

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th Year—Number 1

The Hereford Brand, Hereford, Texas, Thursday, January 10, 1935.

Five Cents Per Copy.

## 297 Now Are On County's Relief Rolls

### Work On Nine Projects; Administration Cost Below Average.

Case load of the Deaf Smith county relief organization is 297, both on direct relief and work relief. More than 200 have been working this week on nine projects which are under way.

Highway 33 east of the city has been using a crew of caliche workers. Then there are city street jobs under way with caliche paving being put in. The emergency education project is requiring the services of seven teachers and more than 100 students are receiving instructions.

Bar ditches are being cleaned and bridges repaired on several county roads. It is planned to put them all in good shape. Books are being repaired at the county library and an assistant librarian is furnished through the relief office.

### To Buy Cattle Here On Friday

More cattle will be bought by Uncle Sam on Friday of this week at the stock yards here. Raisers may make sales by delivering the animals there after getting orders at the county agent's office.

### 72 Wheat Checks Are Received This Week

Seventy-two wheat checks, covering second payment of the 1935 allotment, arrived at the county agent's office Tuesday morning.

### Corn-Hog Compliance Papers to Washington

Final corn-hog compliance papers for 1934 went to Washington Tuesday. Third payment of last year's allotment will be made upon approval of the papers.

## Uncle Sam Furnishes Bread and Butter To Deaf Smith for 1934

### UNCLE SAM'S CHECK WRITERS KEEP BUSY

Uncle Sam's check writers in the Agriculture Adjustment Administration can write 60,000 checks daily by working 24 hours per day. And that is what is being done in the AAA.

This is the explanation given Dewey Reed by AAA officials in reply to his urgent requests for speedy delivery of wheat and corn-hog checks due in Deaf Smith.

Seven days per week the check writing department is functioning. At this rate only 11 weeks are required to make out one batch of wheat checks for the farmers of this United States.

Two payments of wheat allotments per year and three of corn-hog, to say nothing of the cotton adjustment program, make up the job of the check writing department.

### Better Health Is Shown by School Attendance Here

Health conditions among school children are much improved since the beginning of the Christmas holidays, says Superintendent C. H. Dillehay.

### Sixteen Awarded Football Letters

Sixteen members of the 1934 Whiteface football team of Hereford High school were announced Coach Tom McCollum yesterday.

### Conoco Advertising Will Be Increased

Newspaper advertising will again form the backbone of Continental Oil Company's 1935 sales promotion program, the largest in the history of the company, it was announced here today by O. E. Esley, Conoco local manager.

### Crop Allotments, Farm Loans, Relief Main Sources of Income.

Where does Deaf Smith County's bread and butter come from? In a normal year the answer is easy. Agriculture is almost the sole source of income. Of course, there's the Santa Fe Railway payroll. But it is comparatively negligible.

In 1934 the answer was Uncle Sam. The State of Texas helped some in coming through with a portion of the relief funds.

It was through several New Deal agencies that the money came in 1934. There was so little produce from the soil that there was only slight natural income. AAA—The Agricultural Adjustment Administration—furnished most of the money. FEBA, through relief organizations, provided a great deal of the funds.

Then the Farm Credit Administration was another source. Feed, crop and stock loans came from this source.

Then there is the Federal Farm Loan Association. The Hereford National Farm Loan Association is the local agency through which this money is obtained.

From wheat comes the county's greatest income, and it was to wheat farmers that greatest allotment payments were made.

They have received \$429,345.01 since the beginning of the reduction program. About \$200,000 is due them right now and is likely to come any day.

Because of the drought Uncle Sam has been buying cattle here since last June. He has paid \$141,596 for more than 10,000 head of Deaf Smith bovines.

Sheep, bought from distressed raisers, brought a return of \$3,066. They were purchased for the same reason cattle were—lack of feed because of drought.

Up until yesterday corn-hog contract signers have received benefit payments of \$22,237.05 from AAA. They are due just about that much more at once.

Money from FCA exceeded \$130.

(Continued on page six)

## Sandies Foe Here Friday In Cage Tilt

### Grid Luminaries Playing With Amarillo's Basketballers.

Bufkin, Stidger, Harlow, Peterson. Those are names to conjure with in high school football in Texas. They were all members of the Amarillo Golden Sandies, state grid champs.

But they hold no terror for the Whitefaces of Hereford High on the basketball court. As a matter of fact, the Sandies are coming to Hereford Friday night for a cage game with the Bees.

Coach Howard Lynch and his Sandies, like Tommy McCollum and his Bovines, are not likely to be in midseason form. However, the Sandies are expected to be favored a little because they worked out some last week while the locals just started cage practice Monday of this week.

Grid teams of the two schools will also play Saturday night the Whitefaces and the girls will go to Tulla for another brace of contests.

Last February the Sandies and Whitefaces met in the final game of the district tourney. The Amarillos emerged as champions. The locals want revenge this year.

In R. A. Daniel, J. D. Clayton and L. R. Russell, the Whitefaces have three lettermen. Clyde Posey, Roy Hastings, L. W. Carlyle and Jerry Jowell are squadmen from last year.

Ershel Brashear of Westway school and Arlis Mobley of Prio are a couple of good looking youngsters who transferred from rural schools and are eligible for competition. McCollum has the least idea what his starting line up will be. It is certain all the squad will be given opportunities to see what they can do against the Sandstorm.

### Dentists Guest of Medicos at Banquet

Dentists of Randall, Castro, Farmer, Oldham and this county were entertained by physicians of the Tierra Blanca Medical Society with a banquet at the Presbyterian church last Friday night.

Dr. G. F. LeGrand, head of the society, presided. Dr. O. H. Loyd of Vega and Dr. G. W. Heard, Hereford dentist, made short talks. Twenty-six doctors and their ladies attended.

## 1934 Farm Loans Exceed a Million

### WRIGHT'S WHITE ROCKS WIN AGAIN

Apparently because he sent only five birds to the Texas Panhandle Poultry Show last week at Slaton, Jack Wright won only five prizes.

### Mrs. Churchill Dies Tuesday At Summerfield

Mrs. Mary Churchill, wife of C. H. Churchill, died early Tuesday at the farm home, five miles south of Summerfield. Mrs. Churchill was 77 years old and had lived in this area since 1900, removing from Hereford 15 years ago.

Surviving besides Mr. Churchill are six daughters, Mrs. J. D. Storey of Hereford, Mrs. J. B. Quick of Canton, Mrs. Lewis Brown of Livonia, N. Y., Mrs. Robert Rowan of Canyon, Mrs. Frank Brown of Clinton, Ill., and Mrs. J. B. Florey of Amarillo; one sister, Mrs. Minnie Gass of Los Angeles; 20 grand children and eight great grand children.

Last rites will be spoken at Canton, Friday afternoon.

### To Hold President's Birthday Ball Here

On Wednesday night, January 30, the annual President's Birthday Ball will be held here. Proceeds from the event, to be staged throughout the United States, will go to the crippled children. Thirty per cent will go to the Warm Springs Foundation, originated by the President, and 70 per cent will be used locally.

### Lions Resume Rural Programs Next Week

Rural programs of the Lions Club will begin next week when a group under Jesse Stanford stages a program at Easter Friday night. Other groups will have programs at various communities during the month.

### Chorus Selections for Contest Are Announced

Musical numbers for choruses in the contests to be held at the convention of the Seventh District, Federated Women's Clubs have been announced by Mrs. Ardelle George, chairman. Senior groups will sing "Twilight," a three-part chorus by George E. Nevins. "Around the Gypsy Fires," by J. Brahms, will be the chorus for junior groups.

### 400 Farmers Here Get Federal Credit In Past Year.

More than 400 loans were made to farmers in the Hereford area during 1934 through the Hereford National Farm Loan Association. This information was brought out in the report of Secretary Alex O. Thompson to the stockholders at the annual meeting Tuesday afternoon in the county court room.

Federal Land Bank loans made in 1934 amounted to \$540,000. These are the first mortgage loans and may amount to 50 per cent of the appraised value of a farm. There were 130 completed in 1934.

Commissioner's loans, second liens, amounting to not more than 25 per cent—have totaled \$703,000 since they were made available late in 1933. Three hundred seventy-seven have been made.

Thompson's complete report was given at the meeting. A year ago the loans in force amounted to \$1,767,000. The great increase in activities of the association during the past year was due to the Federal Land Bank becoming a unit of the Farm Credit Administration and the addition of commissioner's loans.

Directors elected at Tuesday's meeting were George L. Muse, E. S. Ireland, J. T. Cronin, H. G. Conkwright and Troy Womble. Twenty-one members attended. They were Lester Galley, W. O. Miles, J. W. Hanlan, E. E. Ramsey, C. R. Walser, M. H. Koelzer, Melvin Sachs, G. C. Hartman, Joe Gatzke, W. H. Harris, Roy Wagner, Mrs. Frank Henderson, W. W. Wimberley, C. H. Dyar, W. N. Hodges, W. E. Hodges, W. R. Schelham, J. B. McMinh, Thompson, Ireland, Cronin, Womble, Conkwright and Muse.

### Whitefaces Card Eight Cage Bouts

Eight basketball games have been scheduled for the Whiteface cagers, announces B. H. Hopkins, business manager. Four openings remain on the card and efforts are being made to arrange contests for those dates.

Amarillo will open the calendar here Friday night. The complete schedule follows:

January 11—Amarillo, here. January 12—Tulla, there. January 13—Canyon, here. January 14—Open. January 15—Friona, here. January 16—Open. February 1—Canyon, there. February 2—Tulla, here. February 3—Friona, there. February 4—Open. February 5—Amarillo, there. February 6—Open.

### COX LEAVES CCC COMPANY LAST SUNDAY; 32 NEW MEN ARE ADDED

Captain Barrell Cox, or CCC Company 1862 since organization late last summer, left Sunday for his home in Houston. He will return to private life following the termination of his allowable service in the CCC.

## General Rain Falls Sunday Over County

### Downpour Is Half Inch In Hereford After Warm Day.

Like a summer drizzle, rain fell here Sunday night after an exceptionally balmy day. The downpour started early in the evening and lasted more than two hours. A half-inch rain fell in Hereford.

The whole county was covered with the rain as was the entire Panhandle. At some places as much as an inch was reported.

Monday dawned clear and warm but clouds formed before noon and the temperature fell sharply. Prospects for a rain were exceptionally good, but rain that fell in other parts of the Panhandle that day failed to materialize here. There was only a trace of moisture.

Wheat lands, where the grain is up, are said to be in fair condition. Continued moisture will assure a fair crop and planting of spring wheat will be possible.

Unseasonably warm weather has prevailed throughout the past few days. Last Sunday many golfers took advantage of the high temperature to play a few rounds at the local club.

### Chorus Will Meet Sunday Afternoon

Members of the Civic Chorus will meet Sunday afternoon at 2:30 at the Methodist church for their first session of the new year.

They will begin work on Easter recital numbers. The chorus is cooperating with the pastors' association and will likely sing two vespers programs during the next two months. One or more organ solos will be presented at the recitals.

### Brumley Receives New Chevrolet This Week

One of the new 1935 Chevrolet has been received by the Brumley Chevrolet Company and is being demonstrated. Persons interested are asked to call at the firm and drive the new car. It is a Standard sedan.

The new Standard is now powered with a Master motor and has a new X-type frame which is much more rigid than that of last year. The Master De Luxe is a completely new car and much larger than the 1934 Master. None of the De Luxe models has been received here yet, although Brumley expects them any day.

### Bank Day In Second Week

The plan Bank Day being created in Farmer's Grocery has gone into the second week, according to an ad appearing in the Brand this week.

"Business is good," says Farmer, and the plan is already exceeding my fondest hope.

This is the first time a plan of this nature has been tried in Hereford. Several towns in nearby districts are inaugurating the plan.

## THRONGS TO HELP VEGA STAGE HUGE RABBIT DRIVE SATURDAY

The biggest rabbit drive ever seen in the Panhandle is planned for next Saturday by the Vega Kiwanis Club. Hereford is invited and urged to take part. Citizens from Dalhart, Tucuman, Amarillo, Pampa and Plainville are planning to be on hand.

The drive will cover an area 12 1/2 miles square, lying directly south-west of Vega and mostly in Deaf Smith county. Hereford people are asked to be at the Ford school house at 8 o'clock Saturday morning.

### BERNARD SEED, FORMER GRID STAR, DIES AFTER OPERATION

A week after an emergency appendix operation which was followed by complications, Bernard M. Seed died last Sunday afternoon at the hospital.

A son of Mrs. Charles Bennett, and a member of the Hereford High School's wonder football team back in 1923, young Seed was 22 years and 10 months old at the time of his death.

## To Hold President's Birthday Ball Here

On Wednesday night, January 30, the annual President's Birthday Ball will be held here. Proceeds from the event, to be staged throughout the United States, will go to the crippled children. Thirty per cent will go to the Warm Springs Foundation, originated by the President, and 70 per cent will be used locally.

Prentice Rosson is chairman of the Lions Club committee. Other organizations will join the Lions in staging the event.

### Stork Outdoes Grim Reaper In 1934

Without a great deal of trouble the stork outstripped the grim reaper in Deaf Smith county during 1934. The noble bird delivered 161 bundles while his less cheerful rival was taking 47 persons away.

And the stork is evidently a gentleman of the old school, for he showed a decided preference for the ladies. Ninety of the 161 nestlings were females to a mere 71 boys.

A dozen of the deaths weighed among the infants, leaving 149 nestlings. Of those failing to survive, seven were girls and five were boys.

Mmes. J. H. Pitman and J. J. Pitman and child were appointed Friday.



# BEWARE WINTER COLDS

**"An Ounce of Prevention Is Worth a Pound of Cure"**

QUALITY AND SERVICE

## CITY DRUG STORE

TELEPHONE 100

### Dependable Cold Preventatives

You'll find a large supply of dependable cold preventatives and cures here. In addition to other remedies we feature the City Drug Cold Remedies that have helped so many in this community in the past. They really do the job and do it properly. If you feel a cold coming on be sure to visit our store today.

### PRESCRIPTIONS

We compound your prescriptions as carefully as they have been written. Only trained graduate pharmacists fill prescriptions here, and they are filled with fresh, pure drugs from the largest and most complete stock in the city.

### Friena Doings

Mrs. Lola Young of Amarillo was in Friena Saturday.  
J. L. Landrum and Irwin Johnson were in Farwell Monday.  
Mrs. Cobb Reed of Cleveland, Okla., is visiting her parents, Mr. and Mrs. J. H. Galloway, here.  
H. T. Magness was a business visitor in Farwell Wednesday.  
Miss Lillie Page of Clovis spent Sunday in the F. E. Galloway home.  
Mr. and Mrs. Alton Lookingbill and children spent Sunday in the Dewey Porter home.  
Homer Johnson was in Farwell Wednesday.  
Bob Drake of the Texas Utilities Co. has been transferred to Clovis.  
Miss Ida Mae Gaines was a Clovis visitor Sunday.  
J. C. Wilkinson, who is employed at the court house in Farwell spent the week end in Friena.  
Mrs. J. R. Maples returned Saturday from a few days visit with her sister, Mrs. LeRoy Henson, in Roswell, N. M.  
Earl Booth and W. W. Hall of Farwell were in Friena Monday.  
Mrs. J. C. Wilkinson and small daughter, Jacqueline, Mrs. M. S. Weir and Eunice May, June and Shirley Maurer, Maurette Glascher

and Mrs. F. M. Hughes attended the picture show in Hereford Sunday afternoon.  
Mr. and Mrs. J. D. Weir who have been vacationing in and around San Antonio, visited in Friena Wednesday.  
Miss Marie Wilson of Dallas is visiting home folks of this city.  
Mrs. Elmer Maples of Pampa is visiting in the home of Mr. and Mrs. W. P. Maples.  
Dr. and Mrs. R. R. Willis returned this week from Los Angeles where they spent the holidays.  
Mrs. R. F. Thurston is in Farwell recovering from an illness.  
Mr. and Mrs. W. B. Stone left this week for Enid, Okla., where she will undergo an operation.  
P. L. New returned this week from a visit with friends in Honey Grove.  
Mr. and Mrs. Henry Lewis have returned from Botham where they had been visiting her mother.  
The Junior Women's Club held an all day meeting, with a covered dish luncheon at the home of the president, Mrs. Wright Williams, Friday for the purpose of cutting and piecing a fancy design quilt which they are going to sell. Present were Mmes. Sloan Osborn, H. Lewis, A. C. Echols, F. B. Rayborn, T. Redfern, Misses Lola Goodwine, Gladys Settle, Martha McFarland, Thelma Osborn and the hostess.

### Easter Items

BY LOUISE FRYE

Mr. and Mrs. U. G. Randal, B. H. Medley, J. S. Smith and Mr. and Mrs. Fred Walton attended quarterly conference at Jumbo last Sunday.  
E. M. Allen and family returned Sunday from a ten day visit with relatives at Wellington.  
Mr. and Mrs. Harry Smith were in Amarillo on business Saturday.  
Mr. and Mrs. Roy Durant moved last week to the place recently vacated by Mr. and Mrs. B. Saxon.  
Messrs. and Mmes. Bob and Lynn Axe of Jumbo and Marshall Sullenger of Amarillo were guests in the Geo. Chambliss home Sunday.  
Mr. Thompson and family of Swisher county moved last week to the Fields place.  
Grandmother Sams has been confined to her bed the past week.  
Messrs. and Mmes. John Nolan, Pat Hardy and Chris Wegner were guests in the Roy Durant home Sunday.  
The young people's Sunday school class spent Sunday with Misses McClure and Ramey at the Medley home. Each took a covered dish and at noon lunch was served to Misses Annie Mae Smith, Hazel Juanita and Caroline Frye, Mutt and Leon Henry, Charles Harrell, Ben Medley and Misses McClure and Ramey.  
Friday night, January 11, a box supper will be given at Easter school house. A short program will be given by the pupils before sale of boxes. Everyone invited.  
Mrs. Carl Frye, Louise and Patricia visited in the W. R. Woodburn home at Dimmitt Tuesday of last week.  
W. S. Fields of Portales visited in the home of his daughter, Mrs. Fred Walton.  
Steve Chambliss is in Houston where he went during the holidays for a several weeks visit with his parents.

### Dimmitt News

MRS. BUCK WOOD

L. A. and Rayford Ricketts were in Amarillo Wednesday.  
Jack Crump of Mobeetie visited friends here last week end.  
Mr. and Mrs. Carrol Gunter spent Saturday night in Plainview with his parents.  
Mmes. O. B. Trimble, Andrew Elder and Meade Hill were Hereford visitors Tuesday.  
Messrs. and Mmes. Raymond Wilson, L. Manning, Ray Cowser and Buck Wood attended a show in Plainview Monday night.  
Noel Gollehon of Hereford spent several days last week with his parents.  
Messrs. and Mmes. Rayford Ricketts and Tom Bice and daughter were in Hereford Sunday.  
Rev. Bost and family moved to Plainview Friday. We regret to see them leave Dimmitt. Rev. Shaw of Hamilton will fill Rev. Bost's place in the Baptist church.  
G. L. Willis and daughter of Snyder, Okla., are spending the week with Mrs. Claude Morris and Mrs. Leland Lee.  
Tres Mesa Bridge club met with Mrs. Harvey Youts last Friday afternoon. Two tables of contract bridge were enjoyed. Present were Mmes. Raymond Wilson, Good-

win Miller, Ray Cowser, Marsh Collins, Curtis Tate, Buck Wood, Marion Benton and the hostess.  
I. B. Brooks and Frank Barber of Hereford were here Sunday.  
Mr. and Mrs. Harvey Youts are visiting his parents in Shawnee, Oklahoma.  
James Courtney of Sudan was in Dimmitt Sunday.  
Mr. and Mrs. H. C. Webb returned Friday from a week's visit with relatives at Lamesa.  
Messrs. and Mmes. Meade Halle, I. B. Trimble and Andrew Elder attended the show in Hereford Sunday.  
Mrs. Paul Nash of Clep fell off a windmill tower last Friday and broke her back. She is in a Lubbock sanitarium in a serious condition.  
Mr. and Mrs. L. D. Parker returned home Sunday with their little daughter who has been seriously ill at Lubbock sanitarium. She is much improved.  
Mrs. Tom Bice was hostess to

the London Bridge club Thursday afternoon. High score was awarded Mrs. Buck Wood and low to Mrs. Meade Halle. Refreshments were served to Mmes. Halle, Ed-

# THE HAZARD OF FIRE!

A good insurance policy is the best protection you can have. Come in today and let us explain our service to you. We represent companies that are noted for their promptness in paying all claims.

**HEREFORD INSURANCE AGENCY**  
John McLean, Owner.

**A Three Days' Cough Is Your Danger Signal**  
Don't let days get a cough hold. Fight them quickly. Consumption comes 7 days in one. Powerful but harmless. Pleasant to take. No nausea. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Consumption. (Adv.)



## Sleepy Towns

A dead town means dead banks and vice versa. Here is a town that's thriving partly because its banking institutions give first class service both to individuals and industrial or commercial concerns. Unless you already utilize the many advantages of the counsel and help we can give you are not giving your business or your affairs maximum co-operation. Although our record speaks for itself we prefer to give you a personal picture of the facilities of this organization—and how they can be applied to your particular financial operations. Make it a point to stop in for a chat this week.

## THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

### SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith. By virtue of an Execution issued out of the Honorable Court of Civil Appeals for the Seventh Supreme Judicial District of Texas on the 14th day of December, 1934, by the Clerk thereof, in the case of W. F. Karr vs. O. D. Cockerham and wife Hester L. Cockerham No. 4218, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1935, at 10 o'clock in the forenoon, being the 5th day of said month, before the Courthouse door of Deaf Smith County, Texas, in the City of Hereford, the following described property, to-wit: Lots 8, 9 and 10, Block 19 Original Town of Hereford, Deaf Smith County, Texas. Levied on as the property of O. D. Cockerham and Hester L. Cockerham to satisfy a judgment amounting to \$53.25 in favor of Court of Civil Appeals for the Seventh Supreme Judicial District of Texas, and cost of suit. Given under my hand, this 20th day of December A. D. 1934. J. B. MILLER, Sheriff, Deaf Smith County, Texas. 51-3c

# AT ZERO BELOW

You get a sure protection with

**SPECIAL WINTER BLEND CONOCO BRONZE GASOLINE**

The lower the mercury drops, the more you'll like Special Winter-Blend Conoco Bronze Gasoline. EXTRA HIGH TEST! It gives an explosive mixture at 50° below zero. It starts at any temperature at which the starter will crank the motor. LESS CHOKING! After a short warm-up, you can pick up smoothly, without using the choke! SAVE MONEY! Save your battery. Get more mileage. Drive into your Conoco dealer's today and try a tankful. You are going to like it!

## INSTANT STARTING LIGHTNING PICK-UP



USE WINTER-GRADE OIL

—to get easier starting, greater motor protection and better gasoline mileage. Ask your Conoco dealer for the 10W or 20W grade of Conoco Form Processed Motor Oil. You will see at once how much easier your car starts and how much smoother it runs.

TRY THIS BETTER WAY OF STARTING YOUR CAR IN EXTREMELY COLD WEATHER

Automobile makers recommend this method of starting in cold weather, except for cars with automatic starters. Try it for a quick, easy start without danger of "flooding" by too much choking. If your motor does not start instantly on Special Winter-Blend Conoco Bronze Gasoline, it needs mechanical service.



1. Leave Ignition OFF. Pull chock out all the way. Push down your clutch pedal and keep it down.
2. Open hood through car shield. Leaving Ignition OFF, stop on starter for several revolutions.
3. Push choke back in. Turn Ignition ON. Stop on starter. Move choke to the halfway position.
4. Warm up motor gradually. Use choke sparingly, only enough to get smooth idling.



# CRUST

That "Melts" In Your Mouth

Good pastries don't just happen—there has to be a real reason for their superiority. Pastries made with Packard's Best Flour are better because the flour is itself better. You never will go back to any other kind after you've tried this locally manufactured truly better flour.

Ask Your Grocer Always for PACKARD'S BEST FLOURS

## Packard Milling Co.



# SOCIETY

## MRS. LUCAS HOSTESS TO PIONEER CLUB

The Pioneer Study club met in regular session at the home of Mrs. F. L. Lucas, with Mrs. Buri France as assistant hostess.

Topic of study was "Two Westways." Roll call was Famous Westerners. Mrs. J. M. Gilliland gave "A Frontier Lady," a most interesting study of the life of Sarah Royce. The biography of Mary Austin was ably presented by Mrs. Jack Bose.

Mrs. F. M. Kester gave a graphic and entertaining account of "Starry Adventures," by Mary Austin.

Delicious refreshments were served to 20 members and the hostesses. The next meeting will be at the home of Mrs. Wirt Phillips.

## WILSONS ENTERTAIN WITH NEW YEAR PARTY

The home of Mr. and Mrs. Alvin Wilson was the scene Tuesday evening of a New Year party. It was the fifth consecutive year the Wilsons have entertained their friends with a party in celebration of the new year.

Tables were placed for progressive 42. Mrs. Joe Kendall received high score for ladies, Chas. Lee Wilson for men.

Refreshments of ice cream, cake and candy were served to Messrs. and Meses. Ky Lawrence, Walter Huntley, Brit Clark, Walter Hawkins, Lloyd Lookingbill, Lee Kendall, Jim Clark, Bernard Robinson, Miss Beatrice Lawrence and Lester Settles of Sumnerfield; Mr. and Mrs. J. B. Harlin, Frio; Messrs. and Meses. Jack Robinson, R. L. Walker, Edgar Moxley, Earl Lance, G. F. Owen, Jeff Robinson, Joe Kendall; Meses. J. B. Davis and Beulah Robinson, Mr. Benford McMinn, C. Lee, Evelyn and Beulah Mae Wilson, Hereford.

## MRS. F. MCLELLAN ENTERTAINS FRIENDS

Mrs. Florence McClellan entertained a few friends last Sunday at her home on East Third Street, with a one o'clock dinner.

The table was beautifully decorated and covers were laid for Mr. and Mrs. T. C. Mathies, Mr. and Mrs. Grant Fuller and children, Sidney, Varian J. and Grant, Jr., Mr. and Mrs. Hubert Dowell and Miss Mattie Woodburn.

## MISSIONARY LUNCHEON AT METHODIST CHURCH

The Missionary Society and members of the Methodist church met Wednesday and enjoyed a covered dish luncheon. The meeting was held at the church and after the lunch plans for the year's activities were made. This included the program for both study and social settings.

## YOUNG METHODISTS HAD SOCIAL

Artistic hostessing Saturday afternoon at the home of Mrs. Columbia Marshall, of the Methodist young people's department of the church.

Rev. J. W. Hill acted referee and selected the meet and awarded the loving cup filled with the Columbia team.

Refreshing sandwiches, cookies and cake were served to the 25 who attended. Miss Mattie Mae Swisher, director of the activities, presided at the close of the program.

## SILVER ANNIVERSARY OBSERVED BY VIEW

Celebrating silver anniversary, members of the Bay View club met Tuesday with Mrs. H. L. Brown. Three who were members 25 ago are still active. They are Mrs. F. T. Robinson, Mrs. J. Slaton and Mrs. Beate Card.

The silver came as a surprise after the regular program. Robinson poured tea at a specially appointed table. A piece of silver tapers, favors and decorations in silver and commemorated the twenty-fifth anniversary of the club. Miss Broadwell assisted the hostess.

A program of the poets, Frost and Robinson given as follows: The music of Robinson, Mrs. J. Slaton; selected poems from Mrs. E. R. McWilliams; "This at the Door," Mrs. Swell; comparison of Frost Robinson, Mrs. John McLean; Mattie Mae Swisher, a gossamer two vocal numbers.

## DOROTHY IS BRIDE OF CARROLL

Miss Dorothy Smith, daughter of Mr. and Mrs. Harold Smith, became the wife of Carl Wolf at a simple ceremony performed Saturday evening by Rev. N. Shepard.

The groomson of Mr. and Mrs. C. A. Wolf and is a farmer of that community. They will make the home with his parents for the time being.

## OSCAR EASLEY ENTERTAINS

Mr. and Mrs. Oscar Easley entertained members of the Dinner Bridge club and few friends at their home on E Avenue Tuesday evening.

A delicious dinner was served and contract whist enjoyed. Mrs. J. A. Pittman and Prentice

## Rosson were high score winners of the evening.

Attending were Messrs. and Meses. H. K. Fox, O. C. Acker, C. A. Skelton, S. P. Rosson, Alton Frasier, Mrs. Beth B. Holman, Mrs. J. A. Pittman, Miss Elyse Pittman, Miss Eva Skelton, and Mack and W. G. Pittman.

## MISS SWISHER ENTERTAINS FRIENDS

Miss Mattie Swisher entertained a few friends at dinner Monday evening at her home at the Estes apartment, honoring Mrs. W. E. Hicks of Garden City, Kansas, formerly of this city.

Those who enjoyed this charming hospitality, were Meses. W. E. Hicks, J. W. Hicks, John P. Slaton, Meses. Yeda Hicks, Jonnie Estes and the hostess.

J. J. Williams Married.

Word has been received by Mrs. E. J. Williams that her son, John J. Williams, was married in Albuquerque, N. M., to Miss Barbara Price on Thursday, December 27.

Mr. Williams is a former resident of Hereford, having gone through public school here.

## Daniel News

BY MRS. JOE THURMOND

Mr. and Mrs. C. L. McBroom and son have returned from Comanche, Okla., where they spent the holidays with her parents, Mr. and Mrs. J. M. Ware.

Pauline Moore entered Canyon High school January 2.

Mrs. Ollie Grabbe spent Sunday and Monday nights with Mrs. Estelle Allen, to be near school on account of bad weather.

The half-inch rain which fell Sunday night was greatly appreciated. It will benefit the wheat which looks good at this time.

Mr. and Mrs. Joe Thurmond and children returned Tuesday from spending Christmas with relatives at Rhombs, Decatur and Fort Worth.

Ruth Moore is out of school on account of sickness.

W. L. Shugart has returned from Denton where he visited his sister, Mrs. Coy Emyx.

# Rural School News

## WESTWAY

Honor roll, fourth month: Roy Landers, Arieta Burges, Daniel Turrentine, Bob Gilliland, Loy Cook, Gladys Gore, J. W. Schulz, George Turrentine, Duane Vaughn, Ray Whiteside, Evalena Otis, Hugh Roe, LeRoy Burges, Kathryn Vaughn, Mildred Roe, June Tedford, Junior Burges, and Lanella Whiteside. This is for the grades and is 34 per cent of the enrollment in the grades.

Visitors at the school this week were Mrs. T. E. Baker and Warren Owen. George Sue and Bobbie Lee Baker, who have been ill four weeks, planned to re-enter school Monday.

Westway boys defeated Progressive on their court Friday. Due to a strong north wind, neither side made a high score, the game ending 10 to 2. R. Hyde was high

# CLEARANCE SALE STILL ON



Winter days are still ahead. Perk up your wardrobe with these youthful frocks, in the smart materials, plaids, crepps, satins, rabbit wool. They are priced at drastic reductions. You will be amazed when you see just how smart you can look in one of these smart frocks. For only—

**\$3.00**

Other Priced Accordingly.

Try a pair of our Kingless Hosiery, \$1.00 for two pairs \$1.50

Are An Outstanding Value



THIS FOUNDATION is the beginning of a gorgeous figure. Why not trim yourself in one of these and not say "diet." Only—

**\$3.95 to \$7.50**

Girdles \$1.25 up

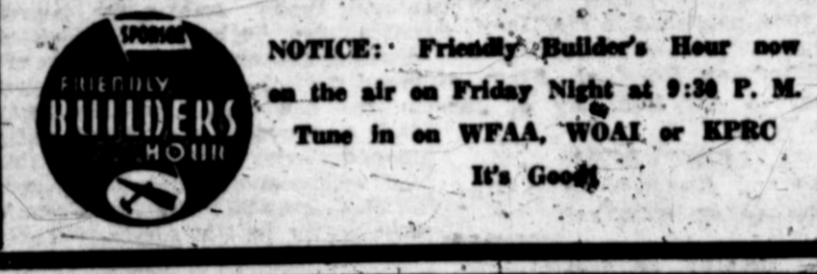
# FASHION DRESS SHOPPE

## BUY YOUR FENCE POSTS AND WIRE AT R. H. KEMP LUMBER CO.

GRANT A. FULLER, Manager. TEXAS

HEREFORD

NOTICE: Friendly Builder's Hour now on the air on Friday Night at 9:30 P. M. Tune in on WFAA, WOAI or KPBC It's Good!



# Famous Brands

Give the Greatest Satisfaction

These Special Prices On Nationally Known Merchandise Good Friday, Saturday and Monday.

Libby's Custard PUMPKIN 2 No. 2 1/2 cans	25¢	Phillip's Delicious Pork and Beans Medium can	5¢
Colorado Sweet Clover HONEY Extracted, No. 10 can	98¢	Pure East Texas Ribbon Cane SYRUP No. 10 can	79¢
LYE Hudson, 3 cans	25¢	CATSUP Beechnut, large bottle	19¢
		Yellow Label 1/4-lb pkg	23¢
<b>CORN or BRAN FLAKES</b> Jersey Brand, pkg.			10¢
BABO 3 cans	25¢	CALUMET Baking Powder 6-ounce can	22¢
OXYDOL Large package	22¢	SOAP Blue Barrel, 5 giant bars	19¢
CHIPSO Large package	17¢	SOAP CHIPS Blue Barrel, 5-lb pkg	31¢
		SWANS DOWN Cake Flour Large Pkg	29¢
<b>SHORTENING</b> Mrs. Tucker's, 8-lb carton			\$1.02
Break O' Motn COFFEE 1-lb package	21¢	MACARONI OR SPAGHETTI Beechnut, 1-lb Cello pkg	15¢
TOILET SOAP Camay, bar	5¢	TOMATOES No. 1 can	5¢
LINIT STARCH 2 packages ONE PACKAGE FREE	18¢	TOMATO SOUP Phillip's, 2 cans	15¢
		6 Delicious Flavors, 3 pkgs	19¢
<b>TOILET TISSUE</b> Charmin, 4-roll box			23¢
PIMENTOS Curtis, 4-oz can	9¢	TOILET SOAP LUX, 2 bars	15¢
CUT BEANS 1 No. 2 cans	25¢	PRUNES Medium size, 1-lb 25-lb box	7¢ \$1.49
RIPE OLIVES Curtis, pint can	19¢	LUX FLAKES Large Package	24¢
PINEAPPLE Broken slices, 2 1/2 can	19¢	PRUNES Italian, No. 10 can	29¢
SUGAR 10-lb cloth bag			52¢
<b>FLOUR</b> Sunrise 48-Lb. Bag			\$1.75

# RIB ROAST



Prime Rib ROAST Pound 14¢

BACON 29¢ Armour's Star sliced, lb  
BACON 18¢ Sugar cured squares, lb  
CHEESE 19¢ No. 1, Elkhorn, lb  
PORK ROAST 18¢ Lean shoulder, lb

# OYSTERS

Select, Pint 36¢

**Fresh Fruits** Rich in Food Value

SWEET SPUDS, per lb 3¢  
CELERY, large bunch 14¢  
APPLES, Winesap, dozen 20¢  
ONIONS, Spanish Sweets, pound 4¢

# ORANGES

Large Size Dozen 25¢

You'll find extra richness in every bottle of Prairie Dairies. It's the possible food for the kiddies. Please buy yours, too. Be sure to specify your grocery order.

## PRAIRIE DAIRIES

## BACK OF YR REPUTATION

It pays to make a record for yourself. Get your bills on time. Such a record will buy you a reputation for you that will place an A-1 after name on the books of every merchant. To be the 10th of the month—and the dead end sent you on the first. Get busy today to those bills so that your record will be...

HEREFORD CREDIT ASSN  
DOROTHY H. ROS  
Local Affiliation of the NATIONAL RETAIL CREDIT ASSN

# FURR FOOD

FREE DELIVERY TELEPHONE 74



### Summerfield News

BY MRS. GUY WALSER

A half-inch rain-fell here Sunday night.

Joe Spickharme and family of Vega spent New Year's in the Louisa Hucker home.

Jim Flory and family of Amarillo visited relatives here Sunday.

The Sunday school class of Mrs. Ky Lawrence, enjoyed a New Year party at the home of Mr. and Mrs. W. A. Wilson in Hereford. Forty-two was played and refreshments of candy, ice cream and cake were served to 60.

Rev. and Mrs. Weathers spent the week end in the Lee Kendall home. Rev. Weathers filled his appointment Sunday morning and evening. Lunch was served at the church and in the afternoon Mrs. Abbott of Bovina and a group of Mexicans gave a program. Mr. Steen and boys sang a quartet, also singing for the evening service.

Mrs. B. Hucker and Mike took Leale Hucker and Jimmie Pike to Amarillo Thursday. They had spent the holidays here.

Mack Nolan and family of Floydton spent the week end with his brother, J. A. Nolan and family.

Andrew Behrends and family have moved to the Churchill place. Mrs. Mitchell and sons of Springdale have moved to the Behrends farm.

O. B. Lookingbill and family and H. G. Crow of Tulsa spent the week end in the J. L. Lookingbill home.

Visitors in the J. R. Oglesby home last week were Forest Gandy, Mar-

low, Okla.; Mrs. C. F. Caraway and children, Tulla; George Gandy, Canyon.

J. R. Oglesby and family spent New Years at Hart with relatives.

B. A. Atchley, Lester Suttles, Asa Atchley, C. R. Walser were in Amarillo Thursday.

Mrs. Joe Sanders and children of Walcott, visited her parents, Mr. and Mrs. L. Hucker, last week.

Pat Neill, who has been visiting in the home of his sister, Mrs. R. E. Roberson, has returned to his home at Merkel.

Miss Ruby Thompson and Mrs. Ray Johnson were in Amarillo to see "The Green Pastures."

Mrs. Ben Wilhelm was hostess to the study club last Thursday, with a lesson on Santa Fe and Texas. The Santa Fe Trail, Mrs. Huntley; Seekers After Buried Treasure, Mrs. Ray Johnson; Mrs. McBurney, a visitor, gave two readings. Next meeting will be with Mrs. O. B. Roberson January 17, with the program on the Far West.

Mrs. John Boling will be here Friday night at the school house at 7 and a short program will be given first.

Mrs. Jim Quick of Canton, Ill., is visiting her parents, Mr. and Mrs. C. H. Churchill and sister, Mrs. J. D. Story. Mrs. Churchill is seriously ill at the home of Mrs. Story.

Mr. and Mrs. Ben Wilhelm were Farwell and Oklahoma Lane visitors Wednesday.

Mr. and Mrs. Perry McMinn have returned from a visit to Muleshoe.

Mr. and Mrs. Wilson Viess and baby spent the week end in Amarillo.

Mr. and Mrs. Guy Walser and

Wayne, and Mrs. C. R. Walser were in Amarillo Friday and Saturday.

Mr. and Mrs. D. J. Neill of Plainview spent the week end with home folks.

Mr. and Mrs. Walter Huntley and daughter visited the Gerald Morgan home near Adrian Friday night.

School opened Monday for resumption of activities. Several children were absent on account of illness. Both bus drivers were on the sick list first of the week.

Glen Hickman of Dimmitt was here on business one day last week.

### Big Pictures Carded For Star Attractions

Tomorrow's show at the Star, both afternoon and night, will feature Barbara Stanwyck in the Willa Cather story, "One a Lady," supporting will be Ricardo Cortez, Frank Morgan, Lyle Talbot and Phillip Reed.

Another Shirley Temple film will be the Sunday, Monday and Tuesday attraction. It is "Now and Forever." Gary Cooper and Carole Lombard are given top billing, but Temple followers will go to see the little lady.

A new actress, unheard of by most followers of cinema will be in "A Wicked Woman," billed for next Wednesday. She is Mady Christian and is aided by Jean Parker and Charles Bickford.

### OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE

### First State Bank

AT HEREFORD, TEXAS.

State of Texas, at the close of business on the 31st day of December, 1934, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 10th day of January, 1935.

### RESOURCES

Loans and discounts on personal or collateral security	\$161,634.01
Loans secured by real estate	8,618.43
Overdrafts	NONE
Acceptance of other banks	NONE
Securities of U. S. any State or political subdivision thereof	14,281.10
Other bonds and stocks owned	25,000.00
Customers' bonds held for safekeeping	NONE
Banking House	5,500.00
Furniture and Fixtures	3,317.70
Real Estate owned, other than banking house	9,341.15
Cash in bank and due from approved reserve agents	134,936.75
Due from other banks and bankers, subject to check on demand	24,986.88
Stock and/or assessment Federal Deposit Insurance Corp.	624.83
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other Resources	4,494.57
<b>TOTAL</b>	<b>\$392,075.42</b>

### LIABILITIES

Capital Stock \$50,000.00	
Income Debentures sold	25,000.00
Total Capital Structure	75,000.00
Surplus Fund	5,000.00
Undivided Profits, net	433.68
Reserve for Interest and Taxes	1,617.26
Dividends unpaid	NONE
Due to banks and bankers, subject to check	14,961.46
Individual deposits subject to check, including time deposits due in 30 days	250,484.99
State Funds on Deposit	NONE
Time Certificates of Deposit	42,323.32
Cashier's Checks Outstanding	2,224.71
Bills Payable	NONE
Rediscouunts	NONE
Customers' Bonds deposited for safekeeping	NONE
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other Liabilities	NONE
<b>TOTAL</b>	<b>\$392,075.42</b>

STATE OF TEXAS, County of Deaf Smith.

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

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

CORRECT-ATTEST:  
E. S. IRELAND,  
J. A. PITMAN,  
H. G. CONKWRIGHT,  
H. R. FRITZ,  
Directors.

Subscribed and sworn to before me this 8th day of January, A. D. 1935.

VOLOA CARPENTER,  
(REAL) Notary Public,  
Deaf Smith County, Texas.

## THE CHURCH WORLD

### First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Church school 9:45, morning service 11, communion and sermon; evening service 7:15.

An invitation is given to any un-churched person in the community to attend any and all of our services. We promise you a hearty welcome and the best preaching of which we are capable. We urge that an effort be made to be on time, but better late than not at all. If you will worship with us we promise to do our best to help you. We need your presence and interest and believe that you need the ministrations of the church.

### FUNDAMENTALIST BAPTIST CHURCH

COLEMAN CAMPBELL, Pastor

Beginning next Thursday we will have a regular visitation day on each Thursday afternoon, beginning with a brief prayer service at the church at 1 p. m. We want every one who will to help in this work. We will go in teams from home to home with our Bibles, reading the Word and praying with the folks. Then at 7 p. m. we will gather at the church for prayer meeting. Sunday Bible lesson Ex. 25-27, the Tabernacle. Preaching at 11 a. m. and 7 p. m.

### St. Anthony's Church

Sunday masses at 8 and 10. Religious instruction after second mass. Benediction at 7:30 p. m.

Weekday mass at 8, Saturday 7 at convent, holy hour Thursday evening, 7 to 8.

Forty hours of exposition of the Blessed Sacrament begins Friday, January 18, and ends Sunday evening. Prayer octave for church unity also begins Friday. Each morning and evening Christians are urged to join in offering prayers to the end that Christians may find a common ground of unity around Christ their head. To this end we recommend using the words of St. John which are the Master's own prayer to His Almighty Father:

### MILLINERY SPECIALS

We have 100 hats in season's fine felts that we will give you a choice

**\$1.00**  
**50c**

All Tans and Soft Colors

Bale Start From Morning—Don't Forget to Come!

### VOGUE MILLINERY PARLOR

Phone 176

### KNOW MORE ABOUT BANK DAY

On January 15 we will tell you what day has been selected as "BANK DAY." It will be posted in our store the morning of January 15. If you hold a receipt or number of receipts issued the week we select we will pay you that amount in cash. After hours January 15, we will select a date—we will pay until that time what date will be chosen. Prices in store will not be raised, except as the wholesale prices of goods advance.

If you a receipt for the day we select as "Bank Day" you will get three days after January 15 to cash them, or January 17 or 18.

This copyrighted plan and used in Hereford exclusively by MEN'S GROCERY.

## PARMER'S GROCERY

## CLEARANCE BARGAINS AT SPDWLS & CRONIN'S

### Men's Suede Cloth Jackets

Zipper and button styles—extra heavy, weather and water proof. An outstanding bargain at

**\$2.98**

### Men's Blue Melton Cloth 100 Per Cent Wool Jackets

Zipper fronts, and extra heavy quality. Men, you can't go wrong in buying one of these.

**\$2.98**

### One Men's Dress Hats

One grip of these—good size and colors. Want to close these out completely, so lookit this price

**\$1.98**



### Men's Fine Wing-tip, Boot Heel OXFORDS

Men, you know the quality of this shoe—it has been a most popular seller with us for months. Better take advantage of this low price today

**\$1.98**



### Men's Heavy Work SHOES

Heavy leather uppers, composition soles and heavy leather insoles. They'll give mighty good service. Priced, per pair

**\$1.98**

### Men's Justin Cowboy BOOTS

In a full range of sizes, nationally known, fine quality. Priced, per pair

**\$10.00**

### ONE BARGAIN TABLE

200 Pairs Ladies' Dress Shoes

**\$1.00**

### MEN'S HEAVY PART WOOL SWEATERS

A good range of sizes and colors. Heavy first quality sweaters at a special close-out price of only

**\$1.29**

# Sprawls & Cronin Co.

### REPORT OF THE COMMISSION OF THE

### FIRST NATIONAL BANK

OF HEREFORD

In the State of Texas, at the Close of Business on December 31, 1934.

### ASSETS

1. Loans and discounts	\$112,844.63
2. Overdrafts	10.59
3. United States Government obligations, direct and/or fully guaranteed	87,526.40
4. Other bonds, stocks, and securities	29,581.50
5. Customers' liability on account of acceptances executed	NONE
6. Banking house, \$9,700.47; Fur. & Fix. NONE	9,700.47
7. Real Estate owned other than banking house	NONE
8. Reserve with Federal Reserve Bank	47,985.42
9. Cash in vault and balances with other banks	182,860.15
10. Outside checks and other cash items	7,625.32
11. Redemption fund with United States Treasurer and due from United States Treasurer	1,250.00
12. Acceptance of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
13. Securities borrowed	NONE
14. Other assets	1.00
<b>TOTAL ASSETS</b>	<b>\$429,374.48</b>

### LIABILITIES

15. Demand deposits, except United States Government deposits, public funds and deposits of other banks	\$213,743.26
16. Time deposits, except postal savings, public funds, and deposits of other banks	71,543.30
17. Public funds of States, counties, school districts, or other subdivisions, or municipalities	51,735.40
18. United States Government and postal savings deposits	NONE
19. Deposits of other banks, including certified and cashiers' checks—outstanding	6,956.46
Total of Items 15 to 19:	
(a) Secured by pledge of loans and/or investments	\$ 28,000.00
(b) Not secured by pledge of loans and/or investments	814,978.42
(c) Total Deposits	\$343,978.42
20. Circulating notes outstanding	25,000.00
21. Agreements to repurchase United States Government obligations or other securities sold	NONE
22. Bills payable	NONE
23. Rediscouunts	NONE
24. Obligations on industrial advances transferred to the Federal Reserve bank	NONE
25. Acceptances of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
26. Acceptances executed by this bank for customers and to furnish dollar exchange, exclusive of acceptances of this bank purchased or discounted	NONE
27. Acceptances executed by other banks for account of this bank	NONE
28. Securities borrowed	NONE
29. Interest, taxes, and other expenses accrued and unpaid	NONE
30. Dividends declared but not yet payable and amounts set aside for dividends not declared	NONE
31. Other liabilities	NONE
32. Capital account:	
Class A preferred stock, 400 shares, par \$2.50 per share, retireable at \$62.50 per share	60,396.06
Class B preferred stock, none shares, par \$ None per share, retireable at \$ None per share	NONE
Common stock, 500 shares, par \$50.00 per share	\$50,000.00
Surplus	\$50,000.00
Undivided profits—net	5,396.06
Reserves for contingencies	NONE
Preferred stock retirement fund	NONE
Reserve for dividend payable in common stock	NONE
Total Capital Account	60,396.06
Total Liabilities	\$29,374.48

### MEMORANDUM—Loans and Investments Pledged to secure liabilities

34. Other bonds, stocks, and securities	NONE
35. Loans and discounts	NONE
36. Total Pledged (excluding rediscouunts)	54,000.00
37. Pledged:	
(a) Against circulating notes outstanding	25,000.00
(b) Against U. S. Government and postal savings deposits	NONE
(c) Against public funds of States, counties, school districts, or other subdivisions or municipalities	29,000.00
(d) Against deposits of trust departments	NONE
(e) Against other deposits	NONE
(f) Against borrowing	NONE
(g) With State authorities, to qualify for the exercise of fiduciary powers	NONE
(h) For other purpose	NONE
(i) Total Pledged	54,000.00

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss:

I, E. B. POSEY, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

E. B. POSEY, Cashier.

CORRECT-ATTEST:  
J. L. FUQUA,  
GEO. L. MUSE,  
TROY WOMBLE,  
Directors.

Sworn to and subscribed before me this 7th day of January, 1935.

EDAH PARK, Notary Public.



**Jumbo News**

BY MRS. J. W. SHERREY

Take Produce to Carr's Gro. A much appreciated rain of about one-half inch fell Sunday night in this community, the first moisture since the drifting snow three weeks ago.

Orval Pierce went to Canyon New Year's day to resume his school work after spending the holidays with his mother, Mrs. Fins Hunter and family.

Clements Beck, son of C. I. Beck, returned to Dismitt Wednesday where he entered school. He spent his vacation in the L. E. Beck home.

Mrs. Hazel Sparks and children of Hereford spent from Saturday until Wednesday with her father and brother, J. F. and Bill Hatcher. Mr. and Mrs. W. L. Hall were Sunday guests in the M. L. Hardy home.

Mrs. G. D. Gilliam and M. L. Simpson and children spent Wednesday in the S. M. Hunter home. Mrs. J. W. Berry returned New Year's day from Bethany, Missouri, where she had been visiting her parents, Mr. and Mrs. W. D. West and other relatives and friends.

B. F. Neill and family, accompanied by Freeman Roe of Tahoka, were Amarillo visitors Wednesday of last week.

Miss Norma Hunter spent Saturday night with her cousin, Barbara Ann Hunter.

Miss Edna Hall and Ervin Shuart of Dawn were Sunday guests in the Leban Galloway home.

L. E. Beck and family called Wednesday night in the P. H. Dyer home. Other callers were Ira

Woolery, Jr. and Chas. McGinnis Mr. and Mrs. C. E. Leisure and children went to Pampa New Year's day and visited until Thursday with relatives and friends.

Mrs. Bell Oxford and son, William, spent Wednesday in the L. E. Beck home.

Trucks from this community are making daily trips to Sudan bringing bundle feed to the farmers.

Jumbo Presbyterian Auxiliary met last Friday with Mrs. M. L. Simpson. The program was on Stewardship. This week's meeting will be with Mrs. L. C. Baggett, and the Auxiliary will meet January 15 with Mrs. H. C. Baird in Hereford in an all day session, and the day will be spent sewing for missions.

Mrs. Ovid Pinkert and children spent Sunday with Mrs. L. C. Baggett.

Mr. and Mrs. S. M. Hunter and son, William, and Mr. and Mrs. Harry Smith and sons went to Amarillo Saturday to obtain medical treatment for their children.

Mr. and Mrs. W. A. Hunter left New Year's day for Canyon where they visited Mrs. Hunter's sister, Mrs. W. A. Buchanan and family, then went to Canadian to visit her brother, S. M. Nunn, then to Pampa for a visit with other relatives, returning home Thursday.

Carl J. Wolf, older son of Mr. and Mrs. C. A. Wolf of this community, and Miss Dorothy Smith of Hereford were united in marriage Saturday evening January 5, by the Rev. T. C. Willett. For the present the young couple will make their home with his parents, or until his parents return from Brunswick, Missouri, where they have been visiting relatives the past several weeks. Their many

friends wish them much success and prosperity.

Jumbo school began Monday after two weeks vacation. Mr. and Mrs. C. S. King and son spent the vacation with his relatives at Follett. Mrs. Mildred Bailey with relatives and friends at Canyon and Claude; Miss Louise Goats with her parents at Hayden, N. M., and Frank Jones visited over the holidays with relatives at Canyon.

George Neill, son of Mr. and Mrs. B. F. Neill, left Thursday for Amarillo to join the CCC. Last Thursday night a number of his young friends gathered at his home and gave him a party.

The Methodist first quarterly conference was held at Jumbo Sunday, Presiding Elder Haymes of Amarillo preached two interesting sermons Saturday night and Sunday morning. At noon Sunday a bountiful dinner was served and the conference program taken up in the afternoon. Representatives from Bethel, Easter, Cleo and Flag were present; also Messrs. and Mrs. L. H. Spratt and Ray Conway of Hereford, who pleased the audience with singing special numbers. The second quarterly conference will be held at Bethel the time to be announced later.

Sunday school last Sunday got off to a good start for the New Year when 68 were present with a collection of \$1.75. Officers for the year are L. E. Beck, superintendent, C. E. King, assistant; Miss Alma Ruth Andrew, secretary; Mrs. Ullman Hunter, pianist; Lonnie Andrew, song leader; Mrs. L. C. Baggett, teacher, class 1; Mrs. Edwin Mauk, No. 2; Mrs. W. A. Hunter, No. 3; Mrs. Ullman Hunter No. 4.

Mr. and Mrs. H. C. Baird, Bob and Mary Ann entertained a number of friends New Year's night to dinner and a bridge party. Those enjoying the occasion were Mr. and Mrs. W. C. Nix and children; Mr. and Mrs. Wes Brady and son and Fred Baird of Hereford; Mr. and Mrs. L. E. Beck and family, Mr. and Mrs. Ullman Hunter and daughters, Mr. and Mrs. Edwin Mauk and Lee Renfro, and Mr. and Mrs. J. W. Berry.

A watch party long to be remembered by the young people of this community was held New Year's eve at the L. E. Beck home. Party games were played until midnight when all went outside for many shouts and much laughter. At a late hour cake and cocoa were served to Lucille and Billie Dyer, Bob and Mary Ann Baird and Virginia Nix of Hereford, Lloyd and Clara To Neill, Pauline Boyd, Nella Harrell, Junior Woolery, Orval Pierce, Charles McGinnis, Boyd Smith, John Hardy Wood, LaVelle, LaRue and James Beck.

**Progressive News**

BY OLIVE PERKINS

Mr. and Mrs. H. T. Wedel and Mrs. Jake Triefel called in the Perkins home Monday afternoon.

Arnold Hershey and Mr. and Mrs. Ray Hershey spent Sunday with Mrs. Arch Conklin and family.

The club met last Wednesday with Mrs. C. C. Bowman, with nine members and Mrs. Take McBrayer and daughter as guests. Next meeting will be with Mrs. C. F. Caldwell.

Thursday night Mr. and Mrs. Luke McBrayer entertained young people of the community, when 42 and other games were enjoyed. Refreshments of cake and cocoa were served.

Messrs. and Mrs. Claude and Ira Ricketts and family spent New Year's with Mr. and Mrs. R. B. Anderson at Borger.

Mr. and Mrs. H. R. Patterson spent Sunday with their son, Elmer, and family at Hereford.

Misses Short and Arseneaux and Mrs. Albert Higgins and Wilma returned Tuesday from a visit to their parents.

Leonard Click and family of Phoenix, Arizona, spent part of the holiday season with his parents, Mr. and Mrs. J. L. Click. The Caraway family has moved

to Hereford, and Mr. Peddy and family have moved to their place from Arney.

Mr. and Mrs. Blakemore entertained at a 42 party Saturday evening. More than 40 enjoyed the evening and refreshments of pumpkin pie, whipped cream and cocoa.

F. D. and Miss Olive Perkins called in the Oberthier home Sunday afternoon.

Mr. and Mrs. Owen Neal and sons spent Sunday with her parents, Mr. and Mrs. J. W. Vicks.

This community received about one-fourth inch of rain Sunday night.

Ben and Donald Conklin spent the week end with their grand parents.

Mrs. J. D. Park who fell and sprained her wrist, is getting along as well as could be expected. She has had a very severe cold.

Miss Lucille Park returned to her school work at Wyche after spending the vacation period with her parents.

Misses Short and Arseneaux and Mrs. Albert Higgins and Wilma returned Tuesday from a visit to their parents.

Leonard Click and family of Phoenix, Arizona, spent part of the holiday season with his parents, Mr. and Mrs. J. L. Click. The Caraway family has moved

**ZIP!**

More Cold Weather Power In this Gas

For gas that gives you all the extra power and quick starting qualities that you need these cold days, drive in here and let us fill up your tank. Our winter gasolines will give you winter motor performance that's a positive revelation. Drive in and try a few gallons. You'll come back for more!

**WOODFORD SERVICE STATION**

Corner Main & First Sts. Phone 528  
DeLuxe Cafe In Connection

**THE MAYTAG**

MODEL 31

A new and even greater washing machine manufactured by Maytag, the most popular washer on the America market today. Among other features of this new Maytag is a new aluminum churning attachment and meat grinding attachment.

The new Maytag offers value not to be found in any other washer to be purchased anywhere at any price.

See Them On Display Today At

**M. D. WOMBLE Implements**

RAVENWOOD-NIGGERHEAD  
CHANDLER-CANON CITY  
SUNSHINE-MAITLAND  
BEST COLORADO COALS  
Sold by YOUR coal Dealer

**NOW! Penney's Annual January White Goods**

Tested Quality and Value!

Famous Nation Wide 81 x 99

**SHEETS 84c**

Known from coast to coast for their smooth finish, soft texture, and long wearing dependability! Tested by 104 laundings in General Electric appliances at the Century of Progress, they showed hardly a sign of wear! White Goods feature!

Women's Handkerchiefs  
White cotton!  
**5 for 10c**  
What bargains! Fine, soft, all white cotton! 10 in. square. Stock up now!

**WHITE BATISTE**  
Mercerized!  
**19c yd.**  
36 inches wide! Lovely silky quality, unusual at this low price! Sew and save!

36 in. wide! Good Brown  
**SHEETING**  
Household stand-by! Get it for **7c yd.**  
This unbleached sheeting is the strong, sturdy fabric that housewives know and prefer! Make it into sheets, pillow slips, mattress covers, other things! January white goods price!

Exceptional Bargains! 12x12  
**Terry Wash Cloths**  
Large, deep Loops! Featured at **3 for 10c**  
These are exceptional values! When you select them feel their deep terry, crumple them, note their softness! You'll be convinced they're worth more and they are! A Texture!

Men's Handkerchiefs  
17-in. square!  
**3 for 10c**  
Good and big! Of soft all white cotton! They're marvellous BARGAINS!

42 x 36 Belle Isle Muslin  
**SLIPS 12c**  
A chance to save on good slips!  
Look how low we've priced these well known pillow slips—and they're a big feature of our annual January white goods event at this price! Buy a whole supply—you'll save more!

17 inches wide! Unbleached  
**PART LINEN CRASH**  
Save by buying a quantity at **5 yds. 29c for**  
Quick drying and super absorbing part linen toweling for general kitchen service! Perfect for glass towels as well as for china! Colored borders! Tremendous bargains!

Belle Isle MUSLIN  
36-inch!  
**10c yd.**  
Bleached or unbleached! For sheets, pillow cases, mattress covers! A value!

**BROWN SHEETING**  
A bargain!  
**21c Yd.**  
Real 9/4 sheeting—you know it's good! 81 in. wide—easy to make up!

You Can't Have Too Many  
**Terry Towels**  
When they're priced so extremely low!  
**10c Each**  
Men prefer these! They're more absorbent than the average hand or complexion towel—easy to launder, too! And what luxury it is to have lots of towels! This price is amazingly low! Colored borders!

**Penney's** HEREFORD, TEXAS  
J. C. Penney Co. Inc.

**THE NEW FORD V-8 FOR 1935**

With new and more modern body streamlining, new system of crankcase ventilation, new riding comfort, more roomy interior, new ease of control, a more beautiful car and a better car. That is what the New V-8 for 1935 offers automobile purchasers for the new year. Many other features, and at prices that are surprisingly low. Before you select any car be sure to visit our show rooms and see just what the New Ford offers. You'll be surprised at its beauty and when you drive it you will get a new thrill. Be sure to see it now.

**Come In and See Them Today!**

**Hereford Motor Co.**



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
DE WITT LANDIS Editor  
W. C. NIX Foreman

## By Their Words AND OURS

Subscription Rate:  
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Per Year.  
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Year.



Entered at the post office at Hereford, Texas, as second-class matter, under Act of March 3, 1879.

### NOTICE TO PUBLIC

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

### BRAND OBSERVES ANOTHER BIRTHDAY

As another birthday rolls around and the Brand begins another year—its thirty-fifth this time—the oft-repeated pledge of the management is made again. Says Mrs. Seth B. Holman, owner, "It has always been our aim to give the people of Hereford and the surrounding territory the best newspaper we are capable of giving. It is still our aim." Much has been accomplished during the past year. It is the belief of the management that the paper has been improved in many ways. The circulation has been increased to the point where the area has at least 95 per cent complete coverage. Service to readers and advertisers has been bettered by making it more complete. A search into the history of the Brand reveals it first appeared February 23, 1901, as the Hereford Reporter, under the management of F. L. Vanderburg. It became The Brand in 1903. J. Ray, prominent Amarillo business man and holder of extensive properties here, was the next owner. Following Mr. Ray as editor was A. C. Elliott, then B. F. Guthrie. In 1917 the late Seth B. Holman and Earl Gough acquired the Brand. After a few months Mr. Gough went to the World War and Mr. Holman became sole owner. In 1925 W. R. Steckman became a partner in the business, remaining thus for a year when Mr. Holman again became sole owner. The Nunn-Warren Publishing Company bought the paper in 1929. Mr. Holman retiring because of ill health. Mr. Holman took the paper over in 1932, but was not active in its management between that time and his death in July, 1933, Mrs. Holman directing the business as she now is and intends to continue doing.

### THE OLD AGE PENSION

The Townsend old age pension plan is gaining more favorable hearings in Washington than many thought possible. There can be no doubt that this Congress will do something constructive about old age pensions. Whether its action will be along the line of old age pensions or along the progressively inflationary lines of the Townsend plan remains to be seen. It is generally coming to be recognized that our older people have no fair chance in our present economic set-up and controlled business cycles and it is generally being recognized that something must be done about it. That is one reason why we may confidently expect some form of old age pension this Congress. As conditions have been in the past when Wall Street and the mad money god had full sway in this country 92 per cent of the people failed before or by the time they were 65 years of age. Is it possible for any government or any economic system, whether capitalistic or not, to be called a success when it is responsible for 92 per cent of the people failing? The fair percentage is too large to be called fair. It has been said that any man without respect or honor for his parents cannot be trusted. Might the same thing be said about governments and society? That economic system which will not give the older people a fair deal or a chance might not do so well by the younger people. Dalhart Texan.

**ARMOUR CREAM STATION**  
We are always in the market for your CREAM, POULTRY AND EGGS.  
Accurate Test—Highest Market Prices—  
Three Doors South P. O. I. H. SPRATT

## Here Are REAL VALUES For Food Shoppers

### FRIDAY AND SATURDAY SPECIALS

- SPUDS, 10 pounds ..... 17c
- GOOSEBERRIES, gallon tins ..... 42c
- COFFEE, Texas Girl, 2-lb pkg ..... 46c
- SALT, smoked, 10-lb bag 48c, 10 pounds Morton ..... 84c
- OATS, Brimfull, large box ..... 19c
- CORN FLAKES, Jersey, large box ..... 11c
- SALMON, Brimfull, best grade pink ..... 12c
- MATCHES, Diamond, carton ..... 29c
- PLUMS, greengage, gallon ..... 45c
- SALT, 3-pound box ..... 9c
- PICKLES, mixed sour, quart jar ..... 14c
- Tomato Juice, C. H. & B., save wrappers, 3 ..... 25c
- LEMONS, dozen ..... 16c
- SALAD DRESSING, Marco, quart jar ..... 29c
- MACKEREL, tall cans ..... 9c
- TOILET TISSUE, Fort Howard, 3 rolls ..... 23c
- SAUSAGE SEASONING, 10-ounce can ..... 21c
- SYRUP, pure ribbon cane, gal. 69c, 1/2 ..... 35c
- HOMINY, large cans, 2 1/2 ..... 10c
- ONIONS, dried, 5 pounds ..... 15c
- SWEET SPUDS, No. 1, 8 lbs ..... 25c
- RICE, bulk, full grain, 3 lbs ..... 18c
- CORN, Empson's Col. Sweet, 303 size, ea ..... 11c
- SOAP, Palmolive, 3 cakes ..... 14c
- JELLY, White House, 2-lb jar ..... 25c
- APPLES, Winesap, 163 size, dozen ..... 21c
- BAKING POWDER, 50-oz size ..... 33c
- COOKIES, Salad Wafers, Merchants, 2-lb ..... 29c

## FRANK'S CASH GROCERY

Phone 117 FRANK RICHARDS, Proprietor We Deliver  
Brings Us Your Eggs—Market Price—Buy At Home

Hereford, Texas, says a writer in the Western Live Stock, still holds the spotlight as the biggest home of registered Hereford cattle.

"If the registered white face cattle around Hereford could vote on election day," the article says, "Deaf Smith county would hold the balance of power in the Lone Star State."

Continuing, the story says: "Although the statement has appeared in Western Live Stock before, the local breeders still claim that Deaf Smith county, in which Hereford is located, has more registered whitefaces than any other area of equal size in the world."

"Until the last two or three years the scene of an annual combination auction sale, Hereford has long been a favorite bull 'hunting ground' for cowmen from Texas, Oklahoma, Colorado, New Mexico, Arizona and, in some cases more distant states."

"It was at Hereford in the 'good old days' that The Prince Domino, son of the noted Prince himself, brought \$10,000 at a private sale. W. T. 'Bill' Womble & Sons were the owners and Harrisdale Farm of Fort Worth was the buyer."

"Probably nobody in Hereford could tell you exactly the number of registered herds in the county, but the number would approximate two dozen. While Hereford has been a big producer of high class range bulls, many of the type that sold for \$200 to \$300 a few years ago, it has also built up a reputation for production of herd bulls."

Every time the train is late here with the morning mail, it costs the local telephone company. The reason is, there is a telephone pole in front of the post office here, and when the patrons have to wait for their letters and newspapers for a long period of time, three or four haul out their pocket knives and begin whittling on said telephone pole. From its looks now it won't be many more weeks before the pole will be whittled plumb in two and the company will have to put up a new one. With Christmas mail rush the last few minutes almost every morning, the pole has certainly lost weight, fast. We predict the whittling will let up a while now with trains running normally, again. Archibald, in Abernathy Review.

Which brings to mind a remark overheard that the Brand devotes too much space to agricultural news. An analysis of the situation indicates that the speaker was either not a thinking person or had some grievance against the Brand.

Where does Deaf Smith county's bread and butter come from? During the past 15 months, where did 90 per cent of the money upon which people of Deaf Smith lived come from?

The answer is, of course, that the very livelihood of the entire community depends upon agriculture. No crops were made during the past two years so the Federal Government stepped in with various programs and in a measure made up for the income that failed with the crops.

Therefore, the most important thing to this county is agriculture and the government activities pertaining to it. And it behooves any newspaper to give primary consideration to these things which to its readers are most important. Criticisms are always welcomed by the Brand. The reasons are obvious. A newspaper succeeds only to the extent that it gives

### SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 8th day of January, A. D. 1935, by the Clerk thereof on a judgment rendered in said Court on the 31st day of July A. D. 1934, in favor of plaintiff, United Fidelity Life Insurance Company, against the defendant, W. C. Fallwell, in Cause No. 2170 on the docket of said Court, and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's Sales on the First Tuesday in February, A. D. 1935, it being the 5th day of said month, at the Court House door of Deaf Smith County, Texas, in City of Hereford, the following described property situated in Deaf Smith County, Texas, as follows: Lots No. One (1), Two (2), and Three (3), in Block No. Five (5), of the Whitehead Addition to the City of Hereford, as shown by the map or plat of said addition duly recorded in the Deed Records of Deaf Smith County, Texas. Levied on this 8th day of January A. D. 1935, shown to be the property of the defendant, Beulah Fallwell, to satisfy a judgment in the sum of \$673.63, principal, interest and attorney's fees, as well as costs of suit, for indebtedness owing on Certificate No. 186 and mechanic's lien contract for improving Fifth Street abutting said property, decreeing foreclosure of special assessment and mechanic's liens against defendant, W. C. Fallwell, and wife, Beulah Fallwell, as first and prior liens. Dated at Hereford, Texas, this 8th day of January A. D. 1935. JOHN B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy. 1-3c

its readers what they need and want. Letters on any subject of significance are invited. They will be published, if signed and deemed to be of sufficient interest to justify publication.

Walter Witte moved to the farm last year, and on the basis of his past experience thinks he has been doing some things just backward to what he should have done them, avers the Muleshoe Journal. "Next year when he makes a garden he is going to reverse the usual process by planting weed seeds to see if vegetables won't come up instead."

In a recent questionnaire sent to a number of eminent persons, it was asked: "What word seems to you the most annoyingly overused or misused?"

Among those suggested were: Intrigued, kiddies, cute, awful, gorgeous, colorful and I.

Another question was: "What word in English seems to you the most beautiful in sound?"

Replies included the following: Mother, love, violet, lake, laughter, willow, melody and I. A well-known educator voted for payday, with which most teachers will agree, while a Mexican poet liked the sound of cuspidor best.

In answer to the request to pick the most useful word in the language, these were suggested: No,

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 8, 1904.)

Judge John E. Hixon had been in Amarillo that week on legal business.

Members of the Dramatic and Physical Culture class were to meet in the Christian church Tuesday evening.

It was charged that Senators Culberson and Bailey were bending every effort to obstruct all Republican legislation, much to the detriment of the Nation.

The four children of Mr. and Mrs. J. N. Ivy of North Draw were seriously ill with pneumonia.

E. B. Black thanked Hereford people for their patronage of the firm of Loveless & Black, and announced his purchase of Mr. Loveless' interest in the business.

One day during Christmas week a number of lads, armed with

toy pistols, stuck up another boy on the street and took all his toys. "All in fun," thought the editor, "but off on the wrong foot."

A complete telephone directory printed in the current issue of the Brand showed a total of 149 telephone users in Hereford and surrounding area.

Ed and J. D. Curtisinger had arrived that week from Collin county and were to make their home here.

(From The Hereford Brand, January 9, 1914.)

A number of complaints had been received relative to the miserable condition of several streets, and road drags were being used to overcome this.

C. D. Wright, county judge, proposed a rabbit drive as an effort to relieve the country of an over-surplus of the pest.

J. H. Head, for assessor; W. M. Megert, county judge; Al Miller, assessor; Henry Hubert, sheriff; C. E. Smith, clerk, were the latest aspirants to office in Deaf Smith county.

Hereford post office increased its business \$650 in 1913 over that of 1912.

January 9, and already 13 candidates had announced for Governor of Texas.

Judge C. F. Kerr of Dimmitt had again extended his "reputation" with the Brand by paying another year's subscription.

From December 1 to 22, 3,508 rabbits had been slaughtered in the Plainview region.

Johannie Biggs, who had been making his home in Celina the past month, had returned to Hereford and re-entered the second grade in school.

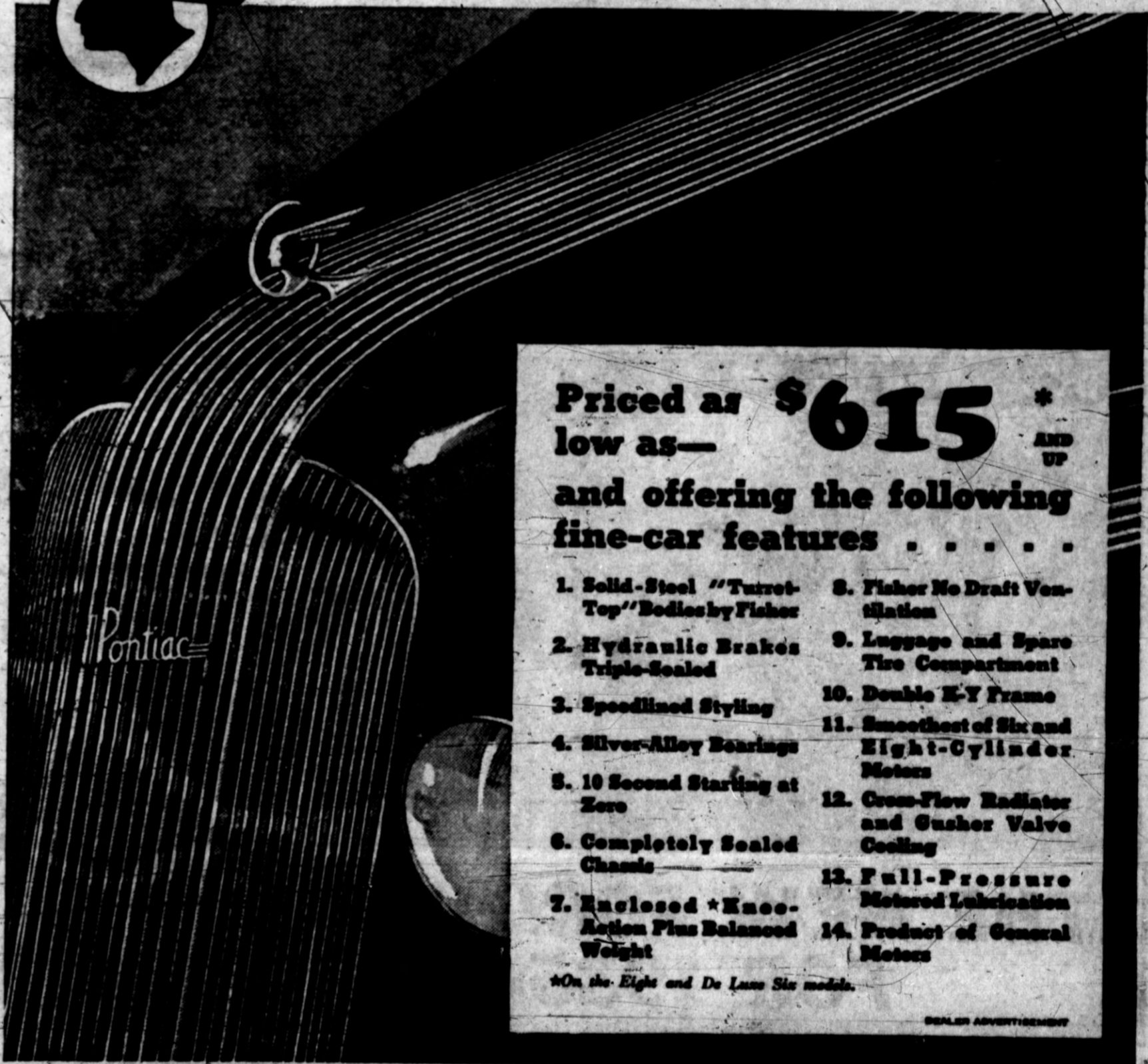
yes, the, of, and, in, it, is, have, do and I. An editor thought eat the most useful.

It may be observed that the pro-

noun I was selected in answer to three questions, and a prominent physician declared it to be at once the most beautiful, the most

useful and the most annoyingly over-used of all words. Many of our readers will probably agree. Wellington Leader.

# PONTIAC presents A New Low Priced SIX and an Improved Low Priced EIGHT



Priced as low as— **\$615** \*  
and offering the following fine-car features . . . . .

1. Solid-Steel "Turret-Top" Bodies by Fisher
2. Hydraulic Brakes Triple-Sealed
3. Speedlined Styling
4. Silver-Alloy Bearings
5. 10 Second Starting at Zero
6. Completely Sealed Chassis
7. Enclosed \*Knee-Action Pins Balanced Weight
8. Fisher No Draft Ventilation
9. Luggage and Spare Tire Compartment
10. Double H-Y Frame
11. Smoothest of Six and Eight-Cylinder Motors
12. Cross-Flow Radiator and Gusher Valve Cooling
13. Full-Pressure Motored Lubrication
14. Product of General Motors

\*On the Eight and De Luxe Six models.

When you visit the Pontiac salesroom today, you are going to see a type of beauty the like of which the motor car industry has never known before—new, refreshing, utterly different—the happiest interpretation of the streamline principle ever achieved. . . . You are going to see for the first time that greatest of all Fisher achievements in coachwork—solid-steel "Turret-

Top" bodies. . . . You will discover a new type of hydraulic brakes—smooth, positive and triple-sealed. . . . new six and eight-cylinder engines featuring silver-alloy bearings and 10 second starting at zero. . . . In brief, you are going to see the newest and finest products of a great modern plant—cars which embody scores of other quality features hitherto never combined at prices so low.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN, Division of General Motors  
\* List price of Standard six-cylinder Coupe at Pontiac, Michigan. Standard group of accessories extra

NOW ON DISPLAY AT **PONTIAC AND BUICK** **NORTON MOTOR CO.** Hereford, Texas



**NOTICE OF SHERIFF'S SALE OF REAL ESTATE**

By virtue of an Order of Sale issued out of the Honorable 101st Judicial District Court of Texas in and for Dallas County, on the 28th of December, 1934, in the case of THE DALLAS JOINT STOCK LAND BANK OF DALLAS versus W. E. Taack et al No. 936-B, and to me, as Sheriff, directed and delivered, I have levied upon this 1st day of January A. D. 1935, and will between the hours of 10 o'clock A. M. and 4 o'clock P. M., on the first Tuesday in February A. D. 1935, it being the 5th day of said month, at the Court House door of said Deaf Smith County, in the City of Hereford, proceed to sell at public auction to the highest bidder, for cash in hand, all the right, title and interest which W. E. Taack, Susie Rushing and husband, S. L. Rushing, Hickman Price and Mike H. Thomas, Receiver had on the 1st day of August A. D. 1925, or at any time thereafter, of, in and to the following described property, to-wit: Six tracts of land situated in Deaf Smith County, Texas, and being

First Tract: 640 acres of land out of Cap. Lea. No. 484 and 395, described as all of Survey No. 36, Township No. 5, North of Range No. 1, East.

Second Tract: 640 acres of land out of Cap. Lea. No. 385 and 394, described as all of Survey No. 36, Township No. 5, North of Range No. 1, East.

Third Tract: 640 acres of land out of Cap. Lea. No. 385 and 394, described as all of Survey No. 26, Township 5 North of Range No. 1, East.

Fourth Tract: 640 acres of land out of Cap. Lea. No. 385, and described as all of Survey No. 30, Township No. 5, North of Range No. 2, East.

Fifth Tract: 640 acres of land out of Cap. Lea. 384 and 395, described as all of Survey No. 34, Township No. 5, North of Range No. 1, East.

Sixth Tract: 320 acres of land, being the West half (W 1/2) of Survey No. 29, Township No. 5, North of Range 2 East, out of Cap. Lea. 385.

The above described lands being all of Capitol Syndicate Subdivision as shown by plat of such subdivision of record in the Deed Records of Deaf Smith County, Texas, in Volume 18, page 25-31.

Said property being levied on as the property of said above named persons and will be sold to satisfy a judgment amounting to \$19,570.48 Price jointly and severally together with a% interest thereon from 8 per cent interest thereon from the 19th day of November, 1934.

In favor of THE DALLAS JOINT STOCK LAND BANK OF DALLAS, and costs of court and the further costs of executing this writ.

Given under my hand this 1st day of January, A. D. 1935. J. B. MILLER, Sheriff, Deaf Smith County, Texas.

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

**Ward News Notes**

**MRS. WILEY ROBERSON**

Mrs. Ralph Sartini of Shreveport is spending a few days in the home of her parents, Mr. and Mrs. Jack Hutson.

Mr. and Mrs. John Hutson entertained with a new year's dinner. Present were Mrs. Jimmie Gardner and Joe Boob, Amarillo; Mrs. Sartini, Shreveport; Mr. and Mrs. Sonny Ledbetter and daughter, of Vega; Messrs. and Mmes. Jack and Bill Hutson and children.

Dorothy Miles spent Thursday night with Wilda Fay Gibbs.

Omah Harrison, Dorothy and Helen Miles and Floyd Harrison visited in the home of Miss Pauline Newman Saturday night.

Bill Hutson and family and Mrs. Gardner and son were in Vega Tuesday night.

Mr. and Mrs. Bob Higgins and son, Wesley, returned home Monday, December 31, from a week end visit with Mr. and Mrs. Claude Norton near Goldthwaite.

Chester Hodges and family returned Sunday from a month's visit in California.

Glenn Rutter and family spent Christmas with Mrs. Rutter's mother, Mrs. Ates.

Mr. and Mrs. D. O. Williams of Abernathy spent the week end with her parents, Mr. and Mrs. Jack Hutson.

Mr. and Mrs. Jim Lipscomb ate new year's dinner in Hereford with Mr. and Mrs. Jim Higgins. Mrs. Suggs visited Mrs. Ed Smith in Hereford Thursday afternoon.

**U. S. Furnishes**

(Continued from Page One)

000. This was all in loans and is not net. But it was 1934 income. Loans for putting in wheat crops amounted to approximately \$75,000. Row-crop loans came to another \$50,000. Then the emergency stock feed loans added up to \$4,162 for more than 250 borrowers.

Exactly \$120,121.01 came through the relief office from Federal and State funds. Direct relief took up \$16,981.10. In salaries to workers on relief \$66,113.65 was paid. The administrative expense was \$7,028.28. Besides the actual money there was footstap estimated to be worth \$5,000 distributed to needy during the year.

More than a million dollars was distributed through the Hereford National Farm Loan Association in the form of Land Bank and Land Bank Commissioner's loans. The Land Bank loans totaled \$540,000 through the Hereford Association. Commissioner's loans came to \$703,000 since their inception late in 1933.

It is estimated by Alex O. Thompson, secretary, that the 1934 commissioner's loans in Deaf Smith amounted to \$500,000.

The greater portion of the money realized through these loans was used in re-financing indebtedness and was not, therefore, a vital part of the county's expendable income.

**New Legislature Convenes For Vital Session**



Photographed above is the famous capital building at Austin, second only to the National Capitol in size. Here the new Texas Legislature convenes early this month to face problems considered greater in variety and importance than ever before. Action is anticipated promptly to halt natural gas wastage in the Panhandle. This wastage has grown so rapidly, that reports to the Railroad Commission reveal that each day it now equals the daily domestic and commercial gas consumption of the entire United States. Taxation, liquor laws, relief, oil control and other vital subjects demand early solution.

**BREWERS RAISE STRENGTH OF BEER**

Milwaukee.—Major brewers of this malt capital have found it necessary to increase the strength of beer past the 3.2 per cent mark but they do not approve of it.

Reviewing the situation since repeal, they say competition alone forced them to exceed the 3.2 measure they hailed as perfect content when the beer bill was passed.

To corral evils they see as imminent if alcoholic content is allowed to rise uncontrolled they are backing a program of the United States Brewers Association to sell beer on its quality instead of power. Brewers who overcalculated the market and fell back on strength to stimulate sales are blamed for the state of the market.

"In the old days," recalls S. A. Abrams, company official, "no one thought of selling beer on a basis of how much alcohol it contained."

"Beer should be sold on the sound basis of strict quality and palatability."

**BINGO, A TERRIER, GETS ON OTTAWA VOTERS' LIST**

Ottawa.—Every dog has his day, and Bingo, a wire-haired fox terrier, will have his when a general election is held in Canada next year. For Bingo, according to the new voters' list, is entitled to vote.

How Bingo alone of all the canine population of Canada, got on the list is due to a little misunderstanding between the two women enumerators who called at Bingo's home and Joseph DeChaine, who pays rent for it. After the two enumerators had been furnished with the names of all the human occupants of the apartment, including Mrs. Annie Pauze, and Miss Caliste Pauze, they conscientiously inquired whether there was any one else. "Only Bingo," replied Mr. DeChaine.

**Mr. and Mrs. Clyde Honea returned Friday from a holiday trip to Laredo, Brownsville and through the Valley, returning by way of Brownwood and Comanche. Mr. Honea reports conditions improving all through the sections visited.**

**Lodge Directory**

**HEREFORD LODGE**  
NO. 340, A. F. & A. M.  
Stated Meetings Each Second Monday Night of Month. School of Instruction Each Friday Night. Visitors Are Welcome.  
J. W. ROBINSON, W. M.  
EGBERT BRADLEY, Secretary

**HEREFORD LODGE I. O. O. F.**  
CHARLES SOWELL, Noble Grand No. 476  
Meets Monday, 8:30 p. m. Visiting Brethren Welcome  
L. H. FOSTER, Secretary

**REBEKAH LODGE**  
Meets Every Tuesday at 8:00 p. m.  
MRS. F. E. BOWE, N. G.  
MRS. HERMAN STEWART, Secretary

**HEREFORD CHAPTER, O. E. S.**  
Meets Each Second Tuesday Night, 7:30.  
MRS. JEWEL WOMBLE, W. M.  
MRS. MYRTLE WITHERSPOON, Secretary

**Want Ads**

**For Sale or Trade**  
FOR TRADE: Perfect half and quarter section, all broke and in Federal loan. Will trade for clear property or sell on good terms. See Claud Higgins, Hereford, Tex. at 1-2p

FOR SALE: Five or six tons of well matured maize heads, \$25.00 per ton. R. H. Jackson, two miles north of Hereford on 25-Mile Avenue. 1p

FOR SALE: Almost new No. 12 DeLaval cream separator. Mrc John B. Davis, 410 Sampson Avenue. 52-2p

FOR SALE: S. C. White Leghorn cockerels. Slagle & Bowers, Joel Switch. 1-2p

AUCTION SALE: Cavalry Park Sales Pavilion, Clovis, N. M., every Monday. Bring your livestock and anything you wish to convert into ready cash. Good sales always assured. Ray Barber, Auctioneer. 1p

FOR SALE at less than half 21 modern residences in Hereford (owned by loan company). Very small cash or trade as first payment, balance monthly. Monthly installments will be less than actual rent. Shown by appointment only. Ralph Barnett. 52-2c

FOR SALE: Five close in lots, or will trade for car and assume payments. See A. A. Ott. 52-2c

FOR SALE: Master-Six Buick Sedan. Call 272-W. 50-1fc

FOR SALE: Viola, in good condition. Apply Brand Office. 1f

Five room frame residence, close in. Automobile as cash payment, very small monthly payments (less than rent). 100 acres ten miles Hereford, 130 in wheat. Small cash or trade for first payment. Price only \$10 per acre. Ralph Barnett. 52-2c

**Lost and Found**

\$100.00 reward for information leading to return of ten head of three-year-old cows branded HD on left hip. Jimmie Boyd, Hereford, Texas. 1p

THE PERSON who lost the rocking chair in front of my house please bring me the bottom and cushion. Alex O. Thompson. 1c

**Wanted**  
WANTED: A wheel chair. Mrs. O. L. McKee, 100 N. 8th. 1p

WANTED: Second hand truck, must be in first class shape and priced reasonable. Geo. W. Smith, P. O. Box No. 697. 1-1f

WANTED: To rent small house, duplex or apartment. Must be modern and furnished. Call the Brand. dhif

WANTED: Will trade hay or pay cash for some second hand wire fence. J. B. McFarland, Friona, Texas. 52-2p

**For Rent**  
FOR RENT: Five room house, 506 Main. See L. Baskin. 1p  
FOR RENT: Two furnished light housekeeping rooms. Dr. Florence Miller, 215 B Street. 3c

**PARTY MUTATIONS**  
to survey terrestrial affairs, his emotions at the fate of the Republican party could be reported only in part.  
It is manifest, of course, that if American democracy, as we have known it, is to endure, there must be two parties, intellectually officered, and morally capable of functioning as government when so chosen. What their names may be is unimportant.—St. Louis Post-Dispatch.

**Extra Specials FOR THE WEEK-END**

SPUDS, 10 pounds ----- 13c  
COCONUT, long thread, 1 pound ----- 15c  
SOAP, Palmolive, 3 for ----- 14c  
BAKING POWDER, Calumet, 1 lb ----- 22c  
COCOA, Bliss, 2 pounds ----- 23c  
CRACKERS, 2 pounds ----- 19c  
MILK, large Carnation, 2 for ----- 14c  
BEANS, Heinz, oven baked, 2 cans for ----- 16c  
PICKLES, dill, quart ----- 15c  
COFFEE, M. J. B., 1 lb 30c, 3 lbs ----- 89c  
JELLO, assorted flavors, 3 for ----- 18c  
RICE, whole, 5 pounds ----- 30c  
PRESERVES, 1-pound jar ----- 21c  
CORN FLAKES, two for ----- 19c  
SNOWDRIFT, 3 lbs 49c, 6 lbs ----- 98c  
DATES, 2-pound package ----- 27c

**OUR QUALITY MEATS**

HAMBERGER, good and fresh, pound ----- 5c  
CHILI MEAT, pound ----- 5c  
CHILI, Good Home-made, pound ----- 15c  
STEAK, round, loin, T-bone, baby beef, pound ----- 15c  
FOREQUARTER STEAK, baby beef, pound ----- 10c  
BOLOGNA, FRANKS or MINCED HAM, pound ----- 12c  
PURE PORK SAUSAGE, pound ----- 15c

**Texas Market & Grocery**  
PHONE 353—FREE DELIVERY

**See what your DOLLARS will buy now**

**FRIDAY AND SATURDAY SPECIALS**

<b>SUGAR</b>	10 pounds	52c
<b>APPLES</b>	25c	<b>GRAPEFRUIT</b> 31c
Winesap, dozen		Good size, dozen
<b>SALMON</b>	25c	<b>GRAPE JUICE</b> 29c
Concho, pink, 2 cans		Quart
<b>TOMATOES</b>	25c	<b>SPINACH</b> 25c
Three No. 2 cans		Three No. 2 cans
<b>SPUDS</b>	10 pounds	15c
<b>MARSHMALLOWS</b>	17c	<b>BANANAS</b> 25c
1 pound package		Dozen
<b>SUGAR</b>	25c	<b>PINEAPPLE</b> 19c
Powdered, 3 packages		No. 2 1/2 cans, broken slices
<b>CRACKERS</b>	22c	<b>JELLO</b> 20c
Graham, 2-pound box		Three packages
<b>SOAP</b>	Laundry, Big 4, 10 bars	31c

**MR. FARMER:** Insure yourself of increased prices on your cream by selling to Carl's Grocery. Remember we guarantee a price equal to the direct shippers price and with your cooperation we'll continue this plan. **TODAY'S PRICE IS 30c.**

**CARL'S Cash and Carry GROCERY**

**\$1.00 FOR YOUR OLD IRON**

**Westinghouse**

EVERY HOUSE NEEDS

Every home considers highly the elements of safety and convenience in the usual routine of daily tasks. The "Adjust-O-Matic" Iron we are featuring this January insures every safety through the dependable automatic control which cuts off the electricity before the iron reaches burning temperature.

The finger tip-control adapts the right heat for every ironing problem—from fine silks to heavy linens. No time is wasted in waiting for the iron to heat or cool—a real time saver.

**KERR HARDWARE COMPANY**  
**STREU HARDWARE COMPANY**  
**TEXAS UTILITIES COMPANY**

**Westinghouse**



**Messenger News**

BY ESTELLE WILLIAMS

Take Produce to Carl's Gro. if there were 51 present at Sunday school. Rev. Harrison filled his regular appointment. Rev. and Mrs. Tucker and two children and Mrs. Tucker's mother, Mrs. Williams, and the Rev. Burnett, all of Grady, and Mrs. Ingram of Hollene, were visitors. There will be preaching next Sunday.

R. J. Coleman and family were Sunday dinner guests in the Bob Lindsey home.

Mr. and Mrs. H. L. Ager and two boys took dinner in the John Rouse home Sunday.

John Lining called at the L. M. Williams home Sunday.

Messrs. and Mmes. L. M. Turner and children, L. M. Williams and daughter, Estelle, J. N. and G. C. Messenger were in Hereford Saturday.

G. N. Messenger has been very ill the past two weeks. He was taken to a doctor Monday.

Mrs. L. M. Turner and children are on the sick list.

A large crowd attended the dance Mrs. L. M. Williams and daughter, Estelle, spent from Wednesday until Saturday at Cameron

and Wheatland, N. M., with her son, J. A. Williams and family, also calling at the Gordill and Leach home.

at the Charley Brown home Monday night.

Marie Smith spent Monday night with Ruth Short.

L. M. and Quince Williams were in Friona recently.

Mr. and Mrs. Bob Lindsey and baby called at the R. W. Fanning home one night last week.

R. L. Heward and family called at the Bob Lindsey home Tuesday night.

Georgia Nell Coleman spent Sunday night with Edna and Anna Brown.

A good rain fell in this community Sunday night, which was needed badly.

**Dean News**

BY MARY LOUISE DEAN-ELSIE FRIEMEL

Take Produce to Carl's Gro. if Mr. and Mrs. Jim Boyd visited Mr. and Mrs. A. A. Head Sunday.

B. F. Fulkerson left for his home in Roswell, N. M., Monday.

Jack Dean reentered school in Hereford Monday.

Messrs. and Mmes. Arlie Dean, M. R. Stone, A. A. Head, B. R. Fulkerson, Mrs. Morel and Eldon Harris were in Hereford Saturday.

Bob Corlith visited in the Arlie Dean home Monday.

A good rain fell here Sunday night.

Mr. and Mrs. L. L. Crawford ate Sunday dinner with Mr. and Mrs. P. R. Fulkerson.

Mr. and Mrs. Arlie Dean were Hereford visitors Friday.

Bill McLean and Roy Hastings visited Jack Dean Wednesday night and Thursday.

Mr. and Mrs. Cole of Colby, Kansas, have returned home.

Mr. and Mrs. Lee Weaver and daughters were in Hereford Saturday.

Miss Audine Biggers returned to Las Vegas, N. M., Saturday after a visit with her father and sister, H. G. Biggers and Miss Gonda.

B. R. Fulkerson and children visited in the A. A. Head home Sunday.

**Black**

BY MISS NOBLE McLEAN

A good shower fell here Sunday night and will help the wheat.

Rev. Linley of Bovina preached here Sunday afternoon. He will be here again the third Sunday afternooon.

Dennis Ray and family of Amarillo were Sunday visitors with Mrs. Mary Ray.

Jim Barnett visited his brother, Bud, in Canyon a few days last week.

Will Garrett of Roswell, N. M., visited his nephew, T. L. Welch, last Sunday night.

Z. N. Holley has returned from Tennessee where he visited his parents and attended a family reunion.

A. C. Hays and family have returned from their vacation in South and East Texas.

Sena Welch and Gwendoline Cogdill visited in the Welch home one day last week.

Mr. and Mrs. Lige Ramsey of Hereford visited the Ray Price

and Barnell homes Tuesday.

D. Hodges and family of Forgan, Okla., visited their daughter, Mrs. B. Hinds, last week end.

Mrs. Verner Melugin has returned home from a visit with relatives in Whitewright and Estro.

Dave Galloway and wife visited his brother and family at Floydada last Wednesday. His mother accompanied them home.

The rabbit drive here was a great success. About 1,000 rabbits were killed. Club ladies served luncheon at the community club house.

The demonstration club met last Wednesday. Miss McKinney was present and demonstrated tufted bed spreads.

Mrs. T. L. Welch entertained a group of neighbors with a surprise dinner for her husband Sunday night at 7 o'clock. Attending were Mr. and Mrs. Tom Presley, Ray Bennett, Jim Black, Verner Melugin, Lloyd Lookingbill, Cecil Vandiver, Dick Rocky of Muleshoe, the host and hostess. A delicious two course dinner was served. Mr. Welch received a box of cigars and other useful gifts.



Your Finest Recommendation

... A GOOD BANKING CONNECTION

Before you sacrifice any more opportunities in borrowing or saving . . . in devising and selecting a wise course in all financial matters . . . learn the facts about the helpful protecting counsel we can offer you. Good banking facilities such as we offer means greatest economy and efficient progress in your business and money matters. You need them as your best recommendation.

The First State Bank OF HEREFORD



Start The New Year with a NEW Gas Range!

While you're ringing out the old year, why not "ring out" that old fashioned gas range, too? Start a new era of new joys in meal-making with a modern Gas Range — with all the new and improved time- and labor-saving features — and you will remember January, 1935, for many years to come.

Your gas appliance dealer or your gas company will gladly explain and demonstrate the far-reaching advantages of automatic time control, oven heating regulation, self-lighting non-clog burners, insulation that holds the heat in the oven — features that add to the comfort of cooking, and to the pleasure of serving new dishes that you would never even attempt on your present range.

Note: Gas Appliances are eligible for modernization loans under the National Housing Act.

West Texas Gas Co.

**Ford Doings**

MRS. H. M. BENSON

Mr. and Mrs. Joe Phipps were Sunday night visitors in the H. D. Hill home.

Fred Brunson, Ted Langley, H. Benson and Mr. Sandiford spent Wednesday in Amarillo.

J. S. Garrett and family went to Amarillo Saturday to take James to resume his school work in Amarillo Junior College.

Mr. and Mrs. J. E. Hill returned last week from Mineral Wells where they spent the holidays.

Carl Straufus and Miss Hilda, Lawrence Straufus and family took New Years dinner with Mr. and Mrs. Ted Roeback in Sims community. Mrs. Roeback is a sister to Mrs. Lawrence Straufus.

Four of the children of Mr. and Mrs. Bruce Plummer recently enrolled in Ford school.

A wedding of unusual interest to Ford people was that of Miss Enla Lee Burch, daughter of Mrs. Ella Burch, and formerly of this community. Miss Burch was married to Joe Barnhill of Oklahoma City, Thursday night. The couple will live in Oklahoma City.

Mr. and Mrs. Bill Barnhardt spent New Years with friends in the Wyche community.

Thunder showers Sunday night and Monday morning gave hope that we may yet receive moisture to make a wheat crop.

Tom Bassett spent a while Sunday night with Hardy Benson and family.

Carl Straufus and Lawrence went to Amarillo Thursday.

Card of Thanks.

We take this means of expressing our heartfelt gratitude to our many friends for the kindly and helpful condolences in our recent bereavement. May God's richest blessings be yours.

Mrs. Bernard Seid, Mr. and Mrs. Chas. Bennett, Mr. and Mrs. Frank Cogdell, Walter and Helen Seed, Tom McCurdy.

**BATTERY SERVICE**

WE REPAIR AND SERVICE

STARTERS BATTERIES GENERATORS  
FUEL PUMPS IGNITION MAGNETOES  
ELECTRIC MOTORS RADIATORS APPLIANCES

ALL WORK GUARANTEED

**Willard Battery Station**

Phone 264. 313 North Main

Presenting

**Two New CHEVROLETS**

in the two lowest price ranges

**THE NEW STANDARD CHEVROLET**

LOWEST-PRICED SIX UNUSUAL ECONOMY FLASHY ACCELERATION 23% MORE POWER for Getaway and Hill-Climbing BIG, ROOMY BODY BY FISHER SMOOTH, POWERFUL BRAKES BLUE-FLAME VALVE-IN-HEAD ENGINE

**CHEVROLET** presents the finest cars and biggest values that Chevrolet has ever offered. The New Standard Chevrolet . . . styled in the traditional Chevrolet manner which has proved so popular . . . providing an entirely new degree of performance and operating economy. And the new Master De Luxe Chevrolet . . . the Fashion Car of the low price field . . . beautifully streamlined . . . longer and smarter lower in appearance. . . Both of these cars are powered by the improved Master Chevrolet engine. Both give remarkable new performance — and both are even more economical to operate than previous Chevrolets. See these cars and choose Chevrolet for quality at low cost.

**THE NEW MASTER DE LUXE CHEVROLET**

NEW STREAMLINE STYLING TURRET TOP BODY BY FISHER KNEE-ACTION® LONGER WHEELBASE ROOMIER BODIES SPEED, POWER, ECONOMY BLUE-FLAME VALVE-IN-HEAD ENGINE

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

**\$465** AND UP. List price of New Standard Roadster at Flint, Mich., \$465. With bumpers, spare tire and tire lock, the list price is \$50.00 additional. Prices subject to change without notice.

**\$560** AND UP. List price of Master De Luxe Coupe at Flint, Mich., \$560. With bumpers, spare tire and tire lock, the list price is \$55.00 additional. Prices subject to change without notice.

**NOW ON DISPLAY**

**CHEVROLET**

**CHOOSE CHEVROLET FOR QUALITY AT LOW COST**

**BRUMLEY CHEVROLET CO.**

223 East Third Street HEREFORD, TEXAS Phone 740

**FEED For More Profits**

Eggs are hatchable only if they come from properly fed hens. And the better a hen is fed, the better the egg. Even if hatching eggs are not desired, production increases with the right kind of feeding.

**JUST-RIGHT Egg Mash Is the Proper Feed**

**West Texas Feed and Seed Co.**

Phone 265. We Buy Produce.



## Winter Service! FOR YOUR CAR

Drive in today and let us check your car for anti-freeze, winter-weight Texaco Oils and Greases. Don't take a chance of freezing up.

**Texas Service Station**

GLEN SNIDER

## We Have Plenty of CAREY-IZED

Meat Salt On Hand

100-Pound Sack ..... \$1.35

50-Pound Sack ..... 70c

## CAREY-IZED SUGAR- CURING SALT

10 Pounds ..... 90c

## CAREY-IZED SEASONING FOR SAUSAGE

Per Package ..... 25c

## McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

## Here and There

BY MRS. O. B. TICE

The WW club held the first meeting of 1935 last week with Mrs. J. M. Dixon. Because of sickness only eight were present. The Christmas gift exchange was held with members receiving pillow slips.

Mrs. Harlin and Robinson helped Mrs. Mobley can meat Thursday.

Mr. and Mrs. J. E. Andrew spent Sunday in the W. S. Dixon home.

Rev. Brewer held his regular services at Frio Saturday night and Sunday. The membership presented him a Bible and the community gave him and Mrs. Brewer an embroidered friendship quilt and pillow to match.

Buck Williams was ill last week.

Mrs. J. E. Boyd and J. L. Rogers returned Saturday from Portales where they visited their parents. Mr. and Mrs. W. L. Sall.

Mr. and Mrs. Andrew Gilliam visited Mr. and Mrs. Elmer Jones Sunday.

Mr. and Mrs. W. A. Springer entertained friends Saturday night with a 42 party.

Mr. and Mrs. J. L. Taylor, Woodson, Mrs. Claud Price and children, Floydada, and Mrs. George Bentley Grand Falls were recent guests of Mrs. H. M. Mobley.

The Sunday school has elected J. B. Harlin superintendent, W. S. Dixon assistant, Miss Alma Andrews pianist, Miss Helen Jones secretary.

A 42 party was given at the W. E. Upton home Saturday night with 20 present.

## Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

Mr. and Mrs. Jim LeGrand and family of Amarillo recently spent a day with Mr. and Mrs. Tom McClain.

Mrs. Jess Ford has been seriously ill.

Miss Sunbeam Price entertained the young folks with a party New Year's night. Games were played and refreshments served, much to the delight of all present.

Miss Mary Roberson of Amarillo spent the week with Leda Smith.

Mr. and Mrs. Campbell and children returned from Canada last Tuesday.

Mr. and Mrs. Cecil Allred went to Plainview last Tuesday to visit her parents, Mr. and Mrs. Neal.

Miss Vada Norman entertained the young folks with a very enjoyable party last Friday night. Those attending were entertained with games, and refreshments were enjoyed to the fullest extent.

Rev. J. M. Dyar and family are

ill with influenza. Woodrow Dyar has the mumps. We hope they will soon recover.

Messrs. and Mmes. Comingoer and Buren and family were Sunday guests in the home of Mrs. Day in Amarillo.

Miss Pauline Mahen, Fairview teacher, has returned from Seminole to finish her work here.

Mr. and Mrs. Cecil Allred were surprised with a party at their home last Monday night. Present were Mr. Buren and family, Elmer and Lawrence Womble and their families, Coy-Phillips and family, Lee Norman, Jimmie Allred, Earl Norman, Cecil Oglesby, Misses Vada Norman and Lela Mae Oglesby. Supper was served and an enjoyable evening spent.

Jack Moore of Wildorado spent Wednesday night with Cecil Oglesby here.

Miss Leda returned to Panhandle last Sunday where she is attending school.

Jimmie Allred of Hereford spent the week in the Cecil Allred home.

Mrs. Garrison was taken to an Amarillo hospital last week and is reported seriously ill at this time.

Mr. and Mrs. Dave Moore of the Daniel community were Sunday guests in the H. J. Oglesby home.

Mr. and Mrs. Richard Moore recently spent several days with her parents in Canyon.

## Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. if

Mr. and Mrs. T. L. Vaughn and family visited Sunday afternoon with Mr. and Mrs. Leslie Vaughn.

Mr. and Mrs. R. M. Gunn spent the week end with relatives in Holene, N. M.

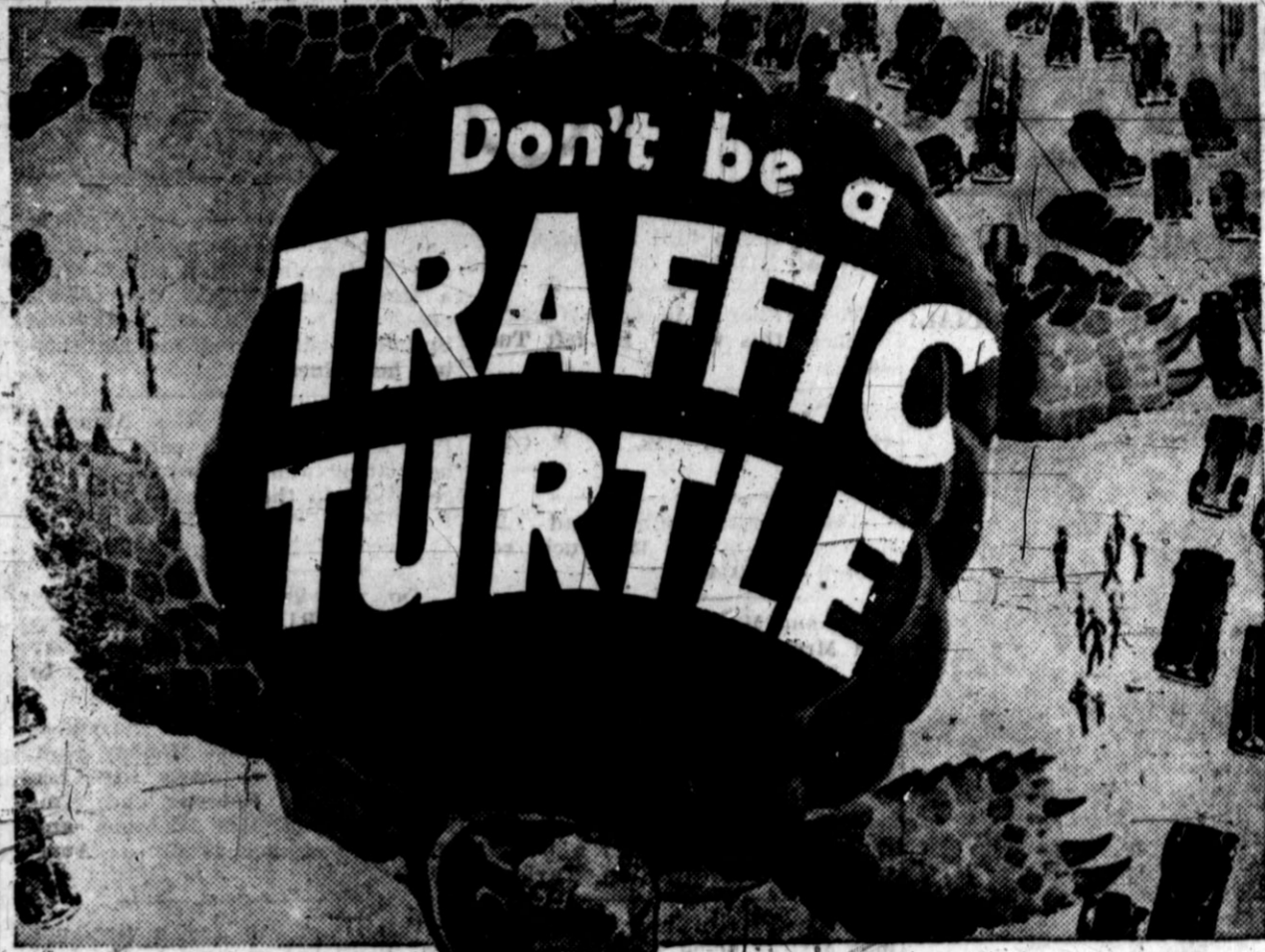
Sylvester Fangman of Messenger spent Saturday night with Edwin and Norbert Skypala.

Gertrude Wilson, Raymond Pierce Edgar and Wilma Skypala, Marlin Pierce and Mr. and Mrs. Rat Rowe visited Claudell Sikes Wednesday evening in the Ulys Pierce home at Hereford.

G. W. Wilson returned Monday from a business trip to Brandon, Colorado.

G. C. and Elwyn Hartman, Marlin and Raymond Pierce, Wilma and Edgar Skypala, Claudell Sikes, Gertrude Wilson, Mr. and Mrs. Rat Rowe and Frank Tackitt gathered in the F. W. Dodson home last Thursday evening.

Mrs. Guy Lawrence of Walcott spent Sunday night with her par-



Phillips 66 Ends Slow Starting, Stalling, Loss of Power

WHEN you get hot under the collar starting a cold motor—and it coughs and sputters and talks back to you—after which it stalls in traffic while occasional honking urges you to get going—Then it is too late to remember that you need high test gas to avoid being a cold weather "traffic turtle."

Now is the time to make sure that your cold motor starts instantly. Just fill up with Phillips 66. Every drop of this greater gasoline

delivers summer pep, power, and mileage all winter long. Plus the high anti-knock of genuine Lead Toluene.

Note the gravity figures below which prove that we keep stepping up the "test" of Phillips 66 as the thermometer drops. That is how our pioneer method of CONTROLLED VOLATILITY insures split-second starting in any weather. And remember, Phillips 66 costs no more than ordinary low test gasoline.

New Winter Grades Add Easy Starting  
Phillips 66 MOTOR OIL 30<sup>qt.</sup>  
In Cars... Delivery-Insulated

SUNNY GRAVITY (No. 1) 67.3... ANTI-KNOCK RATING 70 OCTANE

## INSTANT STARTING

ents, Mr. and Mrs. R. M. Gunn, Sue Vaughn, G. C. and Elwyn and Mrs. F. W. Dodson, Miss Mrs. Johnson of Crosbyton, mother of Mrs. G. W. Wilson, is spending a few days in the Wilson home. Hartman, Gertrude Wilson, Claudell Sikes, Mrs. Roscoe Landers, Marlin and Raymond Pierce, Mr. Martha Ellen Dodson and Frank Tackitt visited in the V. Skypala home Friday night.

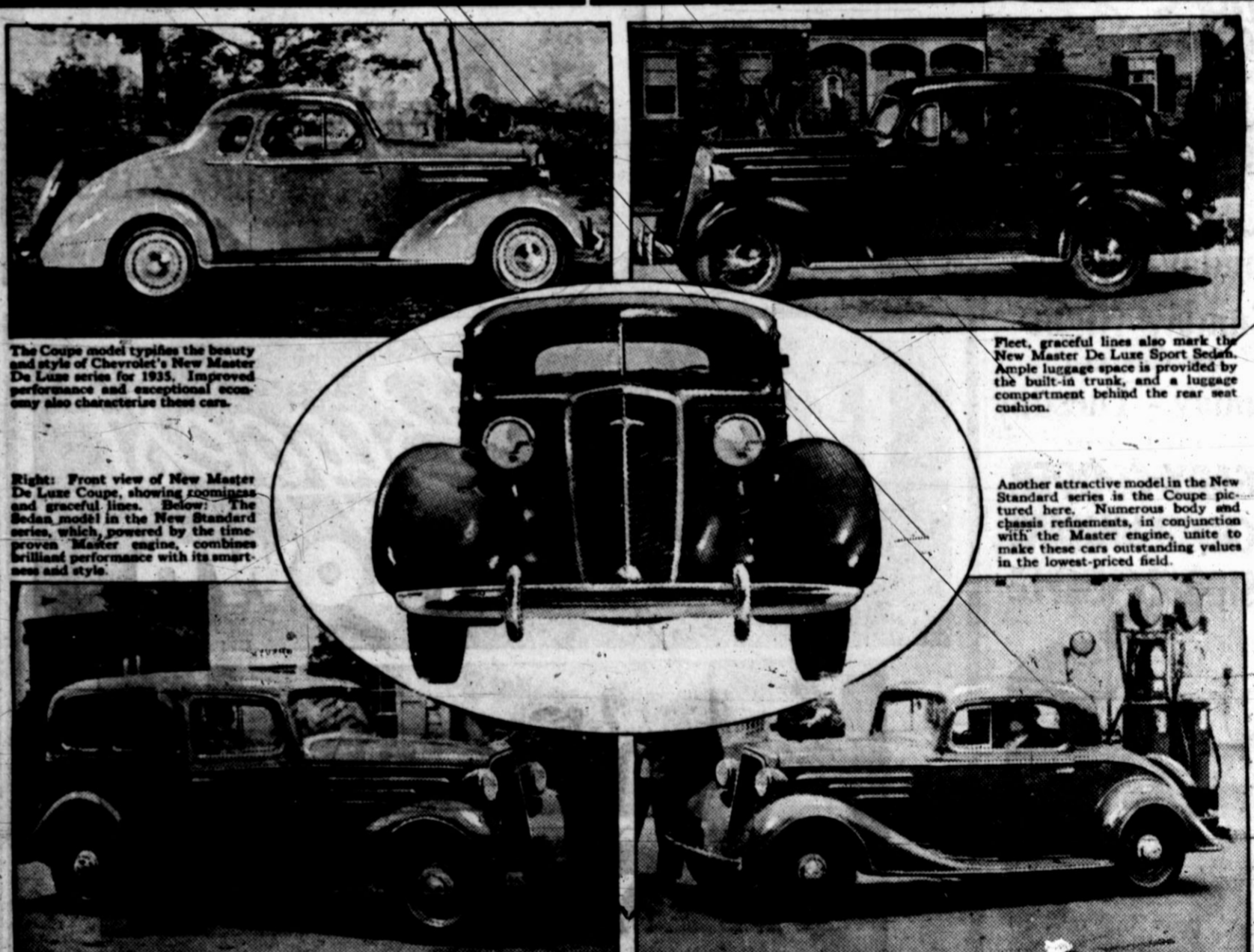
## THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, to-wit, on the 10th day of December, 1934, at a regular term of the Honorable Commissioners Court of Deaf Smith County, Texas, there came on to be considered a petition signed by twenty or more freeholders who live within commissioner's precinct number 4, petitioning said court to order an election to be held in said precinct to determine whether or not hogs, sheep and goats shall be permitted to run at large, and the court after due deliberation thereof found that said petition appeared to be in accordance with law and on said date said court, by its order made and entered, ordered said election to be held within said precinct on the 20th day of January, 1935, to determine whether or not hogs, sheep and goats shall be permitted to run at large within the confines of said commissioner's precinct number 4 particularly as follows:

"Beginning at the northeast corner of said County and running thence southward along the east boundary line of said County to a point in said boundary line which is the southeast corner of section No. 15, Block B-5, and running thence westward along the section or survey lines to the southwest corner of section No. 42, in Block No. 7, B. S. & F., thence in a southwesterly direction to the southeast corner of Section No. 4, in Block K-4, and running thence westward along the section lines to the southwest corner of Section No. 94 Block K-7, and running thence southward along the section line to a point in said section line which is also in the north boundary line of Capitol League No. 408, and running thence westward along the Capitol League boundaries to a point in the west line of said Deaf Smith County, and running thence northwards with said County line to the northwest corner of said Deaf Smith County, and running thence eastward with the north county line to the place of beginning."

It is therefore ordered that on the 20th day of January, 1935, an election be held within the said Commissioner's Precinct number 4, and the polls are to be opened at the following named places within said commissioner's precinct number 4, at Sigma school house, at Hippus School house, at Ford School house, and at Fairview school house, each and all of these said places within the said commissioner's precinct.

C. W. HUMBLE,  
County Judge.



The Coupe model typifies the beauty and style of Chevrolet's New Master De Luxe series for 1935. Improved performance and exceptional economy also characterize these cars.

Fleet, graceful lines also mark the New Master De Luxe Sport Sedan. Ample luggage space is provided by the built-in trunk, and a luggage compartment behind the rear seat cushion.

Right: Front view of New Master De Luxe Coupe, showing rounded and graceful lines. Below: The Sedan model in the New Standard series, which, powered by the time-proven Master engine, combines brilliant performance with its smartness and style.

Another attractive model in the New Standard series is the Coupe pictured here. Numerous body and chassis refinements, in conjunction with the Master engine, unite to make these cars outstanding values in the lowest-priced field.

Typical of Chevrolet's two new lines of cars are the models illustrated here. The Master De Luxe series reveals strong emphasis on beauty and style. Mechanically, the Master De Luxe series and the New Standard series have much in common, including the Master engine, in which numerous refinements have been made to enhance performance, durability and economy. As these pictures reveal, the New Master De Luxe departs distinctly from previous Chevrolets in the striking advance which has been made in body design and trim.

## ABOVE ARE SHOWN 5 MODELS OF THE NEW 1935 CHEVROLETS

We believe that you will agree that it is the finest, most beautiful Chevrolet that has ever been introduced. We wish to extend an invitation to you to drive this car yourself. Make any comparison with any other car you desire (in its price class) and we are confident you too will concede this wonderful new car's superiority. You are invited to see and drive this car today.

# Brumley Chevrolet Co.

CHEVROLET AND OLDSMOBILE SALES AND SERVICE

## BUSINESS AND PROFESSIONAL DIRECTORY

### ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.  
A. O. THOMPSON  
ABSTRACT CO.  
5 per cent Federal Farm Loans.

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INSURANCE  
JNO. H. PATTON  
PHONE 58

### LUNCHES

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

### OPTOMETRIST

F. M. KESTER  
Registered Optometrist  
A thorough examination with the newest and most modern instruments and equipment.  
516-B Main Street.

### DON'T Neglect Your Eyes

Dr. T. M. Montgomery  
At Glass Drug  
Third Friday Each Month.

### ELECTRICAL

GEO. S. McCONNELL  
Electrical Contractor  
All kinds of electrical appliances repaired. Also Delco Light, factory-trained service man.  
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### CHIROPRACTOR

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

### CLEANERS

WEST TAILOR SHOP  
MRS. O. F. WEST, Proprietor  
Clothes Called for and Delivered.  
Phone 388

### PHYSICIANS

DR. T. L. MORGAN  
Physician and Surgeon  
Above O'Brien Drug Store  
Office Phone 408  
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For  
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OFFICE SUPPLIES



# STAR THEATRE

HEREFORD, TEXAS

**Friday Only**  
MATINEE AND NIGHT  
ANOTHER BIG 10¢ SPECIAL!

**STANWYCK**

Now... HER GREATEST TRIUMPH!

**A LOST LADY**

A First National Picture with **RICARDO CORTEZ** and **FRANK MORGAN**

From the World Famous Novel by **WILLA CATHER**

Also **BUCK JONES** in **"THE RED RIDER"** CARTOON COMEDIES ALL FOR A DIME ATTEND THE MATINEE

**Saturday Only**  
MATINEE AND NIGHT

**Buck JONES**

**ROCKY RHODES**

Also **STAN LAUREL AND OLIVER HARDY** COMEDY ALL FOR A DIME

**Sunday Matinee**  
**Sunday Night**  
AFTER CHURCH

**Monday - Tuesday**

Adolph Zukor presents  
**GARY COOPER**  
**CAROLE LOMBARD**  
**SHIRLEY TEMPLE**



There She Goes, On Her Toes... His Best Girl!  
Have you heard? Shirley and Gary are "that way" about each other... gorgeous Carole is her "rival"!

**Now AND FOREVER**

A Paramount Picture with **SIR GUY STANDING** and **CHARLOTTE GRANVILLE**

If you liked Shirley Temple in "Bright Eyes" you will love her in "Now and Forever."

**NEWS AND MICKEY MOUSE**  
ONLY 10¢ AND 25¢

**Wednesday**

Next Wednesday Is Another Big Bank Night and Special Picture. **"Wicked Woman"**

# LOCALS

Fresh Radio "B" batteries, only \$1.70 at RICE'S. 1c

Ross Fuller is in Fort Worth on business this week. He left Tuesday.

Mr. and Mrs. A. Curry of Olton visited Mr. and Mrs. W. F. Gillis Sunday.

Deaf Smith county had 1,262 passenger cars and 181 trucks registered in 1934.

Mr. and Mrs. Bill Smith and Mr. and Mrs. Ralph Roden spent Sunday in Tucumcari.

Model T transmission bands, timers and wires, gaskets, motor valves, oversize rings at RICE'S. 1c

Mr. and Mrs. B. H. Hopkins returned Saturday from a holiday visit with relatives in Taylor.

J. A. Pitman, and Cecil Guseman arrived home Wednesday from a business trip to Carlsbad, N. M.

Mr. and Mrs. John Haberer and son returned Friday from a trip to the lower Rio Grande Valley.

Mr. and Mrs. W. E. Hicks of Garden City, Kansas, arrived Saturday for a visit with friends and relatives.

Mr. and Mrs. Dow Mercer attended the presentation of "The Green Pastures" last Saturday in Amarillo.

Now that tire prices have advanced you can afford to have that injured tire repaired. RICE does it while you wait. 1c

Mrs. Howard Doty of San Pedro, California, is here visiting her mother, Mrs. W. T. Smith, and other relatives.

We repair tubes that others turn down. Bring us your bad ones and the easy ones, too. Steam is always up at RICE'S and "every tube vulcanized."

A box supper will be held at the Easter school Friday night. Proceeds of the sales of boxes will be used to buy school equipment.

The reason we sell more car jacks than any other store in town is because we have a jack and price to suit all. At RICE'S. 1c

Mrs. Paul Foster and son, Paul, Jr., accompanied by Mrs. Foster's father, John Vetsok, of Amarillo returned last Thursday from a trip to Dallas, Houston and Galveston. Her sister, Miss Jean Vetsok, who has been in Dallas for several months, returned home with them.

Miss Gwendolyn Spradley is back at her school room teaching post in Hereford High school after a three months leave due to illness. Her sister, Miss Maurine Spradley, substituted for her during her illness.

Stockholders of the Amarillo Production Credit Corporation will hold their annual meeting at the red room in the Amarillo Hotel at 1 o'clock, Friday, January 11. H. D. Reed is the local director.

Do you know that RICE has been INSURING Brunswick tires against ACCIDENTS for over four years? 1c

Miss Nan Behrens of Clarendon returned to her home Monday after visiting here two weeks with her brother, Jerry Behrens and family. Mr. and Mrs. Behrens and children took her as far as Amarillo.

When you can buy a tire, not "the best" but as good as the best and for less money, why not buy Brunswicks? At RICE'S. 1c

Marriage License. Carl J. Wolf and Miss Dorothy Smith.

New Automobiles. R. H. Sewell, Ford tudor, Hereford Motor Co., 292-760.

# COURTHOUSE RECORDS

Warranty Deeds. T. B. Lindsey et ux to H. M. Beach, part of block 20, Mabry addition to city of Hereford.

J. E. Clark et ux to United Auto Supply Co., SE 1/4 of section 33, township 4N, Range 3E.

Hamon-Whittington Mortgage Co. to Audrey Thompson, NE 1/4 section 34, block K-3.

W. L. Cain, et ux to Jowell Murchison, W 1/2 of R. Severn's subdivision of block 24, Evans addition.

J. M. Murchison et ux to O. T. Larson, all of W 1/2 of block 24, Evans addition.

W. M. Gilbert to Hazel Elliott, NE 1/4 section 25, twp 4N range 3E.

John L. Wilson et ux to O. J. Beene, lot 6, block 2, Wombie Addition.

J. C. Perrin to D. H. Perrin, W 1/2 section 7 and all sections 18, 19, 20 and 31, twp 6N, range 3E.

H. C. Van Bibber et ux to R. E. Underwood, section 40, block K-3.

## A Sunday Dinner

YOU'RE SURE TO ENJOY

You'll find that the entire family will enjoy one of these good Sunday dinners at Ike's. In the first place only the best foods obtainable are served here; then, too, they are most carefully prepared by experienced chefs. The price, too, is most reasonable.

When Better Coffee Is Made, We Will Make It.

# Ike's Cafe

—service unexcelled—

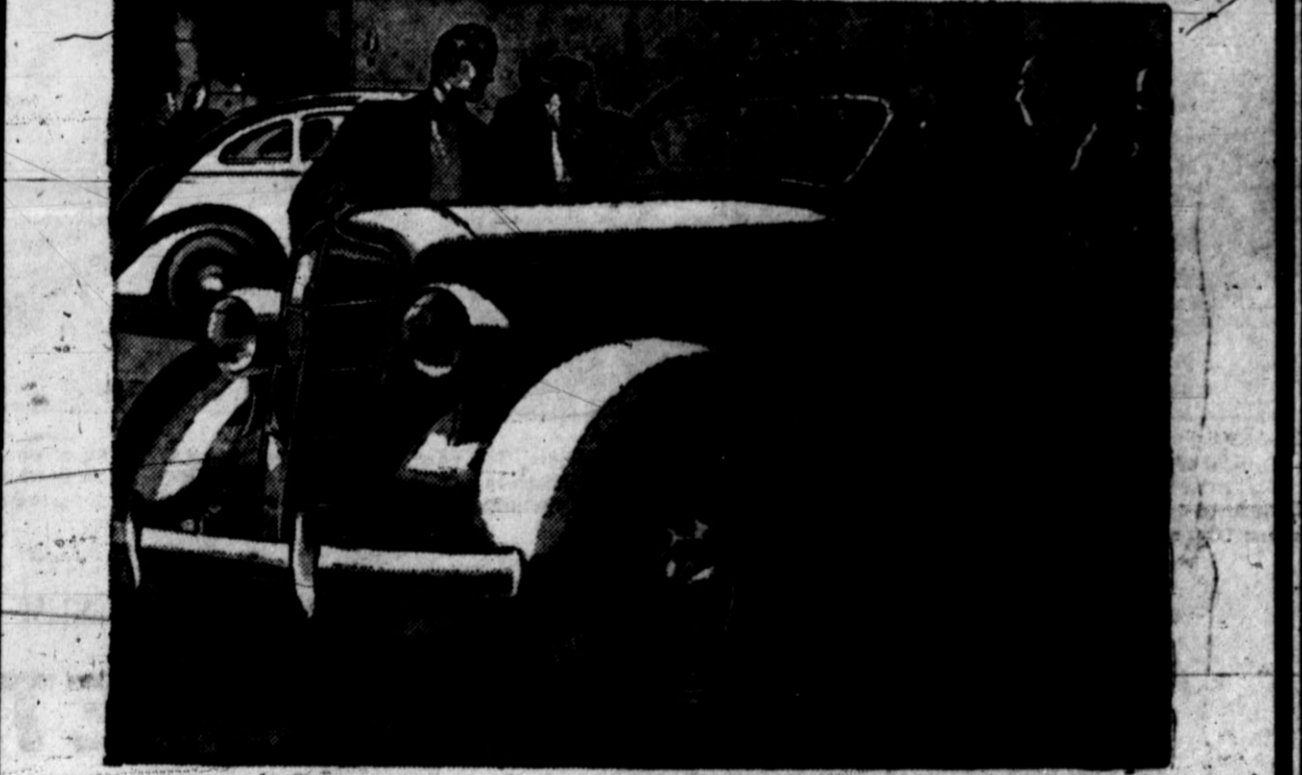
1901 1935

# E. B. Black Co.

FURNITURE - UNDERTAKING

Ambulance Service - Day or Night  
Hereford, Texas

# It's the Biggest Show in Town



Record crowds acclaim New High-Speed Safety Plymouth now on display in our Showroom

Night and day, the crowds keep coming... eager to see this revolutionary car they're hearing so much about... the new 1935 Plymouth.

Nobody wants to miss it. Nobody has ever seen another car like it. Auto editors say it's the greatest step forward in low priced car design in the past 15 years!

And no wonder. This new Plymouth was developed with one purpose in mind... to provide a safer car for today's critical traffic problem.

With new economy, it has extra emergency power to give you greater freedom, greater mobility on congested thoroughfares. It has quicker-acting Hydraulic Brakes... a stronger Safety-Steel Body... amazing new roadability... to give you MORE SECURITY.

Don't miss this completely new kind of automobile. Step in our showroom and see it today!

**Ireland-Beavers Motor Co.**

# First Aid to the FOOD BUDGET

## Specials For Friday and Saturday

SUGAR	10-pound cloth bag	52¢
COFFEE	Del Monte, pound	32¢
CRACKERS	Two pounds	17¢
BEANS	No. 2 can, cut green, 3 for	25¢
TOMATO JUICE	Campbell's, 3 for	25¢
CLEANSER	Sunbrite, can	5¢
PICKLES	Sour, quart	17¢
OLIVES	Plain, quart	35¢
BRAN FLAKES	Jrrsey, package	10¢
PORK and BEANS	Four cans	25¢
SOAP	Camay Toilet, bar	5¢
COCOA	Bliss, 2 lbs 19¢, 1 lb	10¢
RAISINS	Four-pound package	29¢
MARSHMALLOWS	Pound 16¢, 8-ounce package	9¢
SYRUP	Pure cane, gallon	59¢
TOILET TISSUE	Fort Howard, 3 rolls	23¢
SALAD DRESSING	Jane Goode, quart	29¢
BORAX	Washing Compound, package	3¢
SALT	Three pound box Book, 3 for	25¢
OATS	Large Oval, package	17¢
VIENNA SAUSAGE	Two cans	15¢
SOAP	P. and G., small size, 5 bars	13¢
CAKES	Pilgrim Wafers, 25c package	18¢
RICE	Bulk, 4 pounds	25¢
PRUNE JUICE	Three cans	25¢
CANDY	Bulk Chocolates, fudge, orange slice, lb	12 1/2¢

### FRESH FRUITS and VEGETABLES

CELERY, large bunch	12¢
LEMONS, large, dozen	24¢
ORANGES, 288 size, dozen	15¢
NEW SPUDS, pound	5¢
LETTUCE, per head	6¢
SPUDS, No. 1 Colorado, 10 pounds	16¢
APPLES, Winesap, dozen	24¢

Quality and Service Are Paramount Always At

# PIGGY WIGGY

ALL OVER THE WORLD

PHONE 31. FRANK GYLES, Manager BUY AT HOME