

is and Oscar Easley stood high.

How about a bobsledding con-rest, with Mayor Charles Paddock acting a referee? Main Street could be converted into an excel-ent course; we're sure the mer-hants would be clad to close and ine up along the aldewalks, and re could have a "snow bowl" or bing. The first person nd fracture of the and the third rib from the

GRAND PRIZE WINNER NAMED NET WEEK

This week closes the first ath of jumbled word conest, and with the naming of winners next week also will come the grand prize winner of the month, the award for which will be a full week's pase to the Star Theatre. En-ter this week's contest, if you have not before, and try for the grand prize. Here are the

CYCO CO	NTOOROA - A pictorial
	caricature.
North St	SNUENTOO-Extends or
.8.	YBLSOIMC - Representa-
	tive. NSSIRUE-First appear-
	ance of the sun.
5. A	NSATTNI-Without delay. PRELIT-To make three-
	fold.
7.0	CITPLO-A certificate of
10	HORMAL-Smooth, lustr-

ous cloth. PGENONI-Act of begin-

FMINES-IHIS - Partly

rs will receive two to see Jack Cakle and Joe nor with an all-star cast

Ind went on far, far into the night, with screams, laughter and shouts filling the air. We learned this morning that among the most accompliabed "tumblers-off-of" Jack Wayland, Doe Wiltshire, Bill Dav-Draw Huge Crowds bright sun this morning, following

List of Those Several hundred people from all over the Hereford area will go 'round and 'round tonight on the city's two popular dance floors as they edidentie the birthday of President Rosse-velt and juin in the fight against infantile paralysis. **Badly In Need**

Joining several th

more dances honoring the Presi-

Becomes Big Even

Starting two years are a tribute to President Roosevelt and as a manner of providing funds for research work at the Georgia Warm Springs Foundation, the

PLEA IS MADE BY RED CROSS FOR GARMENTS AND OLD SHOES

An urgent need for children's An urgent need for children's temperature averages from Decem-underwear, shoes and stockings temperature averages from Decem-in all sizes and for other, arti-cles of clothing was issued this week by the county Red Cross orthroughout the nation in this worthy cause, Hereford will hold its third Birthday Ball for the President. The bulk of the crowd will be gathered at the City Hall week by the county Red Cross organization. Although donations ily, the supply is not meeting the demand during these cold winter This figure was obtained by aver-

without sufficient clothing. of this work, has listed several grees, six below freezing. both floors will be packed and a sign of the second floor may be brought into use at the City Hall. Advance purchase of tickets was not necessary. Admission may be secured at the door tonight for one dollar, which entities the corr both. This same procedure is to flowed in every city, some of which are having a dosen or more dances honoring the Presi-

(Continued on page four)

little or no drifting. It was gen-eral over the entire Panhandle. A still night, virtually assured good moisture for all open ground.

Temperatures hovered around 16 degrees throughout yesterday morning, rising to 20 during the afternoon. The drop to a new season's record came between 7 o'clock and 7:30 this morning when

the gauge at the West Texas Gas Company reached six above zero. The mercury had climbed to nine above at 8:30 o'clock.

Hereford and the Panhandle are experiencing the coldest winter in five years, according to the daily gress above zero.

days, and several people, especial-ly children, are forced to go about tures. However, the average minimum temperatures for the entire Mrs. Carl Cockrell, in charge period was approximately 26. de-

cles are sorely needed: Mother-tess children living with grand- United States Weather Bureau.

and Mrs. J. T. Glibreath, Jr.

40 TIMES AROUND WORLD-DISTANCE

Gridmen, Pep Wilbur Willett, all-region tackle, EVENT IS ENJOYED BY 125 STUDENTS AND OTHER

GUESTS

face football team, and Nora Jean they can be attended. Russell and Gertrude Wilson were re-elected pep squad leaders for the year. The elections took place at the annual football-pep squad

banquet given by mothers of mem-Approximately 125 football play- bers of the two groups Thursday ers, pep squad members, ex-Here- night at the First Baptist church. ford high school lettermen and Coach Tommle McCollum an visitors attended the annual foot- nounced 15 lettermen for last year

ball-pep squad banquet given by from the group that carried, the the mothers of members of the Hereford banner into the regional two organizations last Thursday clash over one of the toughest night at the First Baptist church, Class B fields in years. Letter-Charles Brooks acted as toast- men were : back, Clayton, Benge, master and introduced the fol- Hastings, Daniel and Patton; ends, lowing program, which was well Posey, Jowell, Vaughn and Loerrendered and greatly enjoyed: Vo- wald; guards, Dean and Barber; cal duct, I'm in the Mood for tackles, Willett, Hagar and Board-Love and School Days, Jerry Jow- man, and center, Hicks.

ell and R. A. Daniel :" tap dance, Of this group, only five, all one-Shipmates Forever, Mary Virginia year lettermen, will be available Eberle; vocal quartet, I'll Hang for next fall's eleven. They are My Heart on a Weeping Willow Captain Willett, Posey, Hagar, Tree, and In a Little Gypsy Tea Vanghn and Loerwald. Not all the Room, Gaytha Wilson, Nora Jean others will be lost through grad-Russell, Thama Cawthon and Faye uation. Some have had their four Crosthwait; duet, Why Did the seasons in high school, and at

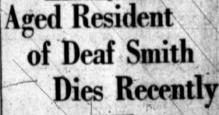
specific cases in which certain arti- Hereford escaped the severe cold Cow Jump Over the Moon? Bar- least one who will be in school Advance ticket sales which were less children living with grand-started last week indicated that kinds, boy six years old, girl four ing predicted a drop to as low as cesses and failures, Wilburn Benge, the 18 year limit, the 18 year limit and the line of the 18 year limit and the line of the 18 year limit and the limit a

Captain Willett, son of Rev. and Mrs. T. C. Willett, played a year. Although he reported for

training the preceding season, he played only a short time in consecond" decisions that were requir- ference games and did not earn

Jack Rose Again

Nevertheless, those waiting until the last minute to meet these obwas selected by lettermen to cap- ligations may be required to wait Squad Members tain next season's Hereford White-in line for several minutes before



H. C. Matteson, 78, passed away here Monday night of last week at 10:25 o'clock, following an illness of several weeks. Funeral services were held Wednesday afternoon at 3 o'clock at the Black Funeral Home, conducted by Rev. T. C. Willett, assisted by Rev. Roy Patterson. Burial was at West Park Cemetery.

Mr. Matteson was born at St. Charles, Illinois, on April 30, 1857. His family moved to Kansas when he was nine years old, and when was 10 they moved to Missouri. He became a church member early in life and was a Christian throughout his tife.

On February 6, 1887, he was married to Miss Fannie Mosier at Sulphur Springs, Arkansas, To this union were born eight children, the four oldest preceding him in death. Soon after their marriage Mr. and Mrs. Matteson moved near Fort Worth, where they full season for the first time last lived a number of years. In 1905 they moved to Cordell, Oklahoma where they lived until coming to Deaf Smith county seven years ago.

Survivors include Mrs. Matteson, one son, Paul Matteson of Hereford; three daughters, Mrs. Bessie Clayton and Mrs. Grace Wink of Cordell, Oklahoma, and Miss Jes-sie Matteson of Shawnee, Okla-homa; 14 grand children; and a Seeking Office sister, Mrs. Kate Frederick of Los Angeles.

Calling attention to the econo mic condition from the time he took office to the present time and the manner in which the commissioners court met the economic change, he pointed out his qualifications and his work in assisting in obtaining allotments, work relief approvals and various aids for the people of the county. "I have always practiced the policy of be-ing fair to every one," he stated.

was alone at home. "Smokie" was also the friend of children and neighbors, and

it will miss his. No one kno-by he was poleoned, why at a should want to poleon hi

Jack Rose, commissioner of Pre cinct No. 1, this week announces his candidacy for re-election to this office. He was the only candidate to enter the race through

Bryant, student at Mcl

turns were to be retained by the local committees to be used as they saw fit in the treatment of infan-tile paralysis. Thirty per cent is sent to the national committee to be applied to the research fund. Last year the local committee ap-sisted several patients who other aided. This will happen again this year, the odd not have been aided. This will happen again the has travelled, he has form fitter to dot the size of the same data to fitter and the fitter and t

V. J. FULLER TRAVELED ON STREET CAR Warm Springs Foundation, the President's Ball has grown in mag-nitude until it assists not only in research in several centers but also helps paralysis sufferers in every locality. Last year the plan was devised by which 70 per cent of the re-by the turns were to be retained by the by the turns were to be retained by the turns were turns w an announcement this week.

"SMOKIE" IS DEAD; VICTIM OF POISONING

"Smokie" is dead. Ponsoned! "Smokie" was just a dog. hut he was an old woman's friend and companion. His mistress

is almost deaf, and she had

trained him to bark and let her

know when anyone knocked.

He was helpful as well as being company for her when she

The Whiteface Roundup NEWS OF HEREFORD HIGH SCHOOL

they know from experience that

we must be watched?? Lest the

latter question may be answered affirmatively, let us consider the results of such action: People in

Editor's Corral ON THE WATCH

While taking examinations' re- high school should not demand cently, I observed that several guards to watch them all the teachers were kept in the exam- time. Many times a small amount ination rooms, watching the stu- of talking seems necessary and dents continually to see that no not out of place, but it takes only went to Amarillo last Saturday to unfair play or cheating occurred. a strong will to refrain from This condition only served to im- cheating and doing other such press on my mind the fact that things for which the teachers must rillo. The conference theme is previous to this time, during class incessantly watch. least.

Students, are we at fault for what it means to you, then make in next week's paper. Don't miss such a condition? Do the teach- sure that your habits have a clean it. ers ignorantly mistrust us or do reputation.

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

Since 1799 thousands of people have segained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach

which are the	basic	facto	ors of	such	malad	ies as	high	blood
pressure, rheu	matism	, peri	odie 1	headach	es, pir	nples o	on fac	e and
body, pains in	n the	back,	liver,	kidney	and	bladde	r dise	orders,
exhaustion, lo	ss of	sleep	and a	appetite,	The	se suf	ferers	have

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

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

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

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

Try it and convince yourself with our money-back guarantee.

One week treatment \$1.00. Six weeks treatment \$5.00

In order to avoid mistakes in getting the genuine LION CROSS

Roundup Stampede

Officers of the local Hi-Y club discuss plans for the coming spring conference to be held in Ama-

periods or school hours, teachers For at the present time, we are Boys of the Hi-Y club picked this assembly program Thursday, Janpersistently watch the students to establishing a reputation, as well theme last fall at Ceta Canyon uary 23. Jean Snyder, Herbert prevent talking, see that test pa- as setting a standard for our fu- and shows what subjects these pers and notebooks are "correctly ture lives. How will others decide Hi-Y boys are interested in. The LaNelle Scheihagen presented their revised and see that the books, whether he who requires watch- new district secretary, Pat Henry, declamations. to an appreciative chairs and other equipment are ing now will require it in the is on the job and is certainly do- audience. The class has been kept intact in some degree, at business and social world of later ing a splendid work. Details of working on their declamations for life? Think of the future and the Amarillo meeting will be found the last few weeks and these four

Saddle Strings

and historic accurateness, book is very interesting and of great historic value, for, who knows the cowboy and his life and times as well as the cowboy himself? You will enjoye the book even as much as the students enjoyed Judge Gough's talk in assembly.

ASSEMBLY PROGRAM

Four members of the public "Christian Use of Deisure Time," speaking class had charge of the Boardman, George Conklin, and were chosen by the class to represent it with their declamations

About half the assembly period was also devoted to the making of announcements pertaining to mid-term schedule changes.

AN . EXPLANATION

Due to the fact that last week and many students and staff members have attempted to do the this week, the paper is limited. We have not had time for any regular meetings, or for writing reports.

SPUR JINGLES, SADDLE SONGS

Spur Jingles and Saddle Songs is the title of a new book by Judge L. Gough and it is now in the HHS library. It is a collection of simple, clear poems and ers and now are published by re- lects. quest of old friends and others interested in authentic history of the Panhandle. Because of its vivid, plain style

For the next 5 Send \$1

THE

months of

ASSEMBLY PROGRAM For assembly program Friday, was mid-term examination week, January 24, the high school band played several selections. These selections were United American greater part of their semester work March, Webber; The Three Solitaries, cornet trio, Herbert; A Summer Evening in Hawaii, descriptive, Wheeler, and Blue Danube Waltz, J. Strauss.

These selections were well rendered and seemed to be enjoyed by all the students and faculty.

FIVE SUBJECT PEOPLE

Some members of each class in HHS taking five subjects: Seniors, Charles Brown, Henry Turner, prose accounts of incidents in the Roger Brumley, Louise Frye, Syold T-Anchor ranch life. They bil Calloway, Chas. Wilson, Maxwere written in the Plains cow- ie Miller, Genevieve Orr, Jean boy venacular without any at- Snyder, Mildred Stewart, Jean tempt at "dialect" many years Millard, Jack Dean, Byron George ago by Mr. Gough solely for the and Ted Clancy. One junior, Virentertainment of other cow punch- ginia Carlyle, is taking five subjects. Sophomores: Bernadatte Albright, Aurelia Hoffman, Thama Cawthon, Frances Bezner, Mildred Hacker, Nelle Hall, Annie Maxie Kuker, Viola Phillips and Leo Hellman. Two freshmen, Vir-ginia Harman and Juanita Ray, take five subjects.

Besides those named, approxi-mately 50 students who are taking band or orchestra and in many cases both, in addition to

Woolery family from this community and the loss of Billie who was in the second

However, best wishes are

extended to them in their new

Jumbo News

BY LA-RUE BECK Rev. C. W. Howell of Din

Mrs. W. C. Thomas of Arch City, sister of L. A. Matthew been visiting here. There was an attenda

T. Nunn in Hereford Saturday

The senior boys played basket ball with Hart Wednesday. Paul and Bonnie Jean Andrew

of Hereford spent Saturday night with their grand parents, Mr. and Mrs. E. L. Pinckert.

Finis Hunter took a car of cat-

e to Oklahome City Thursday Miss Viola Stork has been home

om Nazareth on account of sick

W. W. Adams was

Saturday on busin

to Oklah

LAN

preached here Sunday.

Sunday school. Mrs. M. L. Simpson vi



There's

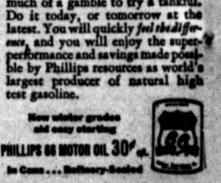
INSTANT STARTING with minim choke and far less grinding of the starter! That's what you get every single time with Phillips 66 Poly Gas . . . the new kind of cost-cutting motor fuel.

It always has been the high-test headliner. Now it is even better than ever, because an added supply of heat units is crammed into every drop by the scientific POLY merization process.

These extra B.T.U.'s bring you

an important saving. This is whyn With ordinary motor fuels, every time you use the choke for starting, or while the motor is cold and sput-tering, you use up gasoline five to fifteen times faster than normal! Just think of the mileage thus wasted ... of the drain on your battery ... of the damage to your engine caused by dilution of the crankcase oil.

Remember, Phillips 66 Poly is the gas that lets you go easy on the choke. You probably do not care



Using the choke

burns up gasoline

5 to 15 TIMES FASTER

about the technicalities which cre-

ated this amazing economy feature But you can't help being interacted in the cash money it saves you.

Phillips 66 Poly Gas costs no more than low-test motor fuels. So it's not much of a gamble to try a tankful.

Phill-up with Phillips for Instant Starting Hereford visited the F. L. P ert and C. Andrew homes Su Luke Beck was in Amarillo day.

NEW UCC 6% FINANCE PLAN

Any New Ford V.8 Car

Can Now Be Purchased for \$25 a Month

Mr. and Mrs. W. A. Hunga children and Dalton Layman ed to California Thursday.

nday.	Mr. and Mrs. L. A. Matthews accompanied Pauline to Muleshoe Sunday.	
bun 1	Mrs. Lee and Willie Oxford visited Miss Kittle Oxford at Flagg	din entered school Monday.
mov-	Sunday. Kenneth Hunter and family of	Try the Hereford merchants be

HERB TEA, please fill out the attached coupon. Lio-Pharmacy Dept. 7082 1180 Second Ave., N. Y. City, N. Y. Gentlemen: Enclosed find \$ for which please send me treatments of the famous LION CROSS HERB TEA. NAME ADDRESS CITY STATE	weeks were Junior Lee, Chester Dodson and Billie Jean Woolery. Repair work on the school build- ing was completed recently. The building is in much better condi- tion as well as much more com- fortable. ⁴ The school thanks the manage- ment of the Star Theatre and the Junior Band Mothers for get- ting reduced prices for school child- ren to the picture, The Tale of	Sord ANNOUNCES \$25-A	-MON1
	Two Cities. The school attended the show Tuesday afternoon and found it interesting and educa- tional. The school regrets the moving of the Woolery family from this community and the loss of Billie	TIME PAYME AND A	NTS

Jean.

grade.

Do You **Smile When You Face the Future?**

Not unless you have some definite security behind you-a back log of savings that you can fall back on should sickness, unfortunate investments, or other difficulties impossible to foresee come your Start to insure your future todayway. by starting a regular savings plan with us. Come in and let us show you how!

First State Bank



After the usual low down-payment is made, \$25 a month is all you have to pay for any type of new car, including insurance and financing.

Your cost for this extension of credit is only 1/2 of 1% a month on your original unpaid balance and insurance. This plan reduces financing charges for twelve months to 6%. For example, if you owe a balance of \$400 for your

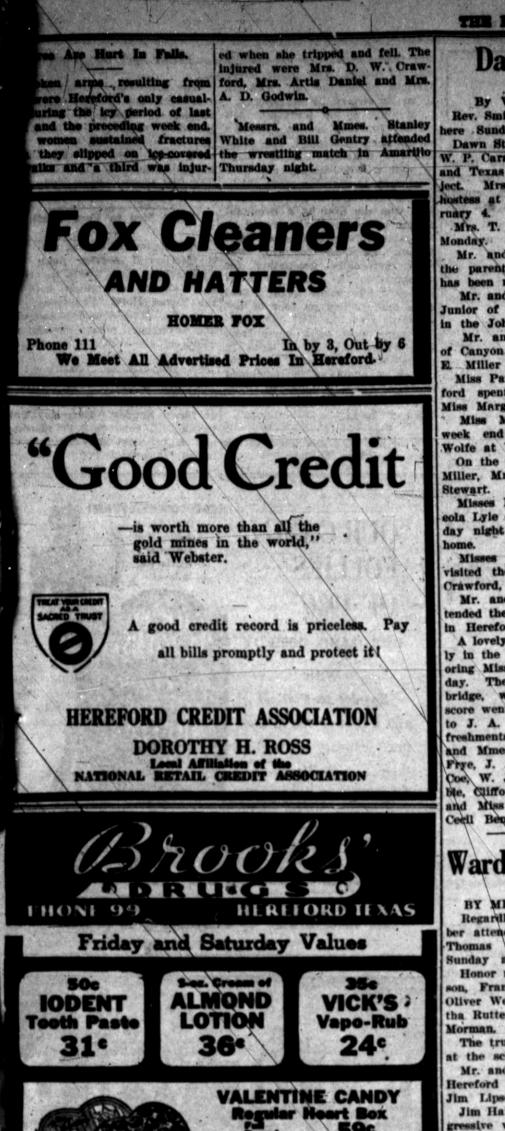
car and insurance, you pay \$24 for the year of credit; if the balance is \$200 you pay \$12. Your credit cost for one year is the original unpaid balance multiplied by 6%.

UCC plans provide you with insurance protection at regular conference rates. You have not only fire and theft insurance, but \$50 deductible collision, and protection against other accidental physical damage to your car: The Universal Gredit Company has made these plans available through all Ford dealers in the United States

FORD MOTOR COMPANY

ess the past two weeks. H. E. Barnes was in Dimmitt Vednesday and Saturday. Rev. C. W. Howell, Mr. and Mrs. Ed Wilmeth and Duaine took inner in the Uliman Hunter h

Jake Conner, brother of Mrs. A. Matthews, died at his home Archer City with double pneu nia Monday. Mr. and Mrs Matthews, Pauline and Lawrence Matthews, Faume and Lawrence attended the funeral Tuesday. Mmes. M. L. Simpson and Clet Gilliam and Margaret were in Amarillo Monday. Mr. and Mrs. W. A. Hunts visited their son, Addison, at Mul-



Dawn Items By VIVIAN BOWERS Rev. Smith of Amarillo preached veyed under the terms of a coere Sunday afternoon.

Dawn Study club met with Mrs. W. P. Caraway recently. Santa Fe er engineers, according to Dr. E. and Texas was the program sub- P. Schoch, director of the Unilect. Mrs. Dick Frye will be

Mrs. T. C. Greer visited school

Mr. and Mrs. Jim White are the parents of a new son, who has been named Joe Dale.

Mr. and Mrs. Owen Miller and Junior of Hereford spent Sunday in the Johnnie Womble home.

Mr. and Mrs. Calvin Johnso of Canyon were gnests in the H. E. Miller home Sunday. Miss Pauline Edwards of Here-

ford spent the week end with Miss Margaret Bowers. Miss Mary Chambers was week end guest of Miss Ruth Wolfe at Walcott. On the sick list are Mrs. C. F.

Miller, Mrs. A. Frye and Reece gation in written form are answered at this hour. Sermon subject Misses Ethel Womble and Mincola Lyle of Dimmitt spent Thurs-day night in the Baker Womble the new birth".

Misses Inez Miller and Vivian visited the former's cousin Ruth Crawford, in Amarillo Wednesday. Mr. and Mrs. J. C. Green attended the American Legion dance

in Hereford Tuesday night. A lovely party was given recently in the Ed Reynolds home, honoring Miss Mary Chambers' birthday. The evening was spent at bridge, with six tables. High score went to Miss Chambers, low to J. A. Edwards, Canyon. Refreshments were served to Messrs. and Mmes. Shelly Barber, A. T. Frye, J. A. Edwards, Underwood, Coe, W. J. Stewart, Baker Wom-Clifford Stewart, Ernest May, and Miss Ruby Harris and Mr. Cecil Benton.

Ward News Notes

BY MRS. GEORGE SUGGS Regardless of the cold, a numer attended Sunday school. Rev. Thomas will preach here next Sunday afternoon.

Honor roll students : Bille Huton, Frank Zinzer, Hope Zinzer, Oliver West, Ruth Morrison, Martha Rutter, Fred West and Marie

The trustees have been working at the school house several days. Mr. and Mrs. Reed Williams of Hereford visited Mr. and Mrs. Jim Lipscomb Sunday afternoon. Jim Harrison and family of Progressive visited the W. R. Harri-

To Survey Subsurface Water.

Subsurface waters to be found in various localities in Texas and at various depths are to be sur-

operative project between the by WPA and the state board of watversity of Texas bureau of indus-

the university bureau are to be used for testing the chemical prop-

erties of the waters found. The survey will cover some 70 counties of Texas.

Church of Christ.

A splendid increase in interest Jr., have missed school several and attendance in all services during the past week. Both the mid-week Bible study Wednesday night and evening worship on the

Lord's day increased 100 per cent. A series of sermons featuring urday. events and characters in the book

of Genesis is being given at the Sunday night services. Questions over the week end. asked by members of the congre-



Daniel News

Mr. and Mrs. Cecil Hodges were training school at Canyon, spe

Leda Smith, who is attending Mr. and Mrs. Otto Smith.

BUSINESS AND DIRECTOR

n Hereford Saturday.

THE CHOCOLATE SHOP

Plate Lunches Sandwiches

Cold Drinks, Candles

Magazines.

INSURANCE

JNO. H. PATTON

PHONE 50

HOGS

the week end with her parents,

* The title to your land is vital

Our Abstracts correctly

reveal 'the title.

A. O. THOMPSON

4% Per Cent Federal Farm Lonns.

DR. J. W. HENDRIK

109 B Street-Just North

of Mother's Park

THE HEREFORD BRAND

JOB PRINTING

Libby's, Homogénized, 3 cans

White King

Toilet Soap

Bars 13¢

30¢

10¢

25¢

10¢

15¢

31¢

- 59¢

19¢

PHONE 74

Phone 341 for Appointment

Chiropractor and Masse

ABSTRACT CO.

BY PAULINE MOORE There was a large attendance at the 42 and bridge party given

Mr. and Mrs. H. Tomlinso Friday night. Mr. and Mrs. Dave Moore, Glen

na Lucille and Will Moore were trial chemistry. Laboratories of in Hereford Saturday. Mr. and Mrs. F. Tomlinson and

Norma Jean ate dinner in the J. M. Breathling home in Canyon Sunday. Rev. Holtzclaw preached at Palo

Duro Sunday. Mildred GIII, Ernest and Rose

Ellen Ford and E. W. Womble, days because of illness.

H. F. Moore left Saturday for his home in Seympur after a visit here with his sons.

Joe Moore was in Amarillo Sat-Pauline Moore and Ruth and

Joe Gill were home from Canyon H. F., A. D. and W. R. Moore

were in Canyon Friday.

sunday night "The Character of Abraham." One of the questions to be answered is "Please explain the new birth". Andrew Pat Jones of Pampa Visited his mother, Mrs. A. M. Jones, Tuesday and Wednesday of hast week. last week.

Libby's, No. 1 tall can ___

Premium Flake

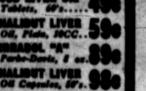
Crackers

30¢

TWO Lb

Package --





U-VEL"

2 m 27c

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oho-Lyp

Cough

Syrup

-30

Gilbert

Alarm

1 69

Malt

Each

Breaks up and relie cheet colds quickly.

REMEDIES

BOMO SELTZER 410 OUCH SYRUP 490

DENTAL

Me CALOX AST

Meterers, PL..... 490 BEAUTY AIDS

woodeuny 25c

ALLIANTINE 210 ALOUM ---- 390

SPECIALS

MAY BELT TTO PER BAG 890

TAPE 150 ILET TISSUE 140

Foasted



15¢

rt Bon, \$1.35 LAXATIVES Sprage of Popular 430 MININELE PILLS 210

TOILETRIES

Perfection, fer. 330

ISSUE CREAM ST

HAIR NEEDS

AIR OIL 29c

SHAMPOG Ligald Tar, 6 an... 37c

FIRST AID

SPIRIN 100 330

ATTIENE "" 37c

MERCUROCHIME 190

PEROXIDE of Hydrogen, & or. 190

VALUES

TATIONERY States 90

Long bendle type. 396

TOOTH BRUSH 33C

Service quality ... 980

10¢

Valentine, 6

Se POND'S

410

---- 49c

Mr. and Mrs. Chester Hodges and son who are living at Dumas for a while, spent Sunday in this community. Mr. and Mrs. Albert Oden spent Sunday with Chester Hodges.

Arlie Dean of Dean community visited Bill Hutson Friday. Black

41.601

By MRS. H. L. M'LEAN Everett Deaton, his two sisters, Mmes. W. H. Flowers and Mitchell and children of Des Moines, N. M., visited their mother, Mrs. Pat

Deaton, first of the week. Mr. and Mrs. Jim Clark were in Clovis one day last week. A. C. and Jim Hays spent Wednesday in Amarillo. Jake Bennett and Geraldine

Hinds are ill with mumps. Rev. Rex Ray and family of Amarillo spent Friday night and

Saturday with his mother here. Mr. and Mrs. Dick Rockey of Muleshoe spent Saturday night and Sunday with her parents, Mr. and Mrs. Howard Elmore.

Messars, and Mmes. Verner Meingin and Henry McLean, and Mrs. T. L. Welch were in Clovis Saturday.

A number from this community have been attending the Hamlin trial in Farwell.

Mr. and Mrs. Dave Galloway entertained a number of friends with a party Saturday night. Mr. Bair, Santa Fe agent here, and family were called to Amarillo last week by the illness of Mrs. Bair's mother. Black boys defeated Summer-

field in a ball game at Hereford one night last week. The girls won a game from Rhea Friday afternoon in Friona gym.



BY RUTH REESE Mrs. Jim Stagner of St. Vrain, New Mexico, is visiting her daughter, Mrs. J. F. Reese. Mrs. Emmett Dorris of El Paso is visiting home folks, Mr. and Mrs. Jack Fortenberry.

Junior Reese was absent from school iast Wednesday. Steve Williams called in the C.

T. Reese home Thursday. Violet Bippus is spending the week with home folks.

W. E. Hicks of Garden City, Kansas, is here visiting friends and attending to business.

SUNRISE, 48 ths _____ Produce **ORANGES**, California 23¢ Navels, medium size, dozen ----APPLES, Washington Small size, 2 dozen -----Large Size, 2 dozen 35¢ SPUDS, U. S. No. 1 Colorado Red, 10 pounds GRAPEFRUIT, Arizona Seedless, large and juicy, 3 for LETTUCE Large, firm heads Meats Fancy Grainfed Baby Beef Choice cut top round steak, Ib SWISS ROUND STEAK Pound _____ RUMP ROAST 20¢ Pound ROUND STEAK A A A MONINER WAR

HEREFORD

HEREFORD

Creamery, pound ___

RLUUR

27¢ Pound -----CHUCK STEAK 18¢ Cut from fancy beef, lb . CREAM CHEESE 19¢ Longhorn, pound ----

PEANUT BUTTER 12¢ Bulk, bring your pail, pound ___

METHODIST LADIES HAVING BAKE SALE HERE SATURDAY!

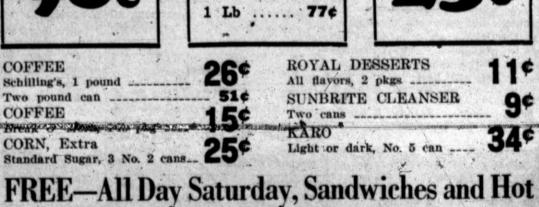


349

\$4 67



The Perfect



Coffee-Schilling's!

FURR FOOD

FREE DELIVERY

The Hereford Brand Our Siogan---- More People --- More Farms

Published Every Thursday.

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 3

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ADRIAN	ODON	· · · · · · · · · · · · · · · · · · ·	State 1 Strate	Charles States	S. M. T. S. M. M.	1000-45	Editor
	ODOA						

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

under the act of March 30, 1873.

NOTICE TO PUBLIC

any erroneus 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.

A SILENT VOICE

Tomorrow we shall know how many people in Deaf Smith wagon loaded with groceries. county reserved the right to speak out during this, one of the This means that Dimmitt is most important years in recent decades, and we shall know getting to be a flourishing lithow many neglected to meet requirements, thereby losing the place.-L. E., Dimmitt Cor- brook had presented the Meth- who participated in this first their right to express any opinion.

"Regardless of what happens, how the tide flows, the person who fails to reserve the right to cast his ballot has no authority to be indignant or to oppose any proposition proposed by others in the matter of government If you are not interested one way or another, there is no necessity of paying the poll tax, but who can say he cares not, for instance, if Roosevelt or Hoover or Al Smith is elected President?

This is a last warning. Poll taxes must be paid tomorrow, or your voice may not be added to that of the people. Per- 100 head of yearlings from Cas- recently of Amarillo. haps the right to vote should not be taxed or the voter penal- tro county ranchmen at about ized, but it is being done, nevertheless, and it boils down to \$11 per head. "Pay up or shut up!" this:

A LONG TIME AGO IN HEREFORD

THE HEREFORD BRAND HEREFORD, TEXAS, THURSDAY, JANUARY 30, 193

(From The Hereford Brand, Geo. A. Brandon. editor of house, Homer Fox will give the Canyon News, spent Sun- his initial entertainment-a January 27, 1905.)

Thos. R. Reagan was putting in a water works system to serve the business district, consisting of a steel tank at of Castro county had been in also give a concert and fur-the plant of the Hereford Hereford transacting business. nish music for the occasion." the same difference in score. Miss Sheet Metal Works, three-inch mains and two-inch hose connections at each place of busi-

fire protection.

John Droke was seen returning from Hereford through the mud last week with his responder.

Judge John P. Slaton was spending the week in Fort Worth on business.

vina was a Hereford visitor. connection with the paper, and

day here, a guest of the Brand new movie show. The place editor.

School note: "Tramp, tramp! tramp, the boys are marching. tablished at the new fown of

kins gets out and makes his ford, January 1. wondrous music on the tri-

angle."

January 29, 1915)

books.

was succeeded by B. F. Guth-Eli Dunlap had purchased rie, of Milan, Missouri, more

earlier in Mr. and Mrs. G. T. Abbott the Hereford Brass Balld will ford won the first by a two-poli

with 10 points.

A post office had been esness. This installation was for This occurs when Mr. Haw- Dawn, 13 miles east of Here-

Dr. Graham Bell, inventor of the telephone, had held a long distance telephone con-(From The Hereford Brand, long distance telephone con- enough to overcome the combined versation with Thos. Watson, efforts of Toles, Walker and Guest former assistant to Dr. Bell, of the visitors, and the Herd went Mr. and Mrs. D. F. Ash- across the continent. Others down, 23 to 21.

odist church with 125 new song cross-continent conversation were President Wilson, Mayor Curley of Boston, and Presi-Nrs. Fletcher Rogers of Bo-Mrs. Fletcher Rogers of Bo-4,400 miles.

> Some wonder was expressed at the existence of a combination of a barber shop and "Tonight at the old opera blacksmith at Quitaque.

> > The doubleheader session here on

Saturday night will get under way at 7:30 o'clock. With virtually every player hitting the basket, the Herd gained their first victory by a 19-16 decision over the Bovines. Although low in score, the game was fast and rough and furnished the fans TAKES ONE OF THREE numerous thrills. The girls opened the session with a 29-19 victory. This session, scheduled to fill in a vacancy, was preceded Friday In three games played during night by battles with the tradithe past week, / the Hereford tional foe from Canyon. Unable Whitefaces broke into the basket. to cope with such basketeers as ball win column by defeating the Dobbs, Taylor and Rusk, the Herd Bovina club last Saturday night, went down, 29 to 22, despite the while the girls' statet continued

Satisfied Patients Dr. REA of Minnesota

Specialist

At Hereford, Cordova Hotel, Thursday, February 6th ONE DAY ONLY

HOURS_9:30 A. M. TO 4 P. M. way into the fore with victories, the lads under Coach Tommie Me in many states, specializing in stomthe finest football en here. Not only menu that was a the manner in ved brought praise ding. Among this

fact that Clayton led the para The you

partially saved give the opener, 18 to 12 victory in the opener, sostnoned filt Making up a postpon Happy's speedy clubs invaded the high school gymnasium Tuesday night to split a doubleheader, and give local fans two of the most thrillral out-of-t

Local Men to Fort Worth the same difference in score. Miss

Phil Radovich, de Arthur, Hereford forward, was 8. McConnell service man, right, personally accounting for 20 points in the locals' 36 to 34 Tue day for Fort Worth to att a Frigidaire convention held victory. She made eight field a Frigidaire convention held a goals and counted on four of her the Texas Hotel Wednesday, for

> **Preaching Services at Dawn** Preaching services will be held at Dawn Sunday. Rev. Roy Pat-

terson will conduct both morning Try the Hereford merchants before and night services. Everyone going elsewhere to buy.



this: ray up or shut up!	· (.	and the second
Present Concert of Sacred Music A group of 22 singers from the studios of Ardelle George will pres- ent a program of sacred music at the Central Presbyterian church in Amarillo Sunday afternoon at 5 o'clock, the Vesper hour. The same program will be given at the First Baptist church here at 8 o'clock Sunday night. HOSPITAL UNDER A NEW SUPERINTENDENT TODAY Miss Dessa Simmons has been appointed superintendent of the Deaf Smith County Hospital, suc- ceeding Mrs. Ramsey Landrum, who with her son, Pat, left this morning for San Antonio to join Mr. Landrum and to make their	GOOD USED TRANSPORTATION AT BARGAIN PRICES 2-1934 V-8 4-door Fords 1-1933 V-8 2-door Ford 1-1933 Chevrolet Coupe, complete- ly overhauled 1-1933 Chevrolet Coupe, a real- buy 1-1933 Chevrolet Sedan, complete overhaul 1-1930 Chevrolet Sedan, complete overhaul 1-1930 Dodge Sedan 1-1929 Pontiac Sedan, an extra good one 1-1929 Chevrolet Coupe 1-1929 Chevrolet Coupe 1-1929 Chevrolet Coupe 1-1935 Chevrolet Truck, 157 inch dual, new tires and in A-1 condition We Guarantee These As Repres- ented and Worth the Money. BRUMLEY CHEVROLET CO.	ed last season's next year's footb
morning for San Antonio to join Mr. Landrum and to make their home there. Miss Simmons came to the local hospital from Plain- view on December 1. Mrs: Land- rum had been in service here for several years and was superintend- ent for the past two months Miss Morene Hite of Plainview		Wilson. Coach Mc ed last season's next year's footba pep squad leaders The mothers se conceded to be th banquet ever given did they have a m real feast, but which it was serve from those attendi



the boys receive the crowds. He. gram from B. H. athletic manager, regrets at being the banquet.

the early seagames, and their winnings ways with three the title clashes, straight victories. the presentation ciation from the sciation from the invade Tulia Friday night for clashes with the Hornets and to lettermen and return home Saturday night to ball captain and rs were selected. served what was he finest football

Local Quintet **Puts Up First Court Victory**

fill the vacancy. It was also an gilts, also heavy springer cows group were the ex-lettermen who nounced that Miss Dorothy Burtch O. E. Sherman, two miles north were invited to the affair for the will leave the Deaf Smith hospi- of Hereford. Miss Dixon of Amarillo will come FOR SALE: Have a few Rhode tal soon for Amarillo and that a here for night duty.

Card of Thanks.

We take this means of thanking our many friends who so kind- FOR SALE OR TRADE: 1928 ly aided us during the illness of Chevrolet two-door sedan. Good our, beloved one, Buddy Sanders, running shape. \$50. Inquire at and during the darkest hours af- Brand office. ter he passed away. Especially FOR SALE Young mares and do we thank Dr. LeGrand and the nurses for their untiring services. We also want to thank Brother Holtzclaw for his consoling words, and Mrs. Carl Mounts and the choir for their beautiful music. FOR SALE: About 6 good red shoes, size 31/2 or 4; boy, 3, needs We also desire to thank the ladies of the Baptist church, the Ameri- Egg Co. can Legion Auxiliary, the school teachers and classmates of our FOR SALE: Household furniture needs shirts, girl, 10, needs shoes dear Buddy, our neighbors and including beautiful overstuffed liv- and stockings; boy, 8, needs overfriends for the food and the beautiful floral offerings. May God ings for five-room house, includbless those who came to us in our ing gas stoves and sewing machine. time of great need.

Mr. and Mrs. H. J. Sanders Mary Lou Sanders Mr. and Mrs. Steve Sanders Mrs. Ella Newson Mr. and Mrs. Walter Mann and Daughters. Messrs. and Mmes. Tom, Jay and Jack Sanders Grover Sanders Mrs. Bessie L. Smith

POLITICAL ANNOUNCEMENTS DEAF SMITH COUNTY

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

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

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

For County Commissioner Precinct No. 1: JIM CARROLL

P. J. (Jack) ROSE (Re-election)

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

For County and District Clerk: L. H. FOSTER

For County Treasurer: SSIE I. SMIT

prfield. 2-3p FOR SALE: Stack of pomace and eral of the ex-lettermen told the

also alfalfa hay. W. G. Slagle. 23p 3-3p horses. Fresh Jersey milk cow, mule colt, registered Hereford bulls. Wm. Ash, Phone L D 1-2,

Umbarger, Texas. 1p Mrs. J. L. Mauk, West Fifth and Ross.

FOR SALE: Several good hogs, a few will do for meat. Owen par of heavy underwear or a pair Andrew, Star Route, Hereford, of gloves is a very serious matter. Texas. 1p

For Rent

FOR RENT: Modern five room tucked away somewhere in the residence, in good condition, 502 attic or basement and of no par-Knight Street. See Cliff Estes, one door south, or W. S. Williams, to be a wonderful garments to

FOR RENT: Modern apartment, all to garments for children, so no bills paid. Mrs. W. M. Megert, 400 article is worthless to the Red Lawton Avenue. 1c

Wanted

SALEMAN WANTED: Man Wanted for Rawleigh Route of 800 fam- giver wishes that the articles be illes. Good profits for hustler, We train and help you. Write today. Rawleigh Co., Dept. TXA-352-SA2,

Memphis, Tenn.

WANTED: Plain and fancy sewing at reasonable prices. Mrs Bessie Davis, 410 Sampson. 2-3p WANTED TO TRADE: Clean Amarillo property for improved

land shallow water. Must be available to electricity. No agents. M C. Hancock, Box 1446, 820 Parker Street, Amarillo. 4-tfe

bost and Found

LOST: Small leather case con taining two keys. Finder please e at Brand office and re

· 2-3c first time. "We appreciated the invitation more than they will Island Red cockerells for sale at 75 cents each. Roy Euler, Sum-merfold press our appreciation for the consideration to the mothers." sev-Brand Friday. Music during the

> banquet came over a radio installed by M. D. Womble.

Children Head

(Continued from page one)

dresses. Family of six, boy, 9, needs shoes, size 4; girl, 11, needs pair but no change); girl, 6, needs shoes and stockings.

Some of the above descriptions may sound funny to some readers, but to those actually in need, a To let these people continue in

needs of such vital items of clothing is to neglect one of the duties of protected citizens. Any article

ticular use to anyone might prove 842 Travis, Amarillo, Texas. 2-tf some poor tot. > Even adult under-wear partly worn can be made in-

> Cross. Donations should be taken to the Red Cross on Wednesday or Thursday afternoons, when a receiver will be on hand, or Mrs. Cockrell should be notified if the

Card of Thanks.

called for.

We take this means of expres ing our sincere thanks to all our friends and neighbors who so graclously assisted us in any way during the illness and death of our husband, father and brother. Mrs. H. C. Matteson

Paul Matteson Miss Jessie Matteson,

Shawnee, Oklahoma Mrs. L. M. Clayton and Family, Cordell, Oklahoma. Mrs. John Wink and Family,

Cordell, Oklahoma Mrs. John Funderburg and Family

W. H. Mosler, Dill, Oklah



The battles continued this week

end, with the Herd scheduled to

entertain the Dimmitt outfits.

While the girls are forcing their

tempt to get 100 per cent backing from local business men. has been a major project for some ach; Mrs. J. E. Brown, Olney, time, further trades day activi- liver.

electrification.

showed a balance of \$168.92 in leg ulcer; Mrs. B. R. Richardson the treasury on August 1, 1935, Palestine, pellagra: Willie Cooper. \$528.30 collected up to January 1 Montalba, liver; Mrs. Albert Dodroosters. Hereford Poultry & coveralis. Family of nine on re- and a January 1 balance of \$68.01. gens, Santa Anna, diabetes; Mrs. 1p lief whose children are not in Leading expenditures included B. E. Howell, Big Springs, rheu-school because of want, boy 12, \$200 given to help promote the matism; Tom McNell, Richland Leading expenditures included B. E. Howell, Big Springs, rheu-Tri-County Poultzy Show, the sec- Springs, cancer of nose. retary's salary, resettlement pro- Dr. W. D. Rea, Medical Labora-

and office expenses.

ry, Barky, bladder trouble; Mrs. L. K. Wardlow, Santa Anna, pellagra; Chas. Frederick, Schulen burg, piles; Mrs. W. J. Franklin, Hearne, overweight; Paul P. Stengel, - Munday; \ stomach; Ignatz Four major projects were plan- Kromicky, Wallis, stomach ulcer; ned for the year, including the Mrs. Joe Meyer, Schulenburg, pel-rural resettlement project that lagra; C. E. Claire, Oplin, stom-

ties, support of the Business and Herbert J. Blaschke, Schulenburg, Professional Women's Club in its colitis; J. B. Swanzy, Rosebud, gall cannery project and to investigate bladder; C. H. Mathis, Bryan, more fully the possibilities of rural stomach ulcer; Mrs. B. A. Gard-The report of the secretary Thos. C. Rogers, Douglas, goiter,

ing room suite. Complete furnish- alls and underwear (he has one ject work, luncheons, advertising tory, Minneapolis, Minnesota, Since 1898.



GOOD FOR THIS WEEK Lower Both Cleaning and **Pressing Costs**

Cleaning&Pressing S1 One Suit. S1 Suits Semi-Finish Service Minimum Charge for 15 Pounds

Shirts Finished, 10¢ Each, In This Service,

HEREFORD LAUNDRY AND DRY CLEANING CO.

PHONE 298

Mrs. A. J. Bradshaw, Winnsboro, RUDERI Texas, stomach ulcer; R. W. Per-



Alan Garth fought to save the lives of three tenderfeet-while they plotted to take his! Here's ° the year's big thrill story Read every installment as it appears serially

THE

RTING NEXT

MUSIC STUDY CLUB

MEETS WITH MRS. BEYER

JOLLY FEMMES MEET

WITH MRS. GILLILAND

Mrs. J. E. Beyer was hostess to the Music Study Club Monday.



Simplicity Marks Marriage of Miss Gladys Seigler to Mr. DeWitt Landis Sunday

Beautiful in its simplicity was served the cake with mints, nuts the mairlage Sunday afternoon, and coffee which was poured from January 26, of Miss Gladys Seig- the opposite end of the table by ler to Mr. DeWitt Landis of Mrs. Hugh Cooper. The lovely Amarillo. The service was read wedding gifts displayed in the at two o'clock by the Rev. T. C. dining room added a note at once Willett, pastor of the Methodist decorative and interesting. the impressive ceremony For her marriage, the bride wore attended. They entered from, the lines and having a short, longof the living room between two Her going away costume was of the

tered by a crystal bowl of sour- here with her family from Olney contributed to the latter with an of Gruzia, Mednikoff, Mrs. Conetered by a crystal bowl of souv-here with her family from Olney just after ber graduation from placed between silver candels fra with white candles. At one end was the wedding cake, two tiered, and bearing on its snowly surface a miniature bride and groom sur-rounded by dainty rosebuds and lifes. After the traditional "first-rounded by dainty rosebuds and is a son of Mr. and Mrs. C. G. Here family from Olney just after ber graduation from high school there. Later she at-tended WTSTC at Canyon, TU at Austin, and TCU, Fort Worth, and at Clovis. The groom, a form-rounded by dainty rosebuds and lifes. After the traditional "first-lifes. After the traditional with the hride. Is a son of Mr. and Mrs. C. G. lifes. slice" had been cut by the bride, is a son of Mr. and Mrs. C. G. Jesse Stanford. Mrs. J. W. Witherspoon cut and Landis of Amarillo. He has been



THE WINCHARGER IS NOW ON DISPLAY AT

M. D. Womble

LONE STAR STUDY CLUB MEETS WIT. HMRS. 'CRONIN over radio station KGNC.

Attending the wedding were Mr. and Mrs. C. G. Landis, Judge and Mrs. Hugh Cooper, Mr. and Mrs. Wes Izzard, Misses Blanche Mc-Mrs. J. T. Cronin, with Mrs. Louie Donald and Louise Evans, Messrs. Jerry Malin and Hugh Cooper, Jr., all of Amarillo. Local guests were Messrs, and Mmes, J. W. Witherspoon, Adrian Odom, Mrs. Seth H Holman, Mrs. and Mrs. directed the program. T. E. Seigler, T. E. Seigler, Jr., the latter of Wichite Falls. CHURCH ACTIVITIES ARE HELPFUL AND SOCIAL

Recent activities within the various circles of the Methodist communion are evidencing a salutary interest throughout the membership and are providing an enjoyable social_fellowship.

Tuesday evening of last week, the Sunday school teachers we're was enjoyed. entertained at the church with a sting use of the single-ring a lovely wedding gown of white chill supper, Mrs. Ray Coneway, ritual. The bridal paid was un- bridal satin fashioned on princess primary superintendent, having charge of the pleasant affair. dining room and took their places sleeved jacket. She carried an Chili, salad, doughnuts and coffee in front of the casement windows arm bouquet of tea and tube roses. were enjoyed and a helpful group January 20. A program of Rusdiscussion followed. Wednesday hall baskets of white stocks where powder blue wool with silver clips three cars of Hereford women at- sian music was given under the officiating minister waited, and belt, and black accessories. tended the zone meeting held at leadership of Mrs. G. A. F. Park- Women's Club celebrated the third the age-old but solemnly Immediately following the re- Dimmitt at which the entire dis- er, who gave the historical back- anniversary of its organization beautiful words were pronounced. Following the ceremony, an in-formal reception was held. The in the Palo Duro apartments. is were served in the dining The bride is a daughter of Mr. tuncheon at noon and the after- tion of the program. Numbers m from a table covered with and Mrs. T. E. Seigler, well known noon fellowship and program were given were : Boheme Polka, A. an oriental grass-linen cloth cen- citizens of Hereford. She came much enjoyed. Mrs. J. F. Ward Rubinstein, Mrs. Acker; The Hills

> McCracken, Roberson, A. C. Thompson, Hawkins.

MISS OLIVE PERKINS HOSTESS AT DINNER PARTY

Miss Olive Perkins entertained number of friends Sunday with dinner party given at her home Progressive community. The attractively appointed dinner serv- tained Thursday of last week with ed at noon, and the afternoon of a "tacky" party given by Mrs. pleasant social intercourse which Wanza Gilliland. followed were enjoyed by Mrs.

tetler and Virginia Bowman, Mr. er with bridge and other games year, which is printed in the Hereand Miss Perkins.

MRS. N. P. SIKES HOSTESS TO, Rutherford. A refreshment course taxes collected. I earnestly feel SUMMERFIELD STUDY CLUB

the Summerfield Study Club Thurs- present. day, January 16. For the pro-

gram, another fascinating divis- MRS, BOBBY SOWELL

PIONEER CLUB STUDIES AMERICAN FOLKLORE

The Lone Star Study Club en-joyed an interesting meeting Mon-day, Jahuary 20, in the home of Pioneer Club Tuesday afternoon at

the home of Mrs. Beyer. LeGrand as assisting hostess. The Among other business matters president, Mrs. Harold Close, pre- that came before the club was a sided at the business meeting and decision to entertain club husbands with a buffet dinner and "Preservation of Wile Life in one-act play, and to accept an in-Texas" was discussed by Mrs. Earl vitation from Westway to give a Phillips, her number showing the Centennial program there. For value to the state of its wild life the program, American Folklore and the importance of preventing presented an interesting field of the wanton destruction that threat- thought. The Negro in the New ens its extinction. The Forests of World was discussed by Mrs. Weir. Texas and the Preservation of She cited various activities in Wild Flowers, presented by Mrs. which the negro is prominent, Cronin, stressed the economic and mentioning his accepted role as esthetic value of the state's varied an entertainer. Mrs. Jack Rose and extensive flora. The close gave an interesting picture of the relation of the two numbers added characteristic Pennsylvania Dutchto their interest. A salad plate man in her number, Beliefs and Superstitions of the Pennsylvania Germans. A lovely refreshment course of chicken salad, 'wafers, cake and coffee was served.

> THIRD ANNIVERSARY CELEBRATED BY CLUB

The Business and Professional

members

TO THE VOTERS OF PRECINCT NO 1:

In making my announcement for re-election for Commissioner of Precinct No. 1, I am asking everyone to review the economic condition from the time I took office to the present time. With each severe economic change the Commissioners' Court met with difficult problems. I have kept well informed on all of the Government programs and have done all in my power to assist in obtaining allotments, work relief approvals, That congennial group of youth and various aids for the people ful matrons known as the Jolly Femmes was delightfully enter- of the county.

Realizing that you must always be cautious in selecting the man whom you are to support, I wish The clever costuming was a real you would look over the county's S.- E. Askren, Misses Lillie Hos- entertainment feature and sogeth- financial statement for the past C. Hostetler, Mr. and Mrs. C. provided a thoroughly enjoyable ford Brand. I feel confident you Bowman, Will Bowman, Mr. afternoon's program. The prize will admit that your county has for the most amusing costume was been brought through the economwon by Anita Gentry. Pictures of ic crisis in very good shape conthe group were taken by Mrs. sidering the low percentage of included hot tamales, stuffed eggs, that experience gathered while gingerbread with whipped cream in office during these trying times Mrs. M. P. Sikes was hostess to and coffee. Eight members were enables me to give better service to the people than when I was unexperienced.

I have always practiced the policy of being fair to every one. I

Mr. and Mrs. John L. Wilson Mr. and Mrs. Ed Johnson. of Messenger community spent last Nita Roy Lobdell and Woo week end in Stratford with their Ireland attended the Blue son, Paul, who is with the soil dance in Amarillo Tuesday conservation service at that place. ning.





I am entering the implement business exclusively, having sold my variety store to J. D. Saunders and Bryan Edwards of Lubboek. These men are the kind of people Hereford wants and needs, and I urge my former customers to give them their patronage. They are in Dallas buying stock and will be ready to open at an early date.

Formal Opening, Saturday, Feb.8

Talking pictures will be shown explaining all the operations of Case machinery. Other entertainment features will be provided. A carload of tractors and other machinery has just been received and will be on display. Company officials from this section will be present. I invite all my old customers and new pros-pects to visit this opening and to—

Watch For Announcement Next Week C.A.Skelton

Southern Literature HOSTESS TO CLUE found in Negro Folk Lore. From Odom's "Rainbow Round

Mrs. Bobby Sowell was bostess My Shoulder," Mrs. Lee Curry fo-1 to the Jolly Femmes club at its lowed the trail of Black Ulysses last meeting. Bridge was enjoyover 40 states in a revealing chared, high score prize going to Mrs. acterization of this type of the Jo Neva Bradley. A refreshment real Southern negro. Mrs. Charles plate of chicken salad, sandwiches, Walser based an excellent number fruit jello with whipped cream, on Julia Peterkin's "Black April," cookies and coffee was served. bringing out the fact that super-Club members present were stition is an essential part of Mmes. Jewel Bailey, Wilma Webb, negro personality. Mrs. Ray John- Anita and Marilyn Gentry, Jo son, taking "Green Pastures" as Neva Bradley, Ruby Long, Wanza guide, discussed "The Negro and Gilliland and Bobby Sowell. the Bible," showing that the ne-

gro is innately religious. The three MISS PITMAN HOSTESS TO numbers combined to portray those DINNER BRIDGE CLUB qualities which are dominant in The Dinner Bridge Club enjoy-

the character of the Southern need its regular meeting Tuesday delightful - social hour with in the home of Mr. and Mrs. J. the hostess serving sandwiches, fruit salad, cake and spiced punch H. Pitman with Miss Eloise Pitwas enjoyed.

DISCUSSION GROUP

resumed this week.

HAS GOOD ATTENDANCE

man as hostess. The usual covered dish dinner preceded a delightful evening with the club game, high score prize for ladies-going to Mrs. W. C. Pitman; high score for men to Jack Wayland; low

meeting of the Discussion score to Alton Fraser. Group' Friday had at attendance Five tables of players included persons. This was one of Messrs. and Mmes. Homer Fox, the largest meetings of the year Rosson, Wayland, Fraser, Acker, Oscar Easley, J. A. and W. C. when only local talent was used. Mr. Cottingham's interesting Pitman, Mrs. Seth B. Holman, presentation of East Indian relig-Misses Eloise Pitman, Opal Caw-thon, Mr. Mack Pitman. ions was not finished and will be

PRESBYTERIANS OBSERVE CHURCH NIGHT STUDY

Church Night is being observ-ed at the Presbyterian church on alternate Tuesday evenings with a continuance of the study "To-

ward Christian America," con-

***** **Teachers** Pet and so do the students!

It's rhythm on the campus and music in the air when four daffy guys take over a girls' school and turn it into a co-ed circus.

Jack Oakie, inherits and with Se Overman, his handy man, and Ned Sparks, his publicity agent, starts hitch-hik-ing to the school. On the road they encounter . Joe

Penner, who has a nice car, ty of money, and a bad of amnesia. Can you . imagine what ippens when they take happens when they take charge of the school? It's a

barrel of fun. Laughs . . new songs . . . new dances . . and one of the best and coofficient entertainments you ever saw,

Joe Penner, Jack Oakle, Frances Langford and a host of others in "COLLEGIATE" coming to the Star Theatre soon. Don't miss it. ~~~~~~

ducted by the pastor. The service is being made an all-church program with the children having a definite part. The primary department is in charge of Mr. Hudson. Her group has Her group been enjoying stories of Indian and Eskimo life with illustrative handwork. Mrs. Olson has the juniors. Her program includes the making of posters and other varieties of handiwork related to Bible scenes and stories.

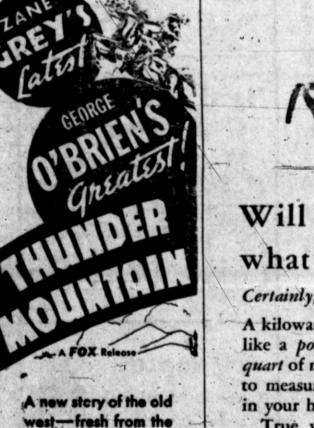
NEW MEXICO INDIANS IS THEME OF STUDY

Mrs. Mary Palmer was hostess to the Presbyterian Auxiliary on Tuesday with Mrs. Clay Ridgway in charge of an interesting pro-gram on the New Mexico Indians. Mrs. B. T. Bell gave an ex-cellent number concerning the Navajos, her paper containing much interesting information attractive-ly presented. Music and a devo-tional period completed the pro-10¢ period comp

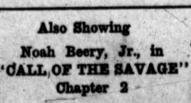
feel justified in asking for the of again, and should I be elects I resolve to give my county ed my full fime as I have done in the past.

Thanking you for your past co operation, and soliciting your help in the present election, I am, Respectfully.

P. J. (Jack) ROSE.



west-fresh from the pen of your favorite author-with the star who always thrills you playing his greatest



SHOW

rolat

and Cartoon Comedy

SATURDAY rate now in effect. BARGAIN 10¢ From Noon 'Till Midnight TEXAS UTILITIES CO.

Without becoming technical ...



Will you please tell me what a kilowatt hour is?

Certainly, madam, we'll be glad to!

A kilowatt hour is a unit of measurement. Just like a pound of butter, a peck of potatoes, a quart of milk. That's all-just a convenient unit to measure the amount of electricity you use in your home each month.

True, you can't measure it with your eye as you can a quart of milk or a pound of butter, but you can measure the work it does for you. For example:

ONE KILOWATT HOUR (or KWH as it appears on your bill) WILL

.. Light a 100 watt lamp for 10 bours

.. Run an electric clock for more than 2 weeks

Run a 10-inch fan 27 bours

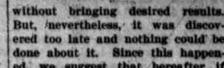
Kilowatt hours now cost less than ever before. In fact, some add nothing to your bill! By using all the electricity to which you are entitled, you get the greatest benefits from the new ultimate



Several jumbled word contest. the contest, "destructive," did not nts made errors week before last appear in any of the ads in last in that they did not compose sen- week's edition of the Brand. tences using the words they had Through an error, the true word, jumbled. So last week was the "distinctive," was changed. contest editor's week, and he made This was unfair to contestants. a big mistake. The first word in It forced a lot of work on them

SAFE, SURE, WISE A dependable agency whose sole aim is to give each policy holder the very best service possible. PHONE 273

M'LEAN INSURANCE AGENCY



ed, we suggest that hereafter if you are unable to find a word or if some of the jumbled letters fail to make a word because of one letter missing, you go ahead and work the contest and send in your answers. Whenever a mistake is made, that word will not be considered, and contestants still will not excusing future mistakes and Mrs. Doward Roberson of Ama-"Miss Ruby Thompson broadcast will do all in our power to prevent rillo was operated on last Friday with Luke Fields' Melody Makers them, but, nevertheless, they may

occur. At the conclusion of next week's the month and will receive a full reported improving. In the meantime, here are this week's contest winners who will receive two tickets each to see James Cagney in. "Frisco Kid." Theresa Belle Smith, Bebe Frye, Mrs. G. H. Hamm, Mrs. J. W Kirby and Mrs. Ullman Hunter.

First Presbyterian Church.

Both services will be based on the Home and Christ, announces Pastor Thorns. "The Prodigal Father" will be the morning subject, "The Heart of the Family" evening subject. Sunday school, 9:45.

C. E. Vesper 6 p. m. No church night this week. Prayer meeting Wednesday at :30 p. m.

Frio News Items BY MRS. W. A. SPRINGER

Six members were present, and Messrs. and Mmes. C. R., Guy, hoped everyone is present, as this Thursday night with a birthday have an equal opportunity. We're is Mrs. Benson's first club meeting, supper.

improving rapidly. Mr. and Mrs. Elmer Jones are Monday night. contest the grand prize winner in Amarillo with their baby, who E. B. Thomas of Amarillo and will be announced for is under treatment. The baby is Miss Joyce Davis of Hereford

week's pass' to the Star Theatre. Frio will present a play soon for as home. benefit of the school. It has 12 Mr. and Mrs. Asa Atchley, Mrs. characters. Watch for date. Koma Hyatt were in Amarillo Vega Wednesday afternoon. Saturday. Will Schulz and family were

Mr. and Mrs. T. L. Springer, in Amarillo Saturday. Mrs. Andrew Gilliam, J. E. Spring- B. A. and Thurmond Atchley er and children, Mrs. A. T. Jones and family, and Mrs. Jodie Ben- Tuesday.

son visited Mrs. Deward Roberson rillo Saturday. Mrs. Tims visited her son and

Tims is staying in the J. E. Springer home. Rev. Lansdown will preach here

be present at morning and evening services.

Dimmitt News

By EMILY M'LEAN

MAUD E. NOLAND Frio Worthwhile elub met in Mr. and Mrs. Ulys Pierce an all day session January 23, at Hereford spent Sunday in the N. the home of Mrs. H. D. Allman. P. Sikes home.

Summerfield News

Mrs. Schwartz was a visitor. Next D. C. and Hollis Walser and their meeting will be with Mrs. Jodie families; Mr. and Mrs. Jim Clark Benson February 13, when it is surprised J. C. Lance in Hereford

morning, and at last reports was over KGNC Sunday afternoon.

YWA met with Evelyn Schulz

spent-Sunday in the C. B. Thom-

C. B. Thomas, Misses Gertrude D. H. Allman and family, Miss and Christine Atchley were in

moved W. E. Hawkins to Lamesa

Dave and Herman Stewart and and Mrs. M. A. Springer in Ama- other helpers are constructing a new school building at Rance.

B. E. and Mrs. B. C. Roberson family in Amarillo Saturday. Mrs. were in Amarillo Saturday. Mrs. B. E. Roberson returned home with them. She has been in Amarillo several weeks and underwent Sunday, and everyone is urged to an operation for her eyes.

Miss Viva Mae Thomas has been ill the past week.

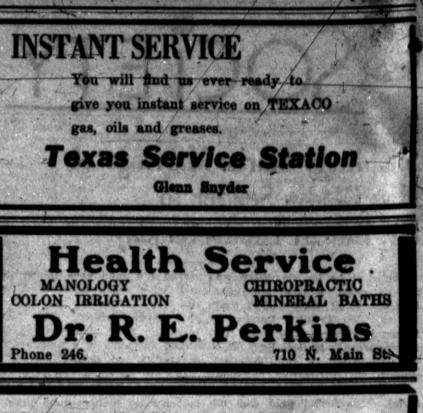
Mrs. Woodrow Welty returned home Saturday, after having attended the funeral of her sister in New Mexico last week. Jim Noland was in Clovis part

of last week.

Miss Zae Dee Rule of Hereford Joe Jimmy Colvin visited relaspent the week end here with ives and friends here this week her parents. Mr. and Mrs. Howard Bridges

C. R. and Hollis Walser and Sunnyside were here Saturday. their wives were in Amarillo Tues-Mr. and Mrs. Bob Phillips are day.

Gene Kimball left Sunday for



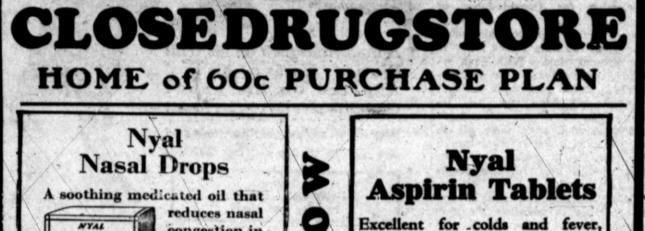
Classified Ads Are Little Workmen Who Pay Big Dividends

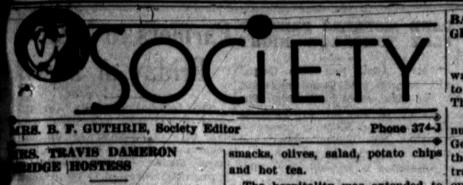
At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios-practically everything—are being sold daily through these ambitious little salesmen.

THREE INSERTIONS For the Price of Two

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



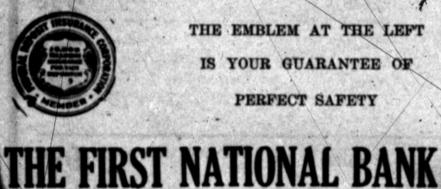




pleasant afternoon was enoyed Friday when Mrs. Travis Dameron entertained a small group cer, Rockwell and Close. at bridge. Several rounds of the presence of Miss Nita Roy Lobrame with two tables of players delt of Franklin, Louisiana, who is of a lovely refreshment plate of guest, was an added pleasure.



The phrase uself has become symbolic of security and safety-because, that is just what money in the bank means to so many people. Freedom from petty worries, from fear of the future, from the expensive consequences of sickness or accidents. It's a mighty good thing to have-money in the bank. Come in and let's talk over a way to give it to YOU!



OF HEREFORD TEDERAL PESERVE

BAY VIEW CLUB-DISCUSSES MISS GLADYS SEIGLER GERMANY AT THURSDAY MEET COMPLIMENTED

Germany seen from many angles Complimenting Miss Gladys was the forceful picture presented Seigler, whose marriage was an to the Bay View club in its last event of the following Sunday, Thursday's program. Introducing the lesson with her Ruth Conkwright were hostesses Mrs. Colby Conkwright and Miss

number, "Recent Transition In of a tea given Friday at 4:30 at Germany," Mrs. Ray Barber made the home of Miss Conkwright. the arresting statement that "this A crisp, wintry afternoon found transition could be expressed in a pleasing contrast in the cheery

Geraldine Taylor has the mumps. The hospitality was extended to one word-Hitler. An impartial atmosphere of an open fire, soft Mmes. Ferguson, Mathers, Med. story of the genius, the ambition, lights and attractive rooms to Mr. and Mrs. Sam Schoenick klef, Guthrie, W. S. Kerr, Mer- and the personal selfish greed for which beautiful blooming poinset- and Mrs. Chas, Smith of Abilene Mer-The power that placed Hitler where tias added a lovely note. The he is today lifted a curtain on this difficult page of German his-by Miss Conkwright and present. ace Hershey, and with Mr. and tory. The support given his re- ed to a receiving line made up of Mrs. Ray Hershey. Monday they ed with the serving Mrs. Dameron's sister and house gime by the princesses Celia, the bride-elect and her mother, went to Hereford to see Horace Hershey, who was attending a soll Adelaide, and Frau Wagner was Mrs. T. E. Seigler; Mmes. Colby an interesting sidelight as was al- Conkwright, J. W. Witherspoon, consercation meeting there.

Club meets the first Wednesday so Mrs. Barber's discussion of the Miss . Fern Carlisle. A program Jews in their relation to Hitler's including a vocal solo by Mrs. in February with Mrs. C. C. Bowprogram. This was illuminating, the Carl Mountz, readings by Miss man. This will be a social meetorigin of his hatred being shown to Katherine Kirby, and a piano solo ing and all ladies of the communhave its basis in the fact that to by Miss Ruth Marie Mountz was ity are invited to attend. him they represent capitalism, pre- enjoyed. Messrs. and Mmes. Ray and

Tea was served in the dining Horace Hershey and sons visitsumably his pet aversion. German culture was discussed room with-Mrs. Alton Frazer poured the Howard Hershey home in Hereford Sunday.

under the heads of science and ing. A lovely, lace-covered table literature. With the former, giv- was centered with a bouquet of en by Mrs. Olson, the fact was exquisite roses arranged in a silbrought out that in almost every ver bowl with fern and baby field of scientific development, the breath. A further adornment were world is debtor to the Germans, the two triple-holder silver candela surprising schedule of familiar abra with their glowing white great names in the world of science candles. Miss Vida Hicks assisttestifying to this fact. Among ed the hostesses in serving sandothers noted were Roenigen, Bun- wiches, olives, nuts and guest son, Von Zeppelin, Marconi and cookies.

Twenty-five guests shared the Einstein. Mrs. Jones talked of German literature. She pointed delightful courtesy.

out that its slow development in an early day was largely due to LOYAL WORKERS ENJOY geographical isolation from the ALL-DAY MEETING

world literary centers of that day. The Loyal Workers Club of the She drew the interesting inference that warlike tendencies are Rebekah Lodge held an all-day not conducive to literary achieve- meeting at the lodge hall Friday. ment, but that in spite of handi- Luncheon was served at noon and caps Germany had produced some the afternoon was spent in quiltof great names in the world of lit- ing a quilt for Mrs. A. H. Ellis-

erature, Goethe, Heinrich, and ton. Those enjoying the entire Hauptman, with the earlier Mar- day's program were Mmes. Fridley, Elliston, Norton, Williamson, tin Luther being noted. The roll call as conducted by Barnhart, Bowe, Stewart, McCul-Mrs. Bob Wilson was an inter- lough, Kye Higgins. Present for esting and informative number. the luncheon only were Misses Previous assignments brought to Edah Park and Ursalee Fridley.

it snappy sketches of Germany's great musicians and artists, the MRS. R. E. M'CULLOUGH number being an apt conclusion HOSTESS AT WAFFLE SUPPER

of an excellent program. A waffle supper given at the R. E. McCullough home Thurs-Constipation day evening of last week was a pleasant observance of the birth-

Bad Steep, Pimus d Steep, PimpProgressive News

(BY WILMA SKYPALA) BY OLIVE PERKINS Horace Hershey and family of some time.

Ira Ricketts and family visited the W. A. Ricketts home in Hereford Sunday.

Misses Lucille Park and Lilla

Short and Mrs. J. H. Short were.

in Amarillo Saturday visiting the

latter's daughters, Mrs. S. A.

Edwards and Miss Short. Mrs.

Short went to Memphis to visit

Betty Jean McBrayer, Reba Mit-

chell, Irene Edwards, Rosalie Pow-

elson, Jimmy Blakemore and Wil-

ma Higgins were on the honor roll.

Friday night. An excellent pro-

gram was given by the young

Mr. and Mrs. Ray Hershey, Miss

A large number attended literary

another daughter before return-

ing to her home at DeLeon.

people.

vation meeting.

Hershey.

T. L. Vaughn. T. A. Roe and family spent Sun- this week.

Westway Items

day in the J. H. Landers I V. Skypala made a business f to Amarillo Saturday night. The community was sadde

Mrs. A. C. Pierce has returned to hear of the death of H. C. Mat-Springfield, Colo., came Saturday from a long stay in Abilene with terson, who died Tuesday morn-for a visit with Mr. and Mrs. Ray her mother, who has been ill for ing. He is survived by his widow and five children.

Mr. and Mrs. Patterson of Here- G. C. Hartman and family were ford, Bill and Tom Roe spent Sun- in Kress Tuesday where they atday afternoon with Mr. and Mrs. tended the funeral of his father. Mrs. Johnson is on the sick list



REDUCED PERSON-TO-PERSON RATES

every evening

Lilla Short, Horace Hershey and family and Owen Bower went to Amarillo Sunday, Horace remaining there to attend a soil conser-Because of cold weather only a

small number attended Sunday school and preaching by Rev. Wilburn.

Mr. Hostetler, Miss Lillie Hostetler, Mrs. Askren, C. C. Bowman and family were dinner guests in the Perkins home Sunday. In the afternoon Mr. and Mrs. H. T. Wedel called.

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

Beware Coughs from common colds That Hang On

Long distance telephone rates are now reduced as follows:

after

1. Person-to-person rates are now reduced after 7 every night. (Heretofore, only station-to-station rates were lower at night.)

2. The low "night" rates are in effect all day Sunday on both station-to-

station and person-loperson calls.

> The reductions apply on all calls to points more than 100 miles distant from your telephone, and to many shorter calls.The Long Distance operator will be glad to give you the rate now in effect to any point.



day of Mr. McCullough. A beautiful birthday cake was served with the dessert course. ERIKA Following the supper, an evening of bridge was enjoyed by

Trial Sizes on sale at City

Definition Contest PRIZES

A Strong Bank

Thoughtfully Manager

Through the cooperation of the Star Theatre, free tickets to the Star Theatre will be the reward of those contestants whose work brings the most satisfactory results. The five entrants whose original sentences, under the rules listed below, are adjudged the most clever, will be given two free tick-

ets to the Sunday, Monday, Tuesday picture. each week.

Contest winners will be announced in the following week's issue of The Brand, and passes will be awarded for the second week-end following the contest.

ENTRY BLANK

GRAND PRIZE

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

A Full Weeks Pass to the Star Theatre

Try Your Skill!

It's Fun and Educational

RULES

Ten jumbled words, along with their defini-ns, may be found on page 1. The words have been selected at random from advertise by local merchants in this issue.

2. The contestant must first unjumble the letters, forming them into the word whose definition is given. Then find in which advertisement it

3. List the word and the ad in which it was in the space provided in the accompanying entry blank.

4. The word may appear in several ads, but only one need be listed

5. After all words are found, compose a clever tence of not more than 30 words, using all contest words 'in their proper sense, one ily, and write it in the space provided. ber, cleverness counts!

Sign your name clearly. 7. Bring or mail your entry to the Brand so that it will reach this office not later than noon Tuesday following the appearance of the contest. (8. This contest is open to everyone with the exception of the employees of the Star Theatre and Hereford Brand and members of their fam-

9. If you soil the entry blank, make out an other on a piece of white paper.

nds 1			
23486			
	e containin an 30 word	vords and	i of
		 <u> </u>	-

MISS GWENDOLYN SPRADLEY INTERTAINS JUNIOR CLUB

Miss Gwendolyn Spradley was hostess to the Junior Bay View club Thursday evening with a one-number program introduced by Miss Katherine Kirby as lead-

Adv Mr. and Mrs. McCullough and a

Miss Fern Carlisle presented a detailed and closely comprehensive story of Bruno Frank's "The Man Called Cervantes". Her number had the interest and clearness that comes with complete familiarity with the theme presented. This fact, together with the interesting subject matter combined to make an intellectual treat as well as a pleasing entertainment. A salad plate with coffee was served.

LONDON BRIDGE CLUB GUESTS OF MRS. MORGAN

The London Bridge Club spent delightful afternoon Thursday n the club was entertained by Mrs. Ardelle Morgan in the home of Mrs. Marie Cogdell, a former member.

The club game was enjoyed by two tables of players, high score going to Mrs. Gladys Medkief, ow to Mrs. Laura Milburn. Mrs. Cogdell received a lovely guest wiches, olives and coffee were served. The pleasant function was enjoyed by Mrs. Leora Morgan, Dessie Hardwick, Jewel Brooks, Ina Mae Gilbreath, Norma Mc-Bright, Laura Milburn, Gladys Medkief, Marie Cogdell and Arelle Morgan.

DAWN CLUB HAS INTERESTING PROGRAM

With Mrs. W. P. Caraway as stess, last week's meeting the Dawn Study club featured a rogram on "Santa Fe and Texwith Mrs. Walter Galley directing the club study. Mrs. Lois Miller gave an exellent descriptive paper on "The Santa Fe Trail." She gave a vivid picture of this famed, early day route and told of its develop nent into the great national high vay that it is today. "Texas Un der Six Flags" was interestingly sented by Mrs. Baker Womble. this she included the admission the State into the Union,

Following the program, a brief business session was held, Mrs. Walter Galley presiding. Refresh-ment were served to 14 members and one club guest. The next meeting will be held with Mrs.

Day Night & Deduction Day Night &

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomul-sion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed mem-branes as the germ-laden phlegm is loosened and expelled.³ Even if other remedies have iailed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

	Rate	Rate	ACCORDING 1	Rate	Rate	RESELUCE
100	,60	.35	.25	.90	.65	.25
150	.80	.50	.30	1.15	.85	.30
200	1.05	.60	.45	1.40	.95	.45
300	1.40	.80	.60	1.80	1.20	.60
400	1.75	1.00	.75	2.20	1.45	.75
500	2.05	1.15	.90	2.55	1.65 .	.90
1900	3.75	2.00	1.75	4.75	3.00	1.75

Water Water Everywhere "But Not a Drop to Drink"

A hig portion of this Plains country has water-lots of water-stored away underground in quantities sufficient to properly irrigate large acreage BUT-the biggest part of the land which can be irrigated is being farmed in land methods.

So, like the sailor-stranded in the doldrums-dying of thrist-with oceans of water all around but no way to make it drinkable-the farmers of the Plains have struggled along in drouth after drouth with plenty of water under their farms but no way to bring it to the surface and put it to work for them.

NOW-at your disposal-on terms within YOUR capacity-YOU can get the machinery (well, pump, engine) -everything necessary to bring this precious liquid-WATER-to your fields to irrigate your crops to make MONEY for YOU-to give you that sense of scentity that comes from knowing a good crop will be harvested.

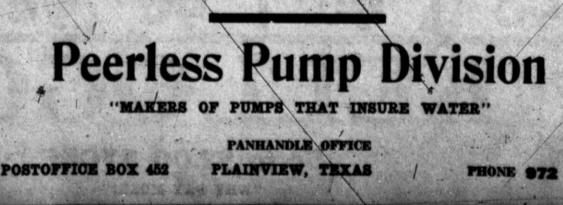
We are now financing, on terms as long as three years, COMPLETE irrigation plants se that by dealing with us you can arrange to purchase a well, casing for that well, a pump that is easy running, sturdily built and cheap to operate, and an engine, all completely installed on your farm. The EXTRA profits will pay for it and leave many dollars besides to buy those other badly needed things.

PEERLESS, leader in the pump business, is the ONLY company offering such terms co-operation with the Federal Housing Administration makes this possible. This plan, by Act of Congress, expires April 1, 1936. Make your arrangements for an irrigation plant NOW while such liberal terms are available to you.

Mr. Snyder, Factory Credit Manager, and Mr. C. K. Hughes, Panhandle Manager, will be in Plainview every Monday and Tuesday at the Hilton Hotel, and in Lubbock every Thursday and Friday at the Hilton Hotel.

See them_talk to them_Get that Great gift_WATER_working for you.

Bring- along a legal description of your property.



fr. and Mrs. Marlin Gilliland Sunday in Tulia.

Mmes. Homer K. Fox and C. C. Acker spent Tuesday in Amarillo. Jess Carter of Amarillo was a as visitor here Tuesday.

Mrs. C. A. Skelton was an Ama-Mr. and Mrs. Alton Fraser were mainess visitors in Amarillo on

B. C. D. Bynum of Amarillo and son of Canyon visited vas here Wednesday attending families of W. L. Branson

Mr. and Mrs. H. G. Conkwright and Miss Ruth Conkwright were Friday and will spend some time Amarilio visitors Saturday. Mr. and Mrs. Joe Hill of Can- daughter, Mrs. C. H. Dillehay. yon spent Wednesday with Mrs. Dr. Scholls' representative will

G. M. Hudson and Bob-Baird Goods store Friday, January 31. were in Amarillo Saturday attend- Don't fall to see him. ing a HI-Y conference.

friends.

of Dawn were business visitors here Tuesday.

sister, Mrs. Artis Daniel.

Mrs. Pink Gillinand was in Ama-illo Saturday, attending a relief Mrs. H. C. Doak N. Y. A. Project divisional meeting. Messre, and Mmes. Mack Bain-um and Bill Gentry spent Sunday

in Amarillo.

A. M. Smith of Plainview came R. Doak of Kimm, Colorado, and here as a guest in the home of his E. E. Doak of San Jon, New Mexico.

Hill's mother, Mrs. A. M. Jones, be at D. R. Gass & Son's Dry

Mrs. Alma McGowen and Miss Mrs. Bess Jennings of Plainview Myrtle McGowen of Canyon and

In Amatilio. O. G. Hill went to Muleshoe Wednesday to attend to the deity-ery of some cows which he had sold. Appearing at D. R. Gass & Som Dry Goods Friday. January 31, representative of Dr, Scholls. Visit the store. Mr. and Mrs. Leaton Branson and son of Canyon visited the families of W. L. Branson and A. H. Elliston Sunday... A. M. Smith of Plainview came

Dies Wednesday To Start Friday

Doak of Grady, New Mexico, A. vailing WPA wages.

AGED RESIDENT DIES AT HOME NEAR FRIONA

CONSERVATION MEMBERS P. S. Hall, 88, passed away Monday at his home five miles ATTEND REGIONAL MEET north of Friona. Interment was made in the Friona cemetery Mon-O. T. Williams and Scott Amend

his death.

Mrs. Baker formerly lived here, months ago where Mr. Baker is

Thomas Sanders Passes Sunday

day morning by Rev. Carrol Holtzclaw.

He is survived by his parents and, a sister, Mary Lou Sanders. Out-of-town relatives here for the services included Mr. and Mrs. W. H. Mann and two daughters mathing and two daughters are farm machinery and houseof Tulia, and Mr. and Mrs. G. D. hold appliances as the Hereford interest of the proposed north Elliston and family of Lubbock, firm.

BAND MOTHERS PRESENT PLAY TOMORROW NIGHT

"Mrs. Apple and Her Con il be presented tomorrow a will be prese in the high school auditorium Th

is urgently requested to be presen It was stated that matters importance to every farmer vital will be discus speakers will be Alex R. Bate man, the new county agent. Every one is invited to attend the

Opens Firm In Dimmitt.

County Judge Mal Stewart and

Confer On Road Project

farmers to Mee

Friday at Daw

The Dawn Community Agric tural Association will meet

