Cakes Magazines.</p>	<p>The title to your land is vital. Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 4% Per Cent Federal Farm Loans.</p>
<p>INSURANCE JNO. H. PATTON PHONE 50</p>	<p>DR. J. W. HENDRIX Chiropractor and Masseuse 100 B Street—Just North of Mother's Park Phone 541 for Appointments</p>
<p>HOGS Please bring your hogs on Friday for Top Prices. G. W. & H. L. Brumley</p>	<p>FARM SALES OUR SPECIALTY Col. W. S. Williams and C. H. Impson, Auctioneers. 842 Travis Street Amarillo. Phone 5671.</p>

KELLOGG'S

5c to \$1.00 STORE

<p>Salad Bowls 9 1/2-Inch Decorated 15c</p>	<p>22 x 44 Turkish Towels 15c</p>	<p>Stoneware Cream Pitchers 1 Quart Fancy 15c</p>	<p>Prints 36-Inch Fast Colors 10c Yd.</p>
<p>KOTEX 17c</p>	<p>Men's Fancy Hose 10c Pr.</p>	<p>Outing 36 Inch Good Quality 10c Yd.</p>	<p>Men's Work Sox 10c Pr.</p>
<p>Note Book Paper 110 Sheets 10c</p>	<p>Paper Napkins 120 Count 10c</p>	<p>Pencils Good Quality 3 for 5c</p>	<p>Valentines All Prices</p>

WHY PAY MORE?

Dillshay On Committee
 Superintendent C. H. Dillshay, president of the Northwest Conference for Education last year when 3,000 superintendents, teachers, members of men's and women's clubs and school board members attended the meeting. This year Superintendent Dillshay is a member of the executive committee. Superintendent W. B. Ervin of Perryton is president of the conference which will hold its meeting at the WTSTC, Canyon, March 6 and 7.

Summerfield to Have Arbor Day
 The Summerfield Club will sponsor an Arbor Day program on Friday, February 21, at the Summerfield school. It was announced this week. The program will be given by school children, starting at 11 o'clock, and lunch will be served at noon. Those attending are asked to bring basket lunches. Coffee will be served by the club. A short program will be given by the club, which will be followed by the planting of trees to form a small park.

AGRICULTURAL PROGRAM PLANNING TO CONTINUE

The state-wide launching of the Agricultural Program Planning Project which was discontinued following the Supreme Court decision, will be continued, according to George E. Adams, assistant state agent of the extension service.

"This work, which is being directed by extension district agents both men and women, should be finished by April 1," Adams said. Adams, who has charge in Texas of this agricultural planning activity, will select a number of counties in each district where the extension district agents will meet with the county agents and the county farm and home demonstration councils and set wheels to moving.

"A continuous flow of economic information to and from the farm is very much needed; this program is designed to implement that and to bring the farmer into the planning end of agricultural work," Adams gives as the reason for going ahead with activity.

"Mutual understanding of problems is needed to have democratic planning. This program is calculated to get such an understanding between the agencies in authority administering government agricultural programs and farmers engaged in carrying those programs into effect on their farms," Adams stated.



LET FLOWERS CARRY YOUR VALENTINE GREETING

Our greenhouse is a riot of beauty with flowers awaiting your selection for your Valentine. Come in and make your selection early - we make deliveries to all parts of the city Valentine's Day.

Hereford Floral Co.

Irby Carruth
 (Continued from page one)

native of his trip from these viewpoints. He was introduced by Mrs. Reed Williams, president of the club.

In England, Mr. Carruth was told that the depression was lifting and that England wanted peace. One reason given for the latter was that she had no manpower to throw into war. The speaker attributed her quicker recovery to her greater permanency of government, but declared that today the U. S. has the best outlook in the entire world.

He confined himself largely to Russia and followed his itinerary from the party's entrance into Leningrad to its exit into Poland, speaking briefly of each place visited. He painted a vivid picture of the famous "Red Square" in Moscow where the body of Lenin is to be kept lifelike through the years. At least to accomplish that end, a group of scientists are constantly at work with the ultimatum of losing their heads in case of failure. He called attention to the utilitarian significance of the great square in the heart of the city as a means of mobilizing troops at a strategic center with a minimum loss of time.

He told of the vast recreation centers, some of 1000 acres where children of employed women (and all women are employed) are cared for physically, mentally and "unspiritually". He declared that women are doing Russia's work and men are doing her thinking. He saw these women employed at the hardest manual labor, even to the building of railroads. He made the statement that the individual has little meaning in Russia—that the State is supreme and rides herself of undersirables with impunity. The State and collective farms were referred to as an interesting experiment; the former being owned and operated entirely by the government, while the peasant farmers on the collective farms have their homes during life and farm collectively, selling either in the open market or to the government and receiving proportionate pay. He reminded that while their educational program included every person, it is narrowed to the essentials for producing the work in which each is engaged.

In closing, Mr. Carruth expressed a hopeful outlook for Russia, basing it upon the fact that she is already returning to some of those things considered by civilization as fundamental, notably the encouragement of marriage, the home, and parental care of children.

Mrs. Nellie Gillispie left Wednesday for a two week vacation. Frank Yant, relief operator, is here to fill the vacancy at the Western Union office while she is away.

Local Cagers
 (Continued from page one)

to those who are anxious to see the Whitefaces get beyond first base in the district play, although in their fondest dreams they are not anticipating victory over such a club as the Friona Chiefs.

Claixon and Bengo shared scoring honors of the boys for the week end, marking up seven points each in the first game and 11 each in the second. In the Vega tilt they were a step of McCombs, Vega's star forward, who accounted for six tallies; Guest, Happy's great goal-getting guard, stepped ahead of them in the second with 12 points. The Herd limited Vega to four points during the first half to get and retain a safe margin, but at Happy they found the going much more difficult, having to come from behind a four-point lead to win.

Miss Arthur of the Hereford sextet surpassed the record of the season for points in a single game held by her running mate, Miss Atchley. In the high-scoring affair at Happy she accounted for 28 points, making 12 field goals and four free shots out of seven attempts. Miss Atchley had held the season's high mark with 21 points scored against Bovina a couple of weeks ago.

Children Getting
 (Continued from page one)

Sunday school classes, where small donations may be made. It is apparently certain that an NYA project will go through whereby the Government will pay girls to help prepare and serve the food and clean up the kitchen. But all this is not enough. More than \$250 will be needed, and individuals must contribute liberally if the project is not to play out before the school term ends. Clubs must repeat their donations later in the term. Donations too large to be placed in the milk bottles may be made to John Olson, head of the local Red Cross, to be placed directly in the fund.

School Children To Give Playlet

About 60 children from the departmental grades of Hereford schools will take part in presenting a patriotic musical playlet entitled "When Betsy Ross Made Old Glory," by Maude Wallace, which is to be given Friday night, February 21, at 7:45 o'clock in the high school auditorium. The production is under the direction of Miss Thelma McMinn, music supervisor, and Miss Belle Harris, art instructor.

Costumes are all of the colonial period, in 1776, in Philadelphia during the Revolutionary War. Included in the cast are characters representing the 13 original colonies, eight dancing children, Indians, flag boys, soldiers and Gen. Washington, played by Danny Hales; Martha Washington, by Virginia Olson; Betsy Ross, by Wanda Jean Reed; her four assistants, Lois Standifer, Joan Carswell, Orvelia Hill and Margaret Higgins; Colonel Ross, Hilton Higgins; Robert Morris, Delphus Fellers, and Captain Anderson, by Joe L. Hamilton. Acting, dialog

To Take Dairy, Poultry Census

A questionnaire to determine the census of poultry and dairy cattle in Deaf Smith county will be sent out soon by the county agent's office. Alex R. Bateman, county agent, has announced. After this information is obtained, he said, "we shall be in a better position to assist in building up flocks and herds."

Speaking of poultry, he said: "Now is the time to place orders for baby chicks. The ground should be plowed or the poultry yard dug up and broods should be tested before the chicks arrive. Low vitality brought about by lack of proper food and drafts in chicken houses cause roup, which takes a heavy toll among chicks. Every nail hole and crack should be sealed and proper ventilation provided. Poultrymen should feel at liberty to seek the agent's aid. We believe we can assist them on any of their poultry ills."

and the colonial dances will be included. A small admission charge of 10 cents for school pupils and 20 cents for adults will be made.

Frio News Items

BY MRS. W. A. SPRINGER
 Mr. and Mrs. Jim Bagwell spent last Wednesday with Mr. and Mrs. H. D. Allman.
 Misses Ruby and Alma Andrew spent Sunday in the J. B. Harlin home.
 Kip Owen, J. A. Bagwell, Dorothy Mobley visited Jack Dale and Wanda Marie Allman Sunday.
 Mr. and Mrs. W. A. Springer and Mary Lois spent Sunday afternoon in the Adam Flowers home at Jumbo.
 Mr. and Mrs. Paul Williams spent Sunday afternoon in the Birdline home.
 Mr. and Mrs. T. G. Sparkman,

Mr. and Mrs. W. A. Springer, J. E. Springer attended the funeral of Mrs. R. T. Nunn in Hereford last Thursday.
 C. G. Maples, Jr., and Pat Hyatt of Dimmitt visited Miss Koma Hyatt Thursday afternoon.
 C. L. and Frederick Oglesby spent the week end in Amarillo in the home of their parents. Frederick remained for a few days visit.
 PTA will give a play Saturday evening at 8 o'clock, February 15. "The Eighteen Carot Boob" is the title, and has 12 characters including two negro characters. It is for benefit of the school. All have worked hard to get up this good play and are anxious to have everybody attend. Admission will be 10 cents for everyone.

NEW SPRING MILLINERY JUST RECEIVED!

The new styles, large and small sizes come in crepes, straws, embroidered taffetas and cellophane. They include turbans, off-of-face, flower and ribbon trimmed styles. Good are the perky little Jockeys and the chic small hat with the veil. New felts in all the new light shades.

VOGELE MILLINERY PARLOR

Brooks DRUGS
 PHONE 99 HERFORD TEXAS

Save on These Special Values

- Camay TOILET SOAP 6 Bars 25¢
- Shampoo EGG and OIL 8-oz. Size . . . 37¢
- 35¢ Vick's VAPOR-RUB . . . 24¢
- Cod Liver Oil OLAFSEN Fat Pint. 59¢
- 50¢ Iodent TOOTH PASTE . . . 31¢

MALTED MILK Pails or Cans 1 Lb. . . 49¢	GILBERT ALARM Fully Guaranteed. 1.50	Halibut LIVER OIL CAPSULES Pails or Bottled. 98¢
--	--	--

- Mineral Oil RUSSIAN PINT . . . 49¢
- 50¢ Vicks NOSE DROPS . . . 37¢
- Cough Syrup Complete-Lyden, 8-oz. 47¢
- Kotex WONDERSOFT Box of 12 . . . 18¢
- Tooth Brush ORA-SAN 39¢

HOT WATER BOTTLE 49¢	COLD OINTMENT 2-oz. Size . . . 25¢	SANDWICH TOASTER Low Priced. 1.00
--------------------------------	--	---

- Magnesia MILK PINT . . . 33¢
- 85c Jad Salts 69c
- Camphor SPIRITS 2-oz. Size . . . 21¢

AT OUR FOUNTAIN

Frozen MALT JUMBO 10¢	Ice Cream SODA JUMBO 9¢
Caramel Nut SUNDAE 13¢	TASTY ICE CREAM Any Flavor PINT 15¢

FOOD SPECIALS
 ... at Great Savings

SUGAR CORN Early June Peas Cut Green Beans Three Cans **25c**

LIBBY'S SELECTED FOODS!

- | | | | |
|--|-----|--|-----|
| PICKLES Libby's, sour or dill, 22-oz. bottle | 17¢ | DICED CARROTS Libby's, No. 2 can | 10¢ |
| MIXED VEGETABLES Libby's, two No. 2 cans | 25¢ | ASPARAGUS Libby's All Green, No. 2 can | 24¢ |
| CORN, Libby's, Fancy Country Gentleman, 2 No. 2 cans | 25¢ | PEACHES, Libby's Sliced or halves, No. 2 1/2 can | 15¢ |

NUCOA Double Your Money Back Guarantee! **lb. 21c**

- | | | | |
|---------------------------------------|-----|---|-----|
| GOLD DUST Large Pkg 17¢, small, 3 for | 10¢ | COCOA Hershey's, 1-lb can | 12¢ |
| SHINOLA Shoe Polish, 2 cans | 15¢ | CHOCOLATE SYRUP Hershey's, 16-ounce can | 10¢ |
| JET OIL Shoe Polish, 2 bottles | 25¢ | CHOCOLATE BARS Three 5c bars | 10¢ |

KARO
 Light or Dark 5-pound can **34¢**

- BEST FOODS**
 Thousand Island, Mayonnaise 15¢
 Relish Spread, 9-oz jar 34¢
 SALAD DRESSING Best Foods, quart jar 15¢
 COFFEE Break O' Morn, 1-lb pkg 23¢
 KETCHUP Heinz, large bottle 23¢

CHARMIN
 Toilet Tissue 4-roll box **23¢**

- | | | | |
|---------------------------------------|-----|---------------------------------------|-----|
| SHORTENING Swift's Jewel, 8-lb carton | 95¢ | GINGER-ALE Canada Dry, bottle | 15¢ |
| GRAPE JUICE Church's, pint bottle | 15¢ | PEAS, Rosedale No. 3 Sieve, No. 2-can | 15¢ |

COFFEE
 Schilling's 1-pound can **26¢**

- LIMA BEANS, Happy-Vale** Small white, 2 No. 2 cans **25¢**
PEARS Charmland, Choice Bartlett, In sugar syrup, 2 No. 2 1/2 cans **29¢**
RITZ Large size **23¢**

CHERRIES
 Red Pitted, No. 2 can National Cherry Week, **10¢**



MEATS

- | | |
|---|-----|
| ROUND STEAK Cut from fancy grain fed beef, lb | 19¢ |
| DRY SALT JOWLS Pound | 15¢ |
| FRESH OYSTERS Pint | 30¢ |
| HAMS Armour's Star, half or whole, lb | 26¢ |
| KRAFT'S CHEESE Half-pound package | 18¢ |

PRODUCE

- | | |
|---|-----|
| LETTUCE Large firm heads | 5¢ |
| GRAPE FRUIT Large Arizona seedless, 3 for | 10¢ |
| SPUDS Home-grown Reds, 10 pounds | 11¢ |
| ONIONS Spanish Sweet, 5 pounds | 9¢ |
| APPLES Small size, Winesaps, 2 dozen | 25¢ |
| SWEET POTATOES Porto Rican Yams, 5 pounds | 13¢ |

CLEANING SPECIALS

- | | |
|------------------------------------|-----|
| P & G SOAP 3 Giant Bars | 10c |
| Camay SOAP 3 Bars | 13c |
| Oxydol LARGE Package | 21c |

FURR FOOD
 WE DELIVER PHONE 74

Wyche Items

BY PEGGY VALENTINE
Sunbeam Sunday school class will entertain the adult class with a Valentine party Friday night. Everyone bring a valentine to put in the box for someone else. No one admitted without valentine.
Dulbis Walker is ill with the mumps.
Mr. Edwards is very ill with pneumonia, and his recovery is doubtful.
Shopping in Hereford Saturday were N. G. Elliston, McBrayers, Paetzolds, Loves and Dock Robersons.
R. W. Elliston attended church in Hereford Saturday.
The Reinarts and Paetzolds were Hereford church attendants Saturday.
Messrs. Carmichael and Saxon were in Hereford Friday.
N. G. Elliston and C. E. Davis were in Hereford Monday.
Mrs. C. E. Davis and Miss Virlene were in Hereford Friday.
Mrs. Deck Roberson has been ill the past week.
School attendance is improving with the recovery of many pupils.
Mrs. Berry Orr was seriously burned last week when her pressure cooker exploded. She is recovering rapidly.
Rev. Roy Patterson will deliver a sermon at the school house Sunday morning at 10, and at 7:30.
The Valentine triplets are almost recovered from an attack of influenza. The babies are beginning to sit alone, and all weigh about 15 pounds.
Miss Melba Rae attended the Valentine party given at the State Park by the senior mothers Monday night.

Daniel News

BY PAULINE MOORE
Otto and R. D. Smith were in Hereford Thursday.
Coy Phillips and family spent Tuesday night in the Lawrence Womble home in Hereford.
Cecil Hodges was in Hereford Wednesday.
W. R. Moore, Dave Moore and wife, F. Tomlinson, R. E. Gill and Miss Ima Haney were in Hereford Tuesday.
F. Tomlinson and family were in Canyon Wednesday.
Mrs. DLave Moore told of her trip to California and Arizona in school Thursday.
Joe Moore was in Amarillo on business Tuesday.
Mr. Mathis of Hereford called on R. E. Gill and Daniel school Monday.
Oyville Moore and Augusta Stice were married in Canyon Feb. 3.
Floyd Tomlinson and family, and Pauline Moore were in Amarillo Friday evening.
Jess Ford and children and W. C. Moore were in Hereford Saturday.
Little J. R. Oglesby is undergoing treatment in Amarillo. He has symptoms of pneumonia. Mr. and Mrs. Oglesby are with him.
Rev. Carroll Holtzclaw preached at Palo Duro Sunday morning.
There will be a valentine box at Daniel school Friday afternoon. The community is invited.
Farmers met at Daniel Friday night. County Judge Mal Stewart, G. W. Brumley of Hereford gave information as to organization by farmers. A letter from Congressman Marvin Jones stated that any word of encouragement on farm problems would be appreciated.

Ward News Notes

BY MRS. GEORGE SUGGS
Atlantus Estudia club met Tuesday, February 8, with Mrs. Bob Higgins. Pearl S. Buck and Sinclair Lewis were the study subject. A story was given by Mrs. George Suggs and Mrs. Jim Higgins from each. Cherry pie, minis and coffee were served. Next meeting will be with Mrs. Arlie Dean in town instead of with Mrs. Jack Hutson, as scheduled.
Twenty-one were present at Sunday school last Sunday.
D. O. Williams and family of Abertathy, Miss Tillie Hutson of Shreveport, La., have been visiting Mr. and Mrs. Jack Hutson and the Bill Hutson home this week.
Mr. and Mrs. Jim Lipscomb were in Amarillo Thursday.
Mmes. Bob, Alton and Wesley Higgins and George Suggs were in Nazareth Tuesday.
Mrs. George Suggs visited Mrs. John Alridge in Hereford Thursday.
Mr. and Mrs. D. O. Williams, Miss Tillie Hutson, Bill Hutson and son were in Borger Sunday.
Messrs. and Mmes. Bob Higgins and George Suggs called on Mr. and Mrs. Swallow of Nazareth Sunday.
Jean Simmons and family of Bippus visited Mr. and Mrs. Bob Higgins Sunday.
and it was urged that such word go to Congressman Jones. Bob Campbell was named delegate to the county-wide meeting in Hereford Saturday.
Dave Moore and family, W. R. and Miss Pauline Moore were in Canyon Sunday afternoon.

Black

By MRS. H. L. McLEAN
Rev. Roy Patterson and wife of Hereford, spent Sunday with Mr. and Mrs. McLean. Rev. Patterson preached at 11 o'clock, but night services were not held because of cold weather. He will preach here again the second Sunday in next month.
Mr. and Mrs. Verner Melugin moved to Hereford Thursday and will operate a filling station.
I. S. Bartlett and family visited Mrs. Bartlett's mother in Hereford Saturday. Mrs. Cooper is very ill.
Mrs. Tom Presley entertained the social club Thursday. Only six members were present, also Mrs. Frank Lookingbill, a visitor. Next meeting with Mrs. Roy Price February 20.
Cecil Vandiver of Blue Grove is here visiting his wife's parents, Mr. and Mrs. T. L. Welch.
Grandmother Ray is still on the sick list.
Home demonstration club met Wednesday with Agent Miss Margaret St. Clair present. Bedroom improvements was discussed, some valuable information being given by Miss St. Clair.
Ladies of the community met Monday and made a mattress for Mrs. Welch.

Star Sponsors

Shirley Temple Impersonations
In connection with the showing of Shirley Temple's latest picture, "The Littlest Rebel," Manager Charley Hardwick announces a Shirley Temple impersonation contest which will be held on the stage of the Star Theatre Tuesday night, February 25, the last day "The Littlest Rebel" will be shown. This contest is open to all little girls in Hereford and vicinity who think they look like Shirley or who can impersonate or mimic her in any way. They may sing a song, do a dance, speak a piece or do anything they want to.
Selection of the winner will be left to the audience, and first prize will be a beautiful Shirley Temple doll. Other prizes also will be awarded.
Shirley Temple sings and dances in all her pictures, and in "The Littlest Rebel" she has some of her cleverest songs to date, and Shirley and Bill Robinson do a tap dance together that is the cleverest and most difficult she has ever attempted.
Charley Hardwick states that he expects to discover several Shirley Temples among the entrants of this contest. To enter, one should get in touch with Manager Hardwick at once. Each entrant will receive a beautiful Shirley Temple Song Album which contains the words and music of the songs which Shirley has sung in the previous pictures, and has 24 cute poses of Miss Temple.
Mrs. Paul Barnett of Wichita Falls spent the week end with her mother, Mrs. J. M. Boode.

H. D. CULPEPPER FOR COMMISSIONER PRECINCT NO. 3

To the voters of Commissioner Precinct No. 3: I am again announcing for the office of County Commissioner of Precinct No. 3, subject to the action of the Democratic Primary to be held on July 23.
I feel justified in asking for the nomination to this office again, and assure you that I have fulfilled the obligations of the office to the best of my ability and will continue to do so in the future.
I will appreciate the support and influence of the voters.
H. D. CULPEPPER
New Constable Named
T. C. Mathes Monday was appointed by the commissioners court to fill the vacancy of constable in Precinct No. 1 made by the resignation of B. R. Dixon, which was accepted at the same time. Mr. Mathes has had considerable experience as a law-enforcement officer, having acted as a deputy sheriff for 12 years in Crosby county.
SHERIFF'S SALE
STATE OF TEXAS, County of Deaf Smith.
By virtue of an Execution issued out of the Honorable Court of Civil Appeals for the 7th Supreme Judicial District of Texas, Amarillo, Potter County, Texas, on the 25th day of January, 1936, by the Clerk thereof, in the case of J. W. Lusk versus B. B. Farmer and Pauline Farmer No. 4440, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY IN MARCH, A. D. 1936, it being the 3rd day of said month, before the Court-house door of said Deaf Smith County, in the city of Hereford,

the following described property, to-wit:

The Southwest Quarter (S. W. 1/4) Section number 35, Township five (5), North of Range two (2) East of a Capitol League Sub-division, Deaf Smith County, Texas.
Levied on as the property of B. B. Farmer and Pauline Farmer to satisfy a Judgment amounting to \$4.85 in favor of the officers of Court of Civil Appeals and of the 69th Judicial District Court, and further for the costs of the execution of this writ.
Given under my hand, this 12th day of February A. D. 1936.
MRS. J. B. MILLER, Sheriff, Deaf Smith County, Texas.
By J. O. Newell, Deputy. 6-3c

Don't Let a Name Fool You . . .

From the title, you may not consider "I Found Stella Parish" as one of the pictures you want to see . . . but don't be fooled . . . it is a picture you will be glad you saw . . . one you'll talk about.
Kay Francis daringly discloses the story you never knew, about that front-page beauty every one knew . . . told in all its sensational detail for the first time . . . the story of that glamorous Yankee beauty who swept London off its feet.
Kay Francis in her greatest role in "I Found Stella Parish" with her greatest cast including Ian Hunter, Paul Lukas, cute little Sybil Jason and Barton MacLane. At the Star Theatre next Thursday and Friday.

Ford Doings

Mr. and Mrs. L. J. Straufuss were in Amarillo Wednesday.
Mr. and Mrs. Jess Gyles of Vega were in this community Friday.
Mrs. Harris and daughter of Claude attended the valentine party at the school house Friday night. They are visiting the Fred Brunson home.
The agricultural association met Wednesday night in support of a county and state-wide organization. It is the desire to support national farm legislation. Speakers included County Judge Stewart and County Agent Bateman. Next meeting will be Friday night, February 21. A program and special music will be provided.
Mrs. A. E. Benson, Clarendon; Mr. and Mrs. T. E. Major, Geo. Benson and family visited the H. M. Benson home Sunday.
M. J. Parks is visiting Mrs. A. E. Benson in Clarendon.
Wayne Dyer and Sam Stapp are at work in Melroe. N. M. Mrs. Dyer is staying with Mrs. Stapp. Misses Watkins and Cope visited friends in McClain recently.
H. M. Benson and family attended church services in Vega Sunday and were guests in the Jess Gyles home.
Mr. and H. Climer were in Hereford Friday.
Rev. Marvin Boyd preached here Sunday afternoon.

Meet Friday Night at Ford.

Another of a series of community agricultural meetings will be held Friday night at Ford. It has been announced. O. T. Williams, conservation head, and County Agent Alex R. Bateman will be the principal speakers. Music and other entertainment will be provided by the Hereford Lions Club. A large number of people of the Ford community are expected to attend.

Messenger News

BY ESTELLE WILLIAMS
Mrs. Arch Coblin and daughter spent the week end with her mother, Mrs. Ray Hershey.
D. Y. Edwards has had pneumonia the past week. His parents, brother, Mr. and Mrs. Jack Baker, Mr. and Mrs. Hunter and others have been helping care for him. He is still a very sick man.
Mrs. Taylor and children spent several days last week in Amarillo.
Mrs. A. S. Higgins has been ill with the mumps.
Ira Ricketts and family went to Bellview, N. M., Sunday to visit the Arch Daugherty home.
Mrs. C. C. Bowman and Virginia entertained club ladies Wednesday afternoon. After business meeting, valentine games were enjoyed. Refreshments of popcorn balls, cocoa and cookies were served - Mmes. Mitchell, Ray Hershey, Donovan, Blakenore, Green, Ricketts, Neal Powelson, W. C. Russell, C. P. Caldwell, Misses Eunice Caldwell and Olive Perkins. Next meeting with Mrs. Donovan.
John Edwards, who has been ill the past six weeks, is better.
Mrs. O. E. Boyer and sons and Miss Lilla Short spent Sunday in the Boyer home.
Lloyd Hunsaker of Gage, Okla., visited the Donovans last week.
Wm. Wallace of Pampa is here looking after his wheat.
Edgar Russell entertained 15 young people at a 42 party Saturday night.
Virginia Bowman is working at the court house.
Mrs. C. C. Bowman spent Friday with her mother, Mrs. Anna Diebel, in Hereford.
Mr. and Mrs. E. Blakenore went to Summerfield Tuesday to visit his parents.
On account of cold weather, singing was not held Sunday.

If You Had a Fire Tonight??

Would you be insured?
Would you have adequate protection?
Take stock of your property now. Base the amount of insurance you need on cost of replacement of what you own.
Then, as a prudent man, get in touch with us immediately and let us go over your insurance needs with you. We can assure protection in keeping with your holdings.

Hereford Insurance Agency

303 Main, Next to Chocolate Shop
RALPH BARNETT, Manager. Since 1898

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 is given. 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 soil 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. _____
10. _____

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

My name is _____

My address is _____

Try Your Skill!

It's Fun and Educational

Styls AS WELL AS Stamina
in Penney's WORK CLOTHING

Men's Covert Cloth Work SHIRTS 39c	Men's Work SOCKS Excellent quality cost 2 for 15c	Boy's Covert Cloth Work SHIRTS 29c
Black and White WORK PANTS Printed, Striped Twill! \$1.49	Men's Real MoleSkin WORK PANTS They're hard wearing! \$1.69	Men's Heavy Duty WORK PANTS Black and White Striped! 98c
Neat and Comfortable Oxide Play Suits They're sturdy! 59c	Men's Hard Wearing WORK PANTS They're tough! 98c	Athletic SHIRTS and SHORTS for men 19c each
Sanforized Shrunk OVERALLS Super Big Mac \$1.10	Great for Driving! MEN'S GLOVES Slip-on Style 49c pair	Men's Horsehide GLOVES Driver Style! 69c
Men's Heavyweight Canvas GLOVES Exceptional Values at 10c pr.	Bargain Priced WORK SOCKS They'll stand the test! 10c pr.	BIG MAC Work SHIRTS Dress Shirt Styling! 69c

PENNEY'S
J. C. PENNEY COMPANY
HEREFORD TEXAS

Westway Items

(BY WILMA SKYPALA)
 Edgar Skypala of Spearman is visiting home folks this week. He will return home Saturday.
 Mrs. Dewey Guidan of Hereford spent Sunday in the C. V. Burges home.
 Miss Mary Turrentine entertained her Sunday school class at dinner Sunday. Present were Wanda Downs, Misses Minter and Dodson, Irene Grimes, Aleta Burges,

Randolph Hyde, S. J. Cook, Raymond Pierce, Wayne Little, Bill Oden, Junior Hyde, Mr. and Mrs. Stephens.
 Mr. Dodson went to Bula Friday night to referee the county basketball tournament.
 Mr. and Mrs. C. T. Putman and son of Dawa spent Monday afternoon in the V. Skypala home.
 Victor Elliston of New Mexico spent the week end with his sister, Mrs. C. P. Grimes.
 Miss Irene Grimes spent Wednesday with Miss Dorothy Watts in Hereford.

Summerfield News

MAUD E. NOLAND
 Mr. and Mrs. Lloyd Lookingbill were in Farwell Monday. They went with Mr. and Mrs. Will Johnson.
 Mr. and Mrs. Wilburn Edelman and Von of Tullia spent the week end in the Bill Edelman home.
 Mr. and Mrs. Louie Huckert are visiting their daughter, Mrs. John Heiselman, in Vega.
 Mike and Louie Huckert, Ray Johnson attended court in Farwell Monday.
 Mrs. D. C. Walser and Joan spent last week with her parents, Mr. and Mrs. R. A. Fullwood in Hereford.
 Mr. and Mrs. B. C. Roberson and Mrs. B. E. Roberson were in Amarillo Monday.
 Henry and Andrew Behrends and Jim Saunders were in Dimmitt Friday.
 Rance home demonstration club met with Mrs. H. Behrends Thursday with seven members present. Miss Clark illustrated, the steps in making a wool comfort. Part of the time was spent removing paint from a piece of old furniture.
 Miss Edna Daughtee of Hereford spent Friday night and Saturday in the J. H. Oglesby home.
 Miss Ruby Thompson and Kathleen Wade took dinner in the Oglesby home Friday night.
 Roy Hanna of Amarillo visited the J. R. Oglesby home Saturday night.
 Mr. and Mrs. Houser of Hereford spent Sunday in the L. T. Jay home.
 Mrs. Lee Kendall has returned home from Hereford where she has been under the care of a doctor. Her hand was recently mashed in a washing machine.
 Mrs. Cecil Vandiver and Jerry visited Mrs. Charlie Noland last Thursday.
 Mr. and Mrs. Bill Edelman entertained a number of friends Friday night with a lovely party. Attending were Messrs. and Mrs. Frank Lookingbill, Charles Noland, Master Lamon Lookingbill, Ruth Lookingbill, Beatrice Lawrence, Maud Noland, J. B. Noland, Joe Story, Charlie Hays. Refreshments of sandwiches and coffee were served.
 Mrs. Perry McMinn, who is in Kansas City under a doctor's care, is reported not doing well.
 Mrs. Marvin Madden and Miss Patsy Ruth of Sweetwater, Oklahoma, are visiting relatives here.
 Mr. Byrd was here on business from Fort Worth last week.
 Miss Eva Gleason took dinner with Mrs. O. F. West Thursday.
 Joe Story was in Dimmitt last Tuesday.
 Rural school will meet at Hereford high school Saturday for an all day session of games. Parents are invited to attend.

Dimmitt News

(By EMILY McLEAN)
 Fred E. Wortham, formerly of Canyon, is now editor of the Castro County News.
 The Dimmitt Bobcats attended the tournament at Stratford this week end.
 Mr. and Mrs. Perry Graham entertained a number of friends with a dinner Friday evening. Those attending were Messrs. and Mrs. C. O. Barnes, E. B. Wright, Ray Sheffey, B. McLean, Bill Graham, W. A. Wright, Mrs. R. B. Boren and the host and hostess.
 Mr. and Mrs. Harvey Cash and Mrs. Dudgeons all of Canyon visited in Dimmitt Thursday.
 Miss Mamie Cox visited in Dimmitt last week end.
 A number of Epworth League members attended the Prairie Rustlers meeting in Friona Sunday.
 Mrs. J. C. Packer who has been in the hospital, is reported recovering nicely.
 Mr. and Mrs. C. E. McLean and Tom Hanks were in Hereford Sunday to see the show.
 Miss Declinae Ramey and Miss Francis Vandemeter of Texas Tech spent the week end with Miss Ramey's parents, Mr. and Mrs. Edwin Ramey.
 Mr. and Mrs. Jack Miller left Friday for Fort Worth to attend the funeral of his father.
 Miss Rosa McLean is visiting in Lubbock this week.
 Robert Singer has returned home from Austin where he has been attending the University.
 Lowell Cochran and Bob McLean were in Lubbock Thursday and Friday.
 Mr. and Mrs. Howard Scroggins are spending the week in Lubbock.
 Mr. and Mrs. Spurgeon Webb are moving to Friona this week.
 Mr. and Mrs. L. G. Manning, Miss Lela Wright and Louis Allen were in Hereford Sunday.
 Mr. and Mrs. Bob McCutchen of Amarillo visited the H. C. Webb home Wednesday.
 Mrs. Dorothy Wilson and C. J. Mape were in Amarillo Tuesday.
 Miss Dorothy Blanton and Russell Buckmaster attended the show in Hereford Sunday.
 Mr. and Mrs. Raymon Wilson were in Hereford Sunday.
 Mr. and Mrs. Eules Waggoner are the proud parents of a baby boy, born Friday.
 Mr. and Mrs. George Barnett and daughter visited the Andrew Elder home Sunday.

Jumbo News

(By LA RUE BECK)
 Forty-two attended Sunday school last Sunday. Rev. Thorns of Hereford preached here Sunday afternoon.
 Edgar Jackson of Canadian spent Friday night in the Sam Hunter home.
 Mrs. Mammie Sea has been visiting her brother, L. A. Matthews. Misses Mildred and Thelma were in Amarillo Saturday.
 Mrs. Finis Hunter and family visited her parents, Mr. and Mrs. L. O. Norman at Arney Sunday.
 J. J. Wilder and Helen, and La Rue Beck were in Dimmitt Monday.
 Mrs. L. A. Matthews has been visiting her sister, Mrs. Fay Bennett of Archer City, who has been ill.
 Ed Wilmeth and David Myers were in Dimmitt Saturday.
 Mr. and Mrs. Ralph Jennings of Plainville visited the C. Andrew home Wednesday.
 Sam Nunn of Glazier has been visiting his sister, Mrs. W. A. Hunter.
 Misses Mildred and Thelma Holly will give a Valentine party Friday afternoon for the children.
 W. A., Sam, C. C. and Finis Hunter and their families, and Mrs. L. E. Beck attended the funeral of Mrs. R. T. Nunn Thursday.
 Wanda, Charline, Carolyn and Norman Walker are staying in the L. E. Beck home.
 Miss Pauline Matthews of Muleshoe spent the week end at home.
 Miss Viola Stork who has been attending school at Nazareth has been home three weeks because of illness.
 Charles McGinnis spent the week end with his brother, A. F. Harget, at Hereford.
 Mr. Clements, Dimmitt superintendent, delivered a very interesting address pertaining to current school problems Friday night at the community assembly.
 L. A. Thomas, county agent, accompanied by his band, will be here Friday night to discuss soil erosion.
 Homer Barnes was elected as Sunday school superintendent.
 Homer Barnes and family took dinner in the C. Kring home.
 Frank and Bud Pinkert spent Sunday night with their grandparents, Mr. and Mrs. F. L. Pinkert.

Organize Grain Elevator

Wednesday afternoon a meeting was held in the county court room in connection with organizing a Farmers' Grain Elevator in Hereford. Frank Triplett, a representative of the organization, was present and made an interesting talk in behalf of the organization. Everyone seemed enthusiastic and

interested in organizing a cooperative elevator. Splendid progress has been made in securing acreage and selling stock. A charter has been applied for.
 Dr. and Mrs. G. W. Heard were dinner guests of Dr. and Mrs. C. A. Piele in Canyon on Sunday, February 2.

Service Your Car

Complete Tire and Greasing Service
 PHILLIPS' "66" GAS, OIL AND GREASES
 Phillips "66" Station No. 1
 CLAY ANGELO, Manager. Third Street

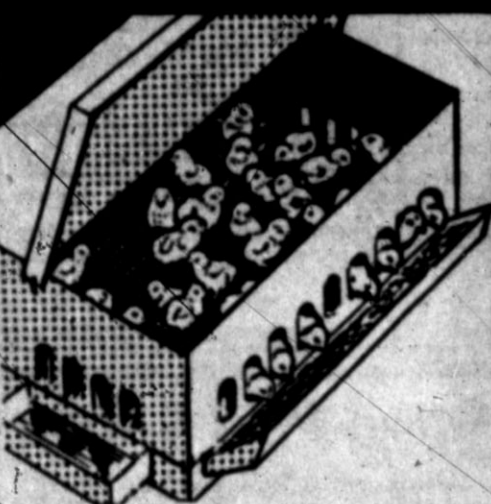
MOVED

We have moved our cream station and poultry house to the Miller building, two doors north of our old location.

Armour's Cream Station

L. H. SPRATT, Manager

Merit ALL-MASH STARTER



The Complete Chick Food

It is no longer 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.

This new ration is the most economical you can use and with proper care it reduces your chick deaths to a minimum. Each of the 15 ingredients in MERIT ALL MASH STARTER is selected and tested for its ability to promote a rapid and healthful growth.

MERIT ALL MASH STARTER will prove to you as it has to others, that it pays big profits to you to use this uniform, correctly balanced chick feed.

Feed it to your chicks and watch them live and grow.

West Texas Feed & Seed

Card of Thanks.

We desire to express our deep appreciation to the friends and neighbors who showed such helpfulness and kindness during the illness and death of our wife and mother.

- R. T. Nunn
- W. H. Nunn
- Roy T. Nunn
- R. E. Nunn
- Ray Nunn
- Mrs. H. J. Henden

A WANT AD WILL GET THAT FLOW!



THAT IS

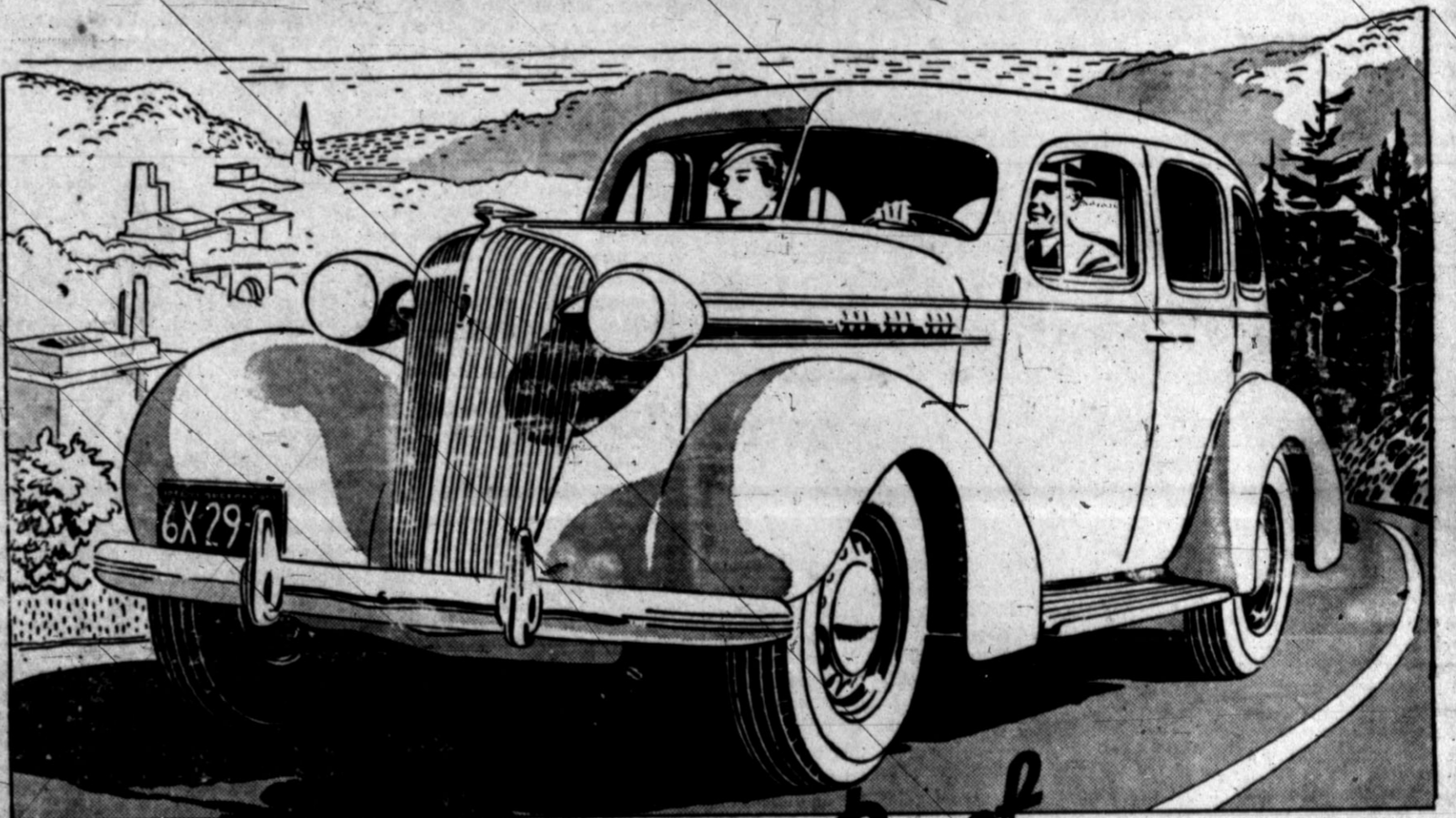
Cream O' Plains Butter

As pure as the rays of the sun itself—and as full of life and health-giving qualities—you'll find no better butter in the whole world than CREAM O' PLAINS BUTTER—because it's made from the finest of cream in our own sanitary and scientific creamery. Demand

CREAM O' PLAINS BUTTER

Farmer's Creamery Ass'n.

Fact: YOU GET MORE FOR YOUR MONEY IN OLDSMOBILE



BE as critical as you like— it's your money you're paying out and you are entitled to the most that every dollar will buy you... That's why we say—go see the Oldsmobile! Look at its size. Try out its roominess. Count up its modern fine-car features! Note for yourself Oldsmobile's every convenience, every provision for extra safety, extra comfort, increased economy and extra-

long life... Then consider this— Oldsmobile "The Car That Has Everything"—is priced but a little above the lowest!

• THE SIX • • THE EIGHT •
\$665 • \$810

Sixes \$665 and up... Eights \$810 and up, list prices at Lansing, subject to change without notice. Safety Glass standard equipment all around. Special accessory groups extra. Car illustrated in the Six-Cylinder 4-Door Sedan, \$795 list. A General Motors Value. • 6% S. M. A. C. TIME-PAYMENT PLAN •

"The Car that has Everything"

Proof

OLDSMOBILE has every fine-car feature... none left out

- KNEE-ACTION WHEELS for a restful, gliding ride.
- SUPER-HYDRAULIC BRAKES for quick, straight-line stops.
- "TURRET-TOP" BODY BY FISHER for greater protection and beauty.
- CENTER-CONTROL STEERING for effortless, true-course driving.
- RIDE STABILIZER for level, swayless riding.
- BIG, OVERSIZE TIRES for additional comfort and traction for stops.
- NO DRAFT VENTILATION for plenty of fresh air without drafts.
- SAFETY GLASS for extra protection all around.

Brumley Chevrolet Co.
 HEREFORD, TEXAS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 36

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.

MORE ABOUT CONDITIONS

In a page one editorial last week, the Brand pointed to the different projects that are to bring a payroll of about \$10,000 monthly into Hereford and Deaf Smith county, and to the bonus, which will add materially to the cash available here, to make this the best spring season we have known in years.

We called upon merchants and business men to avail themselves of the opportunities to increase business during this rising tide of financial conditions. We did this not only for the merchants but also for the people of this territory. Naturally we wish to see our merchants prosper, but we also want Hereford to be in a position to serve its territory thoroughly. We want every person to feel that in Hereford he can secure everything he needs or desires at values second to none in the Panhandle. Our appeal to the business men was not to urge them to greater profits, but to insist upon progress and developments of the entire area as a whole.

Already, we believe, it has been demonstrated again and again that we as a community are vitally interested in the people around us, but we can go on to greater things and bring the citizens of the area closer together. Conditions have been bad; we have been forced to retrench; we have neglected numerous things, but as times improve, the way is again opening up, and if Hereford takes advantage of every opportunity, financially, socially and politically, she need not fear the encroachment of "city business and city prices" upon her territory. We sincerely believe that citizens of a community want to be loyal to that community. It is only when a community fails to fill their requirements they drift away.

THE REGULATED DRIVER

Starting this month, automobile drivers in Texas will be regulated through a driver's license. To acquire one of these, unless he be an habitual drunkard or dope addict or feeble of mind, one has to take no examination and pay no cash. He merely must make application to receive his right to drive a car.

The regulation comes not in the proving of ability to drive but in the right to revoke the license and take a person from behind the steering wheel for a short time, or permanently if the nature of the offense justifies such severe action.

The power of this law will depend upon its use in the courts. The manner in which it is used depends largely upon public opinion. We must remember that. We must remember that in order to use the new power advantageously we must insist that the spirit of the law be followed whenever it is justified. This means that if we ourselves violate the law, we must be willing to take the consequences so that the other violators also will be subject to punishment, and the new law will be free to correct and prevent many of the evils and dangers now apparent on our streets and highways.

WHAT ADVERTISING HAS DONE.

The Industrial News Review gives the "so-called chain grocery store" credit for finding that "advertising was essential and indispensable in order to move goods and create interest in new products." In a short time, the Review states, the advertising policy of chain stores influenced other merchants to reach their customers in the same manner, in an effort to increase sales by offering the public household necessities or luxuries in attractive forms and at reasonable prices.

The net result was a reaction to the benefit of the buying public and today essentials of life are transferred from producer to consumer at a price which would have been impossible except for the volume consumption created by intelligent advertising. These savings for the family pocketbook increased purchasing power for other lines of business, the result being a greater sale of additional comforts and luxuries which, in turn, involve advertising by many branches of business.

By Their Words

AND OURS

Aggressive safe-driving campaigns are being inaugurated by students of a number of American universities and colleges. The old idea of the average college boy, which painted him as a rip-roaring irresponsible, driving his flashy roadster at incredible speed while one arm encircled a blond and one hand held a flask, was doubtless much exaggerated, but it remains a statistical truth that the most dangerous drivers are those in their late teens and early twenties. If the menace of automobile accidents can be brought home to those drivers, we will have taken an important step in curing the problem.—Frisona Star.

The notices which are often posted in hotel rooms: "Have you left anything?" might be changed to "Have you anything left?"—Miami Chief.

The three great civilizing forces of the community, outside the home, are the church, the school and the newspaper, and there must be cooperation from all to be of the greatest benefit, for all are interdependent in their efforts for the welfare of the community.—McLean News.

Herbert Hoover is greatly enjoying the role of chief spokesman of the Republican party, the nominal head of which he still remains. His farm plan the other night sounded very much like the

failure he produced during his administration for so-called farm relief.—Canyon News.

The east is east and the west is west, in a few things at least. We greatly doubt that any Texas governor would have defied public opinion—as we have it—enough to grant a reprieve in a case like Hauptmann's.

Texas Panhandle families are said to lead the Southwest in repayment of rural rehabilitation loans, payment approaching 100 per cent in some counties. The average of the loans in that area was about \$700.—Curry County, (New Mexico) Times.

I have been asked to reply to the statement made in the Amarillo News by Gene Elo, special correspondent, sent here for the purpose of "covering" the Hamlin case. Mr. Elo referred to the Farmer county court house as being a "two-story building surrounded by a corn patch and a croquet ground." That is a very good description, Mr. Elo, and the only correction I have to make is that it is wholly untrue.—State-Line Tribune.

When you buy advertising, the first thing that you look for is "reader interest." Next is "position." How many people will ever see the ad? These are the questions whether the ad be placed on a billboard, movie screen, in a newspaper or on a circular. What furnishes adequate answers to both these questions other than your newspaper? It doesn't reach as many people, perhaps, as a

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 10, 1905.)

The United States Senate had just passed a bill providing for the admission of Indian Territory and Oklahoma as one state, to be known as Oklahoma, also New Mexico as a state; with Arizona remaining a territory.

Eight inches of snow had fallen in such manner that very little drifting was noticed. Farmers were jubilant.

The Brand was stepping out of swaddling clothes, having just celebrated its fourth birthday.

Kelly Gray had been in town from his ranch for a load of coal.

The Pecos Valley Division of the Santa Fe Railway was running snow plows ahead of all passenger trains.

Local sportsmen spent sev-

eral days that week running down rabbits, coyotes, and shooting wild ducks.

From Hart in Castro county came reports that snow was 14 inches deep on the level.

(From The Hereford Brand, February 12, 1915.)

Hereford High School girls played the Canyon Normal team, defeating them 36 to 20.

The commissioners court had put the more or less permanent boarders in the county jail to work.

A total of 413 had paid their poll taxes in Deaf Smith county. State and county taxes collected amounted to \$61,215.47, Independent School tax \$8,616.43.

Mrs. C. A. Coccaunger was very ill with pneumonia.

Mayor Wm. M. Knight was

warning Hereford citizens of the penalty of keeping hogs within the city limits. An ordinance was in force prohibiting such practice, but many citizens disregarded the law—much to the disgust of complaining neighbors.

Some tire prices: 30 x 3, \$9.45, 30 x 3 1/2, \$12.20, 37 x 4, \$22.35, 37 x 4 1/2, \$29.75.

Perey Williams, E. T. Gallagher and C. C. Chanworth were in the Childress county to buy a car of Duroc Jersey brood sows for use by Deaf Smith county farmers. Two carloads had already been shipped in.

Maud Powell, world's greatest woman violinist, was to play in Canyon February 17. Seats were going at \$1.50.

The Star Theatre announced that, beginning February 13, Saturday afternoon shows were to be inaugurated.

Contest Winners

Contest workers had another off week, with a number of them lacking the tenacity required to complete the work in prize-winning form. Word No. 4, for instance, was not an error as marked on two or three entries. The word was "everything."

Just to add variety we are entering this week's contest ourselves, with the following sentences, which isn't as good as some of the others entered: "Tenacity of bulldogs that specialize in measuring the seat of one's trousers, and their universal dislike for everything, including ultra-modern freshness, do not promote or encourage admiration of their owners."

Now, if Charley Hardwich does not object, we'll be one of those who receive two tickets to the Star Theatre to see the Marx Brothers in "A Night at the Opera," that fast-moving feature that is said to be the best and most

handbill circulated all over the county, but "reader interest" is the first point of importance, for you must answer the question: "After the people get the advertisement, how many of them see it?" The Hereford Brand offers the greatest "reader interest" medium in the Hereford area. With nearly 2,000 families on its mailing list, it reaches approximately 6,000 people. They pay their money for it because they want it. It is never thrust upon them. They don't spend their \$1.50 a year just for fun. Last week's Brand indicates the immense reader interest available through this medium. By actual count, the Brand of January 23, 1936, contained 75 stories with leads, 20 locals and personals, 14 rural correspondents' articles, three editorials, four special columns, one readers' contest, three political announcements, one serial story, one news picture, one church announcement—a total of 123 articles—each of them of interest to some one; most of them interesting to every one. This is the first requirement in attracting readers to your advertisement. Nowhere else in this section can you find a medium with such "reader interest."

YOUR INCOME TAX

(No. 1)

The time for filing income tax returns for 1936 ends at midnight March 16, since March 15 falls on Sunday, but it would be best to ignore this extra day of grace. To file early is of mutual benefit to Government and taxpayer. A considerable percentage of errors always appears, which if uncorrected by the audit would result to the disadvantage of the taxpayer. Often taxpayers fail to take advantage of the personal exemption, credit allowed for dependents or deductions from gross income to which he is entitled.

To avoid these and other errors, information may be obtained at the office of an internal revenue collector. Also, the Bureau of Internal Revenue has prepared a series of newspaper articles, from which their information is taken, advising the salaried man, wage earner, professional and business man of his requirements and privileges as interpreted under the latest regulations, rulings and decisions relating to the income tax law.

Forms have been sent to those who filed returns last year. Failure to receive a form does not relieve a taxpayer from his obligation. Persons whose net income for 1935 was derived chiefly from salary or wages and was not in excess of \$5,000 should make their returns on form 1040A. Persons whose net income was in excess of \$5,000 or regardless of amount, was derived from a business, profession, rents or sales of property, are required to use a larger form, 1040. The return must be filed with the collector of internal revenue for the district in which the taxpayer has his legal residence or principal place of business. The tax may be paid in full or in four equal installments due on or before March 16, June 15, September 15 and December 15.

In general, compensation for personal services should be reported for taxation in the year it is received or unqualifiedly made subject to demand. Compensation credited to the account of or set apart for a taxpayer, without any substantial limitation or restriction, and which may be drawn upon by him at any time, is subject to tax for the year during which it is credited or set apart. The names of all employees to whom payments of \$1,000 or over a year are made must be reported, on form 1099, accompanied by transmittal form 1096 showing the number of returns filed. These should be filed on or before February 15. All of the various types of compensation, unless specifically exempt by statute, or exempt by fundamental law, should be included in the taxpayers return of gross income. Where services are paid for in whole or in part with something other than money, the fair market value must be included as income.

Returns are required of every single person who for the year 1935 had a gross income of \$5,000 or

more or a net income of \$1,000 or more and of every husband and wife living together who for the year had an aggregate gross income of \$5,000 or more or an aggregate net income of \$2,500 or more. Widowers, widows, divorcees and married persons separated by mutual consent are classed as single persons. The personal exemptions are \$1,000 for single persons and \$2,500 for married persons living together and for heads of families. Husband and wife living together may make separate returns of the income of each, or their income may be included in a single joint return.

TUBERCULOSIS EASILY CONTROLLED, SAYS BROWN

Tuberculosis, in common with the other major killers, is a criminal whose work is effectively carried on under cover of ignorance, stated Dr. John W. Brown, state health officer.

Carelessness is its greatest ally. How otherwise explain the conduct of persons who, despite poor appetite, faulty digestion, loss of weight, loss of strength or a sensation of tiredness in the afternoons, refuse to admit that their condition requires professional investigation? Personal cooperation is necessary if we would cut down the ravages of this preventable disease.

Tuberculosis is no respecter of persons; no one is immune to tuberculosis infection. Children who are in repeated contact with tuberculous persons almost invariably contract the infection. All children, therefore, should be protected at all times from protracted exposure to infection from persons known or suspected of having the disease.

Removal of the contact cases, protection of the infant and very young, and prompt professional advice when symptoms suggestive of tuberculosis arise, will do much to reduce the tuberculosis death rate. But, as has been indicated, these measures by their very nature are largely outside the province of health officials. The problem is quite definitely a personal one.

Hospital Notes

Fred C. Winfrey, admitted last Wednesday for medical treatment, improved.

Mrs. Marshall Rhodes, admitted Wednesday night, pneumonia, improved.

Mrs. Charles Renner of Friona, admitted Wednesday for treatment, doing nicely.

Mrs. Irwin Robinson, admitted Wednesday night for treatment, doing nicely.

Mrs. J. A. Schneider, dismissed Sunday following operation, doing fine.

MISS VERNA CULPEPPER TO START BEAUTY SHOP

Miss Verna Culpepper has announced the opening of a new beauty shop here next Wednesday. It is to be located in the Oberthier apartment building on West Third Street and will be modernly equipped and managed by experienced operators.

Miss Culpepper also announced a contest for a name for the new establishment, with a prize valued at \$5. All women will be allowed to enter the contest, which closes on February 26.

Mrs. J. H. Hender, Tehlequah, Oklahoma, and Rev. Roy T. Nunn, Park Hill, Oklahoma, returned home last Friday, and R. E. Nunn of Panhandle returned home last Thursday. They were here to attend funeral services for their mother, Mrs. R. T. Nunn, who was buried last Thursday.

Women to Have Important Part In Centennial

Texas women will take an active part in the Texas Centennial Exposition which opens in Dallas June 6. Women's clubs, federations, auxiliaries and patriotic societies will have many special days and will present numerous programs during the course of the Exposition, according to Mrs. C. C. Jones, Dallas, who is in charge of women's activities for the Southwest's first World's Fair.

The Texas Federation of Women's Clubs, under the presidency of Mrs. Volney Taylor, Brownsville, has been asked to sponsor several special days and to present programs representative of the various organizations which make up the federation.

Under sponsorship of the Texas Federation of Music Clubs, of which Mrs. I. D. Cole of Amarillo is president, many musical programs will be offered. These will consist of recitals by Texas artists, concerts, instrumental and vocal, and entertainments presented by the seven districts which make of the Texas Federation.

The patriotic societies are now active in collecting relics and documents of the early days of Texas. They have also been asked to form hostess committees to entertain distinguished guests on the special days which will be devoted to those societies.

Mrs. Jones announces that each club group will present programs identified with their club's activity. Thus the Parent-Teacher Associations will be asked to emphasize the educational progress of the state in their programs, church groups will develop the religious themes of Texas history, and other groups will associate themselves with their special work.

Through the Texas Music Teachers Association a tri-state musical festival will be held and from time to time orchestras, bands and choral groups from schools of the state will be presented in concerts on the Exposition grounds. In addition to activities centering on the Exposition the women's clubs of the state will take part in many other Centennial celebrations to be held in various communities throughout Texas.

Just out, Rotary Clock! Carl's Cash & Carry Grocery.

TO THE VOTERS OF PRECINCT NO. 2

I take this opportunity to announce my candidacy for re-election as commissioner of Precinct No. 2, subject to the Democratic primaries July 25.

Having served in this capacity for the past two years, I am familiar with the problems now before the commissioners court. I have done my best to meet these problems fairly and understandingly, and if re-elected will continue to meet them to the best of my ability. Your vote and influence will be appreciated.

T. W. ROBERSON.

STORM WARNING! A Hurricane (Of Hilarity)

A Tornado (Or Trillation)

Will Hit Hereford Saturday Midnight

It's the first showing of the funniest picture in 10 years

"A NIGHT AT THE OPERA"

Starring The Marx Bros. Chico, Harpo, Groucho at STAR THEATRE

F. E. — "A Night at the Opera" will be shown Sunday, Monday and Tuesday, also.

Children's Good Will Clinic

A large number of Deaf Smith and Castro county children have received benefits from our Good Will Clinic. This Clinic is for children 12 years of age and under. Bring your children who are in need of Health Service to the Good Will Clinic. No charges will be made.

Office Hours—8 to 6 P. M., Monday, Tuesday, Friday

Drs. Perkins and Lee

Phone 246 710 N. Main St.

Announcing Change In Location

We have moved our implement and parts department from our old location in the Britain Building to the Miller Building two doors south of the post office.

Allis-Chalmers



We will handle the ALLIS-CHALMERS line of tractors and implements, and will stock complete parts for these implements.

One of these fine ALLIS-CHALMERS tractors will be on display at our store in a few days. Before buying come in and let us explain the merits of this good, low-priced tractor.

We Are Also Dealers for DIAMOND-T TRUCKS

Pevley and Seed

SOCIETY

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

WOMAN SOCIETY MEETS

MRS. HENRY WILSON
The missionary society of the Christian church was in session in the home of Mrs. Wilson Wednesday. Devotion was led by Mrs. Ramsey and Dyar had charge of the program.

From the general theme "Seeking Living Treasures," a closer application was made with the "Treasures Next Door." Earl Phillips stressed the thought in an effective presentation of "Across the Rio Grande to Mexico." Mrs. Dyar gave a called story of what has been accomplished in Mexico by the ladies with the subject "The Ladies in Mexico." Mrs. C. H. gave "My Mexican Pastor," with "The Mexican Church in San Antonio," given by Mrs. ... was a revealing picture of work that has been done among Mexicans of this region. ... pie with whipped cream coffee was served.

CLUB ENJOYS MEETING

The Trice-a-Month Banquet enjoyed its regular meeting the State Park club house Tuesday evening. A program of light dance music was provided by the Sindy orchestra. All the entire membership of 50 was present.

Starter and Baby
CHICKS
CUSTOM HATCHING
Hillside Hatchery
S. Main St. Phone 61-W

PIONEER CLUB STUDIES "SUPERSTITIONS"

"Superstitions" was the fascinating subject around which an interesting program was built for the Pioneer Club Tuesday afternoon. The club met with Mrs. Weir. Mrs. Mac Womble being assistant hostess. Delightfully entertaining was Mrs. Kester's number on "Dream Signs of Good Luck." Delving deeply into the past, Mrs. Kester unearthed a fund of "signs" which seem ludicrous today but were religiously accepted in a not-far-off yesterday. "Folk Customs and Folk Beliefs in North Carolina" was entertainingly given by Mrs. Lucas. Amusing, interesting and helpful to an adequate understanding of primitive peoples, her number had a real meaning for her listeners. Selected songs closed the program. An elaborate refreshment plate of toasted cheese sandwiches, chicken salad, olives, potato chips, marble cake and coffee was served. Valentine favors added a pretty seasonal touch. Eighteen members enjoyed the afternoon.

PRESBYTERIAN AUXILIARY MEETS WITH MRS. HABERER

The Presbyterian Auxiliary met Tuesday with Mrs. Haberer. Following a devotional led by Mrs. Lee Conklin. Mrs. Thomas conducted an interesting discussion of the American Negro. Presenting much informative material herself, the leader later distributed questions in the answering of which the discussion became general, adding the interest that comes from personal contribution. The meeting was well attended. Tuesday evening the regular Church Night supper and attendant programs were given at the church, the pastor conducting the weekly lesson from the study book, "Toward a Christian America."

SUMMERFIELD CLUB: GUESTS OF MRS. WALSER

Mrs. Charley Walsler was hostess to the Summerfield Study Club Thursday, February 6. The afternoon study was on the theme, "The Negro in Drama" and was considered under three heads. The first division, "Negro Dramatics of Today," was discussed by Mrs. Cannon. She spoke first of the Negro's place in the theatre, then compared Negro drama with the white man's drama about the Negro, pointing out the self-consciousness in the work of the black man, his use of American materials and the somber quality characteristic of his work. Paul Green's "In Abrahams' Material" furnished the material out of which Mrs. Ben Wilhelm presented "The Tragedy of the Aspiring Black." She gave the setting and story of the play and pointed out its race relations. Her discussion of the hero's character and the catastrophe as inevitable made her conclusion.

The third division was given by Mrs. Leatrus Clark on "The Negro in a Southern City" with the Heywards' "Porgy" as material. The setting and story were given, its use of rhythm and mass movement being shown. Porgy as a representative Negro type, with his attitude toward marriage and towards the white man closed an enjoyable and informative program.

A social hour followed the program when a valentine shuffleboard furnished amusing diversion. Ice cream and cake in valentine colors was enjoyed. The entire club membership was present with three guests, Meses. Hollis Walsler, Bell of Tulla, and Miss Una Morris adding pleasure to the occasion.

LONDON BRIDGE CLUB MEETS WITH MRS. BROOKS

The London Bridge Club was entertained Thursday afternoon in the home of Mrs. Charles Brooks. The rooms were an attractive holiday atmosphere evidenced in a valentine motif effectively carried out in gay, table covers, tallies, and in the table cut-prizes of red heart-shaped boxes of candy. Three tables of players found pleasant diversion in the games, high score going to Mrs. Sherman Morgan. A salad plate was served. The guest list included Meses. J. T. Gilbreath, Jr., Nelson McWright, Lee Morgan, Emmett Milburn, Charles Hardwick, Ernest Medkief, Sherman Morgan, members; Meses. Adrian Odum, C. A. Skelton, S. P. Rossion, C. C. Acker, and B. M. Wiltsire, guests.

MRS. O. G. HILL CONDUCTS STUDY COURSE

A study course for officers and teachers of the Sunday school was conducted by Mrs. O. G. Hill at the Baptist church last week. The text "Outlines of Bible History" by P. E. Burroughs, was used. The class met evenings during the entire week, a large enrollment adding to the interest of the course.

The Bicycle Isn't In the Picture



—but Claudette Colbert and Fred MacMurray don't need a bicycle to have fun ... and Claudette isn't calling for help ... she can take care of herself any old day ... even with devil-may-care MacMurray and good-looking Robert Young, her two boy friends in "The Bride Comes Home" ... breezy, modern comedy ... done up brown in gay, carefree style ... Fred has a temper ... so does Claudette ... Robert has money ... gobs of it ... they make up a threesome in a knock-em-down and drag-em-out march to the altar that's a battle all the way ... and a surprise wedding that will leave you gasping ... maybe it's love ... maybe they're still fighting ... It's rip-roaring ... this comedy ... by the same fellow that wrote "It Happened One Night," and it's coming to the Star Theatre soon ... we'll tell you more about it later.

STATE PARK MAY AGAIN RISE TO BEAUTY THAT ONCE GRACED TIERRA BLANCA CREEK SLOPES

The beauty of that section of land now comprising the east half of the Hereford State Park is upheld by Mrs. L. R. Brady, pioneer resident of this county, who differs with the printed report that the park has been converted into a beauty spot from an unsightly pasture and "pig pen." Mrs. Brady goes back to the early history of this section to prove that "Section 60" has always been one of the most beautiful spots in the Panhandle.

Dating back from 1906 to 1910 this part of Hereford's park was then a "garden spot" of these plains. Mrs. Brady says in an article written to the Brand, beginning about 1887 when this was a real cow country, many herds were moving through this country and drivers would push on a little farther and a little later in order to camp on the banks and in the beautiful valleys of the Tierra Blanca Creek on this Section 60, the east part of our present park, she stated.

Continuing: About 1896, G. R. (Bart) Jowell filed on the section for a homestead and fenced it in when the claim was awarded. He built a camp house in which to live while holding the claim the three years required to establish a homestead. During these years Mr. Jowell retained the valley along the creek for the large quantity and fine quality of prairie hay that grew there. When cut and baled this hay was very profitable for there was no other feed raised here at that time.

In January, 1898, Mr. Jowell and the late L. R. Brady bought the first herd of registered Hereford cows brought into this country from the Sunny Slope Farms of Emporia, Kansas, and located them on Section 60. In two or three months the Pecos Valley railroad was surveyed through the land and the townsite made. The town was named Hereford for this herd of cattle. In the fall of the same year Mr. Jowell was elected sheriff of the county and sold the section and his interest in the cattle to Mr. Brady. As Hereford grew, Mr. Brady sold nearly half the section in five to fifty acre blocks for homesteads, always retaining the creek valley, which he planted to alfalfa.

In September, 1905, Mr. Brady built a 10-room house just south of where the park clubhouse now stands and moved his family from his ranch five miles east of Hereford. The house was equipped with all modern fixtures, a light plant was installed, all necessary out-buildings constructed and two rows of shade trees were set out around the beautiful natural-grass lawn. Columbia poplar and cottonwood covered the large surface tank and fish pond. North of the present clubhouse site was a seven-acre orchard which consisted of 1,100 fruit trees of different variety, 450 apple, 200 pear, 200 plum and 60 cherry and apricot, and about 150 grape vines. All were well cultivated and cared for. The fruit trees bore fruit when three years old and when from four to 10 years old produced enough for the family supply for eating, canning, etc., and for the sale of surpluses amounting to from \$400 to \$600 a year. Other profits included alfalfa, \$1,250; turkeys, \$375; registered calves, \$4,500, a total of \$6,625, not including garden, poultry and dairy products.

Can you imagine any little farm home in this part of the country more pleasing to the eye, to the stomach and to the bank account than this, with all its natural beauty of valleys, swimming pools, picnic ground and fishing places?

The place was purchased by the late T. B. Slaughter in March, 1916. He converted it into a hog farm but lived only a few years. The place began to decay. The fruit trees, alfalfa, lawns disappeared. The place became desolate. It was here that the park board, city and county took over land and a CCC company in about 16 months built a park that all local people and future generations may be proud of if it is properly cared for. But if neglected it may in a few years be the same story—beautiful and colorful or faded and lost.

Thus ends Mrs. Brady's interesting account of the beauty that once graced the famous Section 60. In her own words, it is a warning to park officials as well as an indication of what may be accomplished if the work is properly done.

MRS. DAMERON ENTERTAINS WEDNESDAY

Ladies of the Christian church spent a pleasant day Wednesday in the home of Mrs. W. E. Dameron. The day was spent in sewing. Garments were made, others re-made, and still others mended, the lot being turned over to Mrs. Cockrell for distribution among the needy. A covered dish luncheon was served at noon.

Hereford Having Summer Weather, Says Woman Who Froze for Week

"You seem to think it's cold in Hereford; why you don't even know what cold weather is." That is the opinion of Mrs. Claudia Yantis, the former Claudia Duncan of this city. Mrs. Yantis is now a resident of Minneapolis, and she took advantage of stories appearing in the Brand about the cold weather here to give local people an idea of what really cold weather is.

In a letter to the Brand publisher, she said: "I noticed you all were complaining in the Brand about your cold weather in Hereford. This chart was in yesterday's paper here. Just thought I'd clip it and send it to you to show you what cold weather can really be. The day the official weather report here was 34.5 below zero our own thermometer registered 41 below. We had a strong wind that day, too."

The chart Mrs. Yantis spoke of showed seven days during which the mercury did not rise above zero. It dropped below at 4 p. m. January 21, and continued to drop until it reached 34 below on January 22. On the following day it climbed back to 16 below and dropped again to 29 below that night. For two days it continued to rise with maximum and minimum temperatures of 12 below and 27 below January 24, three below and 15 below January 25, and two below was the maximum on January 26. That night it dropped back to 26 below, and at 10 a. m. January 27 it had risen to only nine below before it again pointed downward.

Will do no more complaining here until the mercury at least crosses the zero mark.

Latest invitation, Rotary Clock! Carl's Cash & Carry Grocery.

ORIENTAL PHILOSOPHY STUDY CONTINUED

The Discussion Group continued its study of Oriental philosophy Friday evening, re-discovering old principles and relating some of them to every day life. Mr. Cottingham directed his thought along educational lines dealing largely with the sublimation of the mental as a sound pedagogical principle.

Friday evening of this week, D. W. Hawkins will discuss E. Stanley Jones' "Christ's Alternative to Communism." These meetings are being well attended and a continuously increasing interest is shown.

WYOMING VISITOR HONORED AT DINNER

Mrs. Miriam Draper of Rawlins, Wyoming, who is the house guest of her sister, Mrs. Harold Close, was honored with a dinner party given Wednesday by Mrs. Ray Johnson of Summerfield. The dinner was served at noon, the guests remaining for an informal afternoon in the Johnson home.

Want Ads

For Sale or Trade

FOR SALE: Good clean barley or oat seed. Gano Hastings, Dimmitt, Texas. 1c

FOR TRADING or selling any kind of stock, see I. V. Flowers, 113 South Main St., City. 64c

FOR SALE: 240 egg incubator, will sell cheap. Daniel Second Hand Store. 1c

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

FOR SALE: A milk producing cow feed that you will like. Green Pasture Sweet Feed at Hudson's Grocery. 6-6c

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

For Rents

FOR LEASE: Improved 20 acres, adjoining city limits on west. Well equipped for poultry and dairying. See Miles Roberson. 62p

FOR RENT: Two furnished apartments and five acres of land. See Mrs. E. J. Williams, 612 Eleventh Street, City. 1c

FOR RENT: Two room house, either furnished or unfurnished. See Ray Singletary at M. D. Womble Implement Co. 1c

FOR LEASE: Two sections of grass land. Small amount of equipment to sell with lease. See Claude Higgins. 1p

Wanted

WANTED TO TRADE: Clear Amarillo property for improved land shallow water. Must be available to electricity. No agents. M. C. Hancock, Box 1446, 820 Parker Street, Amarillo. 4-tfc

WANTED TO RENT: Three or four room modern house, unfurnished. Inquire at the Brand office. 1p

SALESMAN WANTED: Man wanted for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today. Rawleigh Co., Dept. TXB, 352-SA2, Memphis, Tenn. 1p

WANTED: Folks who appreciate a palatable, milk-maker cow feed to call at Hudson's Grocery for Green Pasture Sweet Feed. 66c

Lost and Found

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

Announcing

Opening of a Beauty Shop

By Verna Culpepper

In Oberthier Building On West Third Street

Wednesday, February 19

This shop will be modernly equipped throughout. Experienced operators will be on hand at all times to give you the latest and most charming hair styles, facial treatments and all beauty service. A modern shop specializing in individuality and personality.

\$5.00 Permanent

FREE

For a Suitable Name

All women in the Hereford Area are requested to enter this contest and seek the prize. You may enter as many names as you like. Three outside women will be chosen to select the most suitable name entered. All entries must be turned in at the shop not later than noon Wednesday, February 26th.

YOU ARE URGENTLY INVITED TO VISIT US!

Verna Culpepper

Close Drug

Home of 60c Purchase Plan

Are You Helping a

JBB

Member

Win a Prize?

Kleenex 15¢
Kotex 17¢

FOR YOUR PARTY SERVE Double K Nuts

Extra Specials

ASPIRIN 100 Tablets	39¢
PEPSODENT Tooth Paste, 50 value	39¢
IPANA Tooth Paste, 50 value	39¢
MILK OF MAGNESIA 50c Value	39¢
COD LIVER OIL \$1.00 Value	59¢
NYSEPTOL 75c Value	49¢
PAR SHAVING CREAM 50c Value	39¢
CRAZY CRYSTALS \$1.00 Value	89¢
ULTRA HAND LOTION 50c Value	39¢

Do You Know—

THAT—The rattlesnake do not indicate the age of the snake?
THAT—J. B. R. members are Junior Business Builders and belong to a national organization?
THAT—We have the best malted milk in town for 10¢?
THAT—We give five times the purchase price in J. B. B. coupons on tobaccos, soda fountain purchases, magazines and school supplies!

Now!

ANY HOME - ANYWHERE can have MODERN CITY REFRIGERATION

ELECTROLUX

—Operates on kerosene or natural gas, which ever style you may choose.

—The kerosene Electrolux will operate on five gallons of kerosene a week.

—The kerosene Electrolux costs so little to operate. It differs from the ordinary refrigerator in that it is simpler—no moving parts—this means a great saving on repairs.

—The farm home will have modern living at its finest with one of the superb refrigerators.

If You Plan to Buy On F. H. A. Terms

Remember the F. H. A. plan expires on March 1, and it will be necessary to have your order approved, which requires some few days. We do not know whether this plan will be renewed or extended for another year or not. Let us place your order for an ELECTROLUX today.

M. D. Womble

IMPLEMENTS

Keith Guthrie of Springlake was the week end guest of his mother, Mrs. B. F. Guthrie.

SOCIETY

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

MISS NITA ROY LOBDELL HONORED

One of the lovely parties of the week honored Miss Nita Roy Lobdell of Franklin, Louisiana, who is a guest in the city. The delightful affair was a bridge afternoon given by Meses J. T. Gilbreath, Jr., and Ernest Medkief at the home of Mrs. Medkief.

A valentine motif carried out in red and white in the table appointments added its cheery note to the pleasant environment and merry games. White table covers were bordered with hearts and cupid in red, the heart-shaped nut cups also being in red. Bridge was played at four tables, high score prize going to Mrs. J. M. Posey; low to Mrs. Harold Close. A refreshment plate of cherry parfait, cup cakes and coffee was served.

Guests of the afternoon were Meses Lyle Woodford, Lee Morgan, Charles Brooks, Emmet Milburn, Charles Hardwick, Travis Dameron, O. G. Hill, Grant Fuller, Nelson McWright, Adrian Odum, Tom McCollum, Frank Cogdell, J. M. Posey, Misses Mabel Gas, Nita Roy Lobdell and Miriam Draper of Rawlins, Wyoming.

40 PRESENT AT SIMMS AGRICULTURAL MEETING

Another of the series of agricultural meetings being held over the county was staged last Friday night at Simms, with about 40 persons present. Speaking on soil conservation and agricultural development respectively, O. T. Williams, conservation project manager, and Alex R. Bateman, county agent, were the principal speakers.

Music was furnished by Ralph Smith's German Band, this time under the direction of Bill Smith. Dancing and singing numbers also were given by Hereford school students as a part of the program.

BAY VIEW CLUB HEARS DISCUSSION OF SPAIN

With Mrs. Heard as leader, the Bay View Club enjoyed a program on Spain Thursday afternoon. Taking the opening number, she gave an interesting characterization of the Spaniard from the topic, "Dominant Traits of the Spanish People." Going back to the time of the Moors, she told of their architecture and its influence on later architectural thought; of the warlike Basques and their probable influence upon Spanish racial characteristics that we find today in the hot-blooded, temperamental, color-loving child of Spain. Botany, chemistry and physical culture were traced to their origin in Spanish scientific thought.

With "Spain's Contribution to Music and Art," Mrs. Conaway pictured the early troubadours with their folk songs, vivid and rhythmic that went hand in hand with their colorful dancing to the music of the castanets in the hands of dainty, dark-eyed Spanish maidens. She emphasized the work of Velasquez as fundamental in forming a national art concept and with the throwing off of the yoke of the church with his "Tapestry Weavers" and "Surrender at Breda". Murillo of the Andalusian school and the Valencians completed an interesting study.

With all the fascinating sidelights on Spanish life and character to be found in the vivid literature of those interesting peoples, Mrs. Slaton gave "Regions and Customs as Portrayed in Spanish Literature". From the intriguing story of the caballero, the original "Spanish Cavalier," she followed the literature down to and including reviews of two English translations of modern Spanish books. So interesting did she make her light touches on "The Cabin," now in the library, as to create a universal club demand for the book.

MRS. CHAS. DONALD BRIDGE HOSTESS

Mrs. Charles Donald entertained Friday with an afternoon of bridge, three tables playing. It being one of those delightful occasions when the important thing is the pleasure to be derived, bridge and visiting were happily combined to make a truly enjoyable event.

A refreshment course included a congealed salad, wafers, pickles, salted nuts, date and nut pudding and coffee.

Sharing the pleasant hospitality were Meses W. S. Kerr, Ferguson, Sam Reed of Lufkin, McCracken, Wiltshire, Close, Guthrie, Mercer, Travis Dameron, Rockwell, Olson, Miss Nita Roy Lobdell.

Try First to Buy in Hereford.

DAWN STUDY CLUB MEETS WITH MRS. R. A. FRYE

A recent meeting of the Dawn Study Club was held with Mrs. R. A. Frye. Continuing its study of pioneer life in the Middlewest, the program included three interesting numbers: a descriptive paper on "The Forty-Niners" by Mrs. Ed Reynolds. The courage and hardihood of these pioneers to brave danger and endure privations and hardships was vividly presented, the Forty-Niners becoming very real to her listeners.

With the theme "Pike's Peak or Bust," Miss Vivian Bowers found excellent material for an interesting paper. She gave a graphic description of the gold rush when her theme was the slogan for the hundreds that came overnight to the foot of Pike's Peak, finding courage in this motto inscribed on their wagon sheets. She pointed out that through this intrepid courage the state of Colorado was builded in one life time. The closing number was a unique and entertaining game directed by Mrs. J. C. Greer. It was titled "The Dawn Club attends the Texas Centennial." It provided a very pleasant feature in which every one took part.

Refreshments were served to 18 members and six visitors, four of the latter joining the club. The new members were Meses Dolly Fleming, Cecil Walker, W. H. Wise and Minnie Walker. The next meeting of the club will be held with Mrs. Adolph Frye February 18.

MUSIC STUDY CLUB IN AMARILLO PROGRAM

Nineteen members of the Music Study Club responded to an invitation of the McDowell Club of Amarillo to present a guest program Monday afternoon. The meeting was held in the crystal ball room of the Herring Hotel, which was attractively arranged for the occasion.

The program was selected from the current year book consisting of vocal numbers only—two trios and three solos. Miss Swisher sang "My Heart Is a Silent Violin," Fox, with Mrs. Schroeter accompanying. Mrs. Conaway, "The Hills of Gruzia," Mednikoff, Mrs. McCracken, accompanist; Mrs. Mountz, "Only a Yearning Heart," Tschalkowski, Mrs. Dyer, accompanist. "Norwegian Dance" was sung by Meses Hales, McCracken, Miss Pitman, with double piano accompaniment played by Meses Swinford and Acker. "Dance of the Reed Flute," Meses Conaway, McCracken, Miss Pitman, Mrs. Parker, accompanist.

A lovely tea was served after the program, the table appointments carrying seasonal suggestions with red roses as a further adornment. Extended across the tables was a red banner centered with a music staff whose notes were read by the clever ones as the opening bars of McDowell's "To a Wild Rose."

The party was made up of Meses Gilbreath, Beyer, Hawkins, Jones, Stanford, A. C. Thompson, Schroeter, Rosson, Mountz, Conaway, Hales, Snyder, McCracken, Parker, Acker, Dyer, Meses Swisher and Pitman.

YOUNGSTERS HONOR O. G. HILL, JR., ALFRED WILLIAMS

One of the pleasantest children's parties of the week was given Saturday evening at the home of Mrs. Viola LeGard when Masters Alfred Williams and O. G. Hill, Jr., were hosts to a number of their friends. Between the hours of 7 and 10, the rooms rang with merry laughter as a program of games was happily carried out. A refreshment course of cookies, cocoa and candy was enjoyed by all.

Guests of the youthful hosts were Ruth Hill, Ann Cockrell, Polly Dixon, Billy Louise Davis, Joan Carswell, Mattilda Williams, Martha Perkins, Wanda Jean France, Dany Hales, Glen Smith, F. L. Lucas, Richard Peterson and Delbert Kashan.

MRS. EVA PITMAN HOSTESS TO JUNIOR BAY VIEW CLUB

The home of Mrs. Eva Pitman welcomed the Junior Bay View Club Thursday evening with Pearl S. Buck's trilogy, "Good Earth," "Sons" and "A House Divided," constituting the lesson material. Mrs. Dorothy Conkright, the leader, provided a helpful background with her own detailed biography of the author, pointing out that Mrs. Buck's firsthand knowledge of the Oriental was the enabling factor in her novels.

The three books were reviewed by Mrs. Ina Mae Gilbreath, Meses Eloise Pitman and Gwendolyn Spradley respectively. The close relation of the stories, the first being fundamental to the further development of the author's purpose revealed in the later books, kept a thread of close interest running throughout. Plum pudding with whipped cream and hot tea was served.

Mrs. B. F. Guthrie and Keith Guthrie attended the Will Durant lecture in Canyon Friday evening.



whirr-hirr-irr-irr-irr

and your battery gets weaker and weaker... if the tank is filled with ordinary low-test gasoline.

BUT WHAT A DIFFERENCE WITH PHILLIPS 66 POLY GAS! Stepping on the starter turns on the heat. Spins your icy motor into instant action. Warm it up fast. Gives you summer pep, power, and mileage, even though the thermometer is at zero or below.

This remarkable winter performance is the result of the scientific POLYMERIZATION process, the greatest improvement in motor fuel manufacture since the introduction of "cracking." It literally adds a rich supply of extra heat units to every drop of high test Phillips 66. Thus producing the fastest-starting cold-weather gasoline which Phillips has ever offered... at the price of ordinary motor fuel.

The quality and economy of Phillips 66 Poly Gas undoubtedly explain why our sales are right now at the highest levels in the history of the company. More motorists than ever before have found out the extra value and extra driving pleasure given by this new kind of cost-cutting gasoline.

We invite you to join them by trying a tankful of Phillips 66 Poly Gas. You will quickly feel the difference.

Phillips 66 MOTOR OIL 30 wt.
In Case... Refinery-Sealed

Phill-up with Phillips for Instant Starting

Bippus Items

BY RUTH REESE

Shoppers in Hereford Saturday were Mrs. Jones, Mr. and Mrs. Cannibie.

Mr. Stagner and son, J. L., called in the J. F. Reese home Wednesday night.

Mrs. Stagner will return to her new home at Idalou after spending two weeks here with her daughter, Mrs. J. F. Reese.

Junior Reese was absent from school Wednesday.

Mr. Kimble called in the C. T. Reese home Friday.

Junior and Lane Reese visited in the Homer Dodson home Sunday.

Mmes. Ralph Barnett and J. Ray, and Miss Mary Lois Ray came from Amarillo Friday to spend the day here. Mrs. Barnett remained until Tuesday, going from here to Fort Worth where she will visit her sister, Mrs. Robinson.

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

Controlled Winter Comfort



Today any home may have Controlled Winter Comfort. Almost all types of modern gas heating appliances may be had with thermostat (automatic temperature) control. They are economical to buy and use.

Take the "chills and fever" out of your home. Ask your dealer or your Gas Company about

CONTROLLED WINTER COMFORT

NEW LOW GAS RATE
Brings Savings of \$154,000.00 Annually to Our Customers.

MINIMUM BILL ALSO REDUCED

CHEAP WITH NATURAL GAS
—Lowest in cost of all practical fuels

West Texas Gas Co
"Good Gas With Dependable Service"

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MANOLOGY CHIROPRACTIC
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Phone 246. 710 N. Main St.

Drive In

—and let us Service Your Car with TEXACO Gas, Oils and Greases

Texas Service Station

There Is One Crop You Can Plant At Any Season

The plowing and planting are done when you open a savings account at this bank. But the size of your harvest will depend on the regularity with which you cultivate it.

The interest helps, of course; but regular weekly or monthly deposits, however small, determine its steady growth.

It is pleasant to know that your own efforts are creating a fund which is always ready for you when you need it most.

Drop into the bank today and let us tell you how simple it is to start a savings account.

The First State Bank

Formal Opening SPECIALS

Saturday, February 15, Only

36-Inch Cannon Bath Towels Heavy-Weight, Regular 23c Value, each 13c	First Line Radio Tubes All Types 60c Each	54-Inch Best Grade Oil Cloth Squares 49c
Novelty Stone Pitchers Regular 25c Value 15c Each	Snow Bird Oil Mop and Polish (Full Quart) Special Both for 69c Mops 39¢ Polish 39¢	Striped-Back Canvas Work Gloves 8 Ounce 13c Pair
Pond's Cleansing Tissue Regular 10c Value Two for 13c	Get Acquainted That is the purpose of this SALE	Big Galvanized Buckets Regular 30c Value 15c Each
Utilitee Paper Napkins 100 Count 8c		10-Qt. Aluminum Milk Buckets Regular \$1.00 Value 59c Each

We are in Hereford to stay and to do business with the people of this Area. We are anxious to meet you and to have you inspect our store. Here you will find a complete line of Variety Merchandise, sold at prices equal to any in the territory, plus courteous and prompt service. We urge you to visit our FORMAL OPENING SATURDAY, FEBRUARY 15th, and take advantage of these and other special prices.

S & E Variety Store

CAUGHT IN THE WILD

ROBERT JAMES LENNET



(Continued from last week)
The fish were no longer nibbling. They were hooked. Garth had only haul in on his line. But he had his time about it. He paused to consider. Not all fish prove to be desirable catches. Either Mr. Ramill nor Huxby had like a crook. They had the appearance of reputable business. On the other hand, neither

looked easy. Huxby broke in on Garth's weighing of the chances: "Well, Jack, let's have it." "Two or three hours," Garth replied. "I don't know the speed of your plane." "Fastest type of cabin cruiser. Call it six hours to go and return, and the same to inspect your prospect. It's possible there may be a trace of gold in your ore. I'll test

it while you get your sleep." The girl spoke to Mr. Ramill: "I shall take a nap myself, Dad. Ten hours of flying with no chance to dance off the Scotch, is enough to kill a horse." In the act of handing a nodule to Huxby, Garth paused to stare at the girl. So that was the answer—liquor, tobacco, paint, and all the rest of the flapper-jazz rot. She stiffened and stared back at his haughtily. He dropped the nodule into Huxby's cupped palm and crossed into the rear room to stretch out on one of the bunks. A tug at his shoulder roused Garth from his six-hour sleep. Tobin's hoarse voice croaked in his ear: "Roll out, sir. Sun's up. The pair of 'em are keen to be a wing. Looks like their tests of your nugget 'livened 'em up. Grub's on." Garth pulled on his buckskins and moccasins and stepped into the storeroom. Miss Ramill was coming in at the front door. She paused to remove her headnet. Huxby and Mr. Ramill were already putting down a hearty breakfast of bacon, sourdough bread and oatmeal porridge. Garth crowded past them and Tobin to the end of the little shelf table. The girl stopped in the entrance to peer around the cubbyhole kitchen, her scarlet-smeared lips curled with disgust. Though soap-clean, everything in the place looked crude. The air was choky from the smell of cheap bacon. Huxby sprang up to place the chair at the near end of the table. He lifted the boiling teapot from the stove and started to fill a tin cup with the black brew. "Pardon our not waiting, Lilith," he apologized. "I did not wish to waken you with the refueling. Planned to do it while you breakfasted." "Quite thoughtful of you, darling. But you need not think I'll drink this lye or eat any of these beastly messes. Not for me. You can have your steerage garbage. I'll keep to cabin fare." She faced about and went back through the passage. Huxby stood hesitating. Mr. Ramill motioned him to sit down. "You stocked the cabin with enough wines and delicatessen to last several days. Finish your mean." The mining engineer shot a glance at Garth. "I've had enough oats to fatten a Scotch cow. May as well see to the refueling." Tobin rose stiffly and followed Huxby into the storeroom. Mr. Ramill took a last sip of the boil-

ed tea, favored Garth with a patronizing smile and opened his gold-mounted cigar case to offer one of the choice Havanas. Garth declined. "I never smoke. It deadens the nose." "Deadens—What's that?" "Though man has the sense of smell, compared with dogs he lacks the ability to scent. Yet even a trace of it may be of use in the bush." The investor's portly body quivered to his chuckle. "I've heard of nosing out prospects! First time, though, it's been done to my knowledge." He caught himself up. "At least, Mr. Huxby considers it possible your discovery may be worth an examination. That leaves only the question of terms, in case we find the mine promising enough for me to make an offer." Garth spared an inquiring glance. The portly gentleman gave him a bland smile. "I believe in encouraging prospectors. They find new districts. With that in view, I buy numbers of undeveloped prospects, taking the risk of heavy loss. Though I drop thousands on some mines, I have made a fortune from others. But the average prospector, like yourself, stakes his all. Ninety-nine times in a hundred he is cleaned out by total failure. If your lode looks at all possible, I'll pay you up to a thousand dollars cash for it." "I'm not selling," Garth said. "I like to play a game through to the end, win or lose." The investor's eyes hardened. "What's your idea?" "One year's lease, and 60 per cent of the gross returns to me." Mr. Ramill blinked. "Sixty per cent of gross! You're crazy!" "Like a fox. Same kind or nose," it was Garth's turn to smile. "Not so keen, though, for galena. Better for scenting out alloys of gold, iridium and—platinum." The last word knocked the benevolent encourager of prospectors speechless. Yet, after a moment of blank staring, he managed a half-

pitiful look. "Daft!" he muttered. "That must be it. These prospectors alone in the wilds for months at a time!" He raised his voice. "Too bad, young man. If you'd make it gold and silver I might have been able to swallow the bait. But platinum! That's a bit too thick. Platinum is found in quantity only in Russia. Very little anywhere else. Only a minute quantity in North America." He rose as if to go, Garth gave him a regretful look. "Yes—too bad, sir. Now I'll have to go outside. I may even have to wait until the ice goes out next year before I can dupe a gull into taking that lease." Garth went into the bunkroom. Before long Tobin came to open the door a handbreadth. He chuckled. "Uh—lad you got your hook in their gills. Pilot's tinkering with the motor. Changed the oil, but no move to refuel. Ain't rushin' to flop off." Garth kept on lathering his beard. When he came out, his cartridge belt was buckled about his waist. It held his sheath-like knife and belt-ax. In one hand he carried his rifle, in the other the rest of his small outfit, strapped on his pack board. Down on the wharf Mr. Ramill puffed cigar smoke through his head-net while he watched Huxby's examination of the motor and propeller. Miss Ramill was not in sight. "Right-o, Tobin," said Garth. "Shaming it is. When that bus came down, you never heard a sweeter motor—every cylinder hitting true. Wish I felt as sure of that southbound Bellanca." "Don't fash yourself, Mr. Garth. She'll make Fort Smith on schedule." "Then here goes for my next of play." He went down the slope to lay his pack and rifle a little way out from the base of the wharf. After that he fetched his canoe from blank staring, he managed a half-

the shallow water within close reach of the pack. Mr. Ramill came shoreward rather hurriedly for so dignified a gentleman. "One moment, Garth, I've consulted my engineer partner. He still thinks it may be worth our while to investigate your prospect." "What? In view of my terms?" "They're outrageous! Still, it is just possible the—er—mine might justify them. The least we can do is to inspect the lode. I make no deals sight unseen." Garth spoke as if to himself: "An air ride free, and only a few hours' delay. Time enough to make the trip out before the freeze-up." He lifted his pack up again on the wharf, and swung the canoe over his head to take it back to its previous position, bottom up, on the bank. When he returned he carried his pack and rifle out to the airplane. From the cabin came the rhythmic dissonance of a jazz-dance tune. The plane evi-

dently was equipped with a long-distance radio receiver. Through the wire gauze of the big rear window he saw Miss Ramill reclining on the heaped pillows of an unmade berth. The shelf at her elbow held tinned and packaged foods and a wine bottle. Garth laid down his rifle and pack on the wharf near the doorsteps. (Continued next week)

Just **STEP ON THE GAS** AND WASH THE CLOTHES!

The Maytag has brought washday freedom to nearly a million farm homes, with and without electricity. Most farm women prefer Maytag because it offers more for the money—more speed, convenience and thoroughness—more years of satisfactory service. Let the nearest dealer show you the one-piece, cast-aluminum tub, the Gyrtator washing action and a score of other features originated by Maytag. Investigate the easy payment plan.

THE MAYTAG GASOLINE MULTI-MOTOR
A simple, dependable, in-built gasoline engine designed for a woman to operate. Electric models for homes on the power line. Free demonstrations in city or country.

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About 100 Tons of **Higera Feed** \$5 PER TON At the Rick 2 Miles West of Friona **O. G. TURNER**

ENOUGH??

Check up and see if you have coverage on your property. **DO NOT DELAY!** PHONE 273

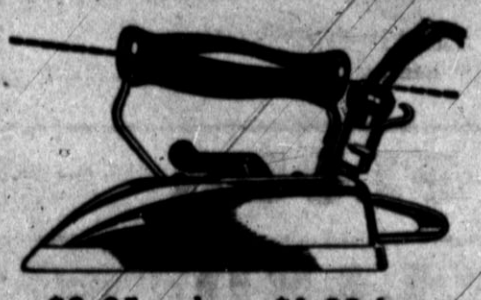
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"PERFECT" . . .

SAY THOSE WHO HAVE A NEW WESTINGHOUSE AUTOMATIC IRON

Even Mary can read the dial . . . set the finger-tip control accordingly . . . and iron her doll clothes without any danger of scorching them. . . Simple, isn't it? The built-in, accurate thermostat makes this possible. Its automatic thermostat combines convenience and economy . . . it cuts off when the desired heat has been reached . . . and consequently, eliminates the trouble of pulling the cord. Its large ironing surface means less ironing . . . its tapering toe makes ironing easier . . . its beveled edge irons under any button. Its sloping, rubber handle fits the natural position of your wrist . . . just another prevention against fatigue.

TEXAS UTILITIES COMPANY



\$6.95 . . . less \$1.00 for your old iron.

Terms: Your old iron and 95c down . . . and \$1.00 per month.

This trade-in is limited to February only.

Exactly what you care to know about winter gasoline

No gasoline can start up any quicker than it vaporizes. You know how heat makes vapor, but it's something different to get up a vapor in winter cold. The special winter blending we have carefully worked out for Conoco Bronze makes it vaporize even when a carburetor is sucking in the coldest outside air you'll find in the U.S. With this high-explosive vapor and any kind of spark, only one thing can happen—a good fast start. When you absolutely know this about a gasoline you know why to choose it for a time like February around here. The biggest reason in your mind for getting Conoco Bronze this weather is its easy starting. Yet it is not like those "winter-type" gasolines that cut down on full mileage. With your Winter Blend Conoco Bronze you can count on the whole ball o' wax—no shortened mileage—no hit-or-miss getaway—no long-time choking that ruins your oil and maybe your engine—no starting or battery worries. You can just put all of that down. Continental Oil Company, Established 1875

START with WINTER BLEND CONOCO BRONZE GASOLINE

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



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START with WINTER BLEND CONOCO BRONZE GASOLINE



PERSONALS

Mrs. Etta Brashears and daughter, Miss Sarah, of Dimmitt were shopping here Tuesday.

It will pay you to investigate our free feed plan. West Texas Feed & Seed. 1c

Mrs. Paul Barnett of Wichita Falls spent the week end here with her mother, Mrs. J. M. Boone.

Watch for Rotary Clock! Carl's Cash & Carry Grocery.

Mrs. Jim Harrell and son of Clovis are here to be with her mother, Mrs. Batcheller, who is very ill.

Feed your dog—MERIT DOG FEED—and save that extra money you spend for meat. West Texas Feed & Seed. 1c

Miss Mary Posey, student at Wayland College Plainview, spent the week end with her parents, Mr. and Mrs. E. B. Posey.

Mrs. Seth B. Holman made a business trip to Pampa Friday, stopping on her return in Amarillo from which place she was accompanied home Friday evening by Mrs. Mark Y. Galloway and little daughter, Ann, who returned to Amarillo Sunday.



SHIRLEY TEMPLE

Impersonation and Personality Contest

On the Stage TUESDAY NITE, FEBRUARY 25
Open to all little girls from four to six years old. Sing, dance, recite or impersonate or mimic Shirley Temple in any way.

ENTER NOW—
Each entrant will receive a Shirley Temple Song Album with 24 cute poses of Shirley—and the words and music of songs from previous pictures.

FIRST PRIZE
Beautiful SHIRLEY TEMPLE DOLL.
From Close Drug Store!

SHIRLEY TEMPLE
in
"THE LITTLEST REBEL"
Will Be Shown
SUNDAY, MONDAY, TUESDAY
February 23-24-25
Preview Saturday Night.

Mr. and Mrs. O. G. Hill entertained with a one o'clock dinner party Sunday. Guests were Mr. and Mrs. Harold Close, Miss Miriam Draper, Mr. and Mrs. Ray Johnson and daughter.

Coming, Rotary Clock! Carl's Cash & Carry Grocery.

Mr. and Mrs. W. S. Williams of Amarillo were visiting and looking after business matters in Hereford Tuesday.

Mrs. B. N. Shepherd, who underwent an operation in a Lubbock sanitarium two weeks ago, was brought home Monday.

Tune in on the MERIT FEED PROGRAM every week day at 8 p. m. over radio station KGNC, Amarillo. West Texas Feed & Seed. 1c

Mrs. Lawrence Kemp and little son, Billie Lawrence, of Adrian returned home Sunday after a two weeks visit in the C. R. Boyd home at Frio.

Mr. and Mrs. Donald Hawkins of Sudan, Thurman Hawkins of Plainview and Billy Hawkins of Mobeetie spent Saturday and Sunday with their parents, Mr. and Mrs. D. W. Hawkins.

Mrs. Carl Mountz, G. A. F. Parker, Misses Ruth Marie Mountz, Mattie Mae Swisher, and Mr. Buford Crosthwait were guests of the Myers-Janak wedding in Amarillo Sunday.

Clyde Renfro made a trip to Fort Stockton last week where he purchased a Nicholas-Beasley training plane. He made the return trip in three hours, and 20 miles to the gallon of gas.

Mr. and Mrs. W. L. Pickett and son, Edgar, returned home Monday from Dallas, where Edgar received medical treatment. He is reported fully recovered.

Mrs. Roy Jowell went to Farwell Saturday night where she joined her mother, Mrs. W. F. Orr, for a business trip to Plainview. She returned home Sunday night.

USEFUL USED CARS
Good ones . . . Priced to Sell. We will trade for cattle, hogs or horses. Will also allow you \$50 for any car that will run, applied on either a new or used car priced \$350 or more.

Bring on your junkers. Let's trade. BRUMLEY CHEVROLET CO.

Royal Saunders and Gene Smith of Slaton, brother and cousin respectively, of J. D. Saunders, were here last week to assist in preparing the new S & E Variety Store for opening. Smith remained this week to have charge of arranging displays and decorating the store.

Misses Irene Crawford and Belle Harris of the high school faculty, and Miss Katherine Kirby of Central school attended the Durant lecture in Canyon Friday evening.

Thing of beauty, Rotary Clock! Carl's Cash & Carry Grocery.

IKIN TOLD OF SAN JACINTO WITH "AN ECONOMY OF WORDS"

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

The dramatic story of the Battle of San Jacinto, the hundredth anniversary of which is to be commemorated April 21, is recounted with economy of words yet with vivid terseness by Arthur Ikin, English consul to Texas, in his "Guide to Emigrants," published in 1841. One of few known copies of this book is now in the Texas Collection in the University of Texas Library.

With equal brevity he told of the Texas congress held on March 2, 1836, to declare the republic a free and independent nation:

"On the 2d of March an assembly of the people of Texas, on the Brazos, had declared their country sovereign and independent, and on the 17th of March they had adopted a constitution of their own framing.

"Meanwhile, the invading armies advanced, devastation and murder marking their course; while General Sam Houston, weakened by loss of these garrisons, and detested of leading the enemy further into a country where supplies could be but scantily procured, commenced a retreat. . . . After crossing several rivers, followed by the Mexicans, he halted on the banks of the San Jacinto, and availing himself of a division in their army, resolved to give them battle.

"After some previous skirmishing, the Texian army, numbering 783 men, including a small body of cavalry under General Lamar, late president of the Republic, (Note: The election for President would take place early in the present September.) was, on the afternoon of the 21st April, judiciously formed for an attack on the entrenched position of the Mexicans, who were 1,500 strong.

"They advanced steadily in the face of the Mexican fire, reserving their own until within pistol-shot of the breastworks, when, discharging their pieces, they rushed forward, with the cry of 'The Alamo' on their lips, and with a fury that was irresistible. The Mexican bayonets were found as inferior to knives and gun-stocks as their muskets had proved before to rifles. After a brief struggle, the invaders fled in all directions, leaving 630 killed, 280 wounded, and 730 prisoners, including General Saptana, President of the Mexican Republic, and several of his staff. (Note: Saptana, who was taken the day after the battle, received his life and liberty, to the credit of the Texian, though little to the interests of general humanity.) The loss on the part of the Texans was six killed and 23 wounded. Among the latter was General Houston.

"By this extraordinary engagement the de facto independence of Texas was achieved. The remaining divisions of the Mexican army, 4,000 strong, were only too happy in being permitted quietly to evacuate the territory, where they have never set foot since. The United States soon after acknowledged Texas as an independent power, and for some time negotiations were carried on for an annexation, which, fortunately for the young republic and for the interests of Europe, was prevented by the jealousy of the northern, or pro-tariff states. The recognition by France, Holland, Great Britain and Belgium has consequently followed.

"In reviewing this brief, but brilliant history, we may add, in the language of Judge Burnet, late Vice-President of the Republic, that 'the revolution of Texas is an event not paralleled in the history of nations. That a few foreign emigrants, invited into a wilderness, and for many years a desolate country, should, at the lapse of 15 years from the commencement of their settlements, and while they were yet few, without revenue, and without any of the ordinary equipments of war, forcibly secede from, and put to defiance, a government controlling the energies of eight millions of people, whose territory and population adjoining theirs, is an anomaly in the history of man which transcends all the common criteria of political action. That they should finally succeed was almost warranted by the very audacity of the enterprise.'

"It is only right to add, with reference to the de jure title of their independence, that, however desirous the Texans may be supposed to have been to separate from a corrupt, distracted government, and a people whose language, laws, habits and religion all differed from their own, it was the oppressive and unconsti-

principle of their revolution was, paradoxical as the assertion may appear, anti-revolutionary, being, until a war of extermination was declared against them, a defence of the Mexican constitution, not a rebellion against Mexico.

"Since the battle of San Jacinto, Texas has organized a complete, and practical, system of laws and government, together with all the elements of agricultural and commercial prosperity; her population has increased with a rapidity which is unexampled; and she stands conspicuous, not only as the smallest community ever formally recognized by the great powers, but as presenting, in her internal progress, the most remarkable monument of human energy and industry perhaps ever raised in the same short period.

"If viewed in contrast with the adjoining republic of Mexico, the moral superiority of the British race was never more strikingly exhibited. While the Anglo-Texians have been laying the foundations of their future greatness on the basis of political freedom and social order, their deplorable fellow-citizens have been plunging deeper and deeper in the chaos of anarchy and corruption. They are still struggling among themselves respecting those very same principles for which Texas first took up arms; and through torn to pieces by conflicting factions, they have yet the infatuation to pursue, with the sullen obstinacy which marks their Indian descent, an offensive, though passive system of hostility towards that state, forgetful that she could now more easily march 20,000 men to the gates of Mexico than she could six years ago arm in defence of her own frontier.

"It is not venturing too far to affirm that, whether the proffered British mediation be finally accepted or not, the time is for ever gone by for Mexico to make a serious impression upon Texas, or even to attempt it. The opposite effect appears rather to be in prospect; and in all probability the Spanish-Americans will cede before the western march of the Anglians race as easily as the timid Hindoos have yielded to the eastern, unless, by promptly giving up their present ridiculous, yet provoking attitude of passive hostility, and by consenting to a treaty which shall prescribe a well-defined boundary, they remove all present, and it is to be hoped, all future cause of quarrel."

MAYTAG OAGERS DEFEAT VEGA OILERS, 43 TO 20

M. D. Womble's Maytag basketball team defeated the Vega Texaco Oilers last night, 43 to 20. The Oilers fell before the attack of the local club, as have the teams of Clovis, Dimmitt, Frio and Black, the Maytags having played each of these clubs in several games, losing only two of them.

The Maytags will play here again Friday night, Womble announced, although the opponent has not been named. Local games are played at the high school gymnasium.

HELP WANTED

Young man or young woman to make an educational survey in Hereford, Texas, and vicinity—work to apply on tuition. Will also pay cash bonus. Excellent opportunity to get a money-making education at low cost. Write for full details at once, Draughon's College, Lubbock, Texas. 52

OVER 100,000 AT WORK ON WPA JOBS IN TEXAS

Workers on Works Progress Administration projects in Texas numbered 111,886 for the week ending January 25, it has been announced by E. E. Hale, director of the division of employment.

The figure included 108,551 former relief roll clients and 3,335 non-relief workers employed as project superintendents, timekeepers and in other supervisory capacities.

Approximately 2,350 projects were being operated throughout the 20 Texas districts, Hale reported. District 4, with headquarters at Dallas, led in number of persons working with 14,496 employed on more than 300 projects. Second was the Houston district with 12,248 at work, and third was Fort Worth with 11,114 on payroll.

Try First to Buy in Hereford.

To Portray 400 Years In Texas

The romantic history of Texas from the landing of the Spaniards 400 years ago until the present day will be portrayed in a Calcade of Texas at the Texas Centennial Exposition which opens in Dallas in June.

Exposition authorities have appropriated \$150,000 for this spectacle which will be one of the feature events of the \$25,000,000 World's Fair. On an artificial river in the Exposition grounds will float Spanish galleons, LaFitte's pirate ship and war boats of the Republic of Texas. A huge screen of spraying water tinted by various colored lights, will curtain the shifting acts.

From conquistadore to cowboy, from the quest for gold to the discovery of oil, the glamor of

Long Star state history will be recounted in detail. Three hundred Texas will be in the cast, many of them direct descendants of the historical characters. Cowbois, French impersonators, Cowboys, French can friars, revolutionary and Confederate soldiers, trail drivers and rangers will sing in massed chorus. The dramatization of Texas history will be set to music with songs of various periods interwoven in its throng.

The Exposition's research department is searching the state for authentic properties for use in the show, such as longhorn cattle, buffalo, stage coaches, ox teams, covered wagons, Spanish armor and the long rifles of the frontiersmen. Charles E. Turner, former West Texas cow puncher and recently mayor of Dallas, is in charge of the spectacle, with Wm. M. Hamilton, playwright and composer, as director. The script is written by Jan Isbell Fortane, Texas writer of note.



GROCERY SAVINGS ARE BIGGER WHEN YOU SHOP HERE

Fresh Fruits & Vegetables

- APRICOTS No. 2 1/2 can, in syrup 14¢
- PINEAPPLE JUICE Dole's, No. 1 can, 3 for 25¢
- CRACKERS Two-pound box 17¢
- COFFEE White Swan, pound 28¢
- MARSHMALLOWS Pound package 15¢
- POST TOASTIES Package 11¢
- BAKING POWDER Calumet, 2 1/2 lb can 22¢
- PEARS In heavy syrup, No. 2 1/2 can 17¢
- WASHING POWDER, Magic One 25c and one 10c size for 24¢
- PEANUT BUTTER Quart 29¢
- PUMPKINS No. 2 1/2 can, 2 for 25¢
- LYE, Babbitt's Three cans 25¢

The New

NUCOA

Per Pound 21¢

Churned in whole pasteurized milk.

Try a Pound Today!

SOAP

PASTE WHITE

Laundry 19c

3 Bars

- JELLY Two-pound jar 22¢
- COCOA Mother's, 2-lb can 19¢, 1-lb can 11¢
- MELO Large size 17¢
- PANCAKE FLOUR Washburn's, 3 packages 25¢
- MINCE MEAT Three packages 25¢
- MUSTARD Pure, quart 15¢
- SARDINES American, 4 cans 17¢
- TOMATO JUICE Campbell's, can 5¢
- SOAP P. & G., 3 bars 14¢

— BEST FOODS —

- MAYONNAISE RELISH or 1000 ISLAND, 8-oz 15¢
- MAYONNAISE RELISH or 1000 ISLAND, 16-oz 28¢
- SALAD DRESSING 8 ounces 14¢
- SALAD DRESSING 32 ounces 34¢
- SALAD DRESSING 16 ounces 23¢

FLOUR Great West, 48 lbs \$1.53, 24 lbs 94c

LARD Eight-pound carton, Vegetable 96c

MACARONI Or SPAGHETTI, package 5¢

OATS Mother's, package 24¢

PIGGLY WIGGLY

ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME

Floor Covering

RUGS

Many Sizes of Rugs

Wool, Fiber and Felt Base




LINOLEUMS

Inlaid Linoleum, Print Linoleums and Felt Base Floor Covering in 6 feet, 9 feet, 11 1/2 feet widths

We Have a Large Stock of WALL PAPER

HERE HE COMES!
THE SCREEN'S NEWEST STAR!

Watch him ride!
See him shoot!
And, oh boy,
hear him sing!

DICK FORAN

MOONLIGHT ON THE PRAIRIE

10¢ All Day Saturday

Also Showing Chapter No. 4 of 'CALL OF THE SAVAGE' and Cartoon Comedy