

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 1.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JANUARY 9, 1936.

FIVE CENTS PER COPY

Band To Introduce Foster's Melodies Here Monday Night

AROUND TOWN

Sights and Faces Seen

Sheriff John Miller is dead. He went suddenly, never knowing what happened and probably without pain. Hundreds of Deaf Smith county people and his personal friends over the entire Panhandle were stunned and grieve with the fine wife and family who felt the strongest of the tragedy of his passing. John Miller had been our sheriff for seven years, and it is difficult to realize that law enforcement here must be carried on without him. He was known to peace officers of the Panhandle as one of the outstanding law enforcers in this section of the state and "every inch an officer and a gentleman." Because of his high character and congeniality everyone who came in contact with him recognized in him a personal friendship and understanding, and those who felt the power of his position respected his authority and ability. News of his tragic death spread like a prairie fire over the Panhandle, and in less than two hours Amarillo and Clovis newspapers and the Associated Press were phoning in for particulars. Of necessity a successor must be named. He will be forced to give the office the best he has in every respect to keep it where John Miller left it. The task indeed will be difficult.

The community also lost another pioneer citizen and well known resident with the passing of Mrs. W. H. Patton. She went peacefully following a long illness. Her absence will be keenly felt for she possessed many friends and a wide acquaintance among both young and older people. A resident of Hereford for more than a third of a century, Mrs. Patton was one of the city's best known and most loved women.

NOVEL CONTEST IS OFFERED FOR CLEVER READERS

Here is a contest that is entertaining and educational—it tests your skill and originality and may add many new words to your vocabulary. Attractive prizes as well as a monthly grand prize await those who display the greatest amount of cleverness in working out these contests.

After you have read the rules elsewhere in this issue, study the definitions listed below and start to work. You'll find the contest fascinating; you'll enjoy the thrill of matching your skill and originality against others, and you may be rewarded with two tickets to the Star Theatre, and at the end of the month a Grand Prize of an entire week's pass to the Star Theatre.

Here are the definitions for this week:

- 1—A name or practice.
- 2—Light.
- 3—A condition favorable to success.
- 4—The act of heading.
- 5—To arrange so to insure safety.
- 6—A quality of being.
- 7—A settled mark.
- 8—The portion of a thing left over.
- 9—Was subject to change.
- 10—Course; path in which anything moves.

The five contestants submitting the most clever answers will be awarded two tickets each to the Star Theatre to see "A TALE OF TWO CITIES" featuring Roland Colman and an all-star cast, showing January 13, 20 and 21.

"From Charles Dickens' greatest novel comes a motion picture with all the warmth, fire and stirring drama of the great original. A tempestuous story of intrigue and danger in the mad days of the French Revolution and the Reign of Terror. Dramatic scenes of preparation

Hour Concert Will Be Given

PROGRAM TO BE IN TWO PARTS. CLIMAXED BY NEW ARRANGEMENT

The Hereford high school band will present a musical concert Monday night featuring the melodies of Stephen Foster, a selection and arrangement by Lela Gussman, Director Ralph Smith has announced. The concert will be played on the anniversary of Foster's death.

The local band will be one of few high school bands along with several major musical organizations to introduce the melodies on Monday night. The concert will be given at the high school auditorium beginning at 7:45 o'clock, and everyone is invited to attend. **Concert Number.**

The concert will be divided into two parts, each of about 30 minutes, with a short intermission before the band goes into the Melodies, which will conclude the program, requiring about 30 minutes to play. During the first part of the concert, the band will also introduce the overture it is to play as the concert number at the North Texas State Band Contest in Amarillo this spring. The number is "Safari".

The entire program is as follows: American Victorious March, Safari Overture, Texans, The Glow Worm, Yo Te Amo, Ragtime Wedding, a novelty number, Intermission and Stephen Foster Melodies.

Has 17 Melodies. Arranged by Gussman, assistant director of the U. S. Marine Band, the selection is a medley of 17 of Foster's best known melodies. Heard in the order given are Old Folks at Home, The Glendy Bank, Gwine to-Run All Night, Hard Times Come Again No More, Jeanie With the Light Brown Hair, Open Thy Lattice, Love, Some Folks, My Old Kentucky Home, Old Black Joe, Ring de Banjo, Oh! Lemuel, Come Where My Love Lies Dreaming, The Toga Waltz, The Voices that Are Gone, Beautiful Dreamer, Massa's In de Cold Ground, and Oh! Susanna.

Director Smith received the band arrangement early in December and the band has been working on it since. Although not difficult to play, the arrangement is beautiful, with extreme harmony in the famous old tunes and perfect transition from one melody to the next. The Hereford band was highly honored in that a letter accompanying the gift stated that only a few copies were being sent to the better high school bands in the county. It was later requested that the medley be introduced on January 13. Many local people have expressed a desire to hear the composition.

Lions Sponsor Black Program

O. T. Williams, local soil conservation supervisor, and W. E. Emmons, new high school vocational agriculture instructor, will make talks at an agricultural meeting at Black school house next Tuesday night at 7:45 o'clock. They will represent the Hereford Lions Club, which was requested by the people of Black to sponsor the program.

Both Mr. Williams and Mr. Emmons are authorities on agricultural problems and are well selected as speakers at this type of meeting. The selection was made at the regular luncheon of the club yesterday, and all members of the club were urged to attend the meeting.

Stolen Car Led To Fatal Drive

An automobile belonging to Pearl Singletary was stolen early Monday morning from the garage at the Deaf Smith County Hospital. The automobile, a 1936 two-door V-8, was believed to have been stolen at about 2:30 a. m.

It was in search of this car that Sheriff John B. Miller made a trip to Amarillo Monday morning, meet-

Planning Ball For President January 30

LOCAL COMMITTEES ARE NAMED TO ARRANGE BENEFIT EVENT

Plans for holding a President's Ball here on January 30 were started Monday by Chairman Prentiss Rosson with the naming of committees to care for the various arrangements and problems confronting the planning and staging of the event.

Under tentative plans, dances will be held at both the city hall and Hereford State Park club house. The dance committee is composed of Glenn Weir, Paul Foster and Son Wood. John Patton was named chairman of the ticket sale committee. He will have a corps of workers, but they have not been named. Bill Smith and Mr. Rosson will have charge of music and other arrangements.

Several hundred people from Hereford and the surrounding towns and area will celebrate the occasion, along with fun-lovers in some 5,000 cities and towns throughout the United States. This will be the third such affair marking the birthday of President Roosevelt and designed to bring about a concentrated fight on infantile paralysis.

The purpose of the birthday ball is to create, through the direct help of citizens, funds with which to help victims of infantile paralysis and to support research efforts to wipe out the disease itself.

(Continued on last page)

Poll Taxes To Be Handled In Usual Manner

ONLY RULES GOVERNING EXEMPTION CHANGED; PAYMENTS SLOW

Poll taxes are to be paid in the same manner and time this month as in the past, Pete Murchison, deputy collector, announced, but in regard to those who are exempt from the payment of poll taxes there are two classes who must obtain exemption certificates on or before January 31 in order to be entitled to a vote after that date for the coming election year.

Those who have become 21 years of age since January 1, 1935, and those who will become 21 years of age on or before January 31, 1937, that is, during the coming poll tax year, must obtain an exemption certificate on or before January 31, he explained. The other class who must obtain exemption certificates is those who have moved into this state since January 1, 1935, and also this class when moving from one county or precinct into another must have exemption certificates or the local collector's endorsement on the one they already have. Such endorsement must be obtained not less than 29 days prior to an election.

Murchison stated that poll tax payments had been unusually small during the first few days of the month, although they are expected to be heavy this year because of the important elections coming up. He urged that tax payers report early in order to avoid the rush on the office late in the month.

Tulia Helps Local Cagers Open Season Friday Night

Hereford's high school basketball team open their season Friday night at the high school gymnasium against clubs from Tulia. The girls' squads, both with weeks of practice behind them, start the double header at 7:30 o'clock, to be followed by the clash of White-faces and Hornets.

Coach Tommie McCollum looked at the prospects and saw not a great deal in store for the Herd, but he predicted that fans would see some real basketball between the seasoned sextets and from the well-drilled Hornets. Not only have

Sheriff John B. Miller Dies Instantly In Highway Mishap

Farmers Await Next Steps In Farm-Aid Plan

CHEERS, GROANS MEET SUPREME COURT ACTION ON AAA

Local farmers awaited anxiously developments that will decide if they are to receive further compensation for their compliance with AAA regulations, following the Supreme Court's decision Monday that smashed Roosevelt's farm-aid program.

Meanwhile, news dispatches from Washington said the President Roosevelt had called his aids together and agreed to ask funds to pay farmers for their performance under contracts entered into prior to the Supreme Court decision. The treasury had announced a blanket suspension of all collections of taxes and payments under the program.

The Texas Agricultural Association, through its president, H. G. Lucas, of Brownwood, and with a membership of about 300,000 farmers, will ask the administration to draft measures to take the place of the Triple-A, and if this cannot be done, will ask that the Constitution be changed. "Since the court has spoken, that is final," he stated. "It is the highest court in the land and the farmers respect it. The farmers, however, are looking to Congress and the administration to draft measures immediately that will preserve the benefits of the AAA. In other words, measures to do what the act attempted to do—place agriculture on a fair and equal basis with industry."

According to the Associated Press, cheers and groans were mixed over the decision. Opponents of the New Deal were delighted because of the political victory they claim to have scored, and textile chiefs were jubilant. However, farm leaders and those closely allied with farming and its interests mourned the loss of the program. Edward A. O'Neal, secretary of the American Farm Bureau Association, made the defiant declaration: "This means a fight!"

The Court voted 6 to 3 against the entire agricultural adjustment act as invalidating the reserved rights of States and beyond the powers delegated to the Federal Government. Under the AAA \$1,127,000,000 had been paid farmers since 1933 for reducing crops under a national plan intended to raise farm income. Deaf Smith county alone received more than \$1,100,000 through wheat, corn, hog, cotton and cattle-buying programs.

FATHER OF LOCAL WOMAN PASSES AWAY AT AMARILLO

Mr. and Mrs. Mace Whitman were called to Amarillo last Saturday on account of the illness and death of Mrs. Whitman's father, Z. G. Forgeson, 2200 Polk Street.

Mr. and Mrs. A. T. Donnell of Silverton spent the holidays with their daughter, Mrs. D. H. Alexander, and will make an extended visit in the Alexander home.

THIS ISSUE MARKS BRAND'S ENTRY INTO ITS 36th YEAR

With this issue the Brand enters its 36th year of publication in Hereford. During the 35 years, starting with that small paper, the Hereford Reporter in 1901, its aim has been to serve this area, to assist in promoting worthwhile enterprise, to give to its readers accurate and interesting accounts of local happenings and other events that have had direct bearings upon the people of this section. Today it proudly boasts of the fact that in the newspaper fraternity it is recognized as one of the leading weeklies of the Panhandle.

Panhandle Pays Final Respects

PEACE OFFICER HURLED FROM AUTOMOBILE AS IT OVERTURNS

John B. Miller, Deaf Smith county sheriff and pioneer citizen, was killed suddenly Monday afternoon at about 1:30 o'clock when his automobile overturned on U. S. Highway 60 five miles west of Canyon. He was returning to Hereford from Amarillo where he had been making investigations concerning the stealing of a car here early Monday morning.

Funeral services were held this morning at 10:30 o'clock at the First Baptist church, with Rev. B. N. Shepherd officiating. Interment was at West Park Cemetery. Pallbearers were peace officers from nearby counties and cities, all of whom were closely associated with Mr. Miller. They were Sheriff W. W. Adams of Potter county; Sheriff Earl Booth of Farmer county; Sheriff Garland Brown of Castro county; Sheriff John Haliburton of Oldham county; Sheriff Bob Barnett of Randall county, and Chief of Police W. R. McDowell of Amarillo. Honorary pall bearers included members of the courthouse group and others concerned with city and county government, J. O. Newell, E. R. Dixon, Wallace Cox, Ed Curinger, J. M. Murchison, Joe Bishop, Leonard Foster, John Coffee, Dick Coffee, W. M. Stewart, P. J. Rose, E. T. Allred, H. D. Culpepper, T. W. Roberson, J. H. Wilson, Cliff Estes, Bill Mitchell, Major Schroeter, F. H. Oberthier, W. H. Russell, C. R. Smith, W. L. Pickett, C. J. Paddock, A. O. Thompson, Dow Mercer and the personnel of the fire department and various peace officers from over the Panhandle who were in attendance at the services but whose names were not available.

Out-of-town friends and relatives who attended the services included Mrs. Lela Walcott of Amarillo and Mrs. Odell Elliott of Dallas, sisters of Mrs. Miller; Mr. and Mrs. W. A. Miller of Stinnett and daughter, Mrs. Joe Harlow of Whittsburg; Dr. C. H. Miller of Childress; Jack Cartwright of Los Angeles, and Mrs. Dillon E. White of Dallas. All of Mr. Miller's immediate family was present. Mrs. Cartwright, the former Betty Miller, arriving yesterday from Los Angeles.

Although there were no eyewitnesses to the fatal crash, an inquest held by Sheriff Bob Barnett of Canyon revealed that Miller's car evidently skidded on the icy paving, leaving the road on the left side. It turned over two or three times and came to rest upside down in the center of the paving after going into the bar pit.

Mrs. W. H. Patton Succumbs to Long Illness Tuesday

RITES HELD TODAY FOR "BEST LOVED WOMAN IN HEREFORD"

Mrs. W. H. Patton, well-known Hereford citizen, passed away at her home in Hereford Tuesday, January 7, at 11 o'clock, following an illness of four and one-half months duration. The end came peacefully in the quiet mercy of unconsciousness. All of her children except a son, Fred, whose home is in Chicago, were at her bedside at the time of her passing, as was also a sister, Mrs. Sally Garner, of Mineral Wells, who came Tuesday. Fred arrived this morning to be present at the final services.

Mrs. Patton was a woman of strong character and warm friendships. After her husband's death in 1904, she operated a table-board service in her home that was spoken of as "The friendly eating place". The remark of one of these former table guests since her passing is typical: "We were her friends, not just boarders."

Funeral services were conducted this afternoon from the Methodist church of which she was a member, the pastor, Rev. T. C. Willett, officiating. Interment was in West Park Cemetery.

Active pall bearers were Mrs. Patton's grandsons, Charles Newell, L. A. Ricketts, Rayford Ricketts, Gaylord Newell, Orland Newell and Billie Patton.

Mrs. Patton's maiden name was Nancy Melzina-Droke. She was born in Springfield, Missouri, January 1, 1868.

Best Seasoning In Four Years Result of Snow

BETWEEN FIVE AND SIX INCHES FALL HERE TUESDAY

Snow covered the Hereford area and the entire Plains wheat belt early Tuesday, bringing with it the finest seasoning in four years and high hopes for ideal crop conditions. The fall here was estimated at between five and six inches, with virtually the same over the area.

The rain gauge at the First National Bank measured almost half an inch of moisture after the snow had ceased falling. After greeting people early Tuesday morning with a blanket of white covering the ground, the snow fell steadily throughout the morning.

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Date For School Exams Announced

MID-TERM EXAMINATIONS WILL BE HELD IN HIGH SCHOOL AND DEPARTMENTAL GRADES DURING THE FIRST THREE DAYS OF THE WEEK OF JANUARY 19, SUPERINTENDENT C. H. DILLECHAY ANNOUNCED.

The examinations will begin at 9 o'clock on Monday and Wednesday mornings and at 8:30 o'clock Tuesday morning, there being two morning periods on the middle day.

Examinations will be given during two-hour periods, and pupils will be required to remain at least one hour. Students will be required to be present only when taking exams.

Although Tulia has not been tested sufficiently to make any direct predictions as to the club's ability, the team has been at work since Thanksgiving and should be a big jump ahead of the White-faces. Jimmie Gamill will re-

unable to name his starting lineup definitely. Posey will start at center if he is ready to go. Otherwise Daniel probably will get the call. Bengé and Clayton are virtually certain starters at the forward positions, with Daniel, Hastings, Vaughn, Hicks or Jow-ell named as possible guards.

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Dies Instantly. Sheriff Miller was thrown clear of the wreckage and apparently died instantly of injuries received about the head. The body was taken to Canyon where the inquest was held and later in the afternoon was returned to Hereford by the Black Funeral Home. B. E. Brumley and Paul Foster, both of Hereford, were among the first to arrive at the scene of the accident. Brumley was going toward Canyon and Foster was headed for Hereford. The top of the car, a 1936 Ford sedan, was crushed and glasses were broken but not shattered. Monday was an extremely bad day for driving. A mist fell and froze, covering pavement and wind shields with an icy coat.

The sheriff's department here was notified of the accident shortly after 2 o'clock. Hereford was stunned by the news, for few men had such a wide acquaintance or so many friends as did Sheriff Miller. He was entering his eighth year as local peace officer and also held the office of tax assessor and collector. He was known over the Panhandle as one of the outstanding officers in this section of the country, who always carried out his duties faithfully and earnestly, and in the words of Police Chief W. R. McDowell of Amarillo, "He was an officer and a gentleman in every sense of the word." As an example of his ef-

Brooks' DRUGS

PHONE 99 HEREFORD TEXAS

FOR THE WEEK-END ONLY



Modernistic Bread Toaster
Fully Guaranteed
98c



Olfason Cod Liver Oil
FINT BOTTLE
Plain or Flavored
59c



Malted Milk
Plain or Chocolate
1 Lb. Jar
49c



Ortho Tooth Paste
2 for 22c



Albert Alarm Clock
Modernistic design, attractive new detachable alarm dial
98c

REMEMBER
For real values everyday this month, the prices advertised last week are good for the remainder of January. See our handbills!

Also Remember This Store is Gly-Cas Headquarters!

SPECIAL VALUES

- 50c Jorgan's Lotion, 8 1/2 oz. 36c
- 20 Minute Dandruff Treatment 36c
- 50c Woodbury Face Powder 35c
- 10c-Vol Nipples, 12's 2 for 25c
- 60c D. and R. Creams 45c
- Perfection Cold Cream, 8-oz. 50c
- 50c J. & J. Baby Powder 36c
- Egg & Oil Shampoo, 6 oz. 37c
- 60c Bissel, 3 oz. 45c
- Cumpro-Lypins Cough Syrup, 8 oz. 50c
- 51 Germania Herb Tea 60c
- Delph Lincture, 4 oz. 45c
- 50c Hill's Cassara Quinine 2 for 40c
- Ortha Mouth Wash, pint 40c
- 75c Anacin Tablets, 50's 55c
- Phospho Comp. Tonic, pint 36c
- 12 Inch Zipper Bag 30c
- Poss-Doux Playing Cards 37c
- 6-lb. Electric Flat Iron 1.29
- Poss-Doux (Po-Do) Shave Cream and 10 Po-Do Razor Blades 80c
- Youth's Football Helmet 80c
- Vogus Vacuum Fountain Pen 80c
- Boxing Gloves, Set of 4 2.10
- Football Shoulder Pads 80c

VICK'S Vapo-Rub . . . 24c

MINERAL OIL Russian, pint . 49c

KLEENEX Box of 200 . . 13c

50c KOLYNOS Tooth Paste . . 31c



Ortha Tooth Brush
Accented Style
39c



Olfason Halibut Liver Oil Capsules
Plain or Flavored
98c



Research Hot Water Bottle
1-piece, seamless
49c



Viscollin Milk of Magnesia
FINT **37c**



Perfection Tissues
Box 50c **29c**

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Old Fashioned RUFFMADE CHOCOLATES
You can't buy POUND better candy at any price. Compare!
39c



Ann Leslie TASTER PACKAGE
Over 25 different FOUNDS of kinds. Old favorites and new delights.
89c



Kupfer, Jr. ASSORTED CHOCOLATES
Creamed Cakes, Wafers, Cakes, and many others.
49c

Summerfield News

MAUD E. NOLAND
Rev. Murlal Weathers delivered two interesting sermons here last Sunday.

Miss Pearl Prachar spent last week with Mr. and Mrs. D. J. Neill in Plainview.

Lee Curry received a message that his grandmother had died in Elmer, Okla. She was 102 years of age. She was a great, great grandmother of Wayne and Bobby Jean Waiser. Before she died the Waiser children had 11 living grandparents.

The community was saddened by the death of Mrs. Fred Streun in Oklahoma last Thursday morning. Jack Streun and R. D. Lance went to Oklahoma Wednesday night to attend the funeral. The community extends sympathy to the bereaved. The Streuns moved to Oklahoma last fall.

Mmes. Perry McMinn, Asa Atchley and Lewis Jay are on the sick list.

Claudell Sikes was home from A. & M. College recently.

Mr. and Mrs. Hollis Waiser spent the week end with relatives in Amarillo.

The Study Club met at the Sanders home Thursday, with a very interesting program.

Mr. and Mrs. Guy Waiser are the proud parents of a baby daughter, who has been named Bobby Jean.

Mr. and Mrs. Ben Wilhelm spent a day in Tulsa recently. Mrs. Bell returned home with them.

Miss Una Morris is staying with Mrs. Ray Johnson.

Mr. and Mrs. B. C. Roberson have been in Wichita Falls with her brother-in-law, who is ill.

Walter Hawkins returned home last week because of his wife's illness. His brother came with him.

Mr. and Mrs. Ky Lawrence spent Sunday with their daughter, Beatrice, in Amarillo.

Mr. and Mrs. Cook, Misses Helen Cook and Frances Stewart of Muleshoe spent Sunday in the Will Schulz home.

Miss Ruby Thompson spent part of last week with Miss Kathleen Wade in Amarillo.

Mr. and Mrs. Louie Huckert invited a few friends to their home New Year's Day to celebrate his birthday. Present were John Heiselmann and family, H. Heiselmann and wife of Vega, J. A. Noland and wife, Otha Noland, Mr. and Mrs. Jay Sanders, Mike and Louie Huckert.

Mrs. J. L. Lookingbill has the numps.

Mike and Louie Huckert, Jr., J. B. and Jim Noland left Monday for Hobbs, New Mexico.

The young people met in the D. C. Waiser home Tuesday night for a watch party. Popcorn balls were served as refreshments.

Mrs. Chak Noland visited her parents, Mr. and Mrs. R. A. Fullwood in Hereford last week.

Elton Johnson has returned to his school work in Fredericksburg after spending the holidays here.

Mrs. Harry Schulz of Hereford visited the Harold Hawkins home one day recently.

Jumbo News

By LA RUE BECK
Rev. Armstrong filled his appointments here Sunday morning and night. He and Mrs. Armstrong took dinner in the Ned Wilmett home and in the afternoon held services at Arney. Mr. and Mrs. U. G. Randall attended the service there.

Mr. and Mrs. Simpson and Margaret were in Amarillo Thursday.

Mrs. Florence Conroe of Muleshoe, mother of Mrs. L. A. Matthews, died at her home in Archer City Friday. The community extends sympathy to the Mathews family.

Mrs. Edgar Sowell visited the Ullman Hunter home Saturday.

Mr. and Mrs. J. J. Wilder are visiting his mother, who is seriously ill, in Mineral Wells.

Bruce and Sam Hunter, Clem Gilliam and Robert Thannisch attended a farm sale at Lazbuddy Friday.

Mr. and Mrs. J. H. Holly of Happy visited their daughters, Thelma and Mildred, Sunday.

Mr. and Mrs. Doc Hardin of Kirklund are visiting the C. C. Hunter and Wilkerson homes.

The L. E. Beck family returned Friday from a two weeks visit in Arkansas and East Texas.

W. A. Hunter went to Oklahoma City Thursday with two trucks of cattle.

Chas. McGinnis and mother visited Bill McGinnis at Ford Saturday.

Community meeting was held Friday night with a domino party.

Mrs. J. E. Baggs of Amarillo visited the Kring home Wednesday.

Mmes. Henry Ford and J. S. Lambert of Matador and Mrs. T. H. Litterall and Juanell of McNary visited Mrs. Ullman Hunter New Year's day.

The young people enjoyed a watch party at the home economics room last Tuesday night.

Mr. and Mrs. Adam Flowers are the proud parents of a baby girl, born Friday.

McDade brothers were in Amarillo Tuesday.

Mrs. W. A. Hunter visited the R. T. Nunns in Hereford Thursday.

Mr. and Mrs. Finis Hunter and Rachel Burks spent Saturday night with Addison Hunter in Muleshoe.

School dismissed Monday morning on account of mumps.

Finis Nunn of Hereford visited the Ullman Hunter home Friday night.

Mrs. Lee Oxford and Willie visited in Lubbock and Lorenzo last week.

Girl Born New Year's Eve.
A daughter, Cecelia Gay, was born on New Year's Eve to Mr. and Mrs. C. O. Wilkins of Adrian, formerly of Hereford. The child was born at the home of Mrs. Wilkins' parents in Lawton, Oklahoma.

Good brakes are essential on these winter days. The cost for brake adjustment is small at Ireland-Bearers Motor Company. 1c

Ford Doings

MRS. H. M. BENSON
The community was saddened by the sudden death of A. J. Santerford at his home December 31. He came to Hereford from Ranger in 1924. He was known as "Dad," a title given him because of his friendship and cheerful nature. He has a store in Hereford, moved to Wesley where he was in business before coming to Ford. He will be missed by all, for he was always ready to help in anything worthwhile. He was a member of the Methodist church and a Mason. Mrs. B. N. Peacock, a daughter, came from Ranger and returned with the body. He was buried in Ranger.

W. M. Stewart and family moved to Hereford Christmas where he goes to take the county judgeship. We wish them every success.

Mr. and Mrs. H. D. Hill took Howard to a doctor in Vega Sunday. He has been suffering from a severe cold.

Miss Iris Lieb of Prangle was married to Merle Bentley December 28 in Prangle. The young couple will make their home with his parents here. This is the second son of Mr. and Mrs. Bentley to marry in December.

Misses Ida Lee, Eope and Era Belle Watkins returned Sunday to resume school work here.

Mr. and Mrs. J. E. Hill returned from Mineral Wells last week.

H. M. Benson and family spent Christmas with his mother, Mrs. A. E. Benson, of Clarendon.

Mrs. W. A. Shaver arrived here Sunday night from Palestine to visit her sister, Mrs. Ben Bentley.

Wyche Items

BY PEGGY VALENTINE
Mrs. N. C. Elliston and sons, and Miss Ootch returned to their school work in Portus, N. M., Sunday after having spent the holidays here.

Mrs. Ritchey of Albuquerque spent the holidays here with her niece, Mrs. Saxon.

DuBois Walker's mother and brother of Lubbock spent the holidays here, returning home Sunday.

Mrs. Boyd Lloyd and children of Pampa, and Mrs. W. L. Valentine spent Sunday in the R. C. Valentine home.

Mr. and Mrs. Saxon and son spent Christmas day with her father in Idalou.

H. B. Elliston and family returned Sunday from a visit with Mrs. Elliston's parents in Altus, Oklahoma.

Mr. and Mrs. J. D. Love spent the holidays with their daughter, Ruth, and Mrs. Love's parents in

Sherman. Ruth is attending Austin College in Sherman.

DuBois Walker was elected Sunday school superintendent last Sunday. Mrs. Louie Olson is assistant superintendent, Miss Lorene Valentine, secretary; Mrs. Saxon, adult teacher, and Miss Peggy Valentine will continue as teacher of the Sunbeam class.

Mr. and Mrs. Cliff Gandy spent the holidays with her mother in Plainview.

George Gandy and Miss Julian of Plainview spent the holidays here with his parents, Mr. and Mrs. J. P. Gandy.

Messrs. and Mmes. Ben McBrayer and Lonnie Olson and their families attended the Christmas tree and program at the First Baptist church in Hereford. Miss Nancy Olson gave a reading.

School will begin here Monday. The Hunters have bought the Spencer place and moved there. Evelyn will attend school in Hereford, the other children at Wyche.

Cal Farley's Flying Dutchman will be at Wyche the night December 17. Everyone is invited to see the show which begins 8:30.

Leslie Joe Valentine was seriously scalded Thursday night when he pulled a kettle of hot water upon his head. He was pronounced out of danger Sunday as he is feeling and looking much better at this time.

Shopping in Hereford Saturday were the Dock Robersons, L. McBrayer, J. W. Dickerson, L. Olsons and Ira Otis.

The club meets Tuesday, January 14, at the DuBois Walker home.

Ladies of the neighborhood will serve 7 o'clock dinner to members of the Flying Dutchman Circus January 17.

Miss Vivienne Davis spent Christmas week at Pampa.

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.)

SECURITY

—Is the finest feeling in the world. Know that you are secure with a GOOD FIRE INSURANCE POLICY.

SAFE SURE WISE

McLean Insurance Agency

PHONE 273

"Bankers' Hours"

ARE NOT WHAT THEY SEEM TO BE!

Many people think that a banker's day starts late and ends early—that a banker spends very little time in actual banking. These people have no conception of the tremendous amount of labor necessary to keep the bank's affairs in the absolutely balanced state that they must be. Millions of clerical operations keep the bank's business in perfect order, night and day—and they are mostly done after the doors have been closed for the day. And then think of the constant 24-hour guard the bank keeps on your money—as efficient as if a cordon of police surrounded it by night and day. No, bankers' hours are not easy hours. They are the long, long hours needed to build up an institution to which you can point with pride and say "MY bank!"

First State Bank

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Mrs. Childress and baby of Tulsa are visiting the R. A. Freeman and Travis Vaughn homes.

Mrs. B. L. Kinsey is enjoying a visit from her mother and sister, who live in Arkansas.

Miss Elizabeth Chapman has returned to her school work in Panhandle, accompanied by Miss Chloe Freeman.

Travis Vaughn and family are now occupying the McCaskey farm.

Floyd West and family visited relatives in Mobeetie last week.

Miss Virginia has returned to Abilene after a visit with her parents, Mr. and Mrs. J. M. Chapman.

Misses Alta Mae and Stella Lee Fortenberry spent Christmas with their parents, Mr. and Mrs. Jack Fortenberry.

Mrs. Montgomery and Floyd of Floydada spent Christmas day with Mr. and Mrs. Frank Dunn.

Mr. and Mrs. E. C. Chapman have been visiting in Ft. Worth.

Mr. and Mrs. Laurin Luallin spent Christmas at Decatur.

Mr. and Mrs. J. M. Chapman celebrated their 24th wedding anniversary December 28, with a dinner which a number of friends attended.

Paris London and family and Rosalie, Charles and Jim Mort Morris visited in Oklahoma over the holidays.

News has been received of the death of Mrs. Elmer Cook in Kansas. The sympathy of the community is extended to the bereaved.

Mr. and Mrs. Barney Chapman and Will Bakesfield of Fort Worth visited here last week.

Adrian school resumed work January 6 after two weeks vacation.

Emmett McAdoo of Adrian and Miss Ripley of Waco were married December 22 at the home of the bride. Mr. McAdoo is a teacher in Adrian high school. They will reside in Adrian.

A little snow, some sunshine and blustery weather prevails here.

GO WITH LESS GAS! ...less oil... less upkeep!

More miles of pleasure •• more money in your pocket •• when you drive

CHEVROLET FOR 1936

NEW PERFECTED HYDRAULIC BRAKES
the safest and smoothest ever developed

SOLID STEEL one-piece TURRET TOP
a crown of beauty, a fortress of safety

GENUINE FERRIS NO DRAFT VENTILATION in New Turret Top Bodies
the most beautiful and comfortable bodies ever created for a low-priced car

SHOCKPROOF STEERING
making driving easier and safer than ever before

You may as well save money... particularly when you can get more motoring pleasure in addition to substantial savings... and that is the happy experience of people who buy new 1936 Chevrolets.

This new Chevrolet is fast! It's spirited! It goes places as you want your new car to go! And goes with less gas and oil! All of which naturally makes it a much better investment.

Come in—take a ride in this only complete low-priced car—and get proof of its greater value.

6% New Greatly Reduced C.M.A.C. TIME PAYMENT PLAN
The lowest financing cost in C.M.A.C. history. Complete Chevrolet's low 6% interest plan.

IMPROVED SLIDING ENGINE-VALVE HEADS
the smoothest, quietest ride of all

HIGH-COMPRESSION VALVE-IN-HEAD ENGINES
giving even better performance with even less gas and oil!

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES \$495

AND UP. List price of New Standard Coupe at Flint, Michigan. With bumper, spare tire and tire rack, the list price is \$515 additional. *Kubota-Action an American-made engine, \$39 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. †General Motors Value.

The only complete low-priced car

Brumley Chevrolet Co.

SOCIETY

E. P. GUTHRIE, Society Editor Phone 374-J

SAUNDERS HOSTESS
IMMERFIELD CLUB

During its study of Folk of the South, the Summer Club enjoyed a meet-exceptional interest Thursday Mrs. Jim Saunders as

program was given by Mrs. Lookingbill with the theme of "The Soil" taking her interesting avenues of thought she presented most enter-ly, using Paul Green's "The Whif" as a basis. Her out-cluded four divisions: Farm seen by Paul Green; The of the minister in rural life; ant farmer and the negro; terization, motivation and the author, and The sense soil in Paul Green.

N. E. Gass was a Christ- guest of her mother, Mrs. ensley, in Canyon.

MRS. ROY JOWELL
BRIDGE CLUB HOSTESS

The spacious home of Mrs. Roy Jowell was a delightful meeting place for the Pleasure Hour Bridge Club Thursday, December 19. Three tables of players were happily engaged during the afternoon, high score prize going to Mrs. Boyd London. The prize was a delicious apple sauce cake attractively wrapped in cellophane. Out prizes were given at each table, and Mrs. Earl Phillips received a lovely guest prize. A salad course was served. Club guests were Mrs. Robert Thompson and Mrs. Earl Phillips.

Club members present were Mmes. Harry Lomas, Bill and Ralph Smith, Dick Dixon, Boyd London, Criss Renfro, Mace Whitman, Buford Farmer, James Wilson, Owen Stagner and the hostess.

Mr. and Mrs. Jim Mauk were business visitors in Amarillo last Thursday and Saturday.

MR. AND MRS. ROY JOWELL ENTERTAIN AT BRIDGE

Mr. and Mrs. Roy Jowell entertained at bridge Thursday evening, December 19. The games provided an enjoyable evening for three tables of players, high score winners being Miss Ona Hammer and C. W. Humble. A lovely salad plate included brown bread and butter sandwiches, white bread sandwiches with cheese filling, tuna fish salad, pickles, Christmas pudding with lemon sauce, and coffee.

Sharing the pleasant hospitality were Messrs. and Mmes. Jim Black, Harold Close, Wallace Cox, Misses Ona Hammer and Mabel Gass, Messrs. C. W. Humble and George V. Stambaugh.

FORMER KANSAS COUPLE MAKE BRIEF VISIT HERE

Mr. and Mrs. William Burnside, whose home for the past year has been in Los Angeles, made a brief visit in Hereford last week. They were returning from Garden City, Kansas, where they spent Christmas with Mrs. Burnside's parents, Mr. and Mrs. W. E. Hicks, former well known Hereford residents. They were enroute to Williams, Arizona, where Mr. Burnside will take over the management of a large ranch property, and where they will make their home.

MISS NITA ROY LOBDELL GUEST OF MRS. DAMERON

Mr. and Mrs. Travis Dameron arrived in Hereford Sunday evening after a motor trip from Franklin, Louisiana, where they had been holiday guests of Mrs. Dameron's parents, Mr. and Mrs. A. G. Lobdell. They were accompanied home by Miss Nita Roy Lobdell, sister of Mrs. Dameron, who will make an extended visit here. The party was joined at Dallas by Mrs. W. B. Dameron who returned with them following a holiday visit with her daughter, Mrs. Claude Witherspoon.

ATTEND CHRISTMAS DINNER PARTY

Messrs. and Mmes. J. Wallace Robinson and Boyd London, together with their families, and Mr. and Mrs. Criss Renfro were Hereford guests of a lovely Christmas dinner party given by Mr. and Mrs. Smith McLeRoy at their home in Portales, New Mexico, on Christmas day. The McLeRays are well known here, Hereford being the childhood home of Mrs. McLeRoy and he having been at one time connected with the mechanical department of the Brand.

RETURN FROM VISIT IN CALIFORNIA

Mrs. Carl Mounts and Miss Ruth Marie Mounts returned Sunday from a several weeks' visit with Carl J. Mounts, Jr., in Los Angeles, and with Mr. and Mrs. Otto Rhend in Pasadena.

During her stay, Mrs. Mounts attended an elaborate social function connected with the raising of Mr. Rhend as a Master Mason, and was guest soloist for the brilliant affair which was given in South Pasadena.

LAMBERTS ENTERTAIN AT NEW YEAR'S CELEBRATION

Mr. and Mrs. Les Lambert entertained Wednesday with a New Year's day celebration. A lovely dinner was served at noon and was the feature of the pleasant affair which included also an afternoon spent informally.

Enjoying the hospitality of Mr. and Mrs. Lambert were Messrs. and Mmes. Jim and Edwin Mauk and Clyde Renfro.

D. R. GASS AND MISS MABEL GASS SPENT CHRISTMAS IN CANYON, GUESTS OF MRS. N. E. MCENTYRE, A DAUGHTER OF MR. GASS.

Easter Items

Snowfall in this vicinity had amounted to three inches up to Tuesday noon.

Mrs. E. M. Allen is visiting her daughter, Mrs. Sam Hunter, at Jumbo. Mrs. Allen has not been well the past month.

Mr. and Mrs. Carl Frye were in Amarillo last Thursday.

J. R. Franks and family are moving to Dimmitt. Clayton Woolery and family of Bippus will move to the place vacated by the Franks.

Mr. and Mrs. H. T. Benson announce the arrival of a daughter, Shirley Ann, at the Hereford hospital January 1.

Miss Olive Stagner of Flagg is visiting the E. M. Allen home.

Viola Phillips and Florene Hunter of Hereford visited last week in the Frye home.

A. Albrecht are moving to Nazareth. Mr. and Mrs. Claude Smith will move to the Albrecht place.

Mrs. Clem Gilliam of Jumbo spent Sunday with Mrs. Carl Frye.

Mr. and Mrs. S. Robbs were in Vega Sunday.

Nolan Fields of Portales, N. M., spent part of last week in the Walton home.

Ernest Henry is on the sick list this week.

Progressive News

BY OLIVE PERKINS

Rev. Willett preached here last Sunday, and Rev. Shepherd will be here next Sunday.

Ira Ricketts and family had an automobile accident early Saturday morning east of Dawn, while enroute to Borger. No one was hurt but their car was damaged. Literary Society will meet Friday night.

Miss Ira Jeanne Ricketts entertained the young people at a New Year's Eve party. Refreshments of jello and cake were served. Favors in the form of candles made from candy were given.

Ralph Arseneaux returned Sunday from Fort Worth after visiting his parents during the holidays. Miss Odessa Cockrell of Hereford spent Tuesday night and Wednesday with Miss Ira Jeanne Ricketts.

Mr. and Mrs. C. P. Caldwell, Miss Eunice and Pete attended a

family dinner in the Joe Kendall home in Hereford New Year's Day.

Dorothy Lee Mills of Amarillo spent last week end with Mrs. E. Blakemore.

Mr. and Mrs. Chas. Green and children visited her parents, Mr. and Mrs. Charles Smith, near Westway New Years. Mrs. Green and children remained for a longer visit.

Carl Mosley of Hereford spent Thursday night with Forbes Blakemore.

Mr. and Mrs. Gilbert Donovan left for Vernon last week.

Mrs. J. A. Short of Dublin came back with her daughter, Miss Lilla Short. She is also visiting her daughter, Mrs. S. A. Edwards and family.

Mrs. Ray Hershey entertained Mrs. J. A. Short and Miss Lilla Sunday night.

Mr. and Mrs. A. Taylor and family spent the week end at Amarillo visiting his sister, Mrs. Beard and family.

Misses Madge and Agnes Childre

returned to their school work at Albuquerque and Lovington, New Mexico, Saturday.

Mr. and Mrs. Ray Hershey, and Miss Louise Hunter visited Mr. and Mrs. Dudley Buzard at Muleshoe Saturday.

Mr. and Mrs. C. C. Bowman, Virginia and William were Sunday dinner guests of Mrs. Anna Diebel at Hereford.

About 50 people enjoyed a community dinner at the school house New Year's day. Games were played before dinner and group singing in the afternoon. A gift shower was given Miss Augustine Gregory in appreciation of her faithfulness as a pianist at all community gatherings.

Forbes Blakemore spent Saturday night with Carl Mosley in Hereford.

Ira Ricketts and Luke McBrayer and their families attended a family dinner at the W. A. Ricketts home in Hereford.

Roy Wagner returned home New Year's day and is very much improved.

Messenger News

BY ESTELLE WILLIAMS

Frank Knabe and family were in Clovis one day last week.

Hereford shoppers Friday were W. A. Whitson and family, Ben Bates and Miss Estelle Williams. Good snows fell in this community last Tuesday night and Wednesday.

W. A. Whitson and family called in the Knabe home Sunday.

Clayton Woolery and family are moving from this community to Jumbo.

Mrs. James Bragg spent the week end at Friona.

Hereford shoppers Saturday included Ross Terry, Altis Williams, Clayton Woolery and family, Lewis Hoyt and Ralph Smith.

Sunday school attendance was light last Sunday because of bad weather.

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

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

Fox Cleaners AND HATTERS
 HOMER FOX
 one 111 In by 3, Out by 6
 We Meet All Advertised Prices in Hereford.

THRIFTY GAS HEAT
 For Stores And Offices
 Gas Steam Radiator brings all the advantages automatic gas steam heat without the expense of operating a boiler. Each radiator burns its own gas burner concealed in the base.
 See your Gas Appliance Dealer or your Gas Company
WEST TEXAS GAS COMPANY
 Good Gas With Dependable Service

Do you Want of a Nail
 the Battle Was Lost

Liabilities often hang the fate of individuals even nations. Certainly a bank should be an institution where the most meticulous attention is to each minute detail. We take great pride in the highly organized system that is in evidence at the First National Bank. Whether your deposit is dollars or five thousand dollars—the same service, same care is given you.

THE EMBLEM AT THE LEFT IS YOUR GUARANTEE OF PERFECT SAFETY

FIRST NATIONAL BANK
 HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

NOW! PENNEY'S SALUTES 1936 WITH
GREAT WHITE VALUES

Nu Tone Percalé DRESS PRINTS
 A Sensation at This Price
10c yd.
 Ideal for women's and children's frocks or aprons. 35" to 36" wide.

Colonial Jacquard SPREADS
 A low January price
\$1.98
 A practical spread that will wear beautifully. Size 84 x 105 inches.

Arbor CRETONNE
 Priced low for January!
10c yd.
 A smart buy at this low price. Lovely new patterns in brilliant color combinations. 35" to 36" wide.

Ramona Cloth NAPKINS
 Famous for Long Wear
6 for 33c
 Famous for value, too! White, 17 by 18 inches, ready-hemmed.

Luncheon Cloths
 At A Penney January Price
98c
 Your choice! All linen, 30 inch square; part linen, 51 inch square. Novelty weaves and colors.

Sheer White French NAINSOOK
 At a January Saving!
15c yd.
 So sheer and fine you'll marvel at this low price! 54 inches wide.

SHOP PENNEY'S TODAY and SAVE!

AGAIN PENNEY'S ANNUAL WHITE GOODS EVENT!
 Bringing to you values as only the buying power of over 1,400 stores makes possible. Train loads of White Goods were bought for this Annual Event. Homes, Hotels and Institutions will buy now and save!

SPECIAL, 1,000 Bleached Sugar Sacks **5c** Ea.

Penney's Nation Wide 81x99 Sheets
 Quality Tested for Wear
84c
 Famous quality at a typical J. C. Penney price! Smooth finish, closely woven, long-wearing sheets! Nation Wide Cases, 45 by 36 inch size **23c**

OTHER FEATURED WHITE GOODS!

Wizard Sheets, size 81 x 99 inches	59c
Nation Wide Sheets, 63 x 99 inches	79c
Nation Wide Sheets, 72 x 99 inches	84c
Nation Wide Sheets, 72 x 108 inches	\$1.00
Belle Isle Bleached Muslin, yard	9c
Honor Bleached Muslin, yard	12c
Highway Unbleached Muslin, yard	6 1/2c
Crinkled Cotton Bedspreads	69c
Colonial Cotton Bedspreads	\$1.00
Wash Cloths	5c
Dish Cloths	3c

Women's Soft Cotton Handkerchiefs
 Sensationally Low Priced
5 for 10c
 Nice enough to carry anywhere, because they're perfectly plain. Soft white cotton, 11 1/4 inches square. Tiny hemstitched hems.

Now! New Rayon Flat CREPES
 36 Inch! All Colors!
39c yard
 From soft pastels to luscious deep street tones! Rayon crepes are going big because they're serviceable and ever so smart!

Belle Isle Muslin Pillow Cases
 Thrift Priced for January
12c ea.
 Look how low we've priced these well-known pillow slips... they will go fast at this price! Of famous Belle Isle muslin, 42x36.

PENNEY'S
 J. C. PENNEY COMPANY, Inc.
 HEREFORD, TEXAS

Men's Fast Colored DRESS SHIRTS
 Sizes 14 1/2 to 17
49c ea.

Big! Color Border BATH TOWELS
 Amaze at the Price!
10c
 Full size, 18 by 36 inches! Borders in a choice of colors.

Hemmed Diapers
 Famous "Nursery" Brand
6 for 49c
 Soft birdseye cloth, hemmed, size 27 by 27 inches. They won't irritate. Six in sanitary package.

Stevens' 16-Inch TOWELING
 Pure Linen, Unbleached
5 yards 35c
 All linen, with blue and gold stripe border. Unbleached crash.

BATH TOWELS
 An Outstanding Value!
15c
 Double loops! Colored border white ones, 20 by 40, or solid color pastels 18 by 36 inches. Says!

NEW SPRING FROCKS
 We have just received a marvelous assortment of new Spring Frocks. Pastels and Fancies in all the new and wanted shades. See this assortment at once for real values.
\$2.98 & \$3.98
 USE THE LAY-AWAY PLAN BUY YOUR WHITE GOODS NOW!

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

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.

BASKETBALL IS BEING CROWDED OUT

(An Open Letter to Class B Regional Grid Officials)

Hereford is to play a 12-game basketball schedule in six weeks this year, following 10 days of practice. Lovers of this sport—and there are those who prefer it to football—have a right to oppose the encroachment of football upon the winter cage game. Football runs for three or three and a half months, not including several weeks of spring training. Then coaches, especially if their grid teams go beyond the district title, are forced to throw basketball teams together quickly and play a short schedule that ends just as the competition is getting keen.

Basketball is becoming more and more popular over the entire country, but so long as the season is short and the teams poorly prepared, it will never be a leading game in the Panhandle. It requires more skill and stamina than does the grid sport, yet not a third of the time is given to preparing the players.

In order to give basketball an opportunity to occupy its rightful place in Class B high school athletics, we are sending a copy of this letter to chairmen of the executive committees in the four districts of Region 1, urging that they take under consideration the advantages of bringing the football season to a close on Thanksgiving Day. A shorter season not only would benefit basketball, but it would be a stimulus to the present trend in football as well.

Night football is becoming more and more popular in this section of the country. The early non-conference games under the lights have ceased to be a liability and have begun to bring in nearly as many spectators as the bigger games that come later, after the night season has passed and, because of cold weather, games have been moved up to the afternoon. By bringing the season to a close on Thanksgiving, virtually every game could be played at night, grossing larger and larger receipts.

The season could easily be closed with the regional championship on Turkey Day. For example: Hereford played four practice games last fall, had one open date and started play a week late. Cutting out two of these dates, they could have very easily played the district game on the week of November 11, the bi-district a week later and the regional on Thanksgiving. To add spice to the late November date, the bi-district losers should be allowed a play-off for third place, and other teams without their full 10 games could schedule holiday tilts, a thing of the past under the present set-up.

We believe this plan will meet the approval of virtually every coach and school superintendent in the region. It also would meet the requirements, we think, of the University of Texas Interscholastic League, which sets only the maximum number of games per season and the final date for deciding titles. It would give the fast, complicated game of basketball a chance.

By Their Words AND OURS

To sell a product, an advertiser must enter the home. He must make that personal contact which is so vital in the sales field. If he or his agents were to call upon every family in a community he

would be confronted with a tedious, disagreeable, thankless and impossible task. Housewives are prone to chase the salesman away with the dust which settles on the back porch. The newspaper does away with this rounabout task. It reaches the home. It is read. The advertiser who wishes his product to become known is fully aware of the advantages of the daily and weekly newspaper.—Sudan News.

Are one-crop wheat farmers bigger gamblers than the professionals who currently inhabit this community? The U. S. department of agriculture infers as much in releasing the results of a comparison of weather, soil and wheat crop records for the last 23 years. If the deductions are reliable, farmers in some years ought to take a vacation and save their seed money. For, we're told, great plains wheat yields go up only when soil moisture goes down. When the soil is almost entirely dry at time of planting the farmer has 71 chances out of 100 for a crop failure, while soil wet down two feet offers but 10 chances out of 100 for a failure. On the other hand, the chances for success with 30-bushel wheat are none with dry soil, 19 out of 100 with soil wet one foot down, 20 out of 100 with soil damp three feet down. The wheat farmer who seeds his land when it is dry lacks even the long-shot which gamblers demand. He has not even one chance in a hundred for 20-bushel wheat and only 18 chances for 10-bushel wheat.—Pampa Daily News.

If you can imagine the emotions of the village atheist, who mounts his soapbox to invite God to strike him dead and is promptly obliged by a thunderbolt which knocks him over into the horse trough, you may be able to figure out how such diplomats as Pierre Laval and Sir Samuel Hoare are feeling these days. These men summoned the League of Nations lightning down from the skies. They didn't

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 6, 1905.)

"The Panhandle Christian College will open on next Tuesday morning, never to close until its great work for humanity is done," was the preamble to a story setting out the aims of the Christian College located in Hereford.

Walter Farwell of Chicago, principal owner of the Capitol Syndicate Ranch in the Panhandle, was in Texas to give personal aid in the management of the famous property.

Mr. and Mrs. Allen G. Bell had entertained a number of friends at a party, given in honor of the Misses Jordan of Canyon.

L. R. Brady and R. H. Norton were home from Nebraska where they had purchased a carload of registered Hereford bulls.

Eli Dunlap was home from a holiday visit with relatives in Central Texas.

Quannah Parker, famous Comanche Indian chief, had forsaken the war path and was said to be actively engaged in preaching the Gospel of Christianity to all who would listen.

really want to hit anything with it, but they had a little job to put over and some offstage thunder would help a good deal. But it turned out to be real, sure-enough lightning, when they got it, and they are still wondering just how it all happened. And neither of them will ever be the same again.—Portales Daily News.

Political Washington is disturbed by the fact that Michigan has elected V. W. Main to Congress by a two to one vote, in a campaign in which he came out for the Townsend Plan. Laws that provide for old age pensions have been passed in 28 states. None of them pay anything like \$200 a month, but Maryland does pay \$29.35, and the amounts scale down to approximately \$8 in a few states. The total average for the 28 states is approximately \$20, a month. There is no doubt but what there is a national and continued trend toward more adequate and liberal pension laws. The Townsend Plan seems to be in for the most attention. Right or wrong, it is before the American people for study and consideration. Most folks need to find out what they are talking about so glibly before approving or condemning the plan.—Tulsa Herald.

Civic Chorus to Meet.

The Hereford Civic Chorus will meet next Monday night at 7:30 o'clock at the First Methodist church, Miss Mattie Mae Swisher has announced. All members who have copies of the choir library are asked to bring them to the meeting and a good attendance is urged.

To New York.

Mrs. Gaston Baer of the Popular Store left Thursday evening for Wichita, Kansas, where she joined her sister for a trip to the Markets of New York City. They left Saturday and expect to be back some time next week.

Want Ads

For Sale or Trade

FOR SALE: 15,000 bundles of feed—higera and kafir corn. B. R. Fulkerson, 16 miles north, eight west of Hereford. 1-2p

FOR SALE: We have a supply of "Posted" signs to meet your requirements. Only 25 cents each. R. H. Kemp Lumber Co., Hereford. 1c

FOR SALE: Round Oak coal heating stove, medium size, worth the money. Ray Barber, Hereford, Texas. 1p

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

For Rent

FOR RENT: Modern apartment, all bills paid. Mrs. W. M. Megert, 400 Lawton Avenue. 1c

Wanted

MEN WANTED for Rawleigh Routes of 800 families. Reliable hustler should start earning \$25 weekly and increase rapidly. Write today. Rawleigh, Dept. TXA-352-S, Memphis, Tenn. 1p

WANTED: To lease, trade or buy equity in 160 or 320 acre farm near Hereford. Give full particulars and location. L. E. Hair, Sayre, Oklahoma. 1-4c

J. C. Carroll had just returned from a visit with relatives in Central Texas.

B. L. Orr had gone to Dallas where he expected to take a business course.

A house belonging to D. F. Ellis and occupied by J. S. Jones, was burned, along with a goodly part of the wardrobes of the Jones family.

(From The Hereford Brand, January 8, 1915.)

H. H. Weimhold had leased the Vega Sentinel for a period of one year.

W. E. and H. R. Neal had received a carload of the finest horses ever to be shipped to the county—all blooded Percheron stock, and were said to be worth around \$10,000.

Jonathan Pitman had been host to a large number of his friends at a New Year's party, when 42 was the diversion.

Vern Witherspoon said in an advertisement that he had some extra good work mares for sale.

W. H. Russell had served as district judge the past two weeks, replacing Judge Hill, who was unable to be here.

Following wet weather, the city authorities were busy in an effort to improve street conditions, and were dragging every street in town.

Fox Mercantile Co. broke into print with a double-page advertisement, printed in red.

According to the Parrot correspondent, Lewis Dyer had greased his windmill.

See Continued Business Rise

Prospects for a continued improvement in business conditions are apparent as the new year begins, in the opinion of Dr. F. A. Buechel, assistant director and statistician in the bureau of business research, University of Texas.

"The upward trend in general business activity which began in July has not been reversed, but during the past three weeks the rate of increase has slackened considerably, and there are indications that a temporary recession in industrial activity may occur early in the year," Dr. Buechel pointed out. "Notwithstanding this possibility, the outlook for next spring and the entire year is distinctly promising. Such uncertainties as exist are mostly of political origin—the convening of congress and the tradition, unfounded though it may be, that a presidential election year is detrimental to business.

"Among the reasons for expecting a relatively good business year in 1936 are the cumulative im-

provement in farm buying power; probable cyclical upswing in construction, both residential and commercial, as well as in other durable goods industries; and the present tendency of many industrial concerns to launch programs of plant improvement with the view of lowering costs of production as evidenced by the sharp upswing in activity in the machine tool industry. Although these constructive forces will, in part, be offset by growing taxes, a widening of profit margins should result as industry attains more nearly its normal production stride."

To Publish Newspaper.

Ira Connell, former mechanical foreman of the Brand, last week took over the management of the Bishop, Texas, News, a weekly newspaper published in Nueces county, the paper announced. Mr. Connell was foreman here until the summer of 1933, going from here to Arizona, where he remained only a short time before going to Bishop two years ago. He succeeds C. C. Miller, who published the paper for 15 years.

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



Big Food Sale

Take the train—take the subway—take a trolley—take a car or come on "Shank's Mare"—but come anyway. Here are values worth coming for—values that will mean money saved. Big bargains in staple groceries—specials in fresh fruits and vegetables—all a part of this exciting food sale!

BAKING POWDER Dr. Price's, 12-oz jar	19¢
CRISCO The Digestible Shortening, 3-lb can	57¢
COFFEE Schilling's, 1-pound can	26¢
CRACKERS Premium Flake, N. B. C., 2-lb box	29¢
SHORTENING Mrs. Tucker's, 8-pound Carton	\$1.04
SKINNER'S MACARONI Spaghetti and Egg Noodles, 2 pkgs	13¢
RAISIN BRAN Skinner's, 2 pkgs	23¢
PRUNES Small size, 3-lb pkg	15¢
TAMALES Ratiff's, 2 cans	25¢
ALL FLAVORS Three packages	17¢
OATS Quick Quaker, large package	17¢
GOOSEBERRIES Concho, No. 2 can, two cans	35¢
LYE Hudson, 3 cans	23¢
BEANS Michigan Navy, 2-pound package	10¢
RICE Choice Blue Rose, 2-lb pkg	10¢

Prices Good Friday, Saturday and Monday	
CRYSTAL WHITE SOAP Five bars	19¢
PALMOLIVE SOAP ONE Bar	5¢
SUPER SUDS TWO Packages	17¢
ROLLED ROAST STEAK Choice baby beef, lb	18¢ and 25¢
FRESH CATFISH AND OYSTERS CHEESE Longhorn, pound	23¢
BRICK CHILI Home made, pound	18¢
POTATOES U. S. NO. 1 REDS 10 pounds	17¢
APPLES, Fancy Washington Wineaps and Delicious Medium size, dozen	19¢
LETTUCE Nice, firm heads, 2 for	9¢
BANANAS Golden Yellow, dozen	19¢
ONIONS Yellow, pound	1 1/2¢

LIBBY'S FINE FOODS	
BABY FOOD Libby's, 3 cans	25¢
PINEAPPLE JUICE Libby's, 3 cans	25¢
CORN, Libby's Fancy Country Gentleman, two No. 2 cans	25¢
DICED CARROTS Libby's, No. 2 can	10¢
CUT BEANS Libby's, No. 2 can	9¢
COFFEE CHASE AND SANBORN ONE POUND Package	23¢
BEANS White Swan, Mexican style, 3 cans	25¢
BLACKEYED PEAS White Swan, 2 cans	15¢
GRAPE JAM Ma Brown, 4-pound jar	49¢
CHERRIES Red Pitted, two No. 2 cans	25¢
Ritz Butter Wafers ONE POUND Box	23¢
SYRUP Brer Rabbit, 5-pound can	29¢
SALMON Alaska Pink, 2 tall cans	25¢
MACKEREL Three tall cans	25¢
TUNA Abbey, 2 cans	25¢

WE BUY CREAM EGGS and CHICKENS

FURR FOOD

PHONE 74 WE DELIVER

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J
 MRS. PAUL FOSTER NEW AUXILIARY PRESIDENT

The regular business meeting of the American Legion Auxiliary was held Tuesday evening at the city hall. The resignation of Mrs. J. Wallace Robinson as president was accepted and Mrs. Paul Foster was chosen to fill the vacancy.

Mrs. Robinson was serving her second year as president. The meeting went on record as being very appreciative of Mrs. Robinson's faithfulness to her duties, and of her efficiency in building up the work of the organization. The work of Mrs. John Henfro, who is serving her third year as secretary, was also commended. The Auxiliary is looking forward to a successful year under its new head.

ON YOUR GUARD!

If you have tears to shed, love to give, a heart to love - on your guard! For out of Charles Dickens' greatest romance comes a motion picture with all the warmth, fire and surging drama of the great original.

The moving drama of a handsome New-Do-well who rose to supreme heights of sacrifice for the woman he loved - played against the seething background of London and Paris in the Reign of Terror.

The storming of the Bastille! A scene without parallel in screen annals for the thrill! 6,000 people in one scene!

LaForce Prison, London's Newgate Prison, and its famous court room, Old Bailey, London, Paris, all duplicated with microscopic precision. Eighteen months were spent in research and preparation, and two years in production to give you a sincere and authentic reproduction of Charles Dickens' great story "A Tale of Two Cities" with Ronald Colman and a cast of thousands of players.

You'll see it soon at the Star Theatre. Watch for the date. We predict it will be one of the most talked of pictures of 1936.

J. H. FOSTER SERIOUSLY ILL AT DAUGHTER'S HOME

Joe H. Foster, father of Leonard and A. A. Foster, is seriously ill at the home of his daughter, Mrs. Frank Burleson. He was stricken shortly before Christmas and his condition has remained practically unchanged since. Only semi-conscious most of the time, he has occasional periods of consciousness when he is able to converse rationally. A late report from his bedside states that he is somewhat improved.

Just a few weeks ago Mr. Foster completed a history of Deaf Smith county which he had compiled from the most authentic sources available after painstaking research. A copy of the volume was sent to the State Library at Austin and another was presented to the Deaf Smith county library.

MRS. I. H. SPRATT GOES TO MOTHER IN MISSOURI

Mrs. I. H. Spratt left Sunday morning for Sturgeon, Missouri, in response to a message advising that her mother, Mrs. A. G. Littrell, had sustained a fall in which she had suffered a broken hip and was in a serious condition. A later message giving news of her death was received after Mrs. Spratt's departure.

Mrs. Littrell was 87 years of age. Her husband, who survives her, is past 90. They were soon to have celebrated their 69th wedding anniversary.

FRIDAY BRIDGE CLUB GUESTS OF MRS. BOBO McLEAN

Mrs. Bobo McLean was hostess to the Friday Bridge Club at its regular meeting last week. With the spirit of the New Year adding its cheery note to the pleasure the games afforded, the afternoon was thoroughly enjoyable. A refreshment plate of chicken salad, snacks, olives, stuffed eggs, fruit cake and coffee was served.

Sharing the pleasant courtesy were Meses. Jesse Stanford, C. H. Dyar, J. C. McCracken, W. L. Davis, Tom McCollum, (Sibby Conkright, C. C. Rockwell and Bobo McLean.

LUNCHEON CLUB HONORS MRS. B. H. HOPKINS

Honoring Mrs. B. H. Hopkins, whose leaving to make her home in Dalhart is so much regretted by the club, the Luncheon Bridge Club enjoyed a delightful meeting and handkerchief shower for the honor guest on New Year's day, with Mrs. Alton Fraser as hostess.

A lovely luncheon served at one o'clock included in its menu hot rolls, creamed chicken in patte shells, salad, creamed potatoes with peas, English apple pudding and coffee. The inspiration of the New Year together with the presence of guests gave added pleasure and interest to the games in which high score was won by Mrs. Wayland. Club guests were Meses. S. P. Rossion, Cliff Acker, Tom McCollum and J. W. Witherspoon. Members present were Meses. B. H. Hopkins, J. C. McCracken, B. M. Wiltshire, Colby Conkright, Oscar Easley, Jack Wayland, W. L. Davis and Alton Fraser.

MRS. GUTHRIE HOSTESS AT BRIDGE PARTY

A congenial group of bridge devotees spent a pleasant afternoon Friday in the home of Mrs. B. F. Guthrie. The cheer inside contrasted happily with the outside gray and a very merry afternoon was enjoyed by two tables of players. A salad course was served.

The party included Meses. Chas. Donald, Will Kerr, C. C. Ferguson, O. G. Hill, John Olson, Harold Close, Dow Mercer, B. F. Guthrie and Miss Lillie Hostetter.

LONE STAR STUDY CLUB GUESTS OF MRS. PHILLIPS

Mrs. Earl Phillips was hostess to the Lone Star Study Club in an interesting meeting held Monday afternoon. In the absence of the president, Mrs. Nora Lawhon, vice president, presided.

Health Measures was the general theme for the afternoon's study. An excellent paper prepared by Mrs. Lonie LeGrand and for its subject, "First Aid Hints." It gave much information of value in the home and was thoroughly interesting. The paper was read by Mrs. Ralph Smith. What the Home Medicine Cabinet Should Contain was discussed by Mrs. Nora Lawhon. To her carefully prepared list, Mrs. Lawhon added many pertinent suggestions which have interest and value to her number. A refreshment plate included sandwiches, a salad and coffee.

Palmers Enjoy Family Reunion

The children and grandson of Mrs. Mary Palmer spent Christmas here in family reunion. The event was marked by a Christmas tree and a big turkey dinner at Mrs. Palmer's home.

Those enjoying the occasion were Mrs. Palmer, Mr. and Mrs. Walter L. Palmer of Wichita Falls, and Mr. and Mrs. Ezra Norton and son, Palmer, of Hereford.

DISCUSSION GROUP TO MEET FRIDAY

The Discussion Group will meet Friday, January 10, with Dr. Duffot of Canyon as speaker. The meeting will be held in the county court room. The public is cordially invited.

ATTEND DINNER PARTY

Mmes. Frank Marrs and W. W. White of Jefferson City motored to Clovis Sunday, December 29, and visited in the home of Mr. and Mrs. Milton Orr during the week. They were joined Wednesday by Mr. Marrs and Frank Marrs, Jr., and all were guests of a lovely dinner party given by Mr. and Mrs. Orr.

WOMEN'S CLUBS BOARD MEETS IN WASHINGTON

Women from every state in the Union and several foreign countries with gather in Washington, D. C., next week for the mid-winter meeting of the board of directors of the General Federation of Women's Clubs. Mrs. Roberta Campbell Lawson, president, and chairman of the nine departments of work, will outline programs for the coming three years. "Education for Living," the keynote of this administration of the federation, will be emphasized in program outlines and in the addresses which will be given by nationally known men and women.

United States Surgeon General Hugh S. Cummins, the Honorable Wesley E. Disney, U. S. Representative from Oklahoma, Colonel John Monroe Johnson, assistant secretary of commerce, and Kermit Roosevelt, vice president of the U. S. Lines, are among those who will address members of the board.

Attend Cal Farley's Flying Ditchman Circus, Wyche school, Friday night, January 17, at 8 o'clock. 10c and 25c. Benefit Wyche school. 1-2c

Miss Jean Vetek of Amarillo spent the New Year's holidays with her sister, Mrs. Paul Foster, and family.

CARD PARTY GIVEN AT FRANK WILDE HOME

A happy event of the new year was a pleasant gathering of friends of Mr. and Mrs. Frank Wilde when they entertained with a card party at their home east of Hereford.

A variety of card games was enjoyed and a plate luncheon of delicious sandwiches and coffee was served. Enjoying the occasion were Meses. Bernard Cardinal, Hagar Hellman, Joe Paetzold; Messrs. George Koelzer of Muenster; John Koelzer, Joe Noeget, Herman Lakens, Henry Hellman, Grandpa Erdman and the two children of Mrs. Paetzold, Johnnie Marie and Herman, and Mr. and Mrs. Wilde.

Meeting Postponed.

The meeting of the Music Study Club scheduled for January 6, was postponed until Monday of next week, January 13. The meeting will be held with Mrs. Wiley Roberson.

Attending Graduate Clinic.

F. M. Koster, optometrist, left Wednesday to attend a graduate clinic on care of children's eyes being held at Lubbock yesterday, today and Friday under Dr. A. M. Skeffington, director of the Graduate Foundation and widely known for his work in visual correction.

County Federation to Meet.

A meeting of the County Federation of Women's Clubs has been announced for Friday, January 17, at the First Methodist church here. A covered dish luncheon at 12 o'clock will open the meeting. The Senior and Junior Pioneer clubs will be in charge. A program will follow the luncheon.

MRS. J. W. HICKS RECOVERING FROM OPERATION AT TEMPLE

Mrs. J. W. Hicks is reported recovering very satisfactorily from a minor operation which she underwent in Temple during the holidays. Mrs. Hicks was accompanied to Temple by her son and daughter, E. B. and Miss Vida Hicks, Mrs. E. B. Hicks and children having stopped at Arlington where they spent Christmas with her mother, E. B. Hicks and family returned to Hereford Monday, December 30, their mother is expected to be able to leave the hospital the last of this week.

Hospital Notes

Births.
 To Mr. and Mrs. Ed Allen, Jr., a son, born Sunday, both doing nicely.

Hospital.
 Miss Mary Reece, doing nicely. H. C. Madison, doing well. T. E. Kuykendall, admitted Wednesday, doing well. S. J. Bednorz, admitted this morning, condition favorable.

PHYSICAL EXAMINATION IS A GOOD RESOLUTION

"The time to make resolutions will soon be here. And while few persons will openly declare their purpose to resolve either to do or not to do this, that and the other, it is safe to say that many thousands will secretly conclude to establish certain rules hitherto broken or eliminate some habits which they perfectly well know are doing them harm. New Year's common sense and conscience are thus annually united. And though it is scarcely likely that the majority of these reconstructive ideas will do much more than outlast January 1, there is one resolution that it perhaps might be well to make and keep, namely, to have an annual physical examination," stated Dr. John W. Brown, state health officer.

"Perhaps it is lack of persistently emphatic education, but it seems to be downright carelessness that permits one of the greatest lifesavers yet devised by science to be scorned by the majority. For in spite of repeated statements concerning the advantages of early discovery and treatment of conditions which are only possible by way of a physical examination at a time when one still feels and looks quite well, the antiquated idea of snubbing the doctor until pain and illness overtake one, still rules.

"Cancer, nephritis, diabetes and heart ailments are below-the-belt hitters. Being master criminals they attack silently and frequently have their victims in their power long before they are even aware of their presence.

"It can therefore be urgently recommended that on New Year's Day, 1936, those who sincerely wish to live throughout the year and for other years to come as healthily and happily as possible, could with profit resolve to become devotees of the public health examination. In truth no better resolution could be made."

USED CARS: Late model, 1934 Plymouth Coach, with complete motor overhaul in our shop. If you want to enjoy new car service at low cost, buy this one. Ireland-Beavers Motor Co. 1c

USED CARS: Late model, 1934 Plymouth Coach, with only 20,000 miles. If you want something good in a used car, see this one. Ireland-Beavers Motor Co. 1c

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USED CARS: Late model, 1934 Plymouth Coach, with only 20,000 miles. If you want something good in a used car, see this one. Ireland-Beavers Motor Co. 1c

1933 Plymouth Coach, with complete motor overhaul in our shop. If you want to enjoy new car service at low cost, buy this one. Ireland-Beavers Motor Co. 1c

1 More Week OF CLASSIFIED Bargains!

Next week closes the unusual Classified Ad Rates Offered by The Brand

One Insertion 15c

On Ads of 25 Words or Less

Three for Two!

Until April 1st Classified Ads May Be Inserted 3 Times for the Regular Price of 2 Insertions.

TAKE ADVANTAGE OF THESE SPECIAL RATES IN THE

Greatest Trade Medium IN THE WORLD!

Definition Contest PRIZES

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

GRAND PRIZE

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

A Full Weeks Pass to the Star Theatre

RULES

1. The definitions of 10 words selected at random from advertisements by local merchants in this issue are given on page 1. The words themselves have been omitted.
2. The contestant must find the word in advertisements by local merchants that applies to each definition.
3. List the word and the ad in which it was found in the space provided in the accompanying entry blank.
4. The word may appear in several ads, but only one need be listed.
5. After all words are found, compose a clever sentence of not more than 30 words, using all the contest words in their proper sense, one time only, and write it in the space provided. Remember, cleverness counts!
6. Sign your name clearly.
7. Bring or mail your entry to the Brand so that it will reach this office not later than noon Monday following the appearance of the contest.
8. This contest is open to everyone with the exception of the employees of the Star Theatre and Hereford Brand and members of their families.
9. If you soil the entry blank, make out another on a piece of white paper.

ENTRY BLANK

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

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

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

My name is _____
 My address is _____

Try Your Skill!
 It's Fun and Educational

Enjoy TWICE as many Foreign Stations



WITH
PHILCO'S
 ALL-STAR
 PERFORMANCE

BEST RECEPTION

The next few months will be the best for radio reception during the year. Take advantage of these months by letting us install a Philco now. Our payment plan makes it unnecessary for you to wait until next summer or next fall to buy. Start enjoying all the fine programs available now.

PHILCO 610B

World's greatest value in an American and Foreign Baby Grand! Tremendous power to bring in overseas broadcasts. Handsome Mahogany cabinet. With Built-In Aerial Tuning System.



PHILCO 620F

One of the most popular Philcos on our floor! Full-sized Console cabinet of latest design. Brings you thrilling foreign programs plus finer American reception. Clear, natural tone... new, worth-while features. With Built-In Aerial Tuning System.

M. D. Womble IMPLEMENTS

There's Always Another Year

MARTHA OSTENSO

Copyright, Martha Ostensio
WFO Service.

(Continued from Last Week)

"I should think you'd have more sense than to interfere in my affairs. It's really funny—you and Roddy—the salt of the earth—trying to reform me." Her mood changed abruptly. "I'll not have it. I'll live my own life—as I want to live it—and I don't want any missionary work on my behalf—by you or anyone else. From now on please remember—"

"Corinne," Silver interrupted agitatedly, and stepped toward her. "I'm not trying to reform you. I was simply trying to appeal to Gerald's decency."

"Decency? What does anyone in this place know about decency? Roddy had his chance to be decent. He could have taken me out of this hole last January—if he could have thought about anyone but himself."

Silver stared at her incredulous-

"does Roddy's love for this land mean nothing to you?"

Corinne, her eyes glittering, looked shrewdly at Silver. "How much does it mean to you?" she asked. Silver's cheeks burned suddenly. "So much—that I have changed my mind about selling my land this summer," she said quietly. "Roddy can stay on as long as he likes, so far as I am concerned. I'm going back to Chicago as soon as Phronie is strong enough to let me go."

A lightning change came over Corinne's face. "Well!" she breathed. "So that's the next thing. That means—we'll be here next winter and—for the rest of our lives, then. What made you change your mind?"

In the parched air Silver felt strangely cold. "Nothing made me change my mind, Corinne," she said, haltingly. "I—I just couldn't go through with it."

Corinne sank down upon the bed. "Oh—what's the use!" she sobbed. "I've done my best—but you're all against me—because you all hate me!"

Silver looked at her half in sympathy and half in anger.

"Don't be such a fool," she said, then stepped to the edge of the bed and laid a hand gently on Corinne's shoulder. "Does Roddy's affection mean nothing to you?"

"Affection!" Corinne cried. "Don't talk to me about affection. What can you know about it? I'm losing my mind in this hell—and you talk to me about affection. Leave me alone! Go away!"

And Silver, thinking of Saphronia, went without a word out of the room.

But that evening, before the men had come in from the fields, Silver saw Corinne getting into

Bippus Items

BY RUTH REESE

Shoppers in Hereford Friday were Mr. and Mrs. C. T. Reese, Marvin and Bud Morrison.

Bille Louise Davis of Hereford is visiting in the Bippus school this week. Mr. Harris and Miss Davis spent the week end with homefolks in Hereford and Summerfield.

Mrs. Burnes of Kansas is visiting her mother, Mrs. E. Morrison, this week.

School began here Monday, following the holiday vacation.

A splendid snow fall throughout this vicinity Wednesday of last week.

Mrs. Clarence Morrison of Hereford spent Christmas with Mr. and Mrs. Morrison here.

Mr. and Mrs. Dick Webb of Colorado spent Christmas with their parents, Mr. and Mrs. C. T. Reese.

Roddy's car, in front of the big house. The details of her dress became instantly vivified against the soft glow of the descending sun. Corinne, in her drooping leghorn hat and her sheer batiste frock, was, to Silver, a design of beauty suddenly superimposed upon a wry background of disaster.

CHAPTER XIV

In less than two days the invading army of locusts had been almost completely destroyed and the hot, brooding air was full of an awesome peace. But it was the peace of death. The Willard's huge corn field had been converted into a shambles of maimed and ugly stalks, and every green thing had been at least partially gnawed and worried as though with a pair of small blunt scissors, although—as Roddy kept repeating with grateful emphasis—enough of the ears had been spared to provide seed for another year.

On the following Friday evening Jason and Paula drove down in time to have dinner with the old folks. Saphronia, feeling more like herself now, determined to make their visit an occasion for bringing the family together.

"We'll celebrate!" she announced. "There's been enough grief around here the past two weeks. Lord knows! What with me dyin' and the crops burnin' up and the hoppers eatin' what's left, there has not been much celebratin' in this place. I'll ask Roddy and Corinne to come down for supper and bring old Steve along."

When they were ready to sit down, Saphronia went to the window and looked out.

"There they are now," she said. "We'll get the things on the table, Silver." She hesitated and thrust her face closer to the window.

"Where's Corinne, I wonder? She isn't with Roddy and Steve."

"Probably putting on her best dress for the occasion," Old Roderick suggested.

In a moment Roddy stepped into the house and greeted Jason and Paula.

"What's keeping Corinne?" Saphronia inquired. "Supper's ready to go on."

Roddy frowned. "She's not coming," he said.

Saphronia folded her hands in her apron. "She's not comin'? What is the matter, then?"

"She was ready to come down with me when she told me that she would have to leave immediately after supper to go over to Harry Richter's place. I told her it might be a good idea if she moved her things over there—and she went off into one of her tantrums. I can't do anything about it."

Steve slumped into a chair. "We'll get along without her. I reckon."

"Steve!" Old Roderick rebuked him.

"Well—let's sit in, then," Saphronia ordered.

They took their places at once and Saphronia forbade any talk of the plague or the hard times that loomed ahead.

"We might give our ideas of what kind of a grandfather we're going to make out of pa," Jason suggested, with a wink at Paula.

"He'll be pretty green at it for a while," Roddy laughed.

"I might have had a little practice, my lad," old Roderick retorted. "If you'd done your duty."

Silver glanced at Roderick and caught the look of embarrassment that darkened his face as the others laughed.

"Hold your tongues, now—all of you!" Saphronia spoke up. She turned to Silver. "I clean forgot the jar of pickles I set out. I wish you'd bring them in. I'm fair run off my feet."

Silver was grateful for the opportunity to leave the table.

"How are those young Herefords standing the hot weather, Jase?" Roddy asked.

And so the talk turned easily to the small concerns of the farm.

On the following morning Silver went to the Michener farm to spend the day with Freda. She left before anyone in the stone house had heard of what had happened in Gerald Lucas' "back

Black

BY MISS NOBLE McLEAN

The home demonstration club met Wednesday at the community club house and made a mattress for Mrs. Ray Bennett. Miss St. Clair, our new agent, was present and gave an interesting talk on improved bed rooms.

Mrs. Howard Elmore entertained a few neighbors with a watch party last Tuesday night, also celebrating the birthday of her husband. Games were played and refreshments of soup and crackers, cake and coffee were served by Miss Lois Presley to Messrs. and Mmes. H. L. McLean, T. L. Welch, Tom Presley, Verner Melugin and the host and hostess. The birthday cake was baked and presented by Mrs. Presley.

Mr. and Mrs. C. C. Ray and daughter returned to their home in Lincoln, Nebraska, after a visit with his mother here.

Mmes. T. L. Welch, Verner Melugin and Jess Hinds attended a council meeting in Friona Saturday afternoon.

Mrs. G. E. McCrate and son, Woodrow, have moved here and will operate the store and post office at Black.

Monte Hare and children visited the W. L. Johnson home last week.

Mrs. T. L. Welch and Mrs. Rogers of Friona entertained the juniors with a party at the community club house last Monday night with a two course dinner. About 25 were present.

Mrs. H. L. McLean entertained the social club Thursday, with 10 members and two visitors, Mrs. Claude Ray, of Lincoln, Nebraska, the night before.

But when she stopped for a moment in Heron River to buy some peppermints for old Grandma Michener, Haber's store was buzzing with the news. Dave Erickson, who was in the store at the time, drew Silver aside.

ka, and Grandma Ray, present. Plans were made for the year's work, the study of chickens. The next meeting will be with Mrs. Verner Melugin, January 16.

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 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 31st 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. Reimauer, Joe F. Reimauer and John G. Reimauer 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 922 containing 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 to appear and answer herein.

Herein fail not, but have you 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 the 31st day

of December A. D. 1935. (Seal) L. H. FOSTER, Clerk, District Court, Deaf Smith County. 62-4c

Deaf Smith County Wheat Association

Expense Statement

For October, 1935

Compensations:	
Officers and Committeemen	\$324.00
Clerical	199.40
Supplies and equipment	38.12
Postage	22.82
Telephone	10.40
Incidental	6.75
	\$600.99

C. W. HUMBLE, Treasurer.



It's An Old Chinese Custom

In China, the ancients, at the beginning of the New Year, following a time-honored custom, called on all their creditors—and paid their bills—IN FULL!

The New Year is a time of good resolutions—a good time to arrange to pay all past due bills and then—arrange finances so that future bills can be paid promptly when they are due or according to agreement.

Prompt payment builds a good credit record and promotes prosperity.

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

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

A TEXICO YEAR

—That is what we are inviting you to make 1936. Take advantage of greater motoring enjoyment, more mileage and the finer service we offer the motoring public.

Texas Service Station

Glenn Snyder

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% Per Cent Federal Farm Loans.
- INSURANCE • JNO. H. PATTON PHONE 50
- DR. J. W. HENDRIX • Chiropractor and Masseur • 109 B Street—1st North of Mother's Park • Phone 341 for Appointments
- THE HEREFORD BRAND • JOB PRINTING

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

Since 1799 thousands of people have regained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach which are the basic factors of such maladies as high blood pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorders, exhaustion, loss of sleep and appetite. Those sufferers have not used any man-made injurious chemicals or drugs of any kind; they have only used a remedy made by Nature. This marvelous product grows on the highest mountain peaks, where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.

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

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

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

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

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

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

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

NAME _____ ADDRESS _____ CITY _____ STATE _____

Something you can tie to

about your winter gasoline

You START with

CONOCO WINTER BLEND CONOCO BRONZE GASOLINE

Driving to sunny San Antonio this winter? Routes—and all you want to know—See. Write Conoco Travel Bureau, Denver, Colo.

Teachers Return to Work.

Miss Neville Wrenn returned to Hereford Saturday after spending the holidays with home folks at Memphis; Miss Elinor Pierle spent her vacation in Canyon and Wichita Falls, returning Sunday; Miss Edna Daughette is back from a holiday visit at her home in Pampa. The ladies are all teachers in the public school here.

SPINAL MENINGITIS IS ON INCREASE IN TEXAS

A definite increase in the number of cases of epidemic cerebrospinal meningitis has been noted in Texas, according to Dr. John W. Brown, state health officer. While the number of these cases is not alarming as yet, preventative measures should be followed. The best method of escaping this disease is the prevention of overcrowding either at home or in public. Overcrowded conditions in camps, barracks, jails or other institutions where men are brought in close contact are most favorable for outbreaks. Children and old people are more susceptible than those of middle age, and negroes contract meningitis more frequently than whites.

Persons with colds and coughs should stay indoors if possible, should practice personal hygiene and cough into handkerchiefs.

The early symptoms of meningitis are those of a cold or influenza. If one has headache, backache, fever and chilly sensations, he should consult his family doctor at once. Healthy carriers may spread the disease from their nose and throat to those who are susceptible. Most adults are not susceptible to the disease. The earlier the diagnosis is made, the better are the chances of recovery. All suspicious cases must be isolated.

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

HEREFORD FARM LOAN ASSOCIATION TO MEET

The Hereford National Farm Loan Association is planning to hold the largest and best annual stockholders' meeting in its history Tuesday, January 14, at 3 p. m. The by-laws of all National Farm Loan Associations in Texas provide that the annual meetings shall be held on this date. National Farm Loan Associations are farmers' cooperative credit institutions and these annual meetings give an opportunity for the borrower-members to keep informed of the operations of their associations and to help select directors who manage the affairs of the associations for the ensuing year.

According to A. O. Thompson, secretary-treasurer of the Hereford association, this meeting is very important and every member of the association who can arrange to do so should attend. Members will hear reports of the operations of the association in 1935, will elect directors for the coming year, will transact other necessary business and will hear a special radio program.

CREDIT ASSOCIATION TO HOLD ANNUAL MEET

The Amarillo Production Credit Association is endeavoring to approach 100 per cent attendance at its annual meeting which will be held in Amarillo Monday, January 13, at the Herring hotel, according to J. M. Stensaas, secretary-treasurer. Quite a little rivalry has developed among the 3 Associations over the state, each trying to beat the others in the percentage of members in attendance at the meetings. Every member has been asked to bring at least one guest.

In addition to the election of directors for the coming year, an interesting program will be given, including an address by an officer of the Production Credit Corporation of Houston. The manager and directors of the association will report to the members on the 1935 operations of the association, telling how many farmers and stockmen have been served, how much income the association has received, the amount of expenses for the year and the net earnings available for reserves.

Card of Thanks.

To those who so kindly assisted us and in many ways alleviated the sufferings that were ours at the passing of our little son and grandson, Bobbie, we express our sincere love and appreciation. May God cause your sufferings to be lighter because of the sympathy and assistance you have rendered. Mr. and Mrs. Albert Oden. Ip Mr. and Mrs. John Higgins.

Dimmitt News

WAYME COX

Mr. and Mrs. Ed West were in Plainview Sunday.

Ross Cox of Las Cruces, New Mexico, is visiting for a few days in the home of his sisters, Mrs. Chas. McLean and Miss Mayme Cox.

Messrs. and Mmes. Brude and Chas. McLean were in Friona on business Wednesday afternoon. Pete Whitlow and T. A. Singer have returned from a business trip to Fort Worth.

Mrs. R. B. Boren was in Plainview Monday morning.

Among those in Hereford Sunday afternoon were Messrs. and Mmes. Wilks Jones, H. P. Clemens, Cecil Hyatt, Chas. McLean, Miss Mayme Cox and Tom Hanks. L. A. Ricketts, Jr., has returned to Hereford after spending a few days in Dimmitt.

Bob Singer has returned to Texas University after spending the holidays with his parents.

Misses Norma Cowser, Emily McLean and Ross Cox were in Hereford Sunday evening.

Mrs. M. Headley has returned to Fort Worth after visiting with her son, Arthur Headley, here.

Roy Hickman of Plainview visited over Sunday with Mrs. Christine Parks.

Mrs. B. D. Woodlee is in Amarillo for a few days.

Goodwin Miller and Ray Cowser are confined to their homes this week with numps.

Mrs. B. A. Fuller is much improved after having been quite ill for more than a week.

Daniel News

BY PAULINE MOORE

A good snow fell here Tuesday of this week.

Messrs. and Mmes. H. P. Moore of Seymour, and Dave Moore are in California and Arizona.

Mr. and Mrs. W. T. Bishop have moved to Roaring Springs.

Floyd Tomlinson and family spent the holidays at Lockney and Cisco. They saw the Amarillo-Greenville football game.

W. R. Moore and family visited relatives in Plainview during the holidays.

W. R. Moore was in Hereford Thursday.

Joe Moore and family spent Christmas with relatives at Plainview and Oton.

Mr. and Mrs. Seldon and Hershel Tomlinson visited the Marcelle Loudder home near Dawn last Friday.

Mr. and Mrs. R. O. Moore and Bobbie Nicholson of Canyon spent Christmas afternoon in the W. R. Moore home.

Miss and Mrs. Garrison and daughters of Oton spent Friday and Saturday in the Joe Moore home.

Orville Moore has been staying with Mr. and Mrs. Richard Moore who are taking care of Dave Moore's things.

Dave Stice spent the week with Mr. and Mrs. R. O. Moore.

Miss Ina Haney, primary teacher in Daniel school, will spend the next half of the year with Mr. and Mrs. Dave Moore.

R. E. Gill was in Canyon Friday.

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Westway Items

(BY WILMA SKYPALA)

Mrs. E. W. Harrison, George Turrentine, Louis Turrentine, Mr. and Mrs. F. W. Dodson enjoyed a dinner in the Bess Turrentine home Sunday.

Albert Werner left recently for California.

Mr. and Mrs. Nicks and family spent Friday in the G. W. Wilson home.

T. L. Vaughn and family spent Sunday with Mrs. Schulz in Hereford.

Mr. and Mrs. F. W. Dodson visited in Dimmitt Saturday night.

V. Skypala visited relatives at Umbarger Tuesday.

Mrs. Merle Fly left Monday for her home in Wichita Falls after a visit with Mrs. C. P. Grimes.

V. Skypala and family spent Wednesday in the John Albright home in Hereford.

Ted Iribeck of Umbarger was a visitor in the P. H. Gilliland home one day last week.

Jiggs Hartman who has been working in Plainview has returned to visit home folks.

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SANITATION WORK IS REOPENED IN COUNTY

The county-wide sanitation project under the direction of R. W. Carroll has been reopened here, he announced last week. An office is maintained in the court house and a plant at the Panhandle Lumber Company.

Through the program residents of the county may obtain sanitation work for the cost of materials only. The group of workmen make their own tile, and all labor is free. They not only construct new sanitation plans but rebuild old. Mr. Carroll urged that those who expect to take advantage of this program notify either office at once, inasmuch as

the work was halted last year and he did not know how long it will be continued this time.

Still Coughing?

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

We Have a Carload of **Alamo Lump Coal** On the Track

Let Us Fill Your Order At Once!

West Texas Feed & Seed

Phone 265



You'll experience a real thrill in driving when you fill up your gas tank with CONOCO GAS. When you "step on it" the speed is there and you go places fast. All Continental Products are of the best. Try them—you'll be pleased.

CONOCO SERVICE STATION

Home of Continental Products. RUFUS SEWELL. PHONE 533

Nyal Festival Sale

Stock Up Now On All Your Drugs & Toilet Articles

A FEW POPULAR ITEMS AT BARGAIN PRICES			
MINERAL OIL	49¢	Halibut Liver Oil Capsules	89¢
Full pint		\$1.25 Value	
NYAL ASPIRIN	39¢	CLEANSING TISSUE	29¢
100 Tablets		500 sheets	
COD LIVER OIL	49¢	ALARM CLOCK	98¢
Full pint		\$1.50 Value	
HOT WATER BOTTLE	79¢	Milk of Magnesia Tooth Paste	49¢
Each		And Fountain Pen and Pencil, both for	
FOUNTAIN SYRINGE	79¢	FANCY BRIDGE CARDS	29¢
Each		Deck	
MILK OF MAGNESIA	39¢	PEANUT BRITTLE	19¢
50c value		1 Pound	
ANY TWO Items Muriel Astor Toilet Articles, both for	69¢	\$1.00 Hirsutone Hair Tonic	\$1.00
		And \$1.00 Hairbrush, both for	
		ANY TWO 75c Items Agnes Soral Toilet Articles, both for	99¢

FOR YOUR NEXT BRIDGE PARTY

Be sure to order Double-Kay Nuts, fresh toasted with real Creamery Butter—a quality so different from ordinary nuts merely coated in oil. Insist on Double Kay Nuts—then you're sure of the best. Our Beauty Box is a perfect price.



Special! Imperial Cashews - From This Week • Mystic India - 1 lb. 1.50, 1 lb. 50¢



YOU ALWAYS SAVE BY PURCHASING YOUR DRUGS HERE!

Close Drug Store

Home of 60c Purchase Plan

Card of Thanks.

We take this means of thanking our friends and neighbors for the beautiful floral offering and the aid and assistance rendered us in the illness and death of our son and brother, Fred. It is our sincere hope that God's richest blessings are bestowed upon each of you.

PROTECT

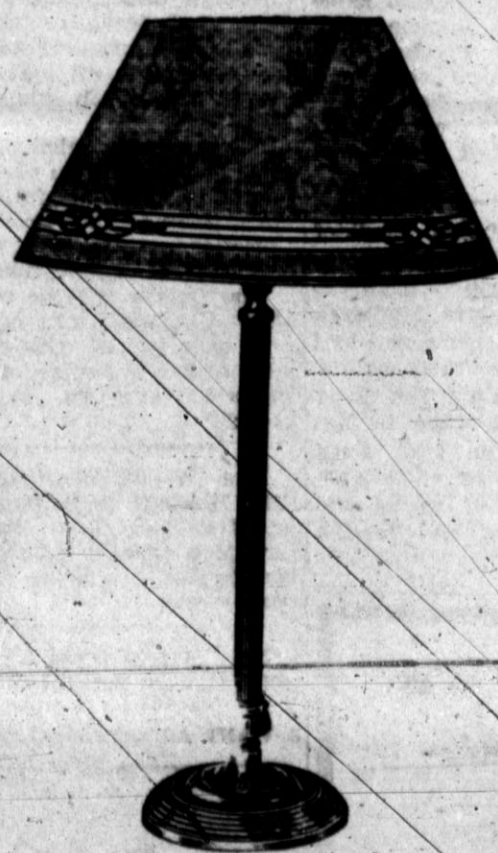
PRICELESS EYESIGHT WITH

GOOD LIGHTING

Ample lighting and decorative charm are combined in the modern I. E. S. Lamp. As much of an improvement over the old-fashioned kerosene lamp is the present I. E. S. Lamp over the lamps we are accustomed to see in the average home.

And adequate description in words would be insufficient to clearly show how excellent the features of these new lamps are.

It will be an easy matter for you to investigate the lamp... its splendid lighting possibilities... its modest cost... and attractive beauty.



TEXAS

UTILITIES

COMPANY

\$4.95 to \$12.95

Table Models—65c Down \$1.00 Per Month

Other Models—65c Down \$1.50 Per Month

