

The Hereford Brand

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Ag Teacher, Civic Leader Resigns To Join Conservation

AROUND TOWN

Sights and Faces Seen

B. H. Hopkins was in this morning. He was getting ready to move his household belongings to Dalhart, where he is now making his home. Before we could tell him how much we hated to see him go, he started telling us how much he hated to leave. "I've been here long enough to call this my home," he said, "and no one could hate to see us leave worse than we hate to leave." But we can reverse the order: He couldn't hate to leave worse than we hate to see him leave. Overworking the word "hate" but that's just the way it is. "Hop" has done as much for Hereford and those things in which he was interested as any man ever did. Losing him is a severe blow to the community, but we say, "Best of luck, Hop!"

Again thanks are due, and we're glad of it. This time they go to E. V. Holman, who presented the publisher with some mighty fine country sausage. It was delicious. And to Mr. Holman, "We thank you for your generosity and kind remembrance."

Hearty approval goes to the Lions Club for the Santa Claus parade and handing out of Christmas bags to so many school children, some of whom probably had very little or no more Christmas. Never have we seen such a thrilled bunch of youngsters as those who watched Santa fly over the city and wave to them or even speak to them as he led the parade.

Cliff Acker says the Lions Club is getting the packing of nuts, fruit and candy down to an art, having fixed some 2,500 bags in only a few hours. He said they had just started when he arrived on the scene a night or two before the parade and were just about through when he left. It seems perhaps someone didn't assist in getting the job finished, anyway.

There were more than enough bags to go around. We were certainly glad, for Hereford's football players brought up the rear of the parade and had thought how disappointed those little boys would have been had the bags played out before they got them. One incident marked the handing out of the bags. A little girl, smiling happily, was just leaving the tree, holding up her bag to show it off. Someone bumped against her and the bag fell to the street. Before the child could recover it, it was crushed under foot. She was an awfully disappointed little lady for a moment, but as soon as the loss was reported, she was immediately handed a second bag.

Speaking of the parade, however, the Lions Club was only the work horses. The merchants of Hereford were the ones who made the affair financially possible. The Business and Professional Women's Club also did its part by sponsoring the program given at the tree.

George Beams and Frank Marrs of Beams & Marrs had a novel idea for Christmas gifts—gifts that undoubtedly were appreciated because they removed an old load, even if small, off a number of people's shoulders. In this way they had the right spirit. Their gift to a number of old customers was a remove from their books all old accounts. In doing so, they said they felt sure these accounts would have been paid whenever they were able to pay, but "they have done enough by pulling through the depression and we think they should be allowed to start over now with a clear slate."

Wherever Jack Wayland goes there goes the talk of gas. He and Cecil Williams engaged in a long discussion that bordered on argument this morning. After it was finished, Cecil said, "Jack and I fight like brother and sister."

Hereford lost two fine men work, two citizens whom we certainly hate to lose. They are Dewey Reed and C. W. Humble, who want to organize to join the soil conservation service. Both

HOPKINS QUILTS LOCAL POSITION

W. E. EMMONS SELECTED BY SCHOOL BOARD TO FILL VACANCY

B. H. Hopkins, high school vocational agriculture teacher and Hereford civic leader, resigned his position here last week and joined the soil conservation service at Dalhart on December 26. At the same time the school board accepted his resignation, it elected W. E. Emmons of Lubbock to fill his position with the school.

Mr. Hopkins took charge of conservation projects in the district as his new position. He returned to Hereford Sunday and was accompanied to Dalhart by Mrs. Hopkins. They planned to make their home there just as soon as suitable living quarters could be found.

Emmons Takes Up Work.
Mr. Emmons will report when school reopens following the Christmas vacation. A graduate of Texas A. & M. College, he also attended Texas Tech and Colorado A. & M. For four years he taught science and coached at Post high school, and nine months ago became a member of the county agent's staff at Lubbock.

Mr. Emmons is a husky, friendly person and a good mixer, and is said to be fully equipped for the position. He was an athlete at A. & M. He is married. Superintendent C. H. Dillehay stated: "The board and I feel extremely fortunate in getting a man of Mr.

(Continued on next page)

Aged Resident Dies Tuesday

A. J. Sanderford, 76-year-old Deaf Smith citizen, passed away about 2 o'clock Tuesday afternoon at his home 30 miles north of Hereford. He was carried to Ranger, where funeral services were to be held this afternoon, conducted by the Masonic Lodge.

Mr. Sanderford came to Hereford from Ranger in 1923, operating a business here before moving to the country. He ran a rural store, where he made his home. Mrs. B. H. Peacock, a daughter, came from Ranger and returned with the body. Survivors include Mrs. Sanderford and several daughters.

BROTHER OF TEACHER AT DAWN LOSES CHILD

Dewane Lowell, five-week-old son of Mr. and Mrs. Russell Crouch, passed away December 24 in the Plainview sanitarium, following an operation. Funeral services were held at the First Church of the Nazarene at 8 o'clock Christmas afternoon. Interment was made in the Plainview cemetery.

Mr. Crouch is a brother of Miss Hazel Crouch, teacher in the Dawn school.

TRIGG DISCUSSES WORK PUT INTO HEREFORD STATE PARK

By HOWARD T. TRIGG Superintendent S. P. 46

Can you visualize one of the dump grounds, hog ranches, duck and chicken ranches cleaned and cleared up and converted into a beautiful park? Well, that is just what has been done for Hereford and Deaf Smith county. The beauty of the park will increase from year to year as the trees grow and thrive with their abundant foliage. Some day you will all be proud of it and glad to show your friends through it. It is not so much for beauty at present, but just wait till those trees get their growth, you will find yourselves driving to the park after a hot dusty day in the cooler part of the evening. You will be taking a friend or an acquaintance out for a steak fry or wafel roast or

have done fine work here, the extent and benefits of which we are not likely to fully realize for some time. They are thinking of renting a hotel in Amarillo, so many people have told them they plan to come up and spend a week here or perhaps a full week with them.

Rain and Snow Weatherman's New Year Gift

FALL IS GENERAL OVER ENTIRE AREA; WHEAT IS BENEFITTED

Rain and snow—fine moisture—were the weatherman's New Year gift to Hereford, vicinity and the entire Panhandle. A light rain started falling here Wednesday morning, later changing to snow and falling lightly in heavy moist flakes during most of the day.

The snow was general over the territory, with the sections north and west of Hereford reporting heavier fall, estimated as high as five or six inches. The weather gauge at the First National Bank registered .15 of an inch of moisture, but ordinary rain gauges measure snow inaccurately. Therefore, the moisture received was estimated at slightly less than a quarter of an inch.

Temperatures were comparatively high during the day, and the snow melted almost as fast as it hit the ground, following the heavy fall about noon, when the ground was completely covered. Temperatures fell during last night and this morning a low of 20 degrees between 7 and 8 o'clock this morning, bringing a "solid" freeze.

Wheat was greatly benefitted throughout the belt. Reports indicated the snow was general over the North Plains, with heavy fall in the eastern section, ranging to light flurries at Roswell, New Mexico. It was said to have extended only a few miles south of Hereford, in this area, however.

36 Members Of Ray Family At Black Reunion

DESCENDANTS OF MR. MRS. HEZEKIAH RAY ARE REUNITED

Thirty-six immediate members of the Ray family were reunited at "Grandma" Ray's home at Black during the Christmas holidays. The occasion was celebrated with reminiscences, merry-making and a family Christmas tree. Mary Dee Ray enjoyed the presence of seven of her eight children. The nearly complete reunion was made possible by the furlough of Missionary Ray and family.

The Ray family, descendants of Mr. and Mrs. Hezekiah Ray, consists of eight children, all married and each having a family, 26 grandchildren and one great grandchild. Mr. Ray died in the Indian Territory in 1896, leaving Mrs. Ray with the eight young children, whom she reared successfully.

Mr. and Mrs. A. E. Cox and family of Grass Valley, California, were not present. Those present were Rev. Ray, Wuchow, South China; Claude C. Ray, Lincoln, Nebraska; Don P. Ray, Bonham; Mr. and Mrs. C. E. Hicks, Savoy; Hes Ray, Brownwood; David Ray, Denton; Dennis Ray, Amarillo, and their respective families.

possibly casting a hook for a fish fry. I hope you will enjoy those fine places built in the two tons rock when you spread out your cats on the camp tables carved out of the Santa Fe logs by the CCC boys.

I have heard remarks about how slow were the veterans. Yes, the veterans were much slower in action than the juniors. It is true a great many of the veterans lived in the past while the juniors have a brighter future ahead of them and more to toll for. Don't condemn the veterans though, for they fought your battles while others remained and enjoyed the comforts of home life which made it necessary for the veterans to be in the front line trenches.

All the projects in this park have been completed as outlined, such as roads, combination buildings, club house, camp fireplaces, table and bench combinations, field lathes, entrance portals, pipe lines, low water dams and crossings.

The lower water crossing was built high enough to store the proper depth of water above it.

(Continued on last page)

Special District Favors Herd Law

New Laws Govern Vote Exemptions

MAJOR ELECTIONS MAY CAUSE PAYMENTS TO BE HEAVY

New laws govern exemptions of voters this year, according to a bulletin received by Pete Murchison, deputy tax collector. Poll taxes, as well as all other regular taxes, must be paid on or before January 31. Since this is an important election year, the payment of poll taxes is expected to be unusually heavy.

The five rules governing exemptions in cities of less than 10,000 inhabitants and in rural districts are as follows: (1) Only those voters exempt because they were not 21 years of age on or before January 1 of the year for which the levy was made and those who have moved into this state after said date are required to obtain an exemption certificate. (2) Certificate holders of these classes moving from one precinct to another must present their certificates to the tax collector for endorsement showing the new residence. (3) Such a certificate-holder moving into another county must present the certificate to the tax collector of that county for release or registration and endorsement at least 20 days before any election at which he expects to vote. (4) Exempt voters living outside a city of 10,000 inhabitants who are permanently exempt from the payment of poll tax need not obtain exemption certificates but may continue to vote as they have in the past. (5) Young people who are now 21 years of age and those who may become 21 years of age during the poll tax year should obtain their exemption certificate before February 1.

Services Today For Hagar Child

Funeral services were to be held this afternoon at 3 o'clock for Beale Mae Hagar, five months old, only child of Mr. and Mrs. G. B. Hagar. Rites were to be conducted at the Assembly of God church by Rev. J. A. Thomas of Borger, with burial at West Park Cemetery.

The little child passed away at 9 o'clock Wednesday morning.

Lions Club Has New Year Affair

Approximately 70 members and guests enjoyed a New Year's banquet of the Lions Club Tuesday night at the First Presbyterian church. Fried chicken was the feature attraction. Alex Thompson acted as master of ceremonies and gazed into the future, giving an account of the club's accomplishments during 1935.

The program was in the form of an amateur hour, with Arch Foster acting as announcer. Cornet solos were rendered by Bill Smith and Ralph Smith; vocal solos by Jim Kirby and Ruby Thompson; reading by Catherine Kirby, and piano numbers by Wayne Evans, Margaret Schroeter and Mont Baker.

Williams Hold Family Reunion Christmas Day

Mr. and Mrs. H. B. Simpson and son, H. B., Jr., of Olmsted, Oklahoma, and Mr. and Mrs. J. S. Williams and son, J. B., of Lee Groves, New Mexico, visited in the C. R. Boyd home at Frio during the holidays. Mrs. Simpson and Mrs. Boyd are daughters of Mr. and Mrs. Williams.

A Christmas dinner was served in the home of Mrs. Charles Lanford, another daughter, at Frio. About 40 relatives were present. Mr. and Mrs. Williams are the parents of 11 children, all of whom were present with the exception of three sons.

Those present were Roy Williams, Mrs. Milton Brinsdine and Mrs. Will Crook, all of Clovis, New Mexico; Mrs. L. F. Means of Texico, New Mexico; Mrs. Boyd and Mrs. Simpson. Those unable to attend were Joe and Hamilton Williams of Fort Worth and Johnnie Williams of Indiana.

"DAD" MOORE PASSES AWAY QUIETLY ON CHRISTMAS DAY

Vincent L. (Dad) Moore didn't fill the Christmas dinner engagement he had Wednesday night. He passed away quietly during the afternoon in his room at the Pittman Grain Company. He was 67 years old.

Going to his room shortly after lunch to rest, Mr. Moore removed his clothing, folding them neatly and lay down. His body was found next morning by Barrett Sowell, who went to awaken him after arriving for work and discovering his absence.

Coming here 10 years ago from O'Donnell, Mr. Moore was known throughout the town as "Dad," a title gained because of his friendly and cheerful nature. He had been employed as nightwatchman at the grain company for about 15 months. Shortwave radioing

was his hobby, and he would sit for hours before the machine in the company office.

Funeral services were held Saturday afternoon at the Black funeral parlor at 2:30 o'clock, following the arrival of Harold A. Moore, a son, from Fort Worth Saturday morning. Interment was at West Park Cemetery. Besides his son, Mr. Moore is survived by a daughter, Agatha Moore, of Fort Worth; his former wife, Mrs. Frances Moore, also of Fort Worth, and numerous relatives in Missouri, Kentucky and Indiana.

Born in Kentucky in 1868, Mr. Moore came to Texas in 1907 from St. Louis, making his home first at Paris and then at Tyler, where he resided for 16 years. He moved to O'Donnell in 1923. He was a member of the Catholic church.

CHILDREN AND GRANDCHILDREN OF J. L. WILSONS GATHER

Children and grandchildren of Mr. and Mrs. John L. Wilson gathered at the home of Mr. and Mrs. Claude Morris at Vega last Wednesday for their annual Christmas day family reunion. Thirty-two were present. The occasion was marked by an elaborate Christmas dinner and a huge Christmas tree, with presents for everyone. All children were present with the exception of Homer Wilson of Rawlins, Wyoming, and Mr. and Mrs. Barney Casteel of Atlanta, Georgia.

Those attending the reunion were Douglas Beene of Hereford; Paul Wilson of Stratford, and Messrs. and Mrs. Sam Steele and daughter, Ann, of Fort Sumner, N. M.; John L. Wilson, Jr., Vega; Claude Morris and daughter, Shirley Gene; G. F. Morgan and sons, J. W., Duane, Donald and James, Adrian; Cliff Estes and sons, Clifford, Jr. and John, Hereford; Jeff T. Gilbreath and son, Karl Wilson Shirley, Hereford; Earl W. Wilson and daughters, Lucretia, Ruth and Eleanor, Hereford; Dean Rice, Walters, Oklahoma; and John L. Wilson, Sr., Garcia Lake.

Mr. and Mrs. Wilson are well known in many circles throughout the Hereford area. For many years one of the large ranchmen of the Panhandle, Mr. Wilson's extensive interests gave him many contacts and his home was the center of a wide hospitality. The family home now is at his Garcia Lake ranch west of Hereford.

MOTHER OF LOCAL MAN PASSES SUNDAY NIGHT

Mrs. Mary S. Givan, 83, mother of Frank Givan of Hereford, and Jim Givan, who resides 20 miles southwest of here, died Sunday afternoon at 6:45 o'clock at her home in Hannibal, Missouri. She had been in ill health for several years.

Frank was with his mother at the time of her death, and Jim left Monday morning to attend final services. Mrs. Givan owned property in Deaf Smith county, going to her from the Gordon estate.

FUNERAL SERVICE HELD HERE FOR DAWN CHILD

Funeral rites for Robert Clifford Oden, three-year-old son of Mr. and Mrs. J. A. Oden, of Dawn, were held at 10:30 o'clock this morning from the First Baptist church here. Rev. B. N. Shepherd, pastor, conducted the services.

The child died Monday evening. Amarillo funeral directors had charge of burial at West Park Cemetery.

PLANS TO PLANT TREES STARTED

20 SUPERVISORS VISIT PROJECT TODAY; TO HAVE LUNCHEON

Landowners in the district surrounding the 25,000 acre soil conservation demonstration tract in the southwest section of the county Monday expressed favoritism for herd laws there by paying the way for the planting of thousands of trees on roadside sites throughout the district.

Twenty-six ballots were cast in the special election held at Westway school house. The section of the herd law pertaining to hogs, goats and sheep was unopposed, while only two votes were cast against that portion of the law pertaining to cattle, horses, mules, etc.

Protection for Trees.

The special election was called for the purpose of providing protection for trees against loose stock. This was required before the conservation service could go forward with its program which calls for the planting of 100,000 trees on homestead and roadside sites. The district includes the 25,000 acre tract and a strip three miles beyond the tract in each direction.

Plans for this work were rushed immediately after the results of the election were learned by the conservation service. O. T. Williams announced that work of setting back fences and preparing the sites would start today if weather permitted. This will start along Harrison Highway. Several farmers already have agreed to the moving of fences so that the trees may be planted without interfering with maintenance of the road and to give proper room for widening the road at some future date.

At the same time the erosion service was instructed to prepare for a shipment of 25,000 trees that is due to arrive here tomorrow. A nursery has been prepared on the Paul Mathers farm for the heading in of these trees for protection until they are moved to the permanent sites.

To Inspect Work.

Numerous homestead sites already have been prepared and others located by engineering crews, which have also been busy running lines for contour farming and pasturing and for terrace lines to have them in readiness so that no delay may occur when terracing machines arrive.

Meanwhile conservation officials and civic leaders were awaiting the arrival of 20 supervisors from the general offices at Amarillo today. They were to make an inspection tour of the project and hold a conference here tonight. At noon today they were to have been feted by the chamber of commerce with a luncheon at the First Presbyterian church. The supervisors, making a tour of the district, spent Tuesday night in Lamesa, were at Littlefield yesterday and will spend tomorrow at Vega before returning to the regional offices.

BUSINESS CENSUS WILL BE INAUGURATED TODAY

Roy D. Chase, district supervisor of the census of business, has announced from his office in Amarillo's federal building that enumeration work will start in the 18th Congressional district today. He said 51 enumerators will be named within the next few days to make the canvass of the district, which includes 25 counties.

Every retail and wholesale business, hotels, places of amusement, business service companies, insurance agencies, real estate offices and trucking and bus companies, all banks, office building managers and contractors will be canvassed for reports on their operations during 1935. The results are to be tabulated and become the basic statistics which businesses use in planning their operating policies.

LOCAL WOMAN'S FATHER DIES SUDDENLY SUNDAY

W. J. Anderson, of Cleburne, father of Mrs. W. S. Kucker, of Hereford, died suddenly last Sunday afternoon, a short time after Mr. and Mrs. Kucker and family had returned home after spending the holidays there with their parents. Mrs. Kucker returned to Cleburne immediately to attend the funeral services. She probably will return home tomorrow.

Mr. Anderson was 79 years old. He visited in Hereford during the summer of 1934. Mr. and Mrs. Kucker and family had visited Mr. Kucker's mother, Mrs. C. A. Kucker, and Mrs. Kucker's parents, Mr. and Mrs. Anderson.

Whitefaces Start Cage Practice For 12-Game Schedule

Starting to work Monday, 15 athletes opened drills to prepare themselves for the task of carrying the Whiteface basketball banner through a 12-game schedule and into the district tournament. With four lettermen and two squadmen to work with as the nucleus of the squad, Coach Tommie McCollum has bright prospects for a successful season.

However, the Whitefaces have a long way to go and a short time in which to prepare themselves. Although he can put a team of six-footers on the floor, none of the candidates are exceptionally gifted courtmen and all are noticeably poor at handling the ball. In less than 10 days the season opens, but the Whitefaces' main hope is to gather strength and speed during play, hitting their stride along about tournament time.

Tough Competition. The schedule, given in the accompanying box, takes in the leading clubs in this section of the country, and although short, gives the Herd tough competition. Frons

WHITEFACE BASKETBALL SCHEDULE, 1936

(For both boys and girls)
January 10—Tulla, here.
January 11—Dimmitt, there.
January 17—Frons, there.
January 18—Happy, here.
January 24—Canyon, here.
January 25—Open.
January 31—Tulla, there.
February 1—Dimmitt, here.
February 7—Frons, here.
February 8—Happy, there.
February 14—Canyon, there.
February 15—Open.

and Canyon loom early in the season as perhaps the outstanding teams. Both have been working since Thanksgiving and opened play by winning tournaments—Frons its own and Canyon at Dimmitt.

Lettermen heading the squad are J. D. Clayton, 5 foot, 11 inch forward with three years of experience; Clyde Posey, 6:1½, the best jumper on the squad and with two years of experience at center; B. A. Daniel, an even six-footer, a two-year letterman at guard, and Wilburn Bengt, 5:11, who lettered last year at guard but who probably will be shifted forward to team with Clayton. Squadmen are Jerry Jowell, six-foot guard, and Roy Hastings, 5:7½, forward.

Good New Prospects.

The new prospects who were issued suits Monday, and their approximate heights and probable positions are: Jasper Vaughn, 5:7½ forward, who may develop into a regular starter before the season is well advanced; E. B. Posey, Jr., 5:11, a 13-year old candidate for forward or guard position; Byron George, 6:1, center, who is likely to give Posey a good battle for the center position; Elmo Hicks, 5:9, a promising forward candidate; Ray Nuhn, 5:10, forward or guard; Wilbur Willett, 6:3½, guard; Rolly Harman, 5:11, guard; Edgar Russell, 5:10, forward, and Varian Fuller, 5:3, forward. Eight or 10 more candidates probably will report when school reopens next week, but within a short time the

(Continued on last page)

There's Always Another Year

MARTHA OSTENSO

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(Continued from Last Week)

CHAPTER XIII

Day followed day, and the sky over the parched and livid land became like a dome of colorless metal, all the blue beaten out of it by the intense heat. Fears that had smoldered separately throughout the district stole out, linked, and became flaming panic. But the drought was only a fore-runner of a graver holocaust.

In Fjelstad's feed and implement store, Roddy Willard talked with Sven Erickson and John Michener. He struggled to conceal the alarm he felt as he spoke.

"The county agent can't be expected to do it all by himself," he said sharply. "It takes just one day for a good army of grasshoppers to eat the chimney off your house!"

"I was talking with the agent yesterday," Roddy continued. "Poison bran has been distributed to all the farmers west of here, right to the state line. But some of them don't give a d—m, the shiftless boobies! Their farms are going to be seized for taxes anyhow, so they can't be bothered about saving the crops."

"Joe Fisher came through from

Brookings yesterday," Michener observed, "and he had to put chain on his tires. That sounds like a tall one, but Joe swears it's the God's truth! He stopped at a place where a fellow said the hoppers ate the harness off a horse's back—for the salt in the leather. You can take that or leave it."

Roddy thoughtfully rolled a cigarette. "Well, I wouldn't believe Joe even if I knew he was telling the truth. But it's bad enough, any how. I flaked and harrowed last fall, and made a thorough inspection of my land this spring for locust eggs. My land is clean. But even poison bait won't keep them from doing a lot of damage before they die—if they begin coming in clouds."

John Michener and Roddy fell to talking then of the comparative danger of the differential and the lesser migratory grasshoppers, and Sven, to whom a locust was merely a locust and a pest, listened eagerly.

"Darn it, anyhow," Michener said at last, his expletive rather humorous in his deep voice. "If it would only rain! It gathered up fine yesterday, and then sailed off again to the north. A couple more days like this and there won't be enough left for a grasshopper's lunch."

"Well—I spose dey starve to death den," Sven observed.

The bearing heat continued and in a few days the earth, from the top of the Willard hill, looked like one great mottled leaf curled up at the edges, the dry atmosphere giving the horizon a scalloped effect. Silver, who had gone in the afternoon to the brushwood above the farmstead in quest of a breath of air, gazed down into the shallow valley below with a sinking heart.

The door of the stone house opened and Sophronia came out, walking slowly, unsteadily still, up the slope toward the barns. Yesterday she had ventured as far as the chicken house for the first time. Silver had made an effort to tell her, only last night, that she had written to Benjamin Hubbard in Chicago and that he had secured a

position for her. But just at the moment when she might have spoken, Sophronia's head had dropped forward over her crocheting and the gray exhaustion of her face had



The Leaves of the Poplars Above Her Rustled Sharply.

filled Silver with an alarm that prevented her uttering a word of her plans.

The leaves of the poplars above her rustled sharply, but the breeze that moved them was like a gust from an oven. Silver got to her feet and saw in the cornfield to the east the gray-white wave of air moving over the pale, brittle tassels. The heat licked over the field like horrid little tongues of dull fire.

Silver paused in the dry grass half-way down to the yard. Suddenly ever fiber in her being was alert to a sound in the air that was more than the burning flow of the wind. She knew at once that the sound had been present from the moment when she had gone up the hill, that her preoccupation with her own thoughts had shut it out. It was a brisk drone, muffled and yet somewhat sharp, as a keen sound might strike on the ear of a person partly deaf. Silver glanced apprehensively about her, then upward at the sun. It seemed now that the hot chatter of the air was increasing in volume with every second.

She saw Roddy and Steve drive in from the highway in the truck and stop in the shadow of the barn. She hurried back down the hill and into the yard. On the hard, level ground in front of the barn, where a tarpaulin had been spread, Roddy and Steve had dumped a quantity of bran. In a large tin container old Roderick was mixing the water, arsenic and molasses. Sophronia was standing to one side watching the men.

"Phronie!" Silver cried. "What are you doing out here?" "Bein' out here won't do me as much harm as sittin' in the house and worryin'," Sophronia retorted. "Steve, you old galoot, you're lettin' that bran run off on the ground, there."

Silver stepped forward and lifted the edge of the tarpaulin and shook the bran back into place. Then old Roderick poured the arsenic mixture over the pile of bran while Roddy and Steve turned the mass over and over with scoop shovels.

Each then took a corner of the tarpaulin and lifted it into the truck. Roddy climbed up and seated himself at the wheel.

"You get into the house and lie down, Phronie," Silver commanded severely. "I'm going out and help spread it."

They bumped along for some distance in silence.

"Is there something I have to

POLITICS And Show Business!

Maybe you think American Politics and Show Business won't mix... but here they are... politics as it is today... that is, played for what you can get out of it... with the show business mixed in to put it over for the laugh a lotta people would like to give it... that is, politics... some people take it seriously, though... but in "Thanks A Million" it's just lots of fun.

Witness: A troupe of broke vaudeville performers in a small town... standing in the rain... waiting for a bus... escape from the downpour into a political rally, where a befuddled old dummy... running for governor on the C. P. (Crooked Politicians) ticket expounding or expounding himself into a thumbs down.

Witness again: Fred Allen of radio fame... he of the dead pan and saw voice sell the politician on mixing his show to liven things up. They do... and Dick Powell worries the rivals 'till they jibe Paul Whiteman and his band... and from then on a good time is had by all.

"Thanks A Million" is one of the hits coming soon to the Star Theatre... it has everything... fun and good looking gals... and good peppy songs... and Dick Powell, Ann Dvorak, Patsy Kelly, Fred Allen, Rubinford and his violin, Paul Whiteman and his band and Harmona and the Yacht Club Boys... and five snappy songs you'll be humming.

You'll say "Thanks A Million" after you have seen Dick Powell sing himself into the Governor's chair... while Patsy Kelly "hoofs" and Fred Allen shoots wise cracks with machine-gun speed. "Thanks A Million" at the Star Theatre soon.

learn—about scattering the bran?" Silver ventured finally.

"There's a right way and a wrong way," Roddy told her. "Scatter it in flakes—not in lumps. We don't want the cattle to get a dose of it. They might uncover it in the fall and cattle don't thrive on poison as a usual thing. Just watch the way Steve does it."

For more than three hours Roddy drove slowly over the fallow fields and the wild-bay meadows, over sod land and weedy ground, and back and forth at regular spaced intervals across the great cornfield, crushing down stalks that must be sacrificed. Old Roderick, Steve and Silver standing up in the truck, cast the flakes of mash into the wind with a sharp snap of the wrist, as Roddy had cautioned them to do.

The air had become infested as though by a swift, green-brown hail which swept horizontally along the earth. The hysterical sound of the advancing hordes of insects individualized itself hideously on the senses, and in the scorching heat seemed, to Silver, to be burrowing into her brain. The grasshoppers, in their insane, headlong flight, battered themselves against the sides of the truck, dashed with the sting of pebbles into the very faces of the riders. And incessantly, up and down the succulent stalks of corn, the appalling myriads moved with small, ferocious alacrity, incredible greed.

From time to time Roddy swore softly under his breath or burst out anew in futile wrath at the lachrymose farmers to the westward who had not done their share in helping to stop the advance of the plague.

"There's not much use in losing your temper, son," his father observed. "You can thank your star that pet field of yours is far enough south of here to get the tail end of the business. They'll be half dead by the time they get over there."

"They'll be enough, anyhow, even there," Roddy replied dourly.

"Well this tribe don't go far past our own land, that's a cinch," Steve put in. "Old man Flathe will thank us if nobody else does."

Roddy glanced up at Silver and saw that her face was white and drawn under the superficial flush caused by the heat.

"Here, kid! You look about ready to drop!" he cried with dismay. He turned the truck about and started more rapidly in the direction of the pasture below the hill. "You get out here, now," he said, "and run home. I don't know what I've been thinking about! Beat it!"

Silver got down unsteadily and started off.

"Look in on Corinne," Roddy called after her. "She wasn't feeling so well when I left the house." Silver found Corinne in her room upstairs in a pitiful huddle on her bed, the counterpane drawn over her head and shoulders.

"Corrie!" Silver said gently as she seated herself on the side of the bed. "You'll die here, in this heat!"

There was no response save for the muffled sound of the girl's

sobbing. Silver's patience suddenly left her.

"Here—pull yourself together!" she said severely. "It's no worse for you that it is for the rest of us."

The counterpane was flung violently aside and Corinne sat up. Her tear-stained face worked spasmodically. She pointed to a ragged object on the floor.

"Look at that sweater!" she stormed. "I left it out on the lawn. Look at it! They've made a sieve out of it!"

Silver picked up the garment and began to laugh.

Corinne turned upon her—"Laugh! What's so funny about it?" she shrieked. "My G—d—I feel as though my very eyes have been eaten out. And you can laugh!"

"I can't help it, Corinne," Silver confessed. "I was just thinking of what they're doing to Roddy's cornfield."

She threw the tattered sweater into a chair.

Corinne clutched her cheeks. "Oh, my G—d, what a life! Listen to them—banging against the windows. I can't stand it—I can't!"

But Silver had seized her wrists and with a choking gasp Corinne's frenzied cries stopped.

"Listen to me, Corinne," Silver said firmly. "You get out of bed and take a cold shower and come down to the other house. You can't go on like this. Everybody feels crazy enough without your carrying on like a two-year-old."

But Corinne recoiled in sullen obstinacy. "I'll not stir out of this house today. Go away and leave me alone."

After a moment, Silver got up from the bed and started toward the door.

Corinne sprang suddenly to her feet. "What do you mean by going to Gerald Lucas and talking to him about me?" she demanded. "I know you did."

Silver paused and turned to look at her. "Did Gerald tell you that?" she asked.

"Why shouldn't he tell me?" "I thought he'd have more sense, that's all," Silver replied.

(Continued Next Week)

Tuberculosis is a community problem and everyone should do his part to overcome it. Buy Christmas Seals. They help protect everyone from tuberculosis.

Beware Coughs from common colds That Hang On

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



Our Heartiest Well Wishes

For 1936!

May the New Year bring you unbroken health and happiness.

May it reward your efforts with a bountiful harvest of pleasant and enjoyable things.

May it return this section to the productive level it is normally capable of attaining.

May you prosper in your business enterprises, make and hold new friends and live in contentment throughout the year.

Pitman Grain Co.



They're Off to Another Race

Don't let your expenses for this year get ahead of your income. Start a savings account and stop worrying. A bank account is your best friend and the one that will do most for you. Let your money work for you as well as you for it. Interest stacks up and almost without your realizing it your dollars have become still more dollars and your financial worries have become entirely a thing of the past.

A Happy New Year to All!

THE FIRST NATIONAL BANK

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

Member Federal Deposit Insurance Corporation



May 1936 Be Your Best Year

AND MAY IT BRING YOUR GREATER HAPPINESS THAN YOU HAVE EVER KNOWN BEFORE. We also wish prosperity for each of you, while extending to you our best wishes for the New Year.

Mr. and Mrs. Paul Foster

Jumbo News

By PAULINE MATTHEWS

Jack Metcalf and Buddy Spencer were in Hart Sunday.
 Adam Flowers' father is visiting him at this time.
 Mr. and Mrs. Ovid Pinckert were in Lubbock Sunday.
 McDade brothers are staying in the U. L. Hunter home while digging an irrigation well for the Vincelons.
 Sam Hunter and family spent Christmas day with Mrs. Hunter's parents, Mr. and Mrs. E. M. Allen at Easter.
 Mr. and Mrs. Buddy Taylor of Umbarger, Ovid Pinckert and family spent Christmas day with Mr. and Mrs. F. L. Pinckert.
 Kenneth Hunter and family of Hereford, Mr. and Mrs. W. A. Hunter and Mr. and Mrs. U. L. Hunter and daughters spent the day Christmas at the M. L. Simpson home.
 Luanice and Pauline Andrew spent Wednesday and Thursday in the home of their brother, Virgil in Clovis.
 Mr. and Mrs. Fremont Chaffield and daughters of Crowell spent Friday night with her sister, Mrs. Finis Hunter.
 Dr. A. R. Matthews of Muleshoe spent Tuesday night and Christmas day with his son, L. A. Other visitors were Mr. and Mrs. L. C. Sargent and daughter, and Buddy Spencer.
 Ernie Pinckert, of football fame,

who has been playing the past season with the Boston Braves, and his sister, Mrs. J. Millard and children of Carter, Missouri, spent Christmas night and Thursday with their cousin, F. L. Pinckert and family. They left Thursday for the Rose Bowl football game in California.
 Finis Hunter and family and Orval Pierce spent Christmas day with Mrs. Hunter's parents, Mr. and Mrs. L. O. Norman, at Arney.
 Christmas visitors in the C. Andrew home were Virgil and family of Clovis, Ben and family of Portales, Mr. and Mrs. C. G. Maples and family of Dimmitt, and Mr. and Mrs. Ralph Jennings of Plainview.
 Bill Hacker spent Christmas in Hereford with his sister, Mrs. Hazel Sparks.
 J. C. Stork and family spent Christmas day with Mrs. Stork's parents, Mr. and Mrs. J. Waggoner in Hereford.
 L. C. Baggett was elected superintendent of the Sunday school, L. E. Beck, assistant; Miss Pauline Matthews, secretary; Mrs. M. L. Simpson, assistant superintendent; Mrs. Finis Hunter, song leader; Miss Thelma Holly, pianist. The teachers have not been appointed.
 This community was saddened Tuesday night when Mrs. H. E. Barnes and Robert Thannisch received word to come to their father's bedside. He died soon after they reached him and was buried in Spur on Christmas day.
 Mrs. Ovid Pinckert and sons visited her parents, Mr. and Mrs. B. M. Hines, in Hereford Saturday. Mr. Hines is ill.
 V. S. Crum and family visited the L. A. Matthews home Sunday night.
 Miss Pauline Matthews returned to her school in Muleshoe Monday after spending Christmas vacation here.
 Mr. and Mrs. Homer Brumley visited Mrs. Brumley's parents in Lubbock during the holidays.

Black

BY MISS NOBLE McLEAN

A. C. Hays and children, and Mmes. Verner Melugin and James Bookout and baby returned Sunday from a visit with relatives in East Texas.
 Geneva Deaton was home from her school work in Brownwood over the holidays.
 Ervan Kimmins spent the holidays with relatives at Ector.
 Mr. and Mrs. Jim Black spent Christmas with relatives at Canyon.
 Oran Bennett and family of Hobbs, Mr. and Mrs. Nolan Bennett of Borger spent Christmas with their parents, Mr. and Mrs. Ray Bennett, here.
 Mr. and Mrs. W. H. Flowers of Des Moines, N. M., spent the holidays with her mother, Mrs. Pat Deaton.
 Mr. and Mrs. Clyde Hays spent Christmas in Amarillo.
 Mrs. Howard Elmore and daughter, Mrs. Dick Rocky of Muleshoe visited in Amarillo Thursday.
 Miss Elizabeth McMurry, student in Brownwood, spent the holidays here with her sister, Mrs. Fern Barnett.
 Bud Barnett was at home over the holidays.
 Maxine and Margot McLean are home from a visit in Lubbock.
 A Christmas tree was enjoyed at the school house Tuesday night.
 Mr. and Mrs. Tom Presley entertained the Friona senior class with a party at the community house, with about 30 present. Lois Presley is a member of the class.
 The Social club had a homecoming Christmas meeting at the club house last Thursday, with five former members present. Mrs. T. Stone, Amarillo; Mrs. Joe Hinds, Mrs. Lee Clymore, Mrs. Dave Galoway and Mrs. Kermie Deaton. A tree was beautifully decorated and presents were exchanged. A covered dish luncheon was served to 17.
 Frances Hicks is here from Savoy to make her home with her grand mother, Mrs. Ray, and will attend school in Friona.
 Station Agent Stockman spent Sunday in Clovis with his family.
 Mrs. Pat Deaton, Mr. and Mrs. K. Deaton and Mrs. Z. N. Holly were recent visitors in Clovis.
 Mrs. Jas. Bookout returned to her home in Hartley Monday after a visit with her father, A. C. Hays.

Frio News Items

BY MRS. W. A. SPRINGER

A community Christmas tree and program were held December 24.
 Mmes. Brooklyn of Silverton and Gardner of Tulla visited relatives here recently.
 Glenn Greer and family are moving to Hereford. The J. N. Bensons will move to the place occupied by the Greers.
 Mr. and Mrs. E. Cornett are in Hot Springs, N. M.
 Chas. King and family visited the J. E. Andrew home last week.
 Mr. and Mrs. T. L. Sparkman spent Sunday in the Jess Sparkman home at Panhandle.
 Mr. and Mrs. E. J. Saxon, Mabel Tucker, Blanche Beauford of Amarillo, C. E. Beauford and family of Hereford spent Christmas with Mrs. A. H. Beauford.
 W. A. Springer and family spent Christmas with relatives at Silverton.
 D. H. Allman and family, Paul Williams and wife spent Christmas with relatives at Floydada.
 The W. A. Springer home entertained a number of visitors on Christmas day.
 Mr. and Mrs. Clarence Dixon of Friona, Elmer Dixon and family of Cleo, Emmett Dixon and family of Easter spent Sunday with their parents, Mr. and Mrs. W. S. Dixon.
 Robt. Richie and family of Albuquerque, Barney Saxton and family, Mrs. A. T. Jones and children, J. E. Springer and children, T. L. Sparkman and wife, W. A. Springer and family, Mrs. M. A. Springer spent Saturday evening in the A. Gilliam home.
 J. E. Springer and Leta Dean were in Amarillo Saturday.
 Mrs. Donald Baker of Borger visited her parents, Mr. and Mrs. Hal Hawkins, during the holidays.

Messenger News

BY ESTELLE WILLIAMS

Will Kern and Clay Ridgway of Hereford were here Tuesday.
 C. T. Guseman, Alva Ellison and family, L. M., Estelle and Hobby Williams were shopping in Hereford Monday.
 Altis and Quince Williams have returned from Amberst.
 Oscar Easley and L. M. Turner were here from Hereford last Wednesday.
 W. A. Whitson and family spent Christmas at Nazareth.
 Mr. and Mrs. L. E. Ware and Mrs. L. M. Williams left Monday for California, the Wares to make their home, Mrs. Williams to visit her mother, Mrs. Ellie Hamilton, and other relatives.
 The young peoples Sunday school class had a Christmas tree and party at the school house Monday night. A good time was had.
 L. M., Altis and Hobby Williams were in Earth Sunday.
 J. A. Williams and family of Wheatland, N. M., and Ben Bates took Christmas dinner in the L. M. Williams home.
 Hereford shoppers Saturday were W. A. Whitson and family, J. R. Overstreet and wife, Clayton Woolery and family, C. T. Guseman and Ben Bates.

Dimmitt News

MAYME COX

Mr. and Mrs. Bill Rudnall and James visited the J. C. Montgomery home during the holidays.
 Mr. and Mrs. Ed West visited relatives in Borger Christmas day.
 Tom Hanks spent Christmas in the home of his uncle, Vester McCroary, in Clovis.
 Miss Louise Whitlow left Thursday for a week's visit with her parents at Kress.
 Mr. and Mrs. Jack Cowsert of Abilene spent the holidays in the Mark Cowsert and J. C. Montgomery homes here.
 Mrs. Alta Glawman, Bill and Jack, Mrs. Grace Lohman and Harold Gladman spent the holidays with relatives in Arkansas City, Kansas.
 Mr. and Mrs. Chas. McLean and Miss Mayme Cox spent Christmas in the L. W. Cox home at Henrietta.
 Mrs. N. H. Witt and Betty June visited relatives in Memphis last week.
 Miss Thelma Jones visited in Floyd, N. M., last week.
 Swain Burkett spent the holidays with his parents at Henrietta.
 Mrs. Myrtle Crave spent the past week with her children at Memphis.
 Willis Jones is in Kansas this week.
 Miss Jo Cowsert has returned to her school at Gruver after spending the holidays with her parents here.
 Mr. and Mrs. Lefe Smallwood were holiday visitors in Memphis.
 Mrs. Ione Ray was home for the holidays from Lubbock.
 Dr. Mayes Miller and Louie Allen were in Hereford Sunday.
 Carl Kemp visited his parents in Clovis Sunday.
 Tom Hanks and Miss Mayme Cox were in Hereford Sunday.
 Fred Mapes of Hansford county spent the holidays with his parents, Mr. and Mrs. C. J. Mapes, T. A. Slinger and D. D. Whitlow were in Fort Worth last week.
 C. J. Mapes is home from a several days stay on his ranch in Hansford county.

Start The New Year Right With These Food Bargains



We of Furr Food Store wish you a very happy and prosperous New Year and suggest that you resolve now to be thrifty during 1936 by shopping at our store. Here you will always find nationally advertised foods at consistently lower prices.

Prices Good Friday, Saturday and Monday

- PINEAPPLE Libby's, sliced, No. 1 1/4 can 12c
- PEACHES Libby's, sliced or halves, two No. 2 1/2 cans 35c
- PINEAPPLE Libby's, sliced or crushed, No. 2 1/2 can 21c
- KRAUT Libby's, two No. 2 1/2 cans 19c
- DICED CARROTS Libby's, No. 2 can 10c
- ASPARAGUS Libby's, all green, No. 2 can 25c

Snowdrift 3 LB. CAN 54c

With the Key to All Its Goodness—6-lb can \$1.06

- | | | | |
|---------------------------------------|-----|--|-----|
| NORTHERN TISSUE Three rolls | 17c | TOMATOES Three No. 2 cans | 20c |
| CRACKERS Premium Flakes, 2-pound box | 29c | COCOA Hershey's, two 1-pound cans | 25c |
| EXCELL CRACKERS N. B. C., 2-pound box | 15c | BAKING-CHOCOLATE Hershey's, three 1/2-pound bars | 25c |

Wesson Oil The Food That Gives You Staying Power! pt. 23c

- | | | | |
|---|--------|----------------------------|-----|
| SUGAR 10 pounds, beet | 53c | PECANS Native, 3 pounds | 20c |
| MILK Peter Pan, 3 tall cans or 6 small cans | 20c | PRUNES Dried, 3 pounds | 17c |
| FLOUR Packard's Best, 48 pounds | \$2.05 | MATCHES Firestone, 3 boxes | 10c |

Best Foods Mayonnaise Thousand Island Relish Spread 8-Oz jar 15c	SOAP Blue Barrel 5 Giant Bars 21c	Beech-Nut CATSUP 14 Ounces Bottle 21c
SALAD DRESSING Pt. 22c Qt. 34c	SOAP-CHIPS 5-Pound Box 35c	CHILI SAUCE Large Bottle 23c

- | | | | |
|--|-----|----------------------------------|-----|
| CORN FLAKES Kellogg's, 3 boxes | 25c | CUT GREEN BEANS Three No. 2 cans | 25c |
| MACARONI Skinner's, bulk, 2 pounds | 23c | OXYDOL Washing Powder, large box | 22c |
| SMOKE SALT Sugar curing, Morton's, 10-lb can | 83c | CAMAY Toilet Soap, bar | 5c |

Steak Choice lb. 18c & 25c

- | | | | |
|------------------------------|---------|-----------------------|-----|
| BACON Sliced, no rind, pound | 36c | CHEESE Pound | 23c |
| FRESH CATFISH-OYSTERS | | DRY SALT JOWELS Pound | 19c |
| BOLOGNA Pound | 17 1/2c | | |

Oranges California Navels, 2 dozen 35c

- | | | | |
|-------------------------------------|---------|--|-----|
| POTATOES Home-grown, red, 10 pounds | 12 1/2c | SWEET POTATOES New, kiln-dried, 3 pounds | 10c |
| ONIONS 5-pound | 7c | GREEN PEPPER Fresh, pound | 9c |
| LEMONS Sunkist, dozen | 25c | | |

Nucoa
1 Pound
21c

FURR FOOD STORES
lower prices

Coffee
SCHILLING'S
2-Pound Can 50c
1-Pound Can 26c

WE DELIVER PHONE 74 Bring Us Your Cream, Eggs, Chickens—Market Prices!

Constipation
ADLERIKA
While they last SPECIAL 10c trial sizes on sale at City Drug Store.

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

Close Drug Store Friday-Saturday Drug Sale

Nyal Halibut Liver Oil Capsules
Vitamines necessary to health in concentrated easy-to-take capsule form.
Box of 50 capsules . . . 89c

Nyal Salts
End constipation and rid the system of excess that causes overweight and fatty tissue. Two sizes 25c-50c

Prescriptions Our Specialty
Accuracy, care in compounding, the use of only pure, potent drugs and medicinals—all a part of our prescription service to you.

A Liquid THAT LESSENS PAIN
A cramp, over-exertion or exposure may knot muscles and drive us wild with pain.
NYALGESIC
It acts like magic. Its penetrating warmth relaxes muscles, quiets nerves, allows Nature to heal without resistance. Also good for headaches and neuralgia.
Two Sizes . . . 50c-1.00

Nyal Hot Water Bottle
Two quart seamless bag—guaranteed long service.
Special at 79c

Nyal Norwegian Cod Liver Oil
Full Size . . . 59c
1/2-size 39c

Nyal Aspirin Tablets
100 5-grain 39c

Nyal Tooth Paste
Large Tube . . . 33c
Medium Size . . . 23c

Nyal Mouth Wash
Medium Size 37c

Nyal Baby Powder
Baby Powder 19c

Nyal Shaving Cream
Falmolive Shaving Cream 19c

Nyal Nose Drops
Vick's Nose Drops 37c

Nyal Lax Soap
Lifeline or Lax Soap 19c

Nyal Cough Syrup
Waltham's Cough Syrup 39c

Nyal Shampoo
Medium Size . . . 39c

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

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

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NOTICE TO PUBLIC

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

WHERE DO WE GO FROM HERE?

1936!

What does it hold for Hereford and its trade territory? Are we still looking forward to the day when recovery will definitely be a thing of the past; when business is back to normal; unsettled and insecure in the present, and waiting patiently for whatever fate the future holds?

Uppermost in most minds, whether rightfully so or otherwise, is the condition of business. Perhaps we place too much stress upon this one factor, but by most means of gauging our existence, it is the one thing that holds all our hopes for happiness and wealth. Recovery, in its general sense, is too fictitious, too remote to be relied upon to bring personal prosperity. The business man who resolves today to give the people what they want at prices they are willing to pay, and to create a desire for their product by effectively displaying it before the public through a program of advertising, who makes a visit to his store a delight, and service his motto, can do more for himself than any governmental recovery program. The business is here for him who actually makes an honest effort to get it.

But let's not determine during 1936 to obtain more money or more business than the other fellow at the expense of all else. There are too many other things that add to personal wealth. Resolve to give your expression an outlet, not through one channel but through every source available. Make new friends; grow closer to the old. Participate in church and community activities. Enter into some kind of sports, even if only as a spectator. Read. Sing. Play. Work.

All these combined will make 1936 a happier, fuller and more successful year.

OFF THE AIR

An interesting survey was recently made by the Bureau of Advertising of the American Newspaper Publishers Association, in which the decline of radio advertising is noted. This is important mainly for two reasons that could or may affect virtually every one of us.

The Texas Press Messenger, official publication of the Texas Press Association, quoting the results of the survey, says: "Out of 636 advertisers who used radio between 1929 and 1933, more than 70 per cent dropped radio advertising in 1934. In the case of 79 programs between October, 1934, and May, 1935, the average number of listeners was only 9.1 per cent of the total sets in the range of the broadcast."

In personal comment, the Messenger added: "It was found that a few popular programs tend to monopolize the radio audience, and that the range in the number of listeners for each program was from 179,300 to 3,760,000. In other words, if you're the best thing on the air, you may get a big audience. It is a good deal the same as if you or I made a speech at one end of the hall and the late Will Rogers was talking at the other end. Will would have the audience."

Offhand, this may be of no particular interest to you. However, it does indicate two trends. The newspaper, which once feared the encroachment of the radio, has nothing to fear, nor is it likely to be crowded out of existence, assuring you that this steady influence and enlightening medium will never be taken away. It also indicates that radio is going to be forced to seek other means of financing its own existence. Getting away from the requirement of advertising would be the greatest advancement ever made in this field. We believe television holds the answer and will "arrive" in plenty of time to save the day. A television set installed on monthly rental just like your telephone probably will be the advancement of tomorrow.

May Start Rayon Making In Texas

Dr. A. B. Cox, director of the Bureau of Business Research of the University of Texas, has announced there is a possibility of a viscose rayon manufacturing plant being constructed in Texas. Because cotton stalks would be used for the purpose of producing a pulp that would be converted into dress goods, which in finished state would be practically indistinguishable from real silk. In working out plans for this proposed new industry, Dr. Cox is operating with B. H. Palmer, physicist and chemist of New Jersey. The discovery of the process for this new use of cotton stalks is the result of chemical research, and the proved process has recently been patented.

Dr. Cox pointed out that this state has an abundance of raw material for the proposed plant. It is regarded as not improbable that under the process which Mr. Palmer has evolved and patented, the utilization of cotton stalks for the production of rayon may be enormously increased. The Palmer patented process would substitute cotton stalks for a part

of the wood pulp, which is used with cotton linters in manufacturing rayon. This mixed cellulose would be also admirably suited, it is stated, for the manufacture of high grade paper at a very low cost, Dr. Cox said. Other materials available in abundant quantities in Texas which would enter into the chemical process of manufacturing rayon are caustic soda and carbon bisulphide.

If the proposed rayon and possibly paper from waste cotton stalks and other materials develops into a large industry as now seems possible, it will bring to cotton growers of Texas great financial benefits, it is stated. Their cotton stalks would have a ready demand instead of being burned or plowed under, as is now done.

WOW To Have Pie Supper.

The Woodmen of the World lodge will have a pie supper and installation of officers Thursday, January 9. Members of the lodge and the Supreme Forest of the Woodmen Circle and their families are expected to be present and the public is invited to attend. The invitation is to "come, bring your lady friend and a pie".

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

A LONG TIME AGO IN HEREFORD

From The Hereford Brand, December 30, 1904.)

Mr. Chris Renfro, who lived over Arney way, had just returned from a trip to Missouri.

Albert Johnson and Miss Bulah Head, Tom Witherspoon and Miss Anna Blackwell, Dow Mercer and Miss Sydna Rogers composed a six-o'clock dinner party at the home of Mr. and Mrs. Robert Ball.

Mr. and Mrs. C. H. Carl had entertained Mr. and Mrs. R. C. Bridges, Mr. and Mrs. L. E. Cobb, Mr. and Mrs. O. M. Daniel and J. F. Perry at a turkey dinner.

F. A. Millard had disposed of his pool hall and fixtures, stating that never again would he set up such a business in any community where so much opposition existed as here. The editor commended Mr. Millard very highly on his action.

Mr. and Mrs. A. H. Elliston entertained a number of good

friends at a watermelon feast. The melon weighed 50 pounds and was locally grown. Mr. Elliston had stored it in his real estate office where it kept perfectly.

The first story of a new brick jail was almost ready to receive guests.

Edgar Ireland tried to drive a team of horses from Dimmitt to Hereford. The team became frightened, ran away bruising Edgar considerably, including a broken hand.

The editor did a bit of clating over the fact that Hereford citizens passed through the holidays in a state of sobriety. "Not one person," quoth he, "was seen under the influence of liquor, which is more than can be said of many Western towns and villages."

(From The Hereford Brand, January 1, 1905.)

The Brand inaugurated a

new local reader advertisement rate: One cent a word if paid in cash, two cents a word if charged and bill sent.

Following receipt of a car load of brood sows, it was found that at least another car would be required to fill the demand.

Wheat was in demand at \$1.25 per bushel, kafir and maize at \$1 per hundred.

Continued snows increased the average depth to about six inches.

Ezra Norton seemed to be in need of cow hides. At least he advertised to pay the highest cash price for all brought to the saddle shop.

"If 12 dogs are worth \$290, what are 140 hogs worth?" was the pretty problem confronting tax authorities in one Texas county. The answer placed a valuation of \$24.16 per dog, \$3.21 per hog.

combinations will possess a virtual monopoly of the food, drug and meat business of the country. If this is true, the American inde-

pendent merchant is a backward specimen indeed. Fortunately, the facts demonstrate conclusively that it is not true.—Clarendon News.

By Their Words AND OURS

With college graduates jobless, some excellent material for policemen, firemen and the like is available. Big cities which are hiring such men are, like the U. S. Department of Justice, proving that training plus experience get results.—Pampa News.

One of our exchanges comments that Stanford University made a terrible mistake when it graduated Herbert Hoover. He would have made an elegant backfield man on the football team, the paper opined, because nobody could tell whether he's going to run or pass.—Clarendon News.

With SMU leaving for California to represent Texas at the Rose Bowl football classic and two other southern teams to fight it out at New Orleans for the Sugar Bowl contest, why not let the Amarillo Sandles challenge the world for a dust bowl championship? Yeah, Norman, Okla., for instance!—Miami Chief.

The proposed session of the legislature for January will not likely be held so early in the year. Yet some money must be raised to wipe out the 11 million dollar deficit and to pay the old age pension. Legislators are fearful from a political standpoint of passing a sales tax on election year, yet see no other way out.—Canyon News.

Most of us can remember a time when \$12,000,000 looked like a great deal of money. As far as our own private purses go, it still does. But with the Federal government, things being as they are, it is hardly more than enough to leave under the saucer for the waitress. Anyway, \$12,000,000 is going to be spent on an investigation by Uncle Sam, and the only surprising thing about it is the fact that the investigation might actually be worth what it will cost.—Portales Daily News.

No matter the character of the times, the Christmas season may always be depended upon to bring out all that is best in the great majority of human beings. It is a hard man indeed who fails to respond to the good will so apparent at this joyous season of the year.

The more one watches the hysteria of the electorate and the newspapers which reflect their wishes, the more plain it becomes that nine-tenths of the special sessions of the legislature are not only unnecessary, but actually harmful. Fred B. Robinson of Waco, declares that the special session of the legislature has been necessary since the year 1898. This was when the seas washed Galveston away and the relief job was so big as to demand the help of the state. If fewer special sessions were called for political purposes and more for needs of state there would be less than half the number of called sessions. A conclusion one is forced to reach from a study of legislative events of the past 30 years.—Floyd County Hesperian.

Proponents of special tax laws designed to curb the "chain store evil" must, consciously or otherwise, have a rather poor opinion of the intelligence, ability and aggressiveness of independent merchants. All such tax laws are predicated on the principle that the chain store offers unmettable competition, that it is slowly but surely forcing independent merchants out of business, and that, in the long run, gigantic chain

Young Demos Are Planning Dinner

The Castro County Young Democratic Club will sponsor a Jackson Day dinner at the Witt Hotel Wednesday night, January 8, at 8 o'clock. The price of the dinner will be \$1 per person, 50 cents of which will go to the National Democratic campaign fund. An invitation to be present was extended to "every friend of President Roosevelt."

The President will talk by radio at 9 o'clock to the dinner guests, this being one of many similar dinners being held throughout the country. Radios will be installed near the tables. Good speakers, singing and music also will be provided for the occasion. Everyone is invited and a large crowd is anticipated. Acceptance of the invitation should be made not later than January 6 to Miss Mayme Cox, secretary, or Charles McLean, president, of the Castro County Young Democratic Club.

First Presbyterian Church.

"Beginning Again With God" will be the New Year's sermon at the First Presbyterian church Sunday morning by Pastor Thorns. The time for the evening service has been changed to 7 o'clock. The topic at this hour will be "Elijah by the Brook." This is the first of a series on the great Old Testament character, Elijah. Sunday school at 9:45, Christian Endeavor at 6 p. m. Prayer meeting and Bible study on Wednesday at 7 p. m.

Mr. and Mrs. Alton Fraser returned Friday from near Fort Worth where they spent Christmas with Mr. Fraser's parents.

Want Ads

For Sale or Trade

FOR SALE OR TRADE: My home in Hereford, or will trade for land located near Friona. This home is clear of indebtedness. J. D. Buchanan, Friona, Texas. 49-4p

FOR SALE: Stack of bundle feed and stack of pumny. Fred Saltzman, Rt. 4, Hereford, Tex. 1p

FOR SALE: 25 tons A-1 millet hay. See or write Lewis Brittain, Plainview, Texas. 52-2p

FOR SALE: Quick sale \$175 radio. Will sell cheap or swap for small radio. Phone 272-W. 1p

For Rent

FOR RENT: Two nice rooms with large pantry. See Mrs. J. B. Harris, 950 Miles Avenue. 1p

FOR RENT: Four room residence, all newly furnished, modern, close in. Hot and cold water furnished. Henry Ha stings. 1p

FOR RENT: Furnished apartment, second door west of Methodist church. 1p

Lost and Found

LOST: Pampa High School class ring, 1931, white gold. Reward offered for return. Mrs. John F. Robinson. 1p

CLASSIFIED

Bargain Days!

Place Your Ads Where
ALL MAY SEE
While This Big Offer Is
Being Made!

ANY CLASSIFIED AD

Of 25 Words Or Less Printed In The Hereford Brand Issues of January 9th or January 16th for

ONLY 15c

IN BOTH ISSUES FOR ONLY 25c

Now is the time to sell or trade those things you wish to dispose of, and to acquire other things you will need or desire. During the first three months of the year, when weather is cold and unpleasant, you'll be needing a stove or heater, or a hundred other items, or perhaps you have something someone else is needing. That is why we make these unusual offers now. No medium is as good for such purposes as the classified section. The number of ads by one person is not limited.

After January 16th and Until April 1st, The Brand Will Offer Special Rates On Classified Ads

Three Insertions
For the Price of Two

Take Advantage of These Offers — Learn That
BRAND advertising PAYS!

SOCIETY

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

Miss Nora Alice Daniel and Milburn Ray Married Sunday

A beautiful home wedding, solemnized Sunday, December 29, at the home of the bride's parents, Mr. and Mrs. R. A. Daniel, united the lives of Miss Nora Alice Daniel and Mr. Milburn Ray.

The marriage rites were pronounced at 10 o'clock. As a professional, Mrs. Jesse Stanford played the Bridal Chorus from Schengrin. The couple entered unattended and stood before an improvised altar in the living room where the Rev. B. N. Shepherd, pastor of the First Baptist church, read an impressive ring service. During the ceremony "Consolation" was played softly.

For her marriage, the bride wore a lovely wedding gown of brown crepe with brown accessories and a corsage of Talsman roses. Having grown to womanhood here, she is well known. She is a graduate of Hereford high school and is a member of church circles of the Episcopalian and of the Baptist church and in club work.

The groom is a son of Mr. and Mrs. John Ray of Groom. He also is a graduate of the local high school and is employed with the Millburn service station.

Following a wedding dinner, Mr. and Mrs. Ray left for a brief honeymoon trip. On their return they will reside in Hereford. Present for the ceremony were Mr. and Mrs. R. A. Daniel, Mr. and Mrs. John Ray of Groom, Miss Louise Ray, R. A. Daniel, Jr., Miss Emma Robertson of Amarillo, Mrs. Jesse Stanford, Miss Mary Elizabeth Stanford, Messrs. Jack Gilliland, Jack Russell and Rev. B. N. Shepherd.

SUNDAY SCHOOL CLASS HONORED WITH LOVELY TEA

Miss Mattie Mae Swisher was hostess to her Sunday school class of high school girls Monday afternoon with a beautifully appointed tea. The rooms were gay with holly wreaths and other lovely suggestions of the Christmas tide, the table with its Christmas candles and holly centerpiece being especially lovely.

A program of informal entertainment included the singing of carols and a variety of appropriate games. Mrs. J. B. Jones presided at the tea table where punch, Christmas star cookies and Christmas candles were served to Hazel Nickerson, Mildred Rutherford, Minnie Dea Smith, Helen Ann Snyder, Virginia E. Reed, Nancy Millard, Helen Jones and Evelyn Brazil of Amarillo.

MISS CONKWRIGHT ENTERTAINS AT BRIDGE

One of the very enjoyable small holiday parties was given by Miss Ruth Conkwright Thursday evening. The home was lovely in its holiday dress and the pervading holiday atmosphere was a happy note in the evening's pleasant program of bridge and informal entertainment. A delightful refreshment plate was served.

Guests were Messrs. and Misses J. T. Gilbreath, Jr., Marlin Gilliland, Miss Katherine Kirby, Howard Eberle, Keith Guthrie, Jim Gilliland and Jim Bob Allison.

BRIDGE CLUB MEETS WITH MRS. GILLILAND

A lovely holiday setting gave special attractiveness to the meeting of the Jolly Femmes Thursday, December 19, the home of Mrs. Wanza Gilliland being chosen for the pleasant gathering. Bridge was the diversion, the accompaniment of gay voices evidencing the pleasure the games afforded. High score prize was won by Anita Gentry. A salad plate included sandwiches, salad, fruitcake and coffee.

CANTATA GIVEN BY DIMMITT CLASS

A lovely prelude to the city's program of Christmas activities was the Christmas cantata given in Dimmitt Christmas Eve by a combined group of musical agencies. The beautiful Christmas offering was the work of the high school glee club, Music Study club and a vocal class being conducted in Dimmitt by Miss Mattie Mae Swisher. It was given in the high school auditorium before a representative community audience and was a notable contribution to the season's schedule of Christmas festivities.

UNIQUE RECITAL GIVEN BY MISS SWISHER'S PUPILS

An enjoyable event of the holiday season took the form of a combined musical and Christmas party when Miss Mattie Mae Swisher presented a group of her pupils in recital with the happy spirit of the Yuletide adding a note of cheer informality which made the occasion truly delightful. The presentation was patterned somewhat after the Major Boles amateur programs, its uniqueness lending the charm of the unusual and meeting a happy response in both pupils and audience. The program was given with smoothness and finish, revealing a pleasing development of much latent musical ability. Appearing were Hertha Beer, Alma and LaVada Cox, in solos and duets, LaNelle Schelhaugen, Zadee Rule, Nadine Newell, Sarah Agnes Byrant and Mrs. J. B. Jones.

DINNER DANCE HONORS CHARLES FERGUSON, JR.

Honoring their son, Charles Ferguson, Jr., Mr. and Mrs. C. C. Ferguson entertained with an evening of bridge and dancing Monday. Holly and other Christmas greens were used in decoration, providing an environment in keeping with the gladness of youth evidenced in gay voices, animated games and rhythmic feet. A buffet supper was served.

DINNER CELEBRATES WEDDING ANNIVERSARY

A happy event of the holiday season was the 6 o'clock anniversary dinner given Friday by Mr. and Mrs. E. E. Ramsey, the occasion celebrating the 43rd anniversary of their marriage and also the 30th wedding anniversary of Mr. and Mrs. F. M. Kester.

BLOOMING POT PLANTS ALWAYS A LOVELY PART OF THE RAMSEY HOME,

added their beauty and fragrance to the rooms and created an attractive setting for the long table with its snowy napery and centered with a bowl of pink radiance. The menu was planned around a delicious main dish of scalloped oysters with a fruit cocktail and a dessert of cherry pie.

Sharing the lovely dinner and its delightful association were Messrs. and Misses F. M. Kester, A. Lowther, C. H. Dyer; Misses S. E. Askren and T. J. Nance; Mr. and Mrs. E. E. Ramsey.

Mr. and Mrs. Lynn Kester had as dinner guests Christmas day Mrs. Kester's mother, Mrs. Jim Fendley and her brother, Randall Fendley, both of Sudan; also the families of two sisters, Mr. and Mrs. Melvin Robertson and children, Pat and Peggy, of Lubbock; Mr. and Mrs. Joe Coventry and children of Sudan. Mrs. Fendley remained throughout the week.

Small Corn-Hog Producer Aided

A farmer with a corn base of 10 acres or more, or a market hog base of six hogs or more, is eligible to receive a corn or hog adjustment payment, respectively, under the new two-year corn-hog contract, according to E. M. Regenbrecht, chairman of the State Corn-Hog Review Board.

A contract signer with a corn base less than the required 10 acres, however, may receive a hog payment if he has a market hog base of six or more hogs and if he complies with the terms of his contract and the administrative rulings. Regenbrecht points out. Likewise, a man with a market hog base of less than six hogs may be eligible for a corn adjustment payment.

If a contract signer's corn base is less than 10 acres and he wishes to receive a hog payment, he must agree not to increase his corn acreage above his base. If his base is between 10 and 15 acres, he may either make an adjustment and receive payment, or obtain an exemption from adjustment, and agree not to increase his corn acreage above his base. This will enable a producer with a small corn base who needs all corn produced on his base acreage to participate in the program by making the necessary adjustment in his hog production.

A signer with a market hog base of less than six hogs may make an adjustment in corn acreage according to the terms of the contract and receive a corn payment if he agrees not to produce hogs in excess of his market base. And if his base is between six and 15 hogs, he may either make an adjustment and receive a hog payment, or not produce hogs in excess of his base and receive no hog payment.

MISS STANFORD HONORS BRIDE-ELECT

Honoring Miss Nora Alice Daniel, bride-elect, Miss Mary Elizabeth Stanford was hostess to a group of friends Friday with a delightful afternoon of bridge. High score was won by Miss Katherine Miller who presented the gift to the honoree. Miss Daniel was presented also with a lovely guest prize.

Following the games, refreshments were served to Misses Nora Alice Daniel, Katherine Miller, Elaine Newell, Elizabeth Spradley, Nancy Conkwright, Sally Skelton, Elizabeth Ireland, Betty Jones, Misses Orland Wilson, Owen Miller, Artie Daniel and the hostess.

Wouldn't Life Be Grand If—

The Christmas holidays would last forever?
Shakespeare had died before he wrote Hamlet?
Members of the public speaking class would open their mouths and speak?
A certain senior boy were never bored in any of his classes?
Detention hall hours were charged against us no more forever?
No one ever had to pay a library fine?
Mr. Dillehay quit surprising us with a test in civics every day?
Ink were piped into each classroom and the study hall?
Miss Wrenn decided that chemistry students need not learn about the ionic theory?
Every staff meeting were like the one we had last Tuesday?
Says the Staff of the Whiteface Roundup.

Card of Thanks.

We wish to take this means of thanking our friends and neighbors for their kindness during the recent illness in our family and to especially thank the ladies of the Jumbo community for the lovely dinner brought to us by them. May God bless you all.

LOCAL ENTRANT IS ONE OF CONTEST PRIZE WINNERS

Mrs. Grace Marrs not only won third prize in the recent turkey hunt contest conducted by the Amarillo News-Globe, but she thinks she was indeed fortunate to rank so high. The prize was a Christmas turkey.

In a letter to the News-Globe following the announcement of winners, Mrs. Marrs stated: "Thanks a million for awarding my entry third place in your recent turkey hunt contest! Indeed, I was as happy as if I had been first prize winner. Even squeezing into third place was a surprise, when there are so many keen contestants in this territory."

Texas' Rural Citizens Set Progress Pace

Texas Extensioners taking a swift backward glance at 1935, find that great things have been accomplished by Texas rural citizens, according to an advance report sent to Washington, D. C., by Director H. H. Williamson.

A huge surplus feed and food crop, nearly three times as much as grown in 1934, has been harvested and saved. More than 1,000 new trench silos have been reported as filled in 1935 to save this crop.

About 47,000 home demonstration club women and girls have a record of 28,119,424 containers of food already on their pantry shelves. In 127 counties, 27,949 club women and girls were enrolled as bedroom demonstrators and cooperators. In 61 counties, 21,252 club women and girls have worked at landscaping the farmstead. Over 24,000 club women and girls in 107 counties are working as wardrobe demonstrators and cooperators in making their own clothes.

More than 4,000 horticulture demonstrators and 25,000 cooperating men and women influenced other rural citizens to increase the value, productivity and profits of truck crops, orchards and home gardens. Meats work went forward with continued enthusiasm with the meat specialist visiting five districts and aiding 30 agents in conducting farm butchering demonstrations. Meat schools were held, and seven meat shows conducted in the state, where home cured and canned meat products were on display.

Hide tanning demonstrations and leather schools have been held in 50 counties and attended by representatives from approximately 150 counties.

The Extension entomologist reports that the extermination of cut ants is being carried forward by county agricultural agents and that an estimated value of last winter's work in this field ran at \$27,000.

Turkey demonstrations were stressed in 1935 with the result that more than 100 turkey demonstrators have improved their methods of growing, dressing and marketing their birds.

Wind erosion programs an effort to check the blowing of soil in 22 Panhandle counties, occupied the agricultural agents in Northwest Texas in the early part of 1935. Several million acres were treated and checked the blowing and drifting of soil and saved much of the moisture that fell later.

Enrollment of Texas boys in 4-H club work in 1935 increased, bringing the total enrolled up to 13,068 boys actually engaged in productive demonstrations under supervision of the county agricultural agents.

Reports of Extension district agents show that 19,000 Texas farmers kept accurate record books of their enterprises during 1935.

Mr. and Mrs. D. C. Laird who have spent the past month in Hereford, went to Plainview Friday for a visit with their son, Harroll Laird. From Plainview they will go to Dallas where Mrs. Laird will go through the clinic, later going to their home at Kilgore. Mrs. Laird is recuperating from a recent serious illness and has been the guest of her sister, Mrs. Seth B. Holman, during her stay in Hereford. Her condition is now much improved.

Mr. and Mrs. Mark Galloway and daughter, Ann, of Amarillo spent Christmas here with their aunt, Mrs. Seth B. Holman. Little Miss Ann stayed over until Sunday afternoon so that her parents could attend the Sandie game in Dallas.

Auction Sale
AMHERST, TEXAS
FRIDAY, JANUARY 10
10:30 A. M.

At Geo. Brashear Feeding Yards, 1 1/2 Blocks West of Bank Building

—Horses, cattle, hogs, farm machinery and miscellaneous items. This will be one of the largest sales held in this part of the country. If you have anything to sell bring it to this sale. You'll be pleased with the results. Plenty of pen room, water and feed available.

GEORGE BRASHEAR
Sales Manager
Ray Barber
Auctioneer

Visit in Los Angeles.

Mr. and Mrs. John Haberer left Sunday morning for Los Angeles to visit their daughter, Mrs. Henry Sherman and family, and Mrs. Haberer's brothers, Charlie Meyer, Alec Rose and Henry Rose. They were accompanied by Mrs. Will Weir, who is also visiting a daughter in Los Angeles.

Summerfield School News.

Honor roll, all A's: Elizabeth Jones, Betty Euler, Zella Jones, Richard Lindsay, J. R. Euler, Edgar Lee Hawkins, Gene Robertson, Frances Young, Birdie Lee Jones, N. P. Sikes, Mary Louise Lookingbill. A's and B's: Gene Saunders, Ernest Ray Hawkins, L. H. Lookingbill, Jack Sikes, Arless Oglesby, Edward Young, Bob Sikes, Billie Jim Sikes, Shirley Thomas, Helen Oglesby, Louise Suttle, Joe Billy Saunders.

Pupils wish to express appreciation to the Lions Club for sponsoring the parade given the children Friday.

The Music Study Club of Hereford has given the school a phonograph to use in preparing for the

FOR RENT; FOR SALE CLOTHES AT BRAND OFFICE. CHEAP.

music memory contest. We wish to publicly express our thanks to this club.

WILL ROGERS "In Old Kentucky"

In this glorious romance of hearts, horses and humor, Will Rogers again reveals that simple, unassuming Americanism that has endeared him to you and your neighbor.

Millions, the world over, loved him for his homespun humor and kindness, the qualities which are so sympathetically caught in this famous play acclaimed for three decades as the favorite of all Americans.

"In Old Kentucky," Will Rogers' last picture, and unquestionably his best, comes to the Star Theatre at the mid-night preview Saturday night, and continuing through Sunday, Monday and Tuesday.

NOTICE!

To accommodate the crowds that will want to see "In Old Kentucky," matinee Sunday and each day will start at 1:15 p. m. Come early.

NOW YOU CAN HAVE STEAM OR FURNACE HEAT IN SMALL UNITS



You can put in a Gas-Steep Radiator, for instance, and have steam heat on the spot. No boiler needed.

Or a Floor Furnace, this popular enclosed unit that fits beneath the floor.

See your Gas Appliance Dealer or your Gas Company

WEST TEXAS GAS COMPANY
Good Gas With Dependable Service

Creeping REDUCTIONS COATS & DRESSES



Ladies who appreciate quality at a price will certainly make her way to the FASHION DRESS SHOPPE Friday morning to make her selection first in these remarkable coats and dress values. Never in history have you had a chance to buy such bargains. You will save because next year's prices will be high.

SALE ON OUR WOOL ROBES

\$7.50 ROBES **\$4.95**
\$5.95 ROBES **\$3.95**

WHILE THEY LAST

FASHION DRESS SHOPPE
PHONE 122

MILLINERY SALE

January Sale of felts and velours, black, dark red, light red, dark gray, dark brown, rust and navy—going at **\$1.00** each. We are closing out tams, **35c** upward to **\$1.00** in all good colors. Softies **50c** and **75c**. See the new spring felts in a fine line of shapes and colors. Light gray, sand, corn yellow, rose, pink and also white Shirley Temple hats in dark shades, all going at **\$1.00** each.

VOGELE MILLINERY PARLOR

MAY THE NEW YEAR BRING YOU GOOD LUCK



We wish at this time to thank our friends and customers for their past business and for all favors they have shown us. It is our desire and hope that each of you will enjoy greater prosperity, health and happiness in the coming year and years.

STREU HARDWARE CO.

FRIDAY AND SATURDAY SPECIALS

SUGAR, 10-pound cloth bag	55c
TOMATOES, No. 2 can, 3 for	25c
COMPOUND, Armour's Vegetole, 8-lb carton	\$1.00
COMPOUND, Armour's Vegetole, 4-lb carton	56c
BEANS, Mexican, new crop, 5 pounds	21c
POTATOES, home grown, 10 pounds	17 1/2c
SALMON, pink, 2 cans	25c
DOG FOOD, No. 1 tall cans, 3 for	25c
BLACKEYED PEAS, No. 2 can, 3 for	25c
APRICOTS, choice dried, pound	19c
PEACHES, choice dried, pound	15c
PRUNES, 2 pounds	15c
PRUNES, 25-pound box	\$1.25
OATS, White Swan, round package	19c
POST TOASTIES, box	10c
CATSUP, 14-ounce bottle, C. H. B.	19c
SYRUP, White Swan, No. 5 can	32c
SYRUP, White Swan, No. 10 can	58c
EXTRACT, Cagle's imitation vanilla, 8-oz bottle	18c
CLEANSER, Lighthouse, 3 cans	12c
SOAP FLAKES, Crystal White, 5-lb box	37c
WAXED PAPER, 10c size package	8c
NAPKINS, Diamond, package of 100	8c
POPCORN, yellow, 2 pounds	25c
COCONUT, pound	19c
RAISINS, 4-pound package	28c
TURNIPS, pound	3c
CARROTS, pound	3c
CABBAGE, pound	2c
LETTUCE, large firm heads, each	6c

Weir's
GROCERY AND MARKET

Summerfield News

MAUD E. NOLAND

Mr. and Mrs. Hollis Walser of California are visiting in the C. R. Walser home.

Home-coming was celebrated at the community house Sunday. All pastors who have preached here were invited, Rev. E. E. Lindley of Bovina responding. Revs. D. J. Neill and Muriel Weathers of Plainview were present, the former preaching in the morning. Dinner was spread. Rev. Lindley delivered sermons in the afternoon and at night.

James Florey of Amarillo visited the J. D. Story home Sunday. C. H. Churchill returned home with him.

Miss Sylvia Behrends of WTSTC spent the holidays with her parents, Mr. and Mrs. H. Behrends.

Andrew Behrends and family spent Christmas with relatives at Kress.

Miss Genevieve Orr of Hereford spent Thursday night with Ruth Atchley.

B. K. Olin and J. D. Greeson were in Littlefield Sunday.

Will Schulz and family spent Christmas day in the A. S. Cook home at Muleshoe.

Mr. and Mrs. C. B. Thomas were in Plainview Thursday.

Elton Johnson of Fredericksburg spent the holidays with his father, L. Johnson, and brother, Ray.

Arlin Turner of Canyon spent the week end in the L. Johnson home.

Dennison Hill and family of Ford, Bill Knox and family of Hereford, Mr. and Mrs. C. B. Thomas, Walter Hawkins and family, Mr. and Mrs. Asa Atchley took Christmas dinner in the B. A. Atchley home.

Messrs. and Mmes. Bill and Walter Lichlter returned to Cortes, Colo., Saturday after visiting the Greeson and Euler homes here.

Miss Eva Greeson spent part of last week in the Elmer Euler home in Eriona.

Mrs. B. C. Roberson received a telegram Monday stating that her brother-in-law, Mr. Cannon, of Wichita Falls, was ill.

Rev. and Mrs. E. Lindley took supper in the B. C. Roberson home Sunday night.

Mrs. and Mrs. Louie Huckert have been visiting their daughter, Mrs. John Heiselman, in Vega.

F. M. and Audie Noland, Mr.

and Mrs. Alton Noland of Floydada visited the J. A. Noland home recently.

J. W. Cox and family spent last week with relatives at Plainview. B. C. Roberson and family spent Christmas with her parents, Mr. and Mrs. Neill, in Merkel.

Miss Beatrice Lawrence of Amarillo spent last week with her parents, Mr. and Mrs. Ky Lawrence.

Clee Meharg, Jr., and Miss Mary Louise Meharg of Amarillo spent part of last week with relatives and friends here.

Mr. and Mrs. Ray Johnson, Billie Raye Johnson, Elton Johnson and Arlin Turner spent Sunday with friends in Amarillo.

The young people gathered in the Lee Kendall home Tuesday night and enjoyed a party.

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. F. W. Dodson and Miss Dodson, who spent the holidays in Olton, returned home Saturday.

Mr. and Mrs. Ted Iribach and daughter of Umbarger spent Sunday in the V. Skypala home.

Miss Emily Minter returned from Farwell Sunday.

About 30 friends of the Wilson spent Christmas day with them. Forty-two was played Wednesday night.

V. Skypala returned home Sunday from a business trip to Hobbs, New Mexico.

Mr. and Mrs. R. M. Gunn, Mr. and Mrs. J. H. Landers and children spent Sunday in the John Huntzinger home in Hereford.

Nobert and Edwin Skypala spent last week in the Clem Friel home at Dean.

Leslie Vaughn left Sunday for Tacoma, Washington.

Card of Thanks.

To those people who so kindly and generously sent toys, fruit and candy to our grandchildren, Addie and B. A. Spencer, at Christmas time, we wish to express our sincere thanks and deepest appreciation. You have made their Christmas an extremely happy one, and we know that you shall be rewarded.

Mr. and Mrs. Tom Sullins.

Youth's First Temptation

Will Rogers had many, many opportunities to play leading parts in stage productions. He refused them all and said the only one he'd ever consider was "Ah Wilderness."

And sure enough, it's the only one he ever did play in. When Fred Stone, his best friend, was injured the play was just ready to open—alas, without a leading man.

Will Rogers flew to Stone's rescue, played the part until Stone recovered. His only character on the stage as a leading man.

He was seriously considering it as his next picture at the time of the fatal accident.

A lot of people think, because of the title that "Ah Wilderness" is an outdoor or animal picture. Far from it.

It's the greatest of all heart stories... beautiful... rich in human emotion... so wise in the amusing things of life... as youth meets its first great temptation... that you MUST call it one of the best pictures you've ever seen.

We're proud to show it and personally recommend it and guarantee it. "Ah Wilderness" is coming to the Star Theatre soon. Wallace Beery, Lionel Barrymore and Albee McMahon head the cast.

Mr. and Mrs. John Noland and Ruby Faye, Mr. and Mrs. Carter and children visited in the Roy Durant home Wednesday.

Mrs. E. M. Allen is visiting her daughter, Mrs. Sam Hunter, at Jumbo.

J. S. Smith and family returned Friday from an extended visit in Anadarko, Oklahoma.

C. W. Eye and family visited the Lawrence Johnson and B. C. Roberson homes at Summerfield Sunday afternoon.

George Chambliss and family took Christmas dinner in the Lynn Axe home at Jumbo.

Aubrey Epperson returned Friday from a week's visit in Oklahoma and Arkansas.

Nella Harold, formerly of this community, now of Littlefield, visited the Homer Henry home during Christmas.

Mr. and Mrs. G. M. Suggs of Hereford visited the Jim Lipscomb home recently.

Wesley Higgins and Lawrence Roenfelt of Farwell spent Christmas with home folks here.

G. T. Higgins has returned to his school after spending Christmas with home folks.

Alberta Davis, Lucille and Alleen Hughes visited Mr. and Mrs. George Suggs Thursday.

We regret to hear of the death of Miss Ellen Smith's brother at Ralls.

Mrs. Bill Hutson, James and Harold Keith are visiting Mr. and Mrs. Dennis at Post.

Ethel and Wanda Comer of Clovis visited Mr. and Mrs. Geo. Suggs Saturday night.

Fred Moreman and family, and Mr. and Mrs. Berry Miles spent Christmas with Mr. and Mrs. Miles of Hereford.

Gordon Hutson of Tulla visited his grandparents, Mr. and Mrs. Jack Hutson, last week.

Sonny Ledbetter and family of Vega visited Mr. and Mrs. Jack Hutson Tuesday.

W. R. Harrison's mother has been visiting him.

Ward community has been saddened by the death of Bobbie Oden, little son of Mr. and Mrs. Albert Oden.

Miss Mary Lou Roberson of the Lubbock city schools spent her holiday vacation with her parents, Mr. and Mrs. J. P. Roberson.

WILL ROGERS' LAST FILM COMING TO STAR THEATRE

The picture that marks the glorious climax of Will Rogers' career, "In Old Kentucky," opens at the Star Theatre at the midnight preview Saturday night, and continues through Sunday, Monday and Tuesday, to bring America's beloved star to the screen in a thrilling pictorialization of America's favorite play.

Skillfully modernized by the scene-artists, "In Old Kentucky" is mellow with the humor that brought Will Rogers fame, filled with the romance and excitement of racing thoroughbreds that made this story the favorite of millions of Americans.

Rogers has the role of Steve Tapley, a trainer of champions and skillful guide of young love in a land where all the horses are fast and the women beautiful.

Around the romance of Dorothy Wilson and Russell Hardie much of the picture's action centers.

Charles Richman, a job Rogers lost when he protected Miss Wilson's grandfather, Charles Sellen, from Richman's wrath.

The task of training Miss Wilson's horse for the Ashford stakes takes up only part of Rogers' time. He is at the same time engaged in the courtship of a Southern lady played by Esther Dale. And Bill Robinson, the famous dancer, is his able aid in both tasks.

Through plot and counterplot this delightful story weaves its way, bringing us to the spectacular climax in the race.

In the supporting cast Bill Robinson makes his bid for consideration as a leading character player, and Charles Sellen, Charles Richman, Alan Dinehart and Louise Henry render outstanding performances in important roles.

Easter Items

BY LOUISE FRYE

U. G. Randall was elected superintendent of the Sunday school last Sunday; Miss Jusalia Henry, secretary, and Miss Annie Map Smith, song leader.

Mrs. H. D. Johnson of Flagg, Mr. and Mrs. L. Thompson of Shamrock were dinner guests in the Benson home Christmas day.

T. J. Jameson and son, Tom, were in Amarillo last week.

Mrs. E. O. Dixon and son, Willie, visited in Plainview last week end, returning home Sunday.

Ray Durant and family who made their home here the past three years, moved last week to Sunnyside to make their home.

Misses Oline Ramey and Louise McLeen returned to school after a week's vacation.

Mr. and Mrs. John Noland and Ruby Faye, Mr. and Mrs. Carter and children visited in the Roy Durant home Wednesday.

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CITATION BY PUBLICATION

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

You are hereby commanded to summon Charles Frank Needham and Marjorie May Needham by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, therein, but if not, then in the therein, but if not, then in the nearest county where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be held at the Court House thereof, in Hereford, Texas, on the third Monday after the second Monday in January, A. D. 1936, the same being the third day of February A. D. 1936, then and there to answer a petition filed in said Court on the 31st day of December A. D. 1935, in a suit numbered on the docket of said Court as No. 2281, wherein Fred R. Reinauer, Joe F. Reinauer and John G. Reinauer are Plaintiffs, and Charles Frank Needham and Marjorie May Needham are Defendants, and said petition being for partition of the south east quarter of Section or Survey No. 74, Block K-3, Grantee A. B. & M. Certificate 923 con-

MONEY STILL ARRIVES FOR CHRISTMAS SEALS

"Christmas is gone, but the Spirit of unselfish love for their fellow-men still lives in the hearts of Texas citizens, as is proved by the steady stream of letters containing money for Christmas seals which is pouring into the office of the Texas Tuberculosis Association."

This statement was made by H. A. Wroe, Austin, treasurer of the Association, in a report of the progress of the 29th annual Christmas Seal Sale for the support of tuberculosis work in Texas.

It is not too late to join in the fight against tuberculosis and to pay for the seals months or even years after they are received, Mr. Wroe said. He pointed out that a recent delivery of mail to the Tuberculosis Association contained letters from two contributors each of whom sent a check for \$4.00. Each donor wrote that last year's seals had been misplaced and forgotten until the current seals arrived and he remembered that he had not paid for the ones received in 1934.

Mrs. Rex Tynes of Lubbock visited friends in Hereford over the week end.

Card of Thanks.

To the many friends who have stood by us so loyally for the past months and to the doctors who were so kind to me during my recent illness, we want to express our appreciation. We have been made to realize that Hereford is made up of God's best.

Mrs. A. I. Morrison and Children.

taining 160 acres of land in Deaf Smith County, Texas, plaintiff alleging that plaintiffs and defendants own all said land, the plaintiffs each owning an undivided 31-96 of said land and the defendants each owning a 1-64 interest in same, the value of same being \$2400.00.

Plaintiffs pray that the land be divided equitably if capable of such division, otherwise that the land be sold and the proceeds be equitably divided, plaintiff also

prays that defendants be cited appear and answer herein. Herein fall not, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the Seal of said Court, at office in Hereford, Texas, this 31st day of December A. D. 1935. (Seal) L. H. FOSTER, Clerk, District Court, Deaf Smith County.

How Calotabs Help Nature To Throw Off a Bad Cold

Millions have found in Calotabs a most valuable aid in the treatment of colds. They take one or two tablets the first night and repeat the third or fifth night if needed.

How do Calotabs help Nature throw off a cold? First, Calotabs is one of the most thorough and dependable of all intestinal eliminators, thus cleansing the intestinal tract of the germ-laden mucus and toxins.

Second, Calotabs are diuretic to the kidneys, promoting the elimination of cold poisons from the system. Thus Calotabs serve the double purpose of a purgative and diuretic, both of which are needed in the treatment of colds.

Calotabs are quite economical; only twenty-five cents for the family package, ten cents for the trial package. (Adv.)

Everybody's Happy

WHEN WE DO THE LAUNDERING

Send the washing here and please the whole family. Dad will be glad to see the lowered laundering costs and lessened clothes bill. Mother will be tickled at the better appearance of the family. Sis will be prouder of her clothes, and little brother will be happy to avoid the spankings he usually gets for soiling clothes so soon. With our expert service he can get them as dirty as he wants to.

Semi-finish service, minimum charges 75¢ for 15 lb. Shirts finished, 10¢ each, in this class service.

HEREFORD LAUNDRY AND DRY CLEANING CO.
PHONE 298

IN THE PARADE

May we add our wishes to the hundreds of others that you enjoy the happiest of New Year's.

Alex O. Thompson
ABSTRACTS

MAY WE SAY

That we hope the New Year will contain nothing but the best for you.

WEST TEXAS FEED & SEED
"THE HOME OF MERIT FEEDS"
PHONE 265

BUSINESS AND PROFESSIONAL DIRECTORY

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

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

INSURANCE
JNO. H. PATTON
PHONE 50

DR. J. W. HENDRIX
Chiropractor and Masseur
109 B Street—Just North of Mother's Park
Phone 541 for Appointments

THE HERFORD BRAND
JOB PRINTING

REMEDIES

\$2 S. S. S. Tonic, a Body Builder, \$1.00
\$1 BEEF, IRON and WINE Tonic ... 89¢
\$1 WINE OF CARDUI ... 79¢
50¢ SYRUP of BLACK DRAUGHT ... 39¢
60¢ SYRUP OF FIGS ... 47¢
\$1.20 SYRUP OF PEPSIN ... 89¢

PILLS & TABLETS

35¢ BROMO-QUININE Tablets ... 29¢
25¢ HINKLE'S CAS-CARA PILLS ... 19¢
25¢ EX-LAX ... 19¢
25¢ SUB-LAX ... 17¢
75¢ DOAN'S KIDNEY PILLS ... 69¢

VITAMIN PRODUCTS

Halibut Liver Oil Capsules
Plain Box of 50 98¢
Fortified Box of 25 98¢

Olafsen Cod Liver Oil
Full Pint ... 59¢

Cod Liver Oil Tablets
Box of 150 98¢

Cod Liver Oil with Vitamin "D"
8-oz. Size ... 59¢

DENTAL NEEDS

75¢ LISTERINE Antiseptic ... 59¢
Full Pint ORLIS Antiseptic ... 39¢
5 Ounces DENTAL PERBORATE ... 39¢
3 Tubes Dr. West's TOOTH PASTE 49¢
50¢ IODENT or IPANA ... 37¢
\$1.00 PEPSODENT Antiseptic ... 79¢

CREAMS & LOTIONS

50¢ JERGEN'S LOTION ... 39¢
50¢ MARY LAKE Lavender Lotion 39¢
50¢ PERFECTION COLD CREAM ... 39¢
65¢ POND'S CREAMS ... 49¢
\$1.00 JERGEN'S LOTION ... 77¢

To Clear the Way for Inventories
SALE! SALE! SALE!

We Offer the Following DRUG SPECIALS for This Entire Month of January. At these low prices you can easily afford to stock up on those every-day drug items you have been needing. REMEMBER THESE PRICES ARE GOOD FOR THE ENTIRE MONTH!

REMEDIANTS

Modernistic Gilbert Alarm 98¢

Penn-Dom (Po-Do) Playing Cards 37¢

Oral-Ban Tooth Brush 39¢

Ruffmade Chocolates 39¢

Kitchen Fresh!

VITAMIN PRODUCTS

50¢ FLASHLIGHT, complete ... 39¢
\$1.25 ALARM CLOCK ... 94¢
SCOOT ROLLER, 2 TOWELS ... 39¢
\$1.50 ELECTRIC IRON ... \$1.19
\$1.00 HOT WATER BOTTLE ... 89¢
50¢ Phillips' MAGNESIA ... 39¢
8 Ounces OLIVE OIL, Virgin ... 39¢
1 pound MALTED MILK ... 49¢
75¢ OVALTINE, Health Drink ... 59¢
1 Pint MINERAL OIL ... 43¢
50¢ PENETRO DROPS ... 39¢
\$1.50 Gordon's COMPOUND ... \$1.29
\$1.50 Pinkham's COMPOUND ... \$1.29
1 Pint MILK OF MAGNESIA ... 33¢
25¢ Colgate TALUS, 2 for ... 23¢
70¢ VASELINE TONIC ... 63¢
35¢ RUBBER GLOVES ... 24¢
\$1.00 LUCKY TIGER ... 89¢
75¢ FITCH'S SHAMPOO ... 59¢
35¢ CUTEX Preparations ... 29¢
50¢ LA DONNA Preparations ... 39¢
60¢ MENTHOLATUM ... 47¢
75¢ VICK'S VAPOR-RUB ... 63¢
\$1.00 IRONIZED YEAST ... 89¢
1 Pint WITCH HAZEL ... 37¢
25¢ LISTERINE PASTE ... 19¢

3 PINT MILK OF MAGNESIA 33¢

100 ASPIRIN TABLETS 33¢

50¢ Size JERGEN'S LOTION 36¢

25¢ Size VICK'S VAPOR-RUB 24¢

500 CLEANSING TISSUES 29¢

50¢ Size FLETCHER'S CASTORIA 28¢

SOAPS

LIFEBUOY SOAP
3 Bars ... 29¢
P. and G. SOAP
6 Bars ... 23¢
WOODBURY'S SOAP
3 Bars ... 23¢
Cashmere BOUQUET Soap, 3 bars ... 23¢
35¢ GEM or EVER-READY Blades 29¢
50¢ LAVENDER Shaving Cream ... 29¢
50¢ Williams' or McKesson Shaving Lotion ... 33¢
25¢ PALOLIVE or Williams' Talcum 23¢

SHAVING NEEDS

WE GIVE WM. ROGERS' SILVERWARE TICKETS

Brooks' DRUGS
PHONE 299 HERFORD, TEXAS

SOCIETY

R. B. F. GUTHRIE, Society Editor

Phone 374-J

MISS RUBY THOMPSON PRESENTED IN RECITAL

An evening of much pleasure was afforded friends of Miss Ruby Thompson Friday evening when she presented in recital by the Ardelle George vocal studio. Miss Thompson is a lyric soprano and her rendering of her numbers revealed a voice of much sweetness and real feeling with a manifestly developing power which promises much for the future.

The singer was assisted by her sister, Mrs. Margaret Schroeter, and by J. H. Lawson of Amarillo who gave two pleasing numbers. Accompanists were Juanita Henderson, James Schroeter and C. H. ...

SUMMERFIELD STUDY CLUB ENTERTAINS

The Summerfield Study club was hostess to a large party of guests with a beautiful afternoon tea when its members gave their annual Christmas party at the home of Mrs. Ray Johnson, Thursday, December 19.

With drawn shades and softly shaded lights, the tasteful Christmas decorations created a lovely picture. A tall, shapely pine, its glitter of green foliage rivaling the sheen of its gleaming decorations, was the central figure around which the decorative motif was arranged. Red and green were the chosen colors, Christmas wreaths and candles being effectively used. The tea table was exquisite. A medieval castle rising from the snow-covered shores of a crystal lake revealed a miniature Santa Claus and his "eight tiny reindeer". With tall red tapers on either side, it made a most attractive centerpiece.

A typically Christmas program was given. Carols were sung by the club quartet. Mrs. Cannon gave Thoughts on Christmas. Readings by Mrs. Jim Clark and Billy Ray Johnson and the Christmas story from Luke's Gospel given by Mrs. Opal Roberson to the accompaniment of Silent Night sung softly by the quartet closed the program.

Ribbon sandwiches in green, red and white, Christmas cookies and candies and hot tea made a delicious refreshment course. Fifty ladies, most of them of the immediate neighborhood, enjoyed the lovely function.

EPWORTH LEAGUE HAS CHRISTMAS PARTY

The Epworth League of the Methodist church held a Christmas party at the home of Mr. and Mrs. Grant Fuller Wednesday evening, December 18. Dominating the pretty holiday setting was a lighted Christmas tree and the exchange of gifts from its gayly decorated branches was an enjoyable part of the evening's entertainment. A merry program of games was enjoyed and a refreshment plate of coffee and doughnuts was served. About 18 young people were present.

CHRISTMAS DANCE AT COMMUNITY CLUB HOUSE

The newly-completed Community Club House came into its own during the holidays as an important and much appreciated adjunct to Hereford's social life. Its spacious reception hall, attractively lighted and with its massive, glowing fireplace made a most attractive setting for two of the most enjoyable holiday functions.

Friday evening the initial event which inaugurated the use of the club house as a community entertainment hall took the form of a dance in which 12 couples of the younger crowd participated. The pleasant environment and congenial association together with excellent music and the natural spirit of gaiety common to the holiday season combined to make a most delightful evening. An added pleasure was an informal buffet supper given by Keith Guthrie.

Saturday evening the American Legion dance was enjoyed in the same pleasing setting. About 40 couples were present and the 40-piece orchestra provided excellent music. The occasion was pronounced one of the most delightful and successful of recent dances.

LA WANDA JEAN REED ENTERTAINS FRIENDS

One of the loveliest among the children's social affairs was a pre-Christmas party given on the evening of December 20 by La Wanda Jean Reed. The youthful hostess welcomed her friends into a cheery atmosphere made distinctively suggestive of the Yuletide by attractive Christmas decorations centering around a lovely tree.

A program of Christmas games was enjoyed, all of which had been planned with the thought of the real pleasure to be afforded. Jack Knox made a most lifelike King Yule and the prize for placing the crown on his head was won by Wanda Jean France. O. G. Hill won the prize for throwing apples through a large holly wreath. A refreshment plate of delicious angel food cake with orange sauce was served with candy canes as favors.

The guest list included Orvella and O. G. Hill, Joan Carswell, Lois Standifer, Ann Cockrell, Wanda Jean France, Donald Henstee, Clifford Estes, Jack Knox, Billy Miller and Danny Hales.

BY A WANT AD IN THE BRAND



"Let us enter the New Year with gratitude for past lessons and present blessings, and with high hopes and expectations of added opportunities for mutual helpfulness."

McLean Insurance Agency

Hereford - - - Texas



Texas Service Station

GLEN SNYDER

—In appreciation of your patronage during the past year, may we wish you a Happy and Prosperous New Year! —And may we suggest that you use Texaco Gas during 1936.

Do You Know Your Radio?

Win Free Tickets to The Star Theatre

"Thanks A Million," peppy movie coming soon to the Star Theatre, is loaded with entertaining stars, both movie and radio, so we want to see how many of you radio fans know many of you radio stars and what products they advertise. And to those of you who "know your stuff," you'll receive a free ticket to see "Thanks A Million" when it is shown at the Star Theatre.

Dick Powell
Fred Allen
Paul Whiteman
Rubinoff

All appear in "Thanks A Million." To the first twenty-five who submit correct answers, or nearest correct, telling on what programs these stars are heard, what days of the week and over what National coast-to-coast, network they are heard, each will receive a free ticket to see "Thanks A Million."

Bring or mail your answers to the Brand. And replies must be in by noon Monday, January 6, and the names of the winners will appear in next week's Brand and the free tickets will be available at the Star Theatre ticket window.

You'll want to see "Thanks A Million." Besides the above stars there are Patsy Kelly, Ann Dvorak, The Yacht Club Boys, and a host of others. . . . five peppy songs you'll be humming . . . and gobs of good-looking gals . . . so get busy and bring in your answers and win a free ticket to see this peachy movie hit.

DAWN STUDY CLUB HONORS MRS. A. T. FRYE

One of the delightful club functions recently enjoyed at Dawn was a Christmas party given by the Dawn Study Club honoring Mrs. A. T. Frye. The home was very lovely in the season's colors and featuring an attractively decorated tree.

Following the brief business meeting a Christmas program was enjoyed. Mrs. Tandy Legg told the Christmas story and "Let Us Keep Christmas" was effectively given by Vivian Bowers. The singing of the beautiful old Christmas hymn "Silent Night" by Mrs. Lois Miller closed the program. The club followed its annual custom of distributing gifts from the tree, this feature adding pleasure to the enjoyable afternoon.

Refreshments were served to 18 members and three guests. The first meeting of the new year will be held with Mrs. Ray Bowers January 7.

RETURNED STUDENTS ENTERTAINED

Ladies of the Baptist church entertained at the church Thursday evening in honor of the students who have returned from the various schools and colleges for the Christmas vacation. An informal program of games provided interesting diversion and the exchange of gifts from a gayly lighted and decorated tree was enjoyed.

A buffet supper served from a beautifully appointed table with dainty Christmas candle holders as favors was served to about 40 guests.

HOLIDAY BRIDGE PARTY AT BORDEN HOME

Miss Lueta Borden was a charming hostess on the afternoon of Christmas day when she entertained with three tables of bridge. Gay holiday decorations added a festive note and combined with the joyousness of the season and the happy spirit of youth to give to the games unwonted pleasure. A delicious refreshment course was served.

Guests of Miss Borden's hospitality were Misses Genevieve Eberle, Inez Hough of Amarillo, Aleith Elliston of Canyon, Elizabeth Ireland, Betty Jones, Frances Borden, Messrs. Charles Ferguson, Keith Guthrie, Edgar Pickett, Bud Jacobsen, Hal and Clifford Keeter, Howard Eberle, Bobby Hough of Amarillo, C. J. Borden.

HOWARD EBERLE ATTEND VIRGINIA MEETING

Howard Eberle, who spent the Christmas vacation here with his parents, Mr. and Mrs. Frank J. Eberle, left Friday for Fort Worth where he joined a party of four medical students, all delegates to a meeting of Alpha Kappa Kappa, national medical fraternity, at Richmond, Virginia. He will return to Galveston after the convention and will complete his work in the state medical school in May.

Young Eberle has already received his appointment for his internship in one of the large hospitals of the country, a thousand-bed institution in Washington, D. C. He will take up his duties there next summer.

Progressive News

BY OLIVE PERKINS

Many happy Christmas gatherings were held in this community during the holiday season. The four daughters of Mr. and Mrs. Ed Childre spent their vacation with their parents. Mrs. P. E. Mayhew of Hamlin, Miss Edith of Amarillo, Miss Madge of Albuquerque, N. M., and Miss Edith from Lovington, N. M.

Mr. and Mrs. A. Taylor entertained Mr. and Mrs. Harle and son of Vega, Christmas.

Mr. and Mrs. C. P. Caldwell entertained at Christmas dinner Mr. and Mrs. Jeff Roberson and sons, Mr. and Mrs. Cecil Hodges and daughters, Mr. and Mrs. Jess Caldwell and daughter, Pete and Miss Eunice.

Messrs. and Mmes. J. L. Park and Gilbert Donovan and daughter were dinner guests Christmas day at the Henry home near East-er.

Misses Lucille and Edah Park spent Christmas day with their sister, Mrs. Paul Cavender and family in Amarillo.

E. Blakemore and family spent Christmas day with his parents south of Summerfield.

The Cleo Mitchell spent vacation with relatives at Canyon.

Mr. and Mrs. Harold Donovan, Miss Flossie Bowman, Carl Donovan and family and James Plott of Frederick, Okla., Virginia and William Bowman were guests in the C. C. Bowman home Christmas day.

Messrs. and Mmes. Ray Hershey, Harry Smith, Jim Ricketts and sons of Miami, N. M., and Arnold Hershey spent Christmas in the Arch Conklin home at Hereford.

Mrs. Powers and son of Miami, N. M., visited Louise Hunter over the holidays.

Mr. and Mrs. Ira Ricketts entertained Messrs. and Mmes. W. A. Ricketts, Archie Dougherty and family, Portales, N. M., and Luke McBryer and daughters at dinner last Thursday.

Arnold Hershey was at home for the Christmas season.

Mr. and Mrs. Harry Smith of Miami, N. M., visited Mr. and Mrs. Ray Hershey Tuesday.

Mr. and Mrs. Taylor spent last week with relatives in Amarillo.

Mr. and Mrs. Dudley Ruzard of Muleshoe spent Thursday in the Ray Hershey home.

Mrs. Meharg and daughter, Mr. and Mrs. Sam Ratcliff of Amarillo visited the Park home Sunday. Jim Ricketts and family visited the Ira Ricketts and Ray Hershey homes last week.

Mr. and Mrs. Harold Donovan left Tuesday for Vernon. Miss Flossie Bowman and guest left Sunday for their homes in Vernon and Frederick, Okla. Roy Wagner has been ill the past week, but is improving.

Mrs. Blakemore entertained 15 friends of Forbes from Hereford Friday night at a Christmas party. A lovely plate luncheon was served the guests.

New officers for Sunday school are Ray Hershey, superintendent;

Noel Higgins, assistant; Ira Jean Ricketts, secretary; Lucille Park, assistant; Millard Gregory, song leader; Virginia Bowman, assistant; A. S. Higgins, Mrs. Blakemore, Ira Ricketts, pastor committee.

W. C. Russell and family visited the Clyde Russell home in Tex-Roy Sunday.

Singing school officers: O. P. Caldwell, president; E. Blakemore, assistant; Weldon Gregory, leader; Millard Gregory, assistant; Augustine Gregory, pianist.



Fox Cleaners AND HATTERS

HOMER FOX

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

My New Year Wish

To my patients and other friends is prosperity, health and much happiness. May your darkest hours never overshadow the joy of your being among the many who wish you every good thing.

Dr. J. W. Hendrix

The Only Graduate Chiropractor In Deaf Smith County.



May 1936 Bring You Greater Happiness and Prosperity—May Your Lives Be Filled With Pleasantness In the Years to Come

We Have But One Desire

To Serve You Better During the Coming Year.

LOIS MADDUX VIRGINIA MADDUX
ALTON MILLER J. H. MILLER
FRED H. OBERTHIER, Jr.
EMPLOYEES

Texas Utilities Co.

A HAPPY NEW YEAR TO YOU

Greetings

WE WISH AT THIS TIME TO VOICE OUR APPRECIATION for the business you have given us during the past year and we hope that we may have the chance to again serve you during the coming year.

IT IS OUR HOPE THAT 1936 WILL BE A HAPPY AND PROSPEROUS YEAR FOR ALL!

First State Bank

Member Federal Deposit Insurance Corporation

PERSONALS

Bill McLean left Tuesday afternoon to resume his school work in the University at Austin.

Mr. and Mrs. Ernest Medkiet left last week for Los Angeles to attend the Rose Bowl game.

H. D. Blythe, Jr., of Los Angeles is visiting friends in Hereford during the holiday season.

M. D. Womble attended the Amarillo-Greenhill football game in Dallas Saturday.

Mr. and Mrs. Joe Hill of Canyon spent Christmas with Mrs. Hill's mother, Mrs. A. M. Jones.

Mr. and Mrs. Harry Sherrieb of Skellytown spent Christmas here with relatives and friends.

Mr. and Mrs. Dick Bradley spent Christmas with relatives in Plainview.

Mr. and Mrs. John Strickland were holiday guests of relatives in Shamrock.

Mr. and Mrs. Arnold Long visited during the holidays with relatives in Borger.

Mr. and Mrs. John McLean and sons, Bill and George, were visitors last week in the home of Mrs. Maud McCling in Amarillo.

Mrs. Tolver Thurmond of Los Angeles spent the holidays here with her parents, Mr. and Mrs. J. M. Hunzinger.

Mr. and Mrs. Jack Lester and some of Amarillo were Sunday guests in the home of W. B. Dameron, father of Mrs. Lester.

Mrs. G. A. F. Parker is spending the holidays in Austin, the guest of her sister, Mrs. Lucy Rice.

Mr. and Mrs. T. A. Hill and daughters, Lorean and Mary Louise, of Portales, N. M., were guests of the family of O. G. Hill the latter part of last week.

Mr. and Mrs. John B. Miller and Mrs. R. V. Miller and daughter, Patsy Ruth, visited in Stinnett and Borger last Sunday afternoon.

Walter Richards and J. C. Arnold, who have been living in Los Angeles the past several months, visited friends here over the holidays.

Mr. and Mrs. Ray Barber and daughter, Margaret, returned this week from a holiday trip to Marshall, Kansas, where they visited Mrs. Barber's mother, and to Emporia where they visited Mr. Barber's sister.

Mr. and Mrs. Ray Johnson of Summerfield had as house guests during the week Mr. Johnson's brother, Elton Johnson of Fredericksburg, and Dr. Arlin Turner of the Canyon Teachers College faculty. Mr. Johnson is a teacher in the Fredericksburg schools and left for that place Tuesday.

Charlie Bennett, who has been a patient in the veterans' hospital at Albuquerque, N. M., spent Christmas with his parents, Mr. and Mrs. W. H. Bennett, and will remain in Hereford as long as his health continues to improve.

Miss Lois and Virginia Maddux spent Christmas with their parents in Lubbock.

Mrs. Faye Montgomery of Amarillo spent Christmas here with her parents, Mr. and Mrs. J. W. Alexander, and her son, Bill Montgomery.

Miss Emma Gunter of Plainview, demonstration agent for Mitchell Co., was the guest of Mrs. Bob Wilson Sunday, December 22. Miss Gunter will be pleasantly remembered by many as a former demonstration agent for Deaf Smith county. Her father accompanied her here Sunday.

The Woodmen of the World Lodge will have a pie supper and installation of officers on Thursday, January 9th. Members of the Woodmen Lodge and the Supreme Forest of the Woodmen Circle and their families are expected and the public is invited. Come and bring your lady friend and a pie.

C. L. Whitehead, C. C. E. E. Fridley, Financial Secretary.

Miss Floyd Wilson and Mrs. Hazel Lewis of Ada, Oklahoma, were holiday guests of their parents, Mr. and Mrs. Henry Wilson. They also visited their sister, Mrs. H. H. Booser, in Amarillo.

Mr. and Mrs. Henry Wilson went to Amarillo Friday and remained until Sunday with their daughters, Mrs. H. H. Booser, Miss Floyd Wilson and Mrs. Hazel Lewis. Mrs. Lewis and Miss Wilson returned to their home at Ada, Oklahoma, Sunday.

Mr. and Mrs. Paul Wright Barnett of Pampa and Mrs. Ralph Barnett spent Christmas with Ralph Barnett here. The latter had just arrived from Los Angeles where she had been the guests of relatives the past several months. She returned to Pampa with her son Wednesday and will spend some time there before returning to Hereford.

Mr. and Mrs. Bob Wilson and daughter attended a reunion of the Faulstich family in Canyon

Mrs. W. H. Dowell returned December 21 from a several months stay in Los Angeles.

Newt Gilliland of Kilgore spent the Christmas holidays here with his parents, Mr. and Mrs. Mat Gilliland.

Messrs. and Mmes. W. P. and Bob Gentry and O. T. Bailey spent Christmas week with the family of W. W. Gentry in Potomac, Oklahoma. They returned Monday.

Clyde McMahon of Lubbock spent the holidays here with his sister, Mrs. O. L. Click and family.

Mr. and Mrs. Mack Beach and family returned last Saturday from Wichita Falls, where they spent the holidays with Mr. Beach's parents, Mr. and Mrs. W. B. Beach.

Mr. and Mrs. Tom Carroll, Mrs. Reed Williams, Mrs. W. H. Russell and Wilson Gyles made up a party that left Sunday morning for the big game in California.

A. W. Gregg returned Friday from Hutchinson, Kansas, where he has been since the middle of November, the guest of the family of his daughter, Mrs. Ercel Beyer.

Dr. and Mrs. J. A. Hill, Mrs. Hill's mother, Mrs. Davis, Miss Marian Hill and Mr. and Mrs. Joe Hill, all of Canyon, were guests of Mrs. A. M. Jones Friday.

Mr. and Mrs. W. E. Dameron and family and Mr. and Mrs. Harry Seed spent Sunday in Silverton, guests of Mr. and Mrs. Clyde Wright.

Little Miss Katherine Jane Acker, daughter of Mr. and Mrs. C. C. Acker, is spending this week in Brownfield with her aunt, Mrs. Glen Webber and family.

Rev. and Mrs. O. W. Carter and son, Weldon, of Memphis spent the latter part of last week with her parents, Mr. and Mrs. D. H. Bryant.

Mrs. John Wayland of Amarillo spent the holidays here with her son, Jack and Mrs. Wayland.

Miss Helen Slisk left Wednesday for Wichita, Kansas, where she will resume her school work. She spent the holidays here with her mother, Mrs. G. Slisk.

Miss Inez Hough and Bobbie Hough of Amarillo were guests of relatives and friends in Hereford several days last week.

Miss Dorothy Taylor of Amarillo was the week end guest of Miss Eloise Pitman, who returned with her to her home Sunday and will spend some time as her guest.

Don Taylor and Allen Heater of Pampa were dinner guests in the home of Mr. and Mrs. J. H. Pitman on the evening of Christmas day. They returned to Pampa later Wednesday evening.

Keith Guthrie, who spent the Christmas vacation with his mother, Mrs. E. F. Guthrie, returned to his school work at Spring Lake Monday.

The High School Band and Orchestra Mothers Association will meet in the music room at the high school Tuesday, January 7, at 8:30. All members are urged to be present.

Mr. and Mrs. R. R. Faulkner of Phoenix, Arizona, came Friday from Canyon where they had spent Christmas, for a brief visit with Mr. Faulkner's sister, Mrs. Bob Wilson. They left for their home Saturday morning.

Miss Floyd Wilson and Mrs. Hazel Lewis of Ada, Oklahoma, were holiday guests of their parents, Mr. and Mrs. Henry Wilson. They also visited their sister, Mrs. H. H. Booser, in Amarillo.

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Hopkins Resigns

(Continued from page one)

Emmons type, especially at this time of year, without tearing up some other school." Mr. Emmons probably will succeed Hopkins as director of athletics.

Had Many Interests. "Hop," as the former agriculture instructor was known to his many friends, held a high place in civic affairs here as well as in school and other activities. At the time he turned to the erosion service he was president of the chamber of commerce, director and president of the Lions Club, secretary of the Tri-County Poultry Association, director of high school athletics and a member of the Texas Centennial vocational agriculture exhibit committee. He held more than these titles, being extremely active in each and doing much to promote their undertakings.

He came to Hereford from Farwell in the fall of 1929 as agriculture instructor. He had held a similar position at Farwell for four years, following graduation from Texas A. & M. As head of that department he brought it to where it ranks with the best agriculture schools in the state. His poultry and livestock judging teams have won prizes throughout West Texas. He also played a leading part in building up one of the finest athletic plants of any Class B school in West Texas. He left the athletic association completely out of debt.

Promoted Poultry Show. As secretary and one of the founders of the Tri-County Poultry Association, he has done a big work, promoting the annual show of the organization until it is one of the biggest in the Southwest, now taking in approximately a dozen counties in Texas and New Mexico. He also assisted the county agent in putting over the AAA programs in the county and at one time when the county had no agent handled this work along with his many other duties.

The Brand feels that Hereford has lost one of her most progressive and public spirited citizens—a loss that will be felt on numerous occasions in many programs and civic undertakings. Mr. and Mrs. Hopkins have many friends here who regretted to see them leave Hereford, and hope for much success in their new work.

In my narrative reports to Washington I have reported what wonderful cooperation I have received from them.

Again I say, "Thank You!"

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Trigg Discusses

(Continued from page one)

make a nice wading pool for the kiddies and it is possible that it might be enjoyed by some of the grown-ups.

There has been about 11,000 trees transplanted in this park, with about 50 varieties. The greater portion of these trees should do well for they are in the valleys of the Tierra Blanca Creek where they are sub-irrigated and in good soil. The holes for all of these trees were dug four feet in diameter and two feet deep with good soil trucked from a different locality and filled in to the surface. These trees were secured from points far and near. Some were donated by Hereford people.

The 600 evergreens were hauled by trucks from Santa Fe and points south of Tucumcari, N. M. The cottonwoods, tamarack and willows came from the Pecos Valley near Fort Sumner, N. M., where there was a side camp established for that purpose. The pecans and walnuts were trucked from Abilene. Other varieties of trees came from Plainview and the tree nursery at Houston.

Thanks to Mr. Ward of Hereford for the donation of four beautiful evergreens at the entrance portals of the park. There were other trees offered by a number of Hereford people that were not permitted to be placed in the park.

The rock used in the club house was trucked from five miles east of Hereford. Rock used in the combination building was hauled from Palo Duro. The green tinted rock used in the slab floors of the two buildings was hauled from New Mexico, about 65 miles west of Hereford. The hardwood floor in the combination building was supplied by the American Legion of Hereford. The stone used in field latrines and other structures came from points west and northwest of Amarillo.

This will give a fair idea of the time, trouble and expense which it took to build this park.

I want to express my appreciation to the people of Hereford who have taken an interest in building this park.

In my narrative reports to Washington I have reported what wonderful cooperation I have received from them.

Again I say, "Thank You!"

Miss Helen Slisk left Wednesday for Wichita, Kansas, where she will resume her school work. She spent the holidays here with her mother, Mrs. G. Slisk.

Miss Inez Hough and Bobbie Hough of Amarillo were guests of relatives and friends in Hereford several days last week.

Miss Dorothy Taylor of Amarillo was the week end guest of Miss Eloise Pitman, who returned with her to her home Sunday and will spend some time as her guest.

Don Taylor and Allen Heater of Pampa were dinner guests in the home of Mr. and Mrs. J. H. Pitman on the evening of Christmas day. They returned to Pampa later Wednesday evening.

Keith Guthrie, who spent the Christmas vacation with his mother, Mrs. E. F. Guthrie, returned to his school work at Spring Lake Monday.

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Whitefaces Start

(Continued from page one)

regular squad will be cut to about 15 players.

The Whitefaces will open their drive against Tulla here on January 10, joining the other clubs in an attempt to dethrone the Amarillo Sandies as district champions. Tulla started drills before Thanksgiving and will have a decided edge over the Herd from the standpoint of pre-game conditioning.

New Rules Change Game. Two new rules will affect play in such a manner as to have direct bearing upon the spectators. After a free shot is made the opposing team will put the ball into play from under the basket instead of reverting to a center toss as has been the custom heretofore and will again be the rule in case of a double foul. The throw-in may be made quickly without the referee handling the ball. The second rule eliminates the single man post which has been popular with coaches, but the curse of fans for several years. When a team is advancing the ball into scoring position, no player on the team can remain within three seconds, with or without the ball.

The new rules and other factors keeps Coach McCollum from stating definitely what type of play he will use. Last year he used a set offense because his players were too slow for fast-breaking plays. It is uncertain if their speed will warrant a change this year. If the new rules prove beneficial to zone defense, McCollum probably will forsake his usual man-for-man. It may develop that some plan be worked out

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