

BEGINS FRIDAY 8 a. m.



Extra Salespeople to take care of the Big Crowds that Will Throng Our Store for these Sensational Bargains!

Hundreds of Values You Won't Want to Miss

SOME QUANTITIES ARE LIMITED — SO DON'T DELAY — BE READY WHEN WE OPEN OUR DOORS!

Reduced!
AT PENNEY'S

Only 25 Big, Block-Plaid
DOUBLE COTTON
BLANKETS

\$1.00 EACH

Clearance! BUY NOW SAVE!

CRINKLE COTTON BEDSPREADS

Full bed size, in all colors—practical and economical. Easy to wash!

71c EACH

Reduced!
AT PENNEY'S

LADIES' RAYON
UNDIES

Applique and lace-trimmed. Big assortment! Stock up now!

13c PAIR

Clearance! BUY NOW SAVE!

Don't Miss this Bargain. Size 72x84, Part-Wool, Big Block Plaid, Double bed size

BLANKETS

\$2.37 PAIR

Reduced!
AT PENNEY'S

Don't Miss This Outstanding Value! — MEN'S DRESS SHIRTS

Selected from our higher priced lines for clearance—Some slightly soiled.

57c EACH

Clearance! BUY NOW SAVE!

MEN'S WINTER UNIONS

Good heavy weight in all sizes. A real price on these!

47c EACH

Clearance! BUY NOW SAVE!

81x99 INCH SHEETS

Firm Quality — For Service. Full Size!

57c EACH

CLEARANCE!

Ladies' COATS And SUITS

These smart coats and suits are in sport and fur-trimmed styles . . . You will have to see them to really appreciate the Grand Buy we have in store for you. Come in Early and get the Choice of the Lot.

\$10

NOVELTY SPORT LUGGAGE — 98c
Smart Luggage at a price

81-IN. UNBLEACHED SHEETING — 15c
Best Price in Months — Yard

BOYS' CORDUROY PANTS — \$1.49
Plain Colors, Sizes 6 to 16 — Pair

MEN'S WORK SHIRTS — 34c
Good heavy weight Chambray — Each

36-IN. OUTING FLANNEL — 10c
Big assortment, light or dark stripes—Yard

CAE ROBES — \$1.00
Big Size, heavy weights — Each

MEN'S CANVAS GLOVES — 8c
Good weight, full size — Pair

MEN'S COTTON HANKERCHIEFS — 39c
Full 17-inch Size — Dozen

CHILDREN'S NAINSOOK SLIPS — 25c
Sizes 4 to 16, A real buy! — Each

MEN'S FANCY DRESS SOCKS — 8c
All sizes — Pair

CLEARANCE!

One Lot Men's SUITS

We have a TREAT for the MEN in these fine, Tailored Suits . . . You will find many styles and patterns to choose from . . . Double and Single Breasted . . . Plain and Sport backs . . . Stripes, Checks and Solids. Hurry! They won't be here long!

\$12

Reduced!
AT PENNEY'S

BOYS' DRESS SHIRTS

Fast color, vat-dyed prints, get several at this low price!

37c EACH

Reduced!
AT PENNEY'S

One Big Assortment NOVELTY CURTAIN SCRIMS

Stock up at this Sensational Price!

5c YARD

Clearance! BUY NOW SAVE!

MEN'S ROCKFORD TYPE WORK SOCKS

Heavy, Serviceable. Brown or Blue Color!

5c PAIR

"ALL ROADS LEAD TO PENNEY'S FOR GREATER VALUES"

Clearance! BUY NOW SAVE!

36-INCH FAST COLOR DRESS PRINTS

Limited Quantity! — Hurry down for these!

8c YARD

CLEARANCE!

Entire Stock Ladies' Fall FELT HATS

Sensationally Reduced for A Fast Clean-UP!

50c each

CLEARANCE!

A Big Assortment of Our Better SILKS-PRINTS

Plain or Novelty Weaves. In Light or Dark Colors!

37c yard

CLEARANCE!

LADIES' HOSE

Full-fashioned — pure silk. All the new Spring shades!

39c pair

CLEARANCE!

One Big Table Ladies' ALL-LEATHER SHOES

Odd sizes—But a Real Buy!

\$1.37 pr.

Reduced!
AT PENNEY'S

BOYS' WINTER UNIONS

Full sizes, good heavy weight — a real buy at this price!

37c PAIR

Reduced!
AT PENNEY'S

3-LB. Box Assorted Chocolate Covered CANDIES

A Big Bargain!

77c BOX

CLEARANCE!

OF 150 LADIES' HOUSE DRESSES

WHILE THEY LAST **33c** EACH

Just imagine! Fast Color Avenue Vat-Prints in the most flattering new styles — at this Amazingly Low Price!

Entire Stock of LADIES' WINTER DRESSES

TWO SENSATIONAL GROUPS!

\$1.77 and \$2.77

Regardless of their former selling price—Every Winter Dress Must Go!

Every Woman loves a Bargain — So these are sure to sell fast! Don't Miss being here early—Don't miss being one of the first to choose YOUR Frocks!

MEN'S SHIRTS and SHORTS

Broadcloth Shorts, Swiss Ribbed Shirts. A Real Buy at this Sensational Price!

17c EACH

Clearance! BUY NOW SAVE!

MEN'S Domet Flannel SHIRTS

Good heavy weight—full cut. Choice of Tans or Grays!

67c EACH

Clearance! BUY NOW SAVE!

HERE'S A BUY! Size 17x30 Inch Cannon Terry TOWELS

5c EACH

FINAL CLEARANCE!
Children's COATS

This is a special clearance of these Fine Quality Coats . . . Sport and tailored styles. Sizes 3 to 12 . . . Be on hand when the doors open and make your selection . . . They will sell quickly!

\$3.00 each

CLEARANCE SPECIAL!
Ladies' Taffeta SLIPS

These smart rayon chalk Taffeta Slips are Tailored or Lace-Trimmed . . . Cut on the Bias for better fit . . . smooth, even finish —All Sizes, but they will go quickly at this exceptionally LOW PRICE . . . Pastel shades.

39c Each

Reduced!
AT PENNEY'S

MEN'S FOUR-IN-HAND NECK TIES

A Big assortment. You'll be Pleasantly Surprised at the Quality, Too!

25c EACH

304 MAIN STREET

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

HEREFORD TEXAS

Construction Of Police Radio At Clovis Started

Construction got underway this week on the \$1,500 radio telegraph transmitter in Clovis following approval of the city commission for the station, which will be used in the hook-up for West Texas-Eastern New Mexico Officers Communication Association, of which Deaf Smith County is a member.

To Increase Power
At the same time, it was announced that plans were being laid for an increase in power in the telephone station which will be used for one-way transmission of police officials co-operating in the state association.

The report stated that 13 of the required 16 counties in the area had agreed to participate in the hook-up, while oral assurance had been given by four additional counties. Deaf Smith County sent a signed contract for service from the station last week, agreeing to pay \$25 each month into the network, which will give direct connections not only with counties in West Texas and Eastern New Mexico, but with a special inter-county feature, will communicate at regular intervals with division points over the United States.

Progressive News

BY OLIVE PERKINS
Mrs. C. P. Caldwell visited her mother, Mrs. Jeff Roberson, Saturday.
Mrs. Clarence Botts and son, and Mrs. Owen Neel, one day last week.
Mrs. Rufus Sewell visited her mother, Mrs. Watson, Saturday afternoon.
Mr. Luther Pevley called on F. Perkins, Friday evening.
Mr. and Mrs. F. E. Bowe of Hereford, spent Thursday with Mr. and Mrs. Lynn Powellson.
The Beginners Sunday School class at Progressive, are commencing a contest, the first Sunday in February, and lasting for three months. The teacher, Mrs. Lynn Powellson, will give a prize to the one having the best attendance record and a prize to all who learn the names of the Books of the Bible.
Miss Agnes Hicks spent the week end with her mother near Canyon.
David Boyer visited Arnold Hershey, Sunday evening.
Owen Neel is building a new cow barn on his place north of Progressive.
Mrs. Wickesser of Miami, is helping her daughter, Mrs. Watson, care for her small son, Don, who has been seriously ill. Don is slowly improving.
Mrs. G. H. Brooks and E. T. Mr. and Mrs. H. T. Wedel and Miss Clara, called in the Perkins home, Sunday afternoon.
Mr. and Mrs. Ray Hershey were dinner guests with Mr. and Mrs. Howard Hershey of Hereford, Sunday.

Constitipated?
"For 30 years I had constipation, awful gas, bloating, headaches and back pains. Adierika helped right away. Now, I eat sausage, bananas, pie, anything I want. Never felt better." Mrs. Mabel Schott.

ADLERIKA
CITY DRUG STORE

666
checks
GOLDS
and
FEVER
first day
Headache,
Salve, Nose Drops 30 Minutes

Try "Rub-My-Tism" World's Best Liniment

Protect
What You Have
INSURE
John McLean
Insurance Agency
Phone 273

Arnold Hershey spent Sunday at home.
Mrs. Joe Brorman, came home the first of last week from the hospital.
The next meeting of the Progressive Workers Club will be with Mrs. J. L. Park, February 2. At this meeting, the ladies are to bring their quilt blocks and also the money collected for subscriptions to the Amarillo Daily.
A large crowd was present at Literary, Friday night, and enjoyed an excellent program, especially the musical numbers by the Gregoys, Mr. Beard, and Mr. Hurford.
Complimenting Mrs. Edgar Russell, Mrs. Ira Ricketts and the Misses Ira Jeanne Ricketts and Olive Perkins, entertained twenty-five ladies, at a miscellaneous shower, Wednesday afternoon, Jan. 19, at the Ricketts home. After a social hour, Mrs. Ed Botts gave the reading, "Home," Mrs. J. E. Blakemore, a piano solo, and Mrs. C. C. Bowman a toast to the bride, Mrs. Ray Hershey and Mrs. Owen Neel, leaders in a treasure hunt, found the huge box of gifts and presented them to the bride, Mrs. Russell.
The tea table was attractive with a lace cloth centered with an old fashioned cake plate, flanked by lighted tapers in silver holders. Mrs. Albert Higgins and Mrs. C. P. Caldwell presided at the tea service.
Rev. E. M. Borden, pastor of the Church of Christ, of Hereford, preached at the school house, Sunday afternoon, following the Sunday School.

Summerfield News
(8 miles southwest)
Mrs. ASA ATCHLEY
Misses Gertrude, Christine and Ruth Atchley, Louise Suttle, Messrs. John Delozler and Thurman Atchley and Luster Suttle were in Happy, Friday night.
Mrs. L. Houckert spent part of last week visiting in the home of her daughter, Mrs. Jay Sanders, at Canyon.
Mr. and Mrs. Arthur Tarter were in Amarillo, recently.
Mr. and Mrs. C. H. Butler were in Happy the past week end. They visited Miss Koma Hyatt and attended the Happy basket ball tournament.
Mr. and Mrs. Lewis Jay and daughter, of north of Hereford, were guests in the L. Honckrett home, Sunday.
Mrs. J. D. Love, John and Margaret Love of Messenger, were in the James Gandy home, Wednesday evening.
Mr. and Mrs. W. A. Vines and family, Ossie Cross, and Doyle Vines, were visitors at Earth, Sunday.
Rev. and Mrs. H. B. Taylor and family of Friona, were here this week end.
There were 58 at church, Sunday, and four new members.
Mr. and Mrs. James Gandy were at Umbarger, Monday.
We received a dirt storm and light snow, Sunday afternoon and night.
Bill Marsh and John Mann of

Westway Items
(10 miles west)
Mrs. MERLIN KAUL
Mr. and Mrs. Floyd Pult of Mineral Wells, were dinner guests of Mr. and Mrs. Kelly Gray, Wednesday.
Mrs. John Decker, Virgil and Eleanor of Friona, were guests at Kelly Gray's, last Friday night.
Mrs. Addie Winkler entertained with a dinner, Sunday, honoring the birthday of her son, Elmer. Thirty-eight were present to partake of the bounteous dinner. Present were Mrs. Burch West and children, Mr. and Mrs. Virgil Morton and family, Mr. and Mrs. Bill Morton and family, G. W. Everett Talbot and Edd Uri, Mrs. Bill Rice and sons, Mr. and Mrs. Frank Tackett, Mrs. Winkler and the honor guest, Elmer received several gifts.
Virgil Ira and LeGrand Morton of Hereford, are spending the week with their grandmother, Mrs. Addie Winkler.
Everett Talbot traded last week for a 1937 Chevrolet.
The company which has been taking caliche from a pit on LeRoy Wilson's place, east of Alton Fraser's farm, moved last Tuesday to Kelly Gray's. They located south

Octogenarian Bishop at Play
Although he is eighty years old, Rt. Rev. Arthur F. W. Ingram, bishop of London, England, just refuses to feel old. The bishop is shown (right) as he took part in the annual hockey game for the alumni against Radley college in the grounds of Fulham palace recently.

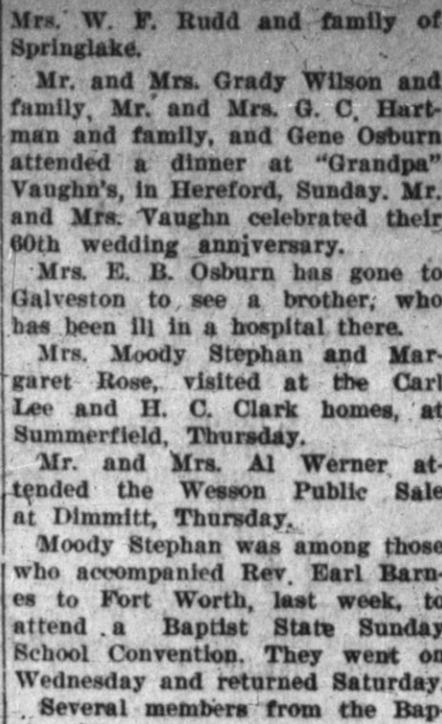


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of the Tierra Blanca Camp.
Earl and Lee Hopson of Hereford, and Norbert Skypala helped Grady Wilson butcher, Tuesday.
Mrs. Hughes Millard of Hereford assisted her mother, Mrs. Grady Wilson, with her work, last Wednesday. Mr. Millard came for her Wednesday evening.
We extend sympathy to Mr. and Mrs. J. B. Joiner and family in the loss of their baby daughter, last week. The Joiners formerly lived east of Al Werner's. They are staying at present, with their father, Mr. Fore, in Hereford, but plan to move soon to New Mexico to make their home.
Mrs. O. Wilder and Mrs. Merlin Kaul attended the cooking school, which was conducted by Miss Crosson, at the Gas Office, last Wednesday. Mrs. Wilder received one of the prizes.
F. W. Dodson went to Canyon, Saturday, to see Gomer McCoy, who attends school at W. T. S. C. Gomer has been ill with a cold and was confined to the school hospital for a few days.
Mr. and Mrs. Henry Allman, Wanda Marie and Jack, attended Sunday School at Methel, Sunday, and were dinner guests at the J. C. Williams home. In the afternoon, they called at the Elmer Williams home.
Foster Beall spent the week end in the M. T. Sparkman home at Friona.
Mr. and Mrs. Henry Allman and family attended a lecture at Dimmitt, Sunday night. The lecture was presented by Rev. and Mrs. Frank Riefsnyder of Peru, South America. They were assisted by an Indian boy, a native of Peru, who did all of the singing.
Mr. and Mrs. J. A. Roe went to Friona, Sunday, where they visited Mr. and Mrs. Henry Lloyd.
Mr. and Mrs. W. F. Rudd and family of Springlake, spent the week end at the Paul Rudd home.
Dinner guests at the Paul Rudd home, Sunday, were Mr. and Mrs. Oliver Rudd and children, Mrs. Edgar Sowell of Hereford, Mr. and

Mrs. W. F. Rudd and family of Springlake.
Mr. and Mrs. Grady Wilson and family, Mr. and Mrs. G. C. Hartman and family, and Gene Osburn attended a dinner at "Grandpa" Vaughn's, in Hereford, Sunday. Mr. and Mrs. Vaughn celebrated their 60th wedding anniversary.
Mrs. E. B. Osburn has gone to Galveston to see a brother, who has been ill in a hospital there.
Mrs. Moody Stephan and Margaret Rose, visited at the Carl Lee and H. C. Clark homes, at Summerfield, Thursday.
Mr. and Mrs. Al Werner attended the Wesson Public Sale at Dimmitt, Thursday.
Moody Stephan was among those who accompanied Rev. Earl Barnes to Fort Worth, last week, to attend a Baptist State Sunday School Convention. They went on Wednesday and returned Saturday.
Several members from the Baptist Church here, will attend the Workers Meeting at Hereford, this week.
Rev. Beavers held services at the school house, Sunday afternoon, at 3 o'clock. Since no pastor was sent to this place, Rev. Beavers will preach at the same hour every fourth Sunday.
Leland Butcher and Ed Howell visited with Mr. and Mrs. A. A. Head, Sunday afternoon.
Mr. and Mrs. Ernest Signer were Sunday visitors at the Glenn Ritter home.
Mr. and Mrs. A. A. Head were visitors at Glenn Ritter's, Monday night.
Howard and Gladys Gore were guests at the H. W. Edwards home at Hereford, Sunday.
Miss Stella Mae Gore returned home, Saturday. She has been working in Hereford.
Jack Flowers and Bertha Waldron were supper guests at the L. O. Gore home, Sunday.
William Ponder made a business trip to Lubbock, Saturday.
J. B. Little of Bowie, was a guest of his son, E. H. Little and family, Friday night. Mr. Little will make his home at Bowie.
Mr. and Mrs. Paul Mathers, Paula Mae and Bobby, visited in Amarillo, Sunday afternoon.
Mr. and Mrs. Edgar Skypala of Hereford, and Mr. and Mrs. Putman of Umbarger, were supper guests at the V. Skypala home, Sunday night.
Elvin Wilson was a guest of his cousin, Billy Jean Wilson, at Hereford, Saturday night.
T. B. Cox made a business trip to Canyon, Monday.
Charles and Clyde Layman are new pupils in the primary room. They have recently moved to the

TAKES BLACK'S SEAT
Lester Hill of Alabama, who was recently sworn in as a member of the United States senate, succeeding Sen. Dixie Bibb Graves, who had held the seat for several months after the resignation of Sen. Hugo L. Black, who accepted a post at the United States Supreme court. Senator Hill, a New Deal Democrat, defeated former Sen. Thomas Holtz in the race. He was formerly a member of the house of representatives.



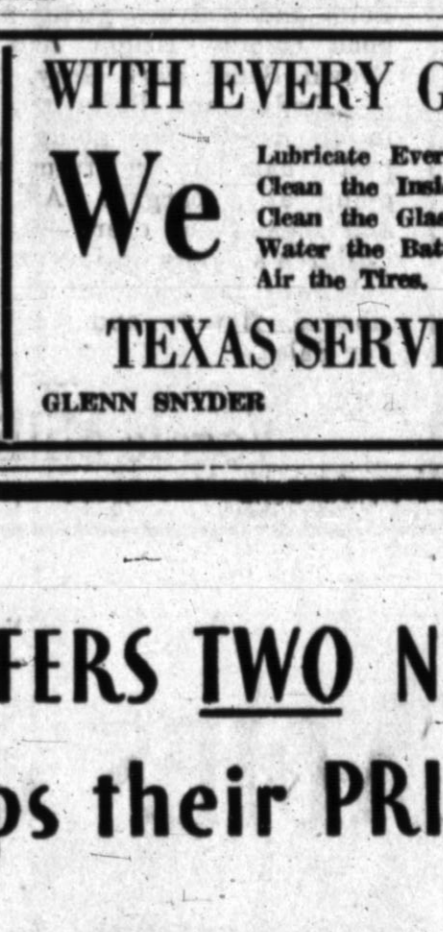
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COURTHOUSE RECORDS
Warranty Deeds
The First National Bank of Hereford to Wilson Gyles: Lots No. 13, 14, 15 and 16, in block 11 of original town of Hereford, Texas.
Frank F. Ferry, Kent Chandler and Farwell Winston, as trustees, to W. D. Howard and A. W. Key: 160 acres out of the north one-half of the south half of section 7, T2, R3.
Frank F. Ferry, Kent Chandler and Farwell Winston, as trustees, to W. D. Howard and A. W. Key: 320 acres as north half of section 7, T2, R3.
L. W. Carlyle and wife to Walter F. David and Howard W. Price: all of section 84, block K-6.
New Automobiles
Frank S. Given, Jan. 20, Dodge coupe, Ireland Motor Company.
J. A. Pitman, Jan. 19, Chevrolet sedan, Bramley-Woodford Motor Co.

DANGEROUS
It is dangerous to sell a SUBSTITUTE for 666 just to make three or four cents more. Customers are your best assets; lose them and you lose your business. 666 is worth three or four times as much as a SUBSTITUTE.

WITH EVERY GREASE JOB,
We
Lubricate Every Moving Part.
Clean the Inside.
Clean the Glass.
Water the Battery
Air the Tires.
TEXAS SERVICE STATION
GLENN SNYDER
PHONE 446

FORD OFFERS TWO NEW CARS
and keeps their PRICES LOW



Right — the Standard Tudor Sedan "0 or 85 horsepower"
Below — the De Luxe Ford Sedan 85 horsepower

THERE are two new Ford cars for 1938—the De Luxe and the Standard—differing in appearance, appointments and price—but built on the same dependable Ford chassis.
Both bring you the basic advantages of a V-type 8-cylinder power-plant—smooth performance and compact design. The De Luxe Ford has the 85-horsepower engine. The Standard Ford provides a choice of 85 or 60 horsepower.
Both new cars are economical to operate. The Standard, with thrifty "60" engine, costs less to run than any other Ford car ever built.
And both new cars are priced low. Low price, like economy, is a Ford tradition. Ford founded the low-price field 30 years ago and keeps Ford prices low.
The De Luxe Ford costs slightly more than the Standard Ford, but provides more style with extra room in the closed sedans. Both cars, in proportion to price, represent unusual values. Both are built to the same high standard of mechanical excellence. There's a dealer near you.



First Deposit Your Earnings
It Brings Success

This man is a THINKER... he saves his money. He spends wisely... not foolishly. He has foresight because he is looking out for his future by having a GOOD SIZED BANK BALANCE. What are YOU DOING?

START SAVING REGULARLY NOW!
We Welcome YOUR Banking Business

FIRST STATE BANK

SOCIETY

S. JOHN McLEAN, Society Editor Phone 181-W

YOUNG PEOPLE'S CHRISTIAN ENDEAVOR

Both the attendance and interest in the Young People's Christian Endeavor last Sunday night, was above the average. "Planning One's Daily Living," was the theme presented by the leader, Lois Ann McNeill. Basil McKinley and the pastor, H. M. Redford, reported they had spent their time during the past week. The young people went away with the feeling of someone who really achieve anything worthwhile in this world, although the difficult task of living a plan. We all possess an amount of time. It is the precious gift God has given. We should use it wisely.

GRACE F. GUTHRIE'S PRIZE WINNING POEM IN TEXAS CHRISTIAN SOCIETY YEARBOOK

The Dallas Morning News (Sunday, Jan. 23), listed the poems which won the three prizes of the poetry society for 1937. Among them was "Black Bull," by Grace F. Guthrie of Hereford. Guthrie, who has won many literary honors both in and out of the state, is spending the winter at Redondo Beach, Calif., with her mother, who is head of the science department in the High School at that place.

LITTLE GIRLS PICNIC PARTY

The little girls were entertained with an enjoyable picnic-party Saturday afternoon, when Mrs. A. Thompson honored Marie Williams on her ninth birthday. A variety of games were enjoyed and a lovely birthday cake topped by lit candles was a feature of interest. The four little girls present on the happy occasion were Peggy Barnard, Lois Bell, Madeline Beavers and Marie Williams. Mrs. Thompson was assisted by Mrs. C. H. Williams.

YOUNG PEOPLE'S FUN HOUR TO BE HELD AT CHRISTIAN CHURCH FRIDAY NIGHT

The first of a series of fun programs, which are scheduled to be given once each month for the Senior young people's departments of the churches of the town will be held at the Christian Church, Friday night, at 7:30 p. m.

C. F. Moore's Sunday Class of the Methodist Church

Class of the Methodist Church and Miss Lillie Hostetler's class of the Christian Church will be special hosts. Plans and arrangements for the affair are being made by leaders of the young people's departments of the Baptist, Presbyterian, Methodist and Christian churches. An evening of wholesome entertainment is promised to those who attend.

GARDEN CLUB MEET FRIDAY

The Hereford Garden Club will hold its regular January meeting at the court house, Friday afternoon at 3:30 o'clock.

A program of interest has been arranged. Miss Ella Aikman will speak on the Culture of Dahlias. Special attention to the proper care of bulbs.

A round table discussion with A. W. Gregg present, to answer interested questioners will be conducted. The discussion will deal with pruning and training of shade trees and evergreens.

All who are interested in a meeting of this type are invited to attend.

FORMER HEREFORD BOY MARRIES IN PAMPA

Miss Annie Laura Ewing, daughter of Mr. and Mrs. W. L. Ewing of Quall, Texas, and Marvin A. Knox, son of Mr. and Mrs. W. A. Knox of this city, were united in marriage Monday, January 24, in Pampa, Texas.

The ceremony was performed at the church of the Baptist church with the Rev. C. Gordon, pastor, officiating.

The bride attended W. T. S. C. and at the time of her marriage, was employed with the Southwestern Associated Telephone Company at Mobeetie. Mr. Knox is a graduate of Hereford High School and attended A. & M. College. The couple will make their home at Bivins, where he is employed by the Canadian River Gas Co.

Mr. and Mrs. Knox are spending this week here, visiting in the home of his parents, and other relatives.

LOCAL EASTERN STAR CHAPTER ATTENDS DIMMITT MEETING

Members of the local chapter of the Order of Eastern Star attended a meeting held by the Dimmitt O. E. S. chapter Tuesday night. The regular meeting was conducted by Mrs. Virgie Hunter, worthy matron of the Hereford organization, gave a report from the grand chapter meeting held recently in El Paso.

A social hour was enjoyed and refreshments served. Those present from Hereford, were Mesdames

JANUARY BIRTHDAYS ARE CELEBRATED

Mrs. Travis Caraway and Miss Inez Funderburg were co-hostesses at a triple birthday celebration Friday night at the home of Mrs. Caraway.

Mrs. J. I. Funderburg, Travis Caraway and Dorothy Funderburg, whose birthdays occurred near the same date were honor guests. Also complimented on the same occasion were Mr. and Mrs. Dean Robbs, newlyweds. Games were enjoyed and special music rendered by Mrs. Robbs. Prizes were won by Mrs. Jack Hagar and Mrs. J. I. Funderburg.

Those present were Messrs. and Mesdames J. I. Funderburg, Jack Hagar, Andy Thomas, Dean Robbs, Travis Caraway, Mrs. Leona Burleson, Misses Dorothy and Inez Funderburg and Rubie Rhodes.

TWO COUPLES ARE DINNER PARTY HOSTS

Mr. and Mrs. G. F. Moore and Mr. and Mrs. Ralph White were hosts at a delightful dinner party Friday night at the Moore home. The dinner was served buffet style from the large table in the dining room. The centerpiece for the table was a mound of pink carnations and greenery. Places were found at small tables by matching parts of a picture. Pink carnations centered the small tables and tallies for the games carried out a spring motif.

Four tables of players enjoyed games of bridge and "42" after the dinner. Prizes were won by Mrs. R. P. Coneway and Miss Ona Hammer.

Guests included Messrs. and Mesdames D. H. Alexander, M. D. Womble, Bob Wilson, Wiley Robinson, R. P. Coneway, Glenn Weir, Miss Ona Hammer and Miss Mattie Mae Swisher.

MID-WEEK CHURCH FAMILY NIGHT

The Mid-Week Church Family Night, which is observed every Wednesday night at the Christian Church, is becoming more and more a vital part of the church life. Last Wednesday night the congregation began a series of services revolving around two centers of interest: The Bible, and the background of the Disciples of Christ Movement for Christian Un-

AMERICAN WOMEN OF INTEREST ARE STUDIED

The lives and achievements of American Women of Interest, were discussed by members of the Pioneer Study Club, Tuesday afternoon, at the meeting held at the home of Mrs. J. M. Gilliland. Mrs. J. W. Spradley was co-hostess.

Five short talks were presented. Mrs. T. E. Seigler, leader, opened the program with the story of Helen Keller's life, describing her colorful life, though deaf, dumb and blind.

Mrs. C. T. Guseman described Catherine Cornell, noted actress. Mrs. O. G. Hill told of America's "Most Outstanding Woman," Eleanor Roosevelt. She told of Mrs. Roosevelt's early childhood and training and described her exceptional career.

BUSINESS WOMEN HEAR TALK ON HOLY LANDS

Members of the Business and Professional Women's Club met in the county court room Monday night, and heard an address by Rev. Butler of Dimmitt. Rev. Butler told of his recent tour of the Holy Lands.

Miss Irma Williams will have charge of the next program, which is scheduled for Feb. 14.

Office supplies, typing paper, and typewriters for sale at The Brand office.

For Better Cleaning at Lower Prices

With us, cleaning is an art! We use the best of cleaning fluids and our personnel has been trained to treat different fabrics in different ways so that the best results are obtained. That's why, over a period of years, we have established a reputation for careful, painstaking workmanship!

Reduction — on All Cleaning

2 SUITS \$1.00
1 SUIT and 1 DRESS \$1.00
Other prices in proportion. Beginning Thursday, Jan. 27, through Feb. 5.

HEREFORD LAUNDRY AND DRY CLEANERS
Phone 298

"THE AWFUL TRUTH" — SATURDAY IS THE LAST DAY OF OUR

"SALE OF SALES"

See "THE AWFUL TRUTH" with Irene Duane and Cary Grant at the STAR Theatre SUNDAY, MONDAY and TUESDAY—

Only a Few Overcoats LEFT AT HALF-PRICE! THEY MUST GO!

DRESS HATS Now—For **\$1.95**

SHIRTS! SHIRTS! SHIRTS! Values up to \$1.50 **89c**

MEN'S OXFORDS— Leather soles. They All Must Go! **\$1.98**

ABOUT 30 Part-Wool Blankets 72x84 Inches. They Must Go! **\$2.29**

SUITS! SUITS Value \$25.00 They Must Go! **\$14.50**

DRESSES

Lots of new gorgeous flattering styles and colors!

\$5.00 Values Now **\$1.98**

Values up to \$17.75—Now **\$5.00**

\$24.50 Values Now **\$8.75**

COATS and SUITS Also Cut to Rock Bottom Prices!

ALL WASH DRESSES REDUCED!

Hundreds of New Spring WASH DRESSES

ON SPECIAL **89c**

A Table of LADIES' HATS Up to \$2.00 Now **50c**

LADIES' HOSE 69c Value—Now **49c**

This is "The Awful Truth" THIS SALE CLOSSES SATURDAY!

So Come — Stock Up with Quality Merchandise for the Next Several Months!

Buy Buy! BUY! **POPULAR STORE** Now is the Time!

CANNED GOODS Sale

Prices on this ad are good for Friday and Saturday

Gold Crown FLOUR	48-Lb. Sack	\$1.49
	24-Lb. Sack	75c
SALAD DRESSING or RELISH SPREAD	Bestyett Quart	27c
	Jar	
White King Granulated SOAP	Large Package	29c
Cut Green BEANS	No. 2 Can 3 For	25c
Mrs. Tucker's Shortening	4-Lb. Carton	45c
	8-Lb. Carton	88c
Great Northern BEANS	2-Pound Cello Bag	10c
APRICOTS	Rosedale — No. 2 Can	15c
VINEGAR, Heinz Cider	Quart Bottle	21c
CATSUP	Hoesler State — 14-Oz. Bottle	9c
CORN	Tender Sweet, No. 2 Can — 2 Cans	19c
CORN, Libby's fancy	County Gentleman, No. 2 can—2 for	25c
JELLO	6 Flavors — Package	5c
COFFEE, Schilling's	Drip or Percolator—1-Lb. Can	26c
DOG FOOD	Doyle's — No. 1 Tall Can	5c
OATS	Quick Quaker — Large Package	19c
MALT-O-MEAL	Package	23c
CORN FLAKES	Large Package	10c
SPINACH	Libby's — No. 1 Tall Can	10c
TOILET TISSUE	Fort Howard — 3 Rolls	17c
TOMATOES	Standard, No. 2 Can — 3 Cans for	23c
PRUNES, Dried	50-60 Size — 2-Lb. Cello Bag	15c
WAX PAPER	Cut Rite — 2 Rolls	15c
PEACHES, Libby's	Halves or Sliced, — No. 2 1-2 Can	19c
GRAPE JAM	Old Manse — 4-Lb. Jar	49c
PICKLES, Whole Sour or Dill	Denver Brand — Quart Jar	15c
PEAS	17-Ounce Can — 2 Cans for	25c
MATCHES	Good and Cheap Brand — 3 Boxes	10c
CANDY, GUM	All 5c Bars — 3 For	10c
APPLE BUTTER	Libby's — 26-Ounce Jar	15c
COCOA	Hershey's — 1-Lb. Can	12c
KRAUT	Libby's, No. 2 Can — 3 Cans for	25c
Fresh Fruits and Vegetables		
Apples	Rome Beauties Bushel	\$1.20
ORANGES	10 Lbs.	35c
BANANAS	8 Lbs.	25c
GRAPEFRUIT	Texas Seedless — Dozen	29c
NEW POTATOES	Per Lb.	5c
TURNIPS	Bulk — 3 Lbs.	10c
LETTUCE	Large Heads — Each	4 1/2c
APPLES	Extra fancy Winesaps — 2 Dozen	29c
Meat Specials		
SAUSAGE	All Pork — Per Lb.	15c
HAMS	Half or Whole — Lb.	20c
STEAK	Loin or T-Bone — Per Lb.	15c
POT ROAST	Per Lb.	15c
BOLOGNA or FRANKS	Per Lb.	15c
SALT JOWLS	Per Lb.	12 1/2c
FISH	Trout—2 Pounds	25c

Win A New G-E Electric WAFFLE IRON 200 Given Away Every Day for 20 Days—See our Display of BISQUICK Large Package **35c**

FURR FOOD

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

WINNIE LAWRENCE CLASS HAS BUFFET SUPPER

Members of the Winnie Lawrence Class of the Summerfield Church were entertained with a buffet supper and games party at the home of Mr. and Mrs. Ray Johnson, Friday night.

The supper was served from a large table decorated with Spring flowers, and guests found their places at quartet tables arranged about the rooms.

A variety of table games were enjoyed.

Those present, included Messrs. and Mesdames Britt Clark, Mrs. Lawrence, Lloyd Lookingbill, Roy Wilson, Alton Lookingbill, Mrs. Tandy Legg, Helen Jo Wilson, L. J. Clark, Billie Ray Johnson, Harold Clark, Phyllis Lookingbill, Mary Louise Lookingbill, L. H. Lookingbill and the hosts.

MRS. ALICE CROSSWHITE IS HONORED ON 74TH BIRTHDAY

Complimenting her mother, Mrs. Alice Crosswhite, who has been making her home here the past several months, Mrs. Ralph White entertained at her home, Saturday afternoon. The occasion honored Mrs. Crosswhite on her 74th birthday.

A pink and white color scheme was effectively carried out. Pink carnations were the floral decorations and the refreshment table was centered with the large, white birthday cake, encircled by lighted pink candles. Guests registered in a birthday book, presided over by Mrs. Crosswhite. Cake was served from the same plate used at the honoree's wedding, fifty-six years ago.

Many lovely gifts were presented to the honor guest as visiting with each other was enjoyed.

Those attending were Mesdames J. B. Hammer, Wm. McGeehee, E. E. Ramsey, J. E. Beyer, E. B. Black, Wiley Roberson, Walter Galley and son, Fleeta, Galley, A. O. Thompson, I. H. Spratt, Harry Whitechurch, C. F. Moore and daughter, Joan, R. P. Coneway and Barbara Ann Burney.

AUXILIARY MEETING IS HELD AT VERN WITHERSPOON HOME

The Women's Auxiliary of the Presbyterian Church met at the home of Mrs. Vern Witherspoon, Monday afternoon.

The new majest book, "Rebuilding America," by Dawber, furnished interesting topics for discussion. Mrs. E. S. Ireland had charge of the program, on "What is Our Rural Life?" She read a short sermonette on people who are living their lives or taking out about putting in, and people who are enriching their lives through cultivation. Scripture readings dealt with nature study.

That part of America was discussed by Mrs. D. H. Alexander, who showed the variety of types of country from Alaska to the West Indies. Mrs. Preston Walker talked on "Who Are America's Rural Citizens?" She told how many people living in rural areas are not farming for a living. Mrs. Paul Mathers discussed the changes that have taken place in American Rural Life today, as compared to yesterday, and what has brought about these changes. Rural Conditions in our State, were told by Mrs. J. C. Thorns.

A committee as appointed to present a gift, as an expression of esteem from the organization, to Mrs. H. H. Boardman, a member who is ill. The next meeting will be held at the home of Mrs. J. C. Thorns, on Monday, February 7.

JACKIE WRIGHT HAS BIRTHDAY PARTY

Jackie Wright celebrated her ninth birthday with a party given by her mother, Mrs. Jack Wright, at their home, Thursday afternoon.

An amateur contest furnished gay hilarity and games of "Beano" were played. Prizes were won by Jessie Ann Buckner, Lorraine Morton, Cecelia Guseman, Helen Ann Pitman, Audrey Faye Duncan, Doris Jean Hastings and Ludie Virginia Turner.

A rainbow color motif was carried out in the appointments of the party. The centerpiece for the table was the birthday cake, surrounded by tall lighted candles, which carried out the color scheme. Favours were rainbow hued balloons.

Guests found their places around the table by matching numbered place cards as numbered animal cookies were drawn.

Refreshments were served to Audrey Faye Duncan, Jacqueline Newell, Lorraine Morton, Joan Rossion, Jeanine Sowell, Joan Smith, Peggy Jean Barnard, Bessie Frances Caraway, Lodie Virginia Turner, Bonnie Jean Andrews, Doris Jean Hastings, Lois Bell, Madelle Beavers, Marie Williams, Cecelia Buseman, Barbara Burney, Jessie Ann Buckner, Helen Ann Pitman, Jo Ella Husney, Helen Jo Wilson, Geraldine Ballard and the honoree.

GIFT PARTY HONORS RECENT BRIDE AT Y. W. A. MEETING

Y. W. A. of the Baptist Church met at the home of Mrs. Travis Caraway, Monday afternoon.

The program under the direction by Mrs. Billie Roberson, was given by Nora Alice Ray and Dorothy Funderburg. Mrs. Dean Robbs rendered special music.

After the program, a gift party in the form of a kitchen shower, was featured, honoring Mrs. Dean Robbs, a member who has recently become a bride. The honoree was taken on a treasure hunt, which led through different parts of the house, and ended before a chair decorated in green, and banked by green fernery. An appropriate program furnished entertainment. Mrs. Billie Roberson played "I Love You Truly." A vocal duet was sung by Mrs. Wiley Roberson and Mrs. A. O. Thompson, with Mrs. Billie Roberson at the piano.

Mrs. Ben Wohlgemuth gave an original reading as a toast to the bride. After the collection of gifts were admired, refreshments were served to Mesdames Lilburn Ray, Edgar Russell, Ben Wohlgemuth, Billie Roberson, Wiley Roberson, A. O. Thompson, Jack Roberson, Lonnie Burleson, Hubert White, J. I. Funderburg, and Thornton Shirley, Dorothy Funderburg, Audrey Cockrell, Mollie Jo Roberson, Inez Funderburg, Dot Owen, the honoree, and the hostess.

During the short business meeting the following officers were elected: Mrs. Lilburn Ray, president; Thornton Shirley, vice-president; Mrs. Travis Caraway, secretary-treasurer; Dorothy Funderburg, reporter, and Mrs. Billie Roberson was re-elected as program chairman.

MUSIC STUDY CLUB STUDIES "THE NEW OPERA"

The "New Opera," was the lesson subject for the Music Study Club Monday afternoon, when members of the club met at the home of Mrs. J. E. Beyer.

"Modern Opera originated in Italy early in the 16th century, and it now offers opportunity for almost every form of musical effect," Mrs. C. J. Mountz told the club,

beginning a talk on the New Opera. She explained that famous artists would appear in such operas as Faust and Lohengrin for many years to come, but that opera is in a reformatory period, due to the upheaval in all the nations. Mrs. Mountz spoke of the efforts of Jerome Kerns and Irving Berlin along that line, and gave as an example of new composers, Louis Gruenberg, who took Eugene O'Neal's play "Emperor Jones," and made a popular opera, truly American, set to modern attractive music.

Musical numbers on the program were: Dagger Dance, from Natoma; Herbert, Miss Eloyse Pitman; Echerzo and March from Love of Three Oranges, Prokofieff, Mrs. J. C. McCracken; Gavotte from Classical; Symphony, Prokofieff, Mrs. W. J. Stanford.

Chorus practice was directed by Mrs. McCracken, with Mrs. C. H. Dyer at the piano.

After the program, a lovely tribute was given Mrs. G. A. F. Parker in the form of a welcome home affair, when a talkfest was enjoyed and refreshments served. Mrs. Parker, who was one of the charter members of the Music Study Club, has returned to Hereford, after being away for more than a year.

Members present were Mesdames J. B. Jones, H. H. Hawkins, Jeff Gilbreath, H. K. Fox, C. C. Ferguson, C. H. Dyer, C. H. Dillehay, W. E. Dameron, R. P. Coneway, H. L. Broadwell, C. C. Acker, J. C. McCracken, C. J. Mountz, B. M. Willshire, O. T. Williams, A. O. Thompson, W. J. Stanford, Wiley Roberson, S. P. Rossion, A. J. Schroeter, Misses Ruth Conkwright, Eloyse Pitman, Mrs. G. A. F. Parker, and the hostess.

CLUB OFFICERS ARE ENTERTAINED AT LUNCHEON

Officers of the Summerfield Study Club were entertained with a luncheon at the home of the club's president, Mrs. Ray Johnson, on Wednesday of last week.

The centerpiece for the lacc-covered table was an attractive arrangement of rainbow hued sweet peas and lighted candles. Place cards which were later given as favours, were green and gold satin bound engagement books.

After the luncheon future plans for the club were discussed. Those attending were Mesdames L. L. Cannon, Lloyd Lookingbill, Tandy Legg, Guy Walsler, B. E. Roberson and the hostess.

Bellview News

(45 miles northwest)

MRS. R. H. JOHNSTON

Those who were not up Saturday morning between six and seven o'clock to see the Aurora Borealis, certainly missed a beautiful sight. It was our first time to ever see it and we called our children out of bed to view it.

Dee Reese and family were over from Hereford, Sunday to visit

SKATING CHAMPION



A graceful picture of Miss Cecilia Colledge, brilliant young English skater who holds the world's women's figure-skating title, shown at St. Moritz, Switzerland, as she prepared for an international meet in which champions from many countries participated.

home folks. E. P. Strom and wife of Truscott, Texas, are visiting his parents and other relatives.

Herbert Hophman and wife were called to Conchas Dam, Friday night, by the illness of Mrs. Hophman's brother, A. T. McDowell. Little hope was held for his recovery at that time. He suffered a ruptured appendix and underwent an operation, Friday morning.

Mr. Huff, minister of the Gospel, will preach at the gymnasium in Bellview, next Sunday. A basket lunch will be served at noon.

Mr. Ed Emmon and son, from near Hereford, were in this community, Saturday.

Mr. and Mrs. W. E. Brown and family were visitors in the L. M. Chandler home, near Endee, Sunday.

Mrs. Cross and family have moved to this community from Spur, Texas. They are living over the line in Texas, on a place owned by Jack Garrett, who is a brother of Mrs. Cross.

Mr. and Mrs. Strom, who are pioneers of this community, celebrated their golden wedding, Saturday. They served dinner at 12 o'clock to their children, Mr. and Mrs. E. P. Strom of Truscott, Texas, and Mr. and Mrs. Arthur Lard of Bellview. Open house was held in the afternoon.

Adrian-Simms

(18 miles north, 9 miles west)

Mr. and Mrs. C. A. Walker and children, returned Thursday, from Floydada.

They were called there by the death of Mrs. Walker's father.

Patsy Jean stayed with her grandmother and will attend school there the remainder of the term. Nell accompanied her aunt to Wichita Falls, where she will attend school.

Mr. Joe Scott of Vega, was in the Sims community, Wednesday, on business.

Mr. Tom Bohannon was a Hereford visitor, Tuesday afternoon. Kenneth Cook of Kansas, was at the farm, Tuesday.

Mr. and Mrs. J. M. Chapman shopped in Hereford, Wednesday. Mr. and Mrs. Floyd West and family moved recently to the old Barney McCaskey place.

Mr. and Mrs. J. M. Chapman and boys were Sunday dinner guests in the R. A. Freeman home, near Adrian.

Mr. and Mrs. Tom Bohannon and Nat, were Hereford shoppers, Saturday afternoon.

Services at the CHRISTIAN CHURCH

H. M. Redford, Minister
E.H.S. Coombes, Supt.
Bible School 9:45-11 a. m.
Morning worship 11-12 a. m.
Christian Endeavor Societies
Meet 6-7 p. m.
Evening worship 7-8 p. m.
Mid-week Church Family Night
Wednesday 7-8 p. m.
Our Bible School attendance last Lord's Day did not come up to the standard set for attendance the previous week. This falling away was due to sickness among the membership. We press on toward the goal we have set for ourselves. Come and help us along the way.

"More Than Bread," will be the subject of the sermon next Lord's Day Morning, and at the evening hour, the pastor will preach on the theme "A Universal Drama." Our Church services registered an increase in attendance last Lord's Day. Come and join the company of those who are seeking the better way.

LOCALS

Miss Edna Brown of the Messenger community, was the house guest of Miss Beverly, over the week end.

Visitors in McCullough Home
Mr. and Mrs. Ray McCullough and daughter, Shirley, and Mrs. J. A. McCullough of Amarillo, and Mrs. Lena Kiser of Sentinel, Okla., were visitors here, Sunday. They were guests in the home of Mr. and Mrs. R. E. McCullough.

Mr. and Mrs. J. R. Hastings, at services held here on Wednesday of last week; for Mrs. O. Gano Hastings and Mrs. B. B. East-Newsome of Dimmitt.

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SNOW!

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Birthday Greetings to... President Roosevelt



...and Best Wishes to
Vice-President Garner

The annual Birthday balls, honoring the president have enabled the raising of millions of dollars for the work of fighting infantile Paralysis. President Roosevelt has not desired this great honor in behalf of his birthday, but his love for children is so great he has consented to the holding of balls and other entertainments to raise funds to fight the dreaded disease.

Of course you will want to hear the President's Birthday Speech! Be sure and get a new 1933 ZENITH RADIO Today, so that you will be able to get his speech from your favorite radio station, without interference or interruption of any sort. Come to our Radio Shop and see the many cabinet designs and price ranges of the new ZENITHS on display!

HEAR THE
President's Birthday
Speech on a New 1933



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See "THE AWFUL TRUTH" Irene Dunne — Carry Grant
STAR — SUNDAY, MONDAY and TUESDAY

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

KNITTING CLUB LUNCHEON AT HOME OF MRS. EMMONS

Gay colored pottery formed the color theme for the luncheon given for members of the Knitting Club at the home of Mrs. W. M. Emons on Wednesday of last week. Rudy toned fruit in a decorative green bowl was used as the centerpiece for the lace-covered table. Green paper burned in candelabra and other table appointments carried out the color accent.

Knitting, sewing and conversation furnished diversion after the luncheon.

Those present, were Mesdames Travis Damerin, O. C. Holt, Woodrow Ireland, W. J. Staakford, J. T. Gilbreath Jr., Meade Halle and the hostess.

SEVENTH DISTRICT CLUB WOMAN OFFERS PRIZE

Mrs. R. H. Kinsley of Friona, chairman of the American Citizenship Department of Seventh District Federation of Women's Clubs, has announced the offer of a three-dollar cash prize for the best essay of three hundred words or more on Home Training for Citizenship. The award is offered to any member of a federated club in the seventh district, and will be presented to the winner at the district meeting in the spring.

SUPPER CLUB IS ENTERTAINED

Mr. and Mrs. Jim Black entertained on Wednesday night of last week, with a supper-bridge party at their country home, near Black.

The table from which the supper was served buffet style, was centered with an arrangement of cacti in candelabra effect, where tall red candles burned. The western theme was further emphasized at small tables with place cards and tallies depicting colorful hunting scenes. Bridge was played in the evening, with Jim Lipscomb playing high for the prize.

Members of the Supper Club present, were Messrs. and Mesdames Bob Wilson, Roy Jowell, Jim Lipscomb, Reed Williams, Jno. Olson and the hosts.

"NORTHWEST PASSAGE" REVIEW TOPIC FOR BAYVIEW CLUB

The Bayview Club met at the club rooms at the court house, Thursday afternoon. At a recent meeting, "Northwest Passage," by Kenneth Roberts, was chosen from a group of three, as the most outstanding novel of 1937. Miss Lillie Hostetler reviewed the book, a best seller, and outlined reasons for its popularity. She gave a brief sketch of the author's life and told of his success as a magazine writer before becoming interested in historical novels of French and Indian wars and the Revolutionary period.

In the Atlantic Monthly, B. A. Williams says of the book, "Northwest Passage is a great historical document, which historians will acclaim, but it is much more than that. It is a great novel, since in its pages an era comes to life, complete with people and with things."

Members attending the meeting were Mesdames Bob Wilson, J. W. Spradley, J. P. Slaton, J. H. Olson, C. F. Moore, D. H. Alexander, C. R. Barber, Essie Cardwell, R. P. Coneway, H. G. Conkright, E. W. Harrison, G. W. Heard, A. M. Jones, Paul Mathers and Miss Hostetler. Mrs. G. A. F. Parker, recently returned member from Austin, also was present.

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MRS. MARLIN GILLILLAND HOSTESS FOR JUNIOR BAYVIEW CLUB

Mrs. Marlin Gilliland was hostess Thursday evening, when the Junior Bayview Club met at her home with Miss Ruth Conkright as leader of the program.

After a short business meeting Miss Conkright reviewed an article on "South America," found in a recent issue of Fortune Magazine. The article states that the people of the United States do not think of South America as being the continent nearest to them, with mountains as high as those in Europe and a jungle more dense than is found in Africa. The Pan-American Airways has made North America aware that South America is a sister continent. From an economic viewpoint—South America is also important, but until recent years very little was done to develop natural resources other than exports. Now Italy, Germany and Japan would like to gain a foothold for industrial and economic reasons.

Members of the club present, were Ina Mae Gilbreath, Mary Elizabeth Stanford, Margaret Witherspoon, Louise Holt, Eloyse Pittman, Lueta Borden, Edna Daughette, Rhita Sullivan, Ruth Conkright, Katherine Kirby and the hostess.

VALENTINE MOTIF IS USED FOR BRIDGE PARTY

Mr. and Mrs. Colby Conkright entertained with a Valentine bridge party, Friday night.

High scores in the games went to Mr. and Mrs. Reed Williams. Table covers, tallies and other bridge accessories emphasized the Valentine motif and Valentine candles were sexed during the games. Refreshments were served to Messrs. and Mesdames W. M. Emons, Barnard Hicks, Paul Mathers, Will S. Kerr, Reed Williams, Jno. Olson and the hosts.

DAWN STUDY CLUB MEETS WITH MRS. WHITE

Canada was an interesting subject of discussion at the meeting held by the Dawn Study Club, on Tuesday afternoon, Jan. 18, at the home of Mrs. Vada White.

Mrs. Ruth Galley gave an extensive description of Canada, pay-

ing special attention to Calgary, where she had visited.

A paper on "Finland," was read by Mrs. Mary Alice Frye, Mrs. C. C. Gammill and Mrs. J. F. Matthews were welcomed into the club as new members. Mrs. Fleeta Galley was a guest.

Those attending were Mesdames Laura May, Ruby Wimberly, Willie Barnes, Edith Burum, Lois Miller, Ruth Womble, Martha Galley, Alene Leake, Wilda Womble, Lois Wimberly, Bessie Smith, Mary Alice Frye, W. P. Caraway, Fleeta Galley, J. F. Matthews, Edda Stewart, C. C. Gammill and the hostess.

The next meeting will be held at the home of Mrs. Lois Wimberly on Feb. 1.

I. O. O. F. ENTERTAINS WIVES - REBEKAHS

On Monday evening, Jan. 17, Odd-fellows entertained their wives and members of the Hereford Rebekah Lodge with a steak fry at the I. O. O. F. Hall. The entire evening's entertainment was arranged by the men, including the preparation of the food for the feast. Guests were met at the door by a special committee headed by George Brumley. Others who assisted in the general management of the affair were Henry Cloyd, John Patton and Wiley Roberson.

SUMMERFIELD STUDY GROUP HEARS BOOK REVIEW BY MRS. KY LAWRENCE

A review of "Divided We Stand," by Walter Prescott Wells, was given by Mrs. Ky Lawrence at the meeting of the Summerfield Study Club, Thursday afternoon at the home of Mrs. L. L. Cannon.

A new and challenging idea concerning the present affairs of the nation was brought out in the book, said Mrs. Lawrence, as she analyzed the ways in which northeastern states dominate both southern and western states in wealth and power.

An interesting round table discussion on "Gone With The Wind," by Margaret Mitchell, was conducted. Mrs. Britt Clark read a letter from Mrs. J. W. Walker, president of seventh district Federated Women's Clubs, in which she congratulated the club on its prize-winning year book of last year.

Those present were Misses Mabel Cannon and Edith Neil, visitors, and Mesdames Ben Wilhelm, Lloyd Lookingbill, B. E. Roberson, Britt Clark, J. E. Riddling, Guy Walser, Tandy Legg, D. C. Walser, Charles Walser, R. L. Wilson, B. C. Roberson, Ky Lawrence, Ray Johnson, A. Behrends and the hostess.

ODD POWDER PUFF



You can't beat nature. Miss Barbara Bronner, one of the many visitors to the recent New York powder show, utilizes the crest sported on this white crested drake powder puff. She says it's softer than the kind you buy at the store.

Easter Items

MRS. CARL FRYE

The ladies of the Easter Missionary were fortunate in having good weather for their lunch hour at the Wesson Sale, at Dimmitt, Thursday. They took in \$76.30 and made a net profit of \$51.00, which will be used to make payments on furniture recently bought for the parsonage at Dimmitt.

Dan Bruton gave his family and friends a surprise last Sunday, when he brought home his bride. Dan was married to Miss Irena Griffin of Estelline, Texas, last Sunday morning, at Memphis, with the bride's grandfather officiating. The young couple will be at home to their friends at the D. S. Bruton farm.

Mr. and Mrs. W. A. Epperson left last Tuesday, for Oklahoma City, for an extended visit.

Bethel Items

(22 miles south)

MRS. E. R. ROTHWELL

Mr. and Mrs. Jack Baker spent Thursday night at Hereford, with Mrs. Baker's parents.

J. C. Benton and wife, from Mountaineer, N. M., were here on business last week.

Mrs. Kay Roberts and Mrs. George Bagwell were Hereford visitors, Monday.

Henry Allman and family from Westway, attended church and Sunday School at Bethel, Sunday.

Harry Sinclair and family spent Sunday in the home of Frank Henderson.

J. G. Davis spent the week end with home folks.

Rev. Rhodes and family from Hart, were with us again Sunday, and rendered a beautiful and effective musical program.

Christine Bagwell, Kathleen and Pauline Rothwell were home Sun-

day from Plainview.

The families of Henry Allman and Jim Bagwell visited in the home of J. C. Williams, Sunday.

Mr. and Mrs. Jack Baker, Mr. and Mrs. J. C. Benton, Mr. and Mrs. Cleo Richardson and Miss Helen Estes, enjoyed a few games of 42 in the E. R. Rothwell home, Tuesday evening.

George Bagwell and family, and Ivor Bagwell and family ate dinner with Mrs. Earl Lust, Sunday and attended the singing at Big Square in the afternoon.

Dale Candle, who has been in Plainview for some time, is back in our community this week.

Mr. and Mrs. Jack Baker visited Mr. and Mrs. John Smith, Sunday.

Mr. and Mrs. Cleo Richardson, Miss Ethel Womble, Miss Helen Estes and Mr. and Mrs. George Bagwell and Carolyn, spent a pleasant evening in the Ivor Bagwell home, Thursday.

Mr. and Mrs. Reifsnnyder, Billy and Bobby, visited in the J. C.

Williams home, Sunday.

Mr. and Mrs. Steve Williams and son, Ivenon, from Hereford, visited his brother, J. C. Williams, last Sunday.

Miss Mary Kate Bourland accompanied Miss Hortha Baer home from Canyon, Saturday, for a brief visit in the home of her parents, Mr. and Mrs. Gaston Baer. Miss Baer is a student in the training school at W. T. S. C.

In Amarillo, Thursday, were Mrs. J. T. Gilbreath Jr., Mrs. Henry Hastings, Mrs. G. R. Tomlinson, Mrs. O. C. Holt, Mrs. J. M. Posey and Mrs. Meade Halle.

Gas Gas All Time
Mrs. Jas. Fuller says: "Gas on my stomach was so bad I couldn't eat or sleep. Gas even pressed on my heart. Adlerika brought me quick relief. Now, I eat as I wish, sleep fine, never feel better."
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KIMBALL PUMPS
WHEN BETTER PUMPS ARE MADE, WE WILL SELL THEM!
KIMBALL PUMPS have been sold in the Panhandle shallow-water area for the past fifteen or twenty years, and where can you find a KIMBALL TURBINE PUMP user that has spent one dime for repairs. This is an important factor to be considered when you buy a pump. No other pump offered for sale has such a record for long life!
KIMBALL PUMPS ARE CHEAPER IN THE LONG RUN
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OF LOCKNEY
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YOUR MILEAGE MERCHANT ADVISES

There is one best way TO CHOKE IN WINTER

Through no fault of your own, during past winters, you may have formed a bad habit of "too much choke." Perhaps your gasoline absolutely demanded overtime choking—harmful and wasteful. No need to continue that way with Special Winter Blend Conoco Bronze. You could scarcely keep it from starting quickly, even if you wanted to. But you'll take pride in your skill, you'll save gasoline, and you'll make sure of topnotch starting speed, by using your choke—and Conoco Bronze—in this approved way:

(You may want to tear this out and keep it in the car for the next few days)

Leave ignition OFF.*	Wait for two or three engine revolutions.
Keep clutch pedal clear down.	Now switch on the ignition.
Open hand-throttle about one-third.	Be ready to let up on starter.
Pull choke out full, if not automatic.	And you'll know you can promptly begin to push in the choke, as you hear the steady powerful firing of your Special Winter Blend Conoco Bronze.
And then—but not before—operate your starter.	

*If your starter is of the type that does not spin with ignition off, consult Your Mileage Merchant.

FREE! Simple, helpful Complete Winter Care Card. Ask Your Mileage Merchant.

CONOCO SPECIAL WINTER BLEND CONOCO BRONZE Gasoline



With morning came the repair crews

A winter rain, falling slowly from leaden December skies, froze to telephone poles and lines—Hard on its heels came the wind. Ice-laden wires snapped and poles splintered before the blast.

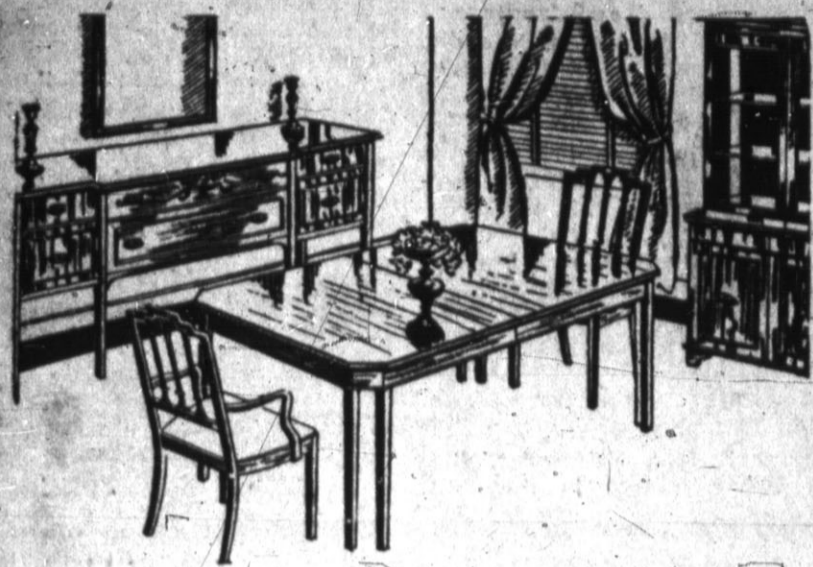
Night found scores of towns throughout the storm region handicapped by crippled telephone service.

But...with the morning came the repair crews. Hastily gathered from regions untouched by storm, by a management long familiar with such emergencies, they poured into the stricken area with trucks, tools and materials. Day and night they rushed the work of reconstruction.

One advantage to you of the Bell System's far-flung organization is this: When disaster flattens the telephone system that serves you, men and money and materials are instantly available for the prompt repair of the damage.

SOUTHWESTERN BELL TELEPHONE COMPANY

Clearance



DINING ROOM SUITES

We want to reduce our large stock of **DINING ROOM SUITES** and are offering them at very special prices — ranging from an **8-PIECE SUITE** Finished in Walnut **\$62.50** up to a massive suit with Credenza Buffet —making an **8-PIECE SUITE** In either Oak or Walnut **\$135.00**

"THE AWFUL TRUTH"
These Dining Room Suites are Real Bargains. See "The Awful Truth," with Irene Dunne and Cary Grant at the STAR, Sun., Mon. & Tues.

E. B. BLACK COMPANY
FURNITURE — UNDERTAKING

PUBLIC OPINION

SO THE PEOPLE MAY KNOW

In the early part of 1937 a meeting was called at Dimmitt, in Castro County, to organize a highway 51 association. Deaf Smith County Court went to the meeting and joined the association to promote and to do all we could to get Highway 51 through the Panhandle of Texas and through the state of Texas. It was planned to all work together, we knew more could be accomplished that way than we could do by each county working alone.

After having several meetings of the highway association it was decided that all the counties the highway passed through, would go to Austin in a body and appear before the honorable State Highway Commission, to see if there could be something done in regard to the State taking over the road. By representatives from the counties north of Deaf Smith and the counties far to the south, all of the Deaf Smith County Court, and with the able help of Judge John P. Slaton and Mr. Jim Hill, forces, we succeeded in getting the state commission to take the road over through our county. Through this effort several thousand dollars may be saved in upkeep of the road and bridges.

Now since, through the co-operation of the other counties along this highway, we have the road through our county taken over by the state. It is the opinion of the majority of my court that, due to the distressed financial condition of our county that we cannot afford to send a representative to the association meeting, Feb. 2, in the Big Bend National Park, to co-operate with these other counties and to assist them to the point where the state may take over the entire road through the state.

I was appointed as Deaf Smith's official representative and have always done what I thought was best for the people of my county. It was my ambition to get this road open at least through the Panhandle by the end of this year. But now I

feel that I have helped push the other counties out into deep water and then turned traitor on them. So, since I cannot co-operate with the other counties as they have co-operated with me and my county, I want the people to know that I have mailed my resignation as Deaf Smith County Highway Association membership to the President and secretary. However I shall continue to do everything I can for the good and progress of the road and of the people.

Signed,
P. J. ROSE.

City Basket Ball League Will Be Organized Here

Plans are being made for Hereford to have a City Basket Ball League. The Richmond University Team has already played several games with out-of-town teams. Harold Close and J. M. Posey are on a committee to get up a team for the Lion's Club. Onias Carroll will have charge of the Firemen's Club. Several Hereford Business houses are planning on sponsoring teams, Vega, Dimmitt, Friona and several other nearby towns will be asked to join the league.

Local Project

(Continued from Page 1)

cheerful, and neat. The model nursery has attracted wide attention, due to its novelty. The public is invited to visit the quarters on the third floor of the court house and to inspect the work any day except Friday, Saturday or Sunday.

Prior to the inspection tour and business meeting, state, district and county leaders were entertained with a banquet served in the basement of the Baptist church.

Among the guests who attended the regional meeting here, were: Guests Listed
Mrs. Albert Walker, district supt. Women's Projects, Amarillo; Mrs. Carrie Scanlan, Housekeeping Aide, Amarillo; Lorene Moore,

Amarillo Preventorium, Amarillo; Mrs. Margaret Johnston, Canyon; Mr. C. Stuart Johnston, Canyon; Mrs. Bertha Lee Heath, Borger; Mrs. L. E. Held, Panhandle; Mrs. Viola R. Bibbison, Amarillo; A. A. Meredith, Amarillo; Robert A. Montague, Amarillo; Marvin W. Debbis, Shamrock; James Bower, Amarillo; Mrs. Roy Campbell, of Canyon; Al Williams, Amarillo; Ruby G. Hardwick, Turkey; Mrs. Willie Smylie, Phil Brolson, Amarillo; Mary D. Cleasin, Tulla; Elizabeth Z. Spivey, Spearman; Mrs. J. M. Acord, Project Supt. Clarendon; Mrs. C. B. Follett, Farwell; C. R. Follett, Supt. Farwell; Ada B. Weckesser, Miami; Mrs. Louise M. Johnston, Tulla; Jopule H. Estes, Amarillo; Ivie H. Ross, Childress.

Martha, Neale Langston, Amarillo; Sue Hedrick, Childress; Bert M. Boomer, Amarillo; Clifford L. Davis, Amarillo; Grace E. Williams, Field Supervisor, Women's and Professional Projects, San Antonio; Mrs. Louise E. Hoover, Supervisor, Canadian; Mrs. Mildred Syers, Supervisor, Memphis; Mrs. Jessie Stansbury, Supervisor, Dal-

hart; Mrs. Jessie Neal, Supervisor, Texline; Mrs. D. Meritt T. Lee, Supervisor, Shift 1, Amarillo; Mrs. Avis K. Wooten, Supervisor, Perryton; Frank Peterson, Supervisor Tax Survey, Amarillo; Mrs. F. C. Quarles, Amarillo, Commissioners Court and Judge Earl Wilson, of Hereford.

Breeders Place

(Continued from Page 1)

Geo. M. Suggs, J. M. White, and W. T. Womble Estate. The following staff has been announced to handle the sale: Col. Earl Gartin, Auctioneer; Frank Farley, Hereford Journal; Mason King, Amarillo News-Globe; O. R. Peterson, Daily Drover's Telegram; Frasier Biggs, Western Livestock.

President's Ball

(Continued from Page 1)

others; Master of Ceremonies, A. O. Thompson, Candidate for dog catcher, Mont-E. Baker; Guitar

numbers, Jim Allred; Candidate, Glenn Weir; Old time square dance, Marvin Thomas string band; One-man band, Anon. E. Mous; Tapes, Lueta Borden and her class; Candidate for constable, Marlin Gilliland; Accordion ensemble, Ruth Marie Crosthwaite and her class. A per centage of proceeds from the theatre Friday will be given to the infantile paralysis fund.

Sponsors expect increased attendance at the ball this year, and believe the amateur show will meet with popular approval.

Experimental

(Continued from Page 1)

a lot of other things." He also expressed a belief that the speed of applying water made an exceptional difference, pointing out the fact that what looks much greener following a light rain than following a heavy rain; for this reason, he said he believed that spreading water faster would result in better methods in some cases.

STAR

THURSDAY - FRIDAY

You'd never forgive us if we didn't tell you... IT'S THEIR PERFECT PICTURE TOGETHER!



TYRONE POWER
LORETTA YOUNG
Second Honeymoon
Another hit from 20th Century-Fox
STUART ERWIN - CLAIRE TREVOR
MARJORIE WEAVER - LYLE TALBOT
J. EDWARD BROMBERG

plus:
"BEHIND THE CRIMINAL."
Another crime does not pay Short.

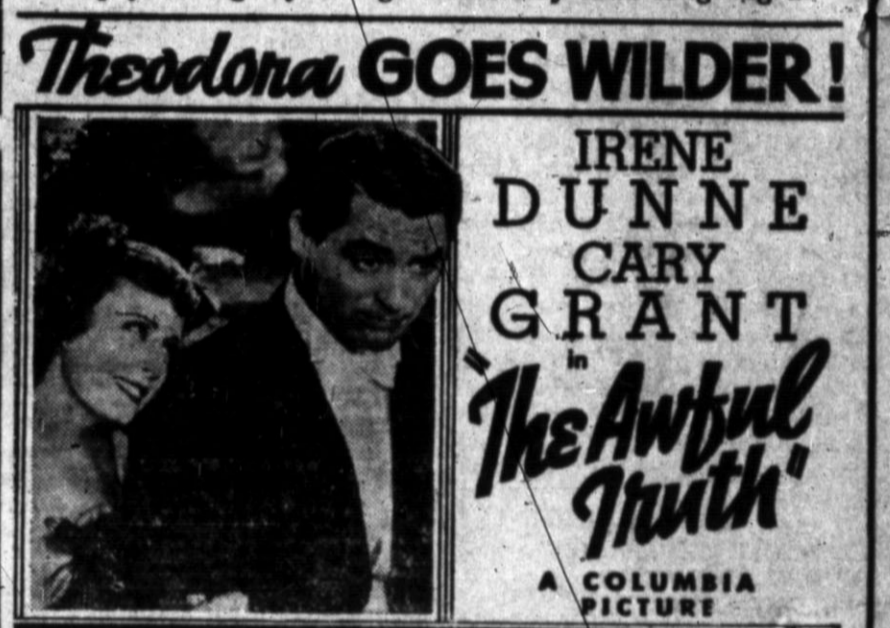
FRIDAY NIGHT
9 o'clock! — Amateur Contest on the Stage! Be there and cheer Your Favorite! There'll be Imitations... Singing... Tapping... Whistling... Musicians and fun galore!

SATURDAY
When Uncle Sam calls for men of action to wipe out the rustlers... HOPALONG CASSIDY IS THERE! A new thrill packed Hopalong Cassidy adventure... from a glorious chapter of the early days in Texas! The wild horse stampede is a sensational thrill!



3 BIG DAYS
STAR THEATRE
SUNDAY MONDAY TUESDAY
Midnight Prevue Saturday

The year's Grandest laughing Soekaroo... with the looniest pair of lovers who ever stoned Hereford on its ear! The story of a pair of divorcees who did and didn't want each other... and who didn't want anyone else to, either! ... with "Mr. Smith (Asta), the "Thin Man" poech) who almost steals the show with his comical antics! Drop your dignity... go deliciously mad laughing at



plus: Two Hilarious Reels in Color
POPEYE, THE SAILOR
Meets "ALI BABA'S FORTHY THIEVES." It's twice as long and twice as funny!

— On The Stage —
Tuesday Night at 9 o'clock—LYING CONTEST—See who can use the best deceptive language in Hereford!

WEDNESDAY
It's Fast!
It's Funny!
It's Fresh!

MEET AMERICA'S FAVORITE HAM— and slice yourself plenty of Laffs!



BETTY DAVIS
LESLIE HOWARD
it's LOVE I'M AFTER
Olivia de Havilland
plus:
MACHAMER, the Cartoonist, in "KOO KOO SKOOL"

THURS. - FRI.
Feb. 3rd and 4th
WANTED!
100 Live Rats!
For each of the first 100 live, uninjured, full-grown rats brought to the theatre, a ticket will be given to see Uncle Sam exterminate the last of the human rats!
BIGGER than "The Big House... MIGHTIER than "Little Caesar!"
ROBINSON
The LAST GANGSTER
with JAMES STEWART - ROSE STRADNER
LIONEL STANLEY - DOUGLAS SCOTT
JOHN CARADINE - SIDNEY BLACKMER
A Metro-Goldwyn Mayer Picture
Starting Thursday
FEB. 3rd

January E.O.M. Sale FOODS

Meats		Fruits & Vegetables	
STEAK Loin or T-Bone — Per Lb.	15c	CABBAGE Per Lb.	1 1/2c
CHUCK ROAST Per Lb.	14c	ORANGES (10 Lbs.)—Peck	34c
HAMBURGER MEAT 4 Lbs.	25c	LETTUCE Head	4c
BACON Edgewise Sliced — Per Lb.	27c	GRAPEFRUIT Dozen	29c
CHEESE, Longhorn. Full Cream — Per Lb.	22c	CARROTS 3 Bunches	10c
PORK CHOPS Per Lb.	22c	APPLES Winesaps — Dozen	19c
SAUSAGE Pure Pork — Per Lb.	21c	SPUDS No. 1 Colorado — 10 Lbs.	19c
WEINERS Per Lb.	16c	LEMONS Large Sunblast — Dozen	33c
PICKLES Bulk Dill — 3 for	10c		
— OYSTERS —			

Coffee MAXWELL HOUSE. 26c
P and G. 5 GIANT BARS 19c

FLOUR

PACKARD'S BEST
48-lb. sack
\$1.59

POST-TOASTIES Package	9c	BEANS, Heinz oven baked. No. 2—2 for 25c — No. 1—3 for	25c	GRAPEFRUIT JUICE Curtis — 3 Cans for	25c
CLEANSER Sunbrite — 2 Cans	9c	BLACKBERRIES No. 300 Size Can	9c	STARCH 10c Packages — 3 for	25c
GRAPE-NUT FLAKES Package	9c	MINCE MEAT 3 Packages	25c	MARSHMALLOWS 1-Lb. Package	15c
GREEN BEANS No. 2 Can — 3 for	25c	PEANUT BUTTER Quart Jar	24c	SPRY, for all frying, Cakes and pastry — 3-Lb. Can	58c
Crackers 2-LB. Box	17c	Oxydol Medium Size	21c		
Towels PAPER, 3 Rolls	25c	Tomato Juice No. 10 Can	39c		
PEARS No. 2 1-2 can, in syrup	17c	SOUP Phillips — 3 Cans	23c	VEAL and NOODLES, CORN BEEF HASH, SPAGHETTI and MEAT BALLS—Any 3 Cans for	49c
PEPPER 1-Lb. Box	19c	PEAS Early June — No. 2 Can	10c	HONEY, Sioux Bee. 5-Lb. Extract, 59c—5-Lb. Comb	62c
PECANS Pieces — Pound	39c	JELLO All Flavors — Package	5c	SALAD OIL, for salads and fine cooking, Swift's — Gallon	98c
		PANCAKE FLOUR, Ready Mix. Marco—3-Lb. Package	18c		

Prices Good FRIDAY and SATURDAY
PIGGLY WIGGLY
ALL OVER THE WORLD
Prices Good FRIDAY and SATURDAY

READ THE HEREFORD BRAND FOR COMPLETE THEATRE PROGRAM