

Potato Warehouse, Marketing System Planned By Growers To Handle 1940 Spud Crop

AROUND TOWN

Sights and Faces Seen

Urlin Streu was feeling mighty sorry yesterday for folks who have to work every day for a living. Urlin philosophized that it must be mighty nice to live with the upper crust, but most of us were lucky to get any kind of a crust.

Mont Baker, formerly Hereford's No. 1 Playboy is moving back. According to rumors he will immediately seek his old title. Playboys Harry Rice, Nestor Gass, John Renfro and Jim Clark are going to have a say or two about that.

Joy Vaught of Gallup, N. M., is the new motion picture operator at the Star Theatre. He and Connie Robinson, former operator, traded jobs, Connie going to Gallup.

According to news reaching us Charlie Cogdell—doubted the Brand's news story last week that Hereford residents had to pay a city poll tax before they could vote in county and state elections. Just to be sure, he dug into Supreme Court records—and sure enough, Mayor Padgett's information was correct. That he probably wasn't the only one interested enough to ask the question up.

Mrs. C. W. Seed Buys Vogele Fixtures; To Move To New Location

Mrs. C. W. Seed, owner of The Vogue, this week is announcing purchase of fixtures of the Vogele Millinery Parlor, and that she will move her stock of ladies ready-to-wear into the Millinery Parlor location one door north of her present location. Mrs. Seed will add millinery to her present line of ready-to-wear and accessories.

Interior of the Millinery Parlor is being re-decorated and Mrs. Seed expects to move in her stock the latter part of this week. Bobbie's Beauty Salon, now back of the Vogue, will be moved up to the front.

Mrs. Vogele Sells Shop After 29 Years Business in Hereford

Completing over 29 years in business here, Mrs. N. C. Vogele is announcing sale of Vogele Millinery Parlor to Mrs. C. W. Seed. Mrs. Vogele stated that only E. Black Co. and Jacobsen Bros. were in business when she started, are still in business today.

In announcing sale of her business, Mrs. Vogele said that she still had some of her first customers. She stated, "I sincerely appreciate the friendship of the people of Hereford, and the patronage they have given me during the years I have been in business." Her shop was established, September 15, 1910.

Northwest Texas Seminar Ends Three-Day Session Last Night

The Northwest Texas Seminar concluded last night with a program at the Methodist Church which was attended by members of the congregation, Methodist pastors from over the Panhandle and South Plains had been here since the opening sessions Monday night. Rev. Marvin Norwood led last night's discussion of "Christian Culture." Dr. W. M. Pearce of Pampa, leader of the seminar, Rev. Claude Webb, Shamrock, is president, and Rev. Lloyd Jones, Groom, is secretary. General topic

Potato growers of this community Monday night united in demand for a central potato warehouse in Hereford through which to market their 1940 potato crop, expected to be triple the 1939 production of over 30,000 sacks. Growers agreed that to insure uniform pack and grade of potatoes shipped out of Hereford, as well as a fair price to all, the haphazard system of marketing used last year would have to be changed.

The meeting, called by Jim Williams, county FSA supervisor, was attended by about 17 potato growers and prospective growers. Discussions were led by Mr. C. A. Brown, Colorado grower, who has an irrigation farm near Plainview.

Discussions revolved around the question of whether the warehouse should be a cooperative one or whether a private individual would build a warehouse and buy potatoes under the same system that wheat buyers use.

Another advantage of a central warehouse would be prevention of truckers playing one grower against another in seeking a lower price on potatoes the grower has to sell. An organization could also effectively (Continued on Page 8, Sec. 1)

Poison Grain Available To Kill Rabbits

Poison grain for the poisoning of rabbits is available at the courthouse at six cents per pound to farmers whose wheat is being damaged by rabbits. Only a small amount is needed to poison a one-half section or a section of land.

Recent reports to the effect that rabbits are destroying much wheat in the County, prompted the Commissioners' Court to make the grain available to the farmers.

Aside from this, a two cent bounty on a pair of rabbit ears is still being offered by the county. Ears are bought on Wednesdays and Saturdays of each week from nine o'clock to five o'clock.

Thermal Wool, Home Insulating Material Service Announced

Elsewhere in this issue is an announcement by Cotten Insulating Co. of Thermal Wool, a specially treated cellular, fibrous insulating material.

"This material keeps the heat inside in winter, and the heat outside in summer," stated Frank R. White, field representative. "It cuts summer temperatures 10 to 20 degrees and saves 30 to 50 per cent of your fuel bills."

The light-weight, fluffy material, is blown by special machinery between the walls and ceilings, and into the attic.

"This is the only material sold in the Panhandle which can be put into old houses, as well as new," Mr. White stated. He also said the special treatment made the Thermal Wool vermin and mouse proof and materially reduced fire hazards.

County Finances In Good Shape, Reports Cogdell

Financial condition of Deaf Smith County is the "best in the state," according to Charlie Cogdell, county auditor, who has just compiled his year's report.

Outstanding items of comparison between the 1939 report and 1938 report show that the county has a balance of \$42,731.14 as of January 1, 1940 as compared with \$38,497.28 for 1938. The county indebtedness is now (On Page 8, Sec. 1)

Star Theatre Adds March of Time to Shows

A new feature, "The March of Time," is being announced by the Star Theatre. One will be shown each month. Today and Friday will mark the first showing of the "March of Time" this year. The title is "Soldier's With Wings" and deals with the United States Navy.

Like Onions? Want Some? Read This . . .

If onions set your mouth to watering, then here's your chance to get a sackful free. Glenn Boardman has them at the Boardman farm. Drive out Friday or Saturday of this week and get your sack. Each sack will hold approximately 50 pounds. The onions are culls, but Mr. Boardman estimates that 25% are good.

Band Parents Present Showboat Minstrels Friday, January 26

Bicycle Riders Asked To Follow Traffic Rules

Sponsored by the Child Study Club a campaign for bicycle traffic safety is underway. Persons riding bicycles and parents of boys and girls with bicycles are being asked to co-operate in minimizing danger of their child being hurt.

The following list of rules for guidance of bicycle riders is released by Mayor C. J. Paddock.

1. Bicycles should observe all the stop lights, traffic lights and safety zones.
2. Every bicycle should be equipped with a tail light and a bell.
3. If night riding is necessary equip yourself with some light colored wearing apparel, or paint your rear mudguard white, in addition to carrying regulation front light and a rear red reflector.
4. Ride with traffic, not against it, ride on the extreme right hand side of the road. If you are riding in a group, ride in single file, never two or three abreast.
5. Ride straight ahead, don't zigzag or weave in and out of (On Page 8, Sec. 1)

Hereford Lions Attend Zone Meet At Borger

Several Hereford Lions and their wives went to Borger yesterday to attend a Zone 2 meeting of Panhandle Lions Clubs.

Those making the trip were Mr. and Mrs. Kellar Muse, Mr. and Mrs. Fred Brown, Mr. and Mrs. H. A. Close, Mr. and Mrs. G. W. Newsom, Mr. and Mrs. John McLean and C. F. Moore.

A meeting of officers was held at 4 o'clock and visitors were shown through the Phillips Refinery and Laboratory.

Lou Roberts, state commander of the American Legion, was the principal speaker at a banquet last night with approximately 150 guests in attendance.

Other towns represented included Panhandle, Dumas, Dalhart, Claude, Amarillo, Hereford, and Borger.

Finish Relief Fund Swells As More Donated

Additional donations totaling \$7.50 have been received by the Brand since last week for the Finnish Relief Drive. Donors this week are Father Nathaniel, \$5.00; E. S. Ireland \$2.50.

Money collected this week will be mailed next Monday, January 22, to relief headquarters.

Last week The Brand mailed \$125 which was received from Jeff Gilbreath, \$25; and Consumers' Fuel Association, \$100.

Also open to donations for aid to Finland is the Red Cross and persons wishing to donate through the Red Cross are invited to hand their donations to John Olson or E. C. Eubanks.

"The Showboat Minstrel," a novelty minstrel show in three parts, will be presented by the Band Parent's organization in the High School Auditorium, Friday night, January 26, Mrs. Wiley Roberson, reporter, has announced. The time is 7:45.

Money raised by the show will be used to purchase new instruments for the band.

Directed by Ralph Smith, the show features a cast of 18 members, with other persons, entertaining between acts with music and stunts.

The cast includes: Elmo Lawhon as Captain Peppercorn; Mrs. H. D. Reed as Cynthia, his wife; Walter London as Colonel Danby; Mrs. Ralph McCullough as Sylvia, his wife; Ralph McCullough as Toby, the janitor; members of the showboat troupe are Jack Knox as Ross Ashcroft, John Olson as Vernon Jeffers; Mrs. Ralph Smith as Mrs. Lindsey; Dorothy Nell Trimble as Rosalee Lindsey; and Mrs. Wiley Roberson as Lillian Durant.

Minstrels are Mrs. Hall Beavers as Petunia; Mrs. Elmo Lawhon as Clematis; Mrs. Joe Kendall as Rose; Mrs. Earl Phillips as Violet; Jess Trimble as Buck; Jeff Roberson as Henry; A. Petersen as Erasmo; and Joe Kendall as Jerry.

Setting of the play is aboard the showboat "Annabelle Lee." Admission charges will be 15c for students and 25c for adults.

Cocanougher Sale On Monday

As requests from Hereford breeders during the past week sent a deluge of catalogues out over the entire nation, interest in the E. L. Cocanougher auction this week reached a new peak. Meanwhile Mr. Cocanougher and a large crew of assistants hoped for fair weather Monday, January 22, when the sale is scheduled to begin promptly at 1 o'clock.

Advance delegations from over the Texas Panhandle and Eastern New Mexico arrived during the week to inspect the cattle, which have been consigned to the local sales pavilion. Likewise, much interest was shown in the cattle breeders over this territory, and Mr. Cocanougher extended an invitation for all interested persons to visit the pavilion and to inspect the consignment prior to the auction sale.

Witherspoon Named Judge

Hereford's First Brick Building Sold

Announcement is made this week of sale of the Western National Bank building to John H. Patton. Mr. E. C. Eubanks announced the sale and said that he expected to move his office to the Renfro Building where he would handle affairs of the bank. He is a partner in the Case dealership there.

Mr. Patton has announced that he plans to remodel the front of the building, using light-colored brick, and installing an I-beam so that the pillars could be removed. The front will be straight across and will have plate glass windows on each side of the entrance.

"As modern appearance as possible will be given the building," Mr. Patton stated. Interior of the building will also be overhauled.

As soon as possible Mr. Patton plans to move his insurance business to the bank building. The bank's built-in vault will be used for storage of valuable papers, policies, etc., Mr. Patton stated.

400 Farmers Urged To Sign Applications

Farmers who have been notified to come in and sign their applications for payment under the 1939 AAA program and have not done so are urged to request by County Agent A. R. Bateman to sign the applications at once.

"We have 400 applications ready for the producer's signatures," Mr. Bateman stated. "Due to bad weather and bad roads these have not been signed."

The county agent warned that delay now can only mean that the check will be longer in coming through.

"It takes an average of five weeks to process an application. We feel sure all producers could use the money to a big advantage but the longer these applications wait for signatures, the longer the money will be in coming."

All applications which have been signed have already been sent off Mr. Bateman said.

Br-r-r! More Cold Weather

A cold wave blown in by stiff wind sent temperatures skittering down to two degrees above zero last night, and brought light snow swirling to this vicinity. Accompanied by some dust, the norther struck Hereford about seven-thirty last night.

Yesterday's highest temperature was 59 degrees.

Boy Scouts Face Honor Court Tonight

Twelve Scouts will receive advancement awards at the Court of Honor to be held tonight, Thursday, at 7:30 in the Central School Auditorium, Urlin Streu, Scoutmaster, has announced.

Parents of Scouts, members of the Lions Club, and all others interested in Scouting are cordially invited to attend.

The Court of Honor is composed of John McLean, Ralph Smith, Bill Davis, A. O. Thompson and Hall Beavers. Scouts appearing before the Court of Honor, passed their tests before a Court of Review held last Monday night.

Tonight's program, to be about an hour in length, will consist of the Pledge of Allegiance to the Flag, Introduction by Chester L. Dunlap of Amarillo, field executive; Court of Honor; a talk on Scouting by Rev. H. M. Redford; "Trials of a Patrol Leader," by Thurman Williamson and Wayne Phillips; demonstration of scouting; and close.

Scouts appearing at the Court of Honor will be Billy J. Jackson, Tom Wilson, and Billy Davis, who will advance to Second Class rank; John Estes, Wayne Phillips, Thurman Williamson, Leonard Neal Burselon and Harold Close, Jr., will advance to First Class Rank; Glen Smith, Jack Nicks, Richard Petersen and Kenneth Potter will receive Merit Badges; and Richard Petersen will receive a Star Scout Badge.

Jack Little May Seek Senate Post

G. H. (Jack) Little, State Representative of this district visited friends in Hereford Wednesday.

Mr. Little, who has been generally considered as a candidate for the office of State Senator, refused at this time to declare his intentions in the coming race, indicating that he will either be a candidate for re-election to the House or that he will enter the senate race. Many of his close friends are predicting that he will seek the senate office, and his official announcement is expected to follow within the next few weeks.

Coupon Sale Is Feature Announced By Haile Drug Store

A special coupon sale is being sponsored this week by Haile Drug. In the store's announcement elsewhere in this issue valuable coupons are scattered through out. The coupons are redeemable at the store.

Also a feature this week is a special 19c lunch which is announced by the Fountain Department.

Plans For Celebration Of President's Birthday Started

Plans for celebration of the President's Birthday got off to a flying start this week with the announcement that Jim Lipscomb has been selected as chairman for all of Deaf Smith County by William L. Clayton, Houston, chairman of the state committee.

Mr. Lipscomb immediately announced appointment of committee members to handle various phases of the county celebration to be held in the form of a dance at the Firemen's Hall, Tuesday night, January 30, President Franklin D. Roosevelt's birthday.

Leonard Foster has been named treasurer for the county committee. On the ticket committee are Mrs. Emmitt Milburn, Mrs. Grant Fuller and Mrs. C. C. Acker. The publicity committee

DISTRICT ATTORNEY IS NOTIFIED BY THE GOVERNOR

James W. Witherspoon, District Attorney for the 69th Judicial District, was notified Monday by Governor W. Lee O'Daniel of his appointment to fill the unexpired term of Judge Reese Tatum, Dalhart, deceased. As Judge, Mr. Witherspoon will preside at the January term of District Court which begins here January 29.

All this week congratulations have been pouring into Mr. Witherspoon's office not only from delighted friends in Hereford but from all over the state.

Mr. Witherspoon's political record is unique in that he has held only one public office—the district attorney's post, which he first ran for in 1932 and was continuously re-elected since.

Mr. Witherspoon is a graduate of Montezuma Baptist College where he received his B. A. degree in 1926. Subsequently he attended the University of Texas Law School two years and received his LL. B. degree from Oklahoma University in June 1929. He moved to Hereford soon after his graduation and took up the practice of law.

The young appointee is married and he and his wife, Marguerite, have two children, Irene, 2 and Jerry 4. They plan to continue making their home in Hereford.

Rate Reduction Effective On January Gas Bills

West Texas Gas Company announced reduction in gas rates effective with January gas bills. The reduction in rates will benefit all Domestic and Commercial users of gas.

Under the new rate schedule, the minimum bill of \$1.25 per month including two thousand cubic feet remains the same, and the next 48 thousand cubic feet is reduced from 50 cents to 45 cent per thousand. Each Domestic and Commercial user of gas, using over the minimum bill of \$1.25 per month, will save 5 cents per thousand cubic feet on the next 48 thousand cubic feet.

The present reduction in rates is the third such reduction made by the West Texas Gas Company to Domestic and Commercial consumers of gas in the past four years. The company commenced the general distribution of gas on its system in the fall of 1927, and just 8 years later, in December, 1935 made its first rate reduction: A second rate reduction (On Page 8, Sec. 1)

WEATHER

Temperature extremes and moisture for past week, furnished by Department of Agriculture weather station in Hereford.

Thursday	55	36	00
Friday	56	27	00
Saturday	54	21	00
Sunday	48	24	00
Monday	45	15	00
Tuesday	43	20	00
Wednesday	59	21	00

is composed of Speck Lunsford and Fred B. Harrell. Funds raised in the celebrations are used to fight infantile paralysis, to buy crutches, medical supplies and treatment for children who are victims of the disease.

Indications are that the dance will be the best attended since the celebrations began. Mr. Lipscomb stated. A large number of other persons will donate to the fund even though they do not attend the dance.

Fifty per cent of all funds raised in the county through celebrations will remain here for direct assistance to infantile paralysis victims. The remaining 50 per cent will go to the National Foundation for Infantile Paralysis to promote research (On Page 8, Sec. 1)

HEREFORD



BULL

By Jimmie Gillentine

The Star Telegram wired Monday asking for a GOOD picture of Jas. W. Witherspoon. We started to wire back? "What do you think we are, magicians?"

Meanwhile messages of congratulations are pouring in from over the entire country to Judge Witherspoon upon his recent appointment as District Judge. Everyone you meet in Hereford is jubilant over the appointment, and to those who have known and worked with Jim Witherspoon there is no doubt but what a wise appointment was made. Instead of congratulating Judge Witherspoon, I am publicly extending congratulations to the 69th Judicial District and to the State of Texas upon having secured the services of a man who will discharge the duties of his office efficiently, courageously and honestly.

In addition to having a citizen of such merit, Hereford is also getting other worthwhile citizens, Mr. and Mrs. Horace Schloss. As court reporter he will in the future make Hereford his home, that is if they can find a place to live.

The Child Study Club is sponsoring a movement to encourage boys and girls who ride bicycles to be more careful. Due to the large number of velocipedes in the community, they feel that the situation is becoming critical. The ladies have suggested 10 rules, which will be found on the front page of this paper—and Mayor Paddock has endorsed and sanctioned their efforts. Parents over the entire area should become interested in this campaign. They should carefully question their children and should encourage safety measures. Actually, several lives have been endangered as a result of

Meet 'Josephine,' 900-Pound Champion



"Josephine," 900-pound three-time champion Poland China hog, gets a long drink of water from four-year-old Marlene Cattle. Josephine attracted more than her share of attention when she was entered in a Los Angeles live stock show. She weighs about 20 times as much as her diminutive caretaker, but obeys orders readily, especially if there's food in the offing.

the increasing number of bicycle riders. The schools are joining in the safety movement, but complete cooperation of the parents is essential if this campaign is to be a success. Let's all join in, for as the ladies put it, "this safety campaign may save a life."

Already \$130 has been dispatched from Hereford to Finland. This is indeed fine, but somehow it seems unbalanced. All of the donations have been large ones—while very few small donations have been placed.

Following receipt of a cashier's check for \$130, along with the list of donors, J. F. Lucey, state chairman of Finnish Relief Fund, Inc., writes: "I wish to acknowledge receipt of contributions amounting to \$130."

"Such cooperation is very encouraging to us here at headquarters who are devoting all of our time to this most worthy cause.

"Please be assured that every dollar will go to Finland. Whatever expenses we have here we will take care of and any expenses

in the East will be defrayed by Mr. Hoover and his friends."

The next donation from Hereford will be mailed on Monday, January 22. If you wish to donate through the Finnish Relief Fund, Inc., bring your donation to The Brand office. If you wish to donate through the Red Cross see John Olson or E. C. Eubanks. In either case every cent of your money will go to Finland; the Red Cross donations will buy medicine and do hospitalization work, while donations to the Hoover fund will be sent to the government to be used as they see fit.

Now is the time to buy clothes. January is the month of bargains—as a careful examination of the advertisements in this issue of The Brand will prove to you. Look them over. Here's a chance for real savings on all lines of merchandise.

Not long ago Bob Higgins and Noah Ewton were returning from Temple, and passing through Fort Worth they decided to stop near the stock yards and feast upon a breakfast of

brains and eggs, knowing that fresh brains are ever available in the vicinity. When they entered the restaurant the waitress turned on all of her charm, and asked what they would have. "Have you got any brains?" Noah asked. "Yes," replied the girl with a smile, "But I am not so sure about you." Rumor has it that Bob actually broke out and laughed.

Next Monday Lee Cocanougher will hold his second Hereford auction. He has a fine offering of Herefords and the sale has been highly advertised. With favorable weather it should be one of the outstanding sales of the year.

In this regard a word of credit should also be spoken in behalf of a group of other Hereford Breeders who regularly carry ads in The Cattleman. In the January issue they did a fine thing: Each of them contributed his space to advertising the Cocanougher Sale and Hereford, Texas. The signers of the page are: Tierra Blanca Farms, Elmer W. Womble, D. L. McDonald, W. E. Dameron, Tom C. Ivey and Geo. E. Nance. The group likewise ran a cooperative page regarding the recent W. E. Dameron sale. Such unselfish cooperation merits hearty applause. When you stop to think what the cattlemen are doing to advertise Hereford and to put this community on the map with progressive ideas, hard work and sincere interest for the community, you know and I know that we owe them every possible means of cooperation within our power. Their slogan is "Come to Hereford for Better Herefords." Let's show the visitors that we are behind our cattlemen.

Dawn Items

MRS. CARL WIMBERLEY

The roads which have been almost impassable are partially dried but are extremely rough. Approximately one and one-half to two inches of moisture has been received here altogether.

Mrs. W. P. Caraway visited her mother, Mrs. J. C. Bargeley at Ranger recently. She went with her sister, Mrs. Maude Wimberley of Plainview, and Mrs. U. B. Jones of Abernathy.

'Coed' Charmers



A lavish application of make-up transforms members of Princeton university's Triangle club into chorines for their annual stage show. Hairy-chested Hubert Reese paints that "come-hither" look on Gordon Bent's face.

Mrs. N. R. Miller was brought home from the Deaf Smith Hospital at Hereford Saturday after several days medical treatment there. She is reported doing fine. Wilma Jean Miller has been on the sick list.

E. F. Seymour is on the sick list. Mr. and Mrs. Howard Hershey and daughters of Dumas visited Mr. and Mrs. L. A. Smith and family recently.

Lehman Finley of Denver, Colo., visited Mr. and Mrs. C. F. Finley and family this week. He left for home Sunday.

Miss Nedra Clayton of Hereford visited Miss Minnie Seymour Thursday.

W. E. Davis made a business trip to Canyon Friday. Mr. and Mrs. L. A. Murphy and sons visited her parents, Mr. and Mrs. M. C. Sanders in Canyon Sunday.

Mrs. Hijinio Ortego, who had

an operation recently, is reported doing fine.

Mrs. Vernon H. Baker and son, Johnnie, near Hereford, visited Mrs. W. W. Wimberley Monday. Mr. Baker made a business trip to Canyon.

Mr. and Mrs. Cecil Benton of Excell visited Mr. and Mrs. J. G. Coe Saturday night and Mrs. L. M. Harris Sunday.

Among the Amarillo visitors Saturday evening were Mr. and Mrs. L. A. Murphy and sons, Albert Frye, Misses Minnie Seymour and Nedra Clayton of Hereford, Carroll Creps and Ralph Shelton.

The girls 4-H club met Wednesday afternoon with Miss Sadie Lee Oliver present.

H. E. Miller made a business trip to Amarillo Monday.

Judge and Mrs. Russell and daughter, Mary Ruth, of Amarillo were dinner guests of Mr. and Mrs. M. H. Burum Sunday.

Mrs. L. M. Harris entertained with a birthday dinner Sunday honoring William Harris. Among those present were Mr. and Mrs. W. J. Stewart and family, Mr. and Mrs. C. C. Stewart, Mr. and Mrs. Cecil Benton of Excell, Mr. and Mrs. W. P. Caraway and Hartland Caraway are on the sick list.

Among those present at the community meeting Friday night were Mr. and Mrs. M. H. Burum and family, Mr. and Mrs. R. A. Frye and sons, Mr. H. E. Miller and children, N. R. Miller, Lloyd Bentley, R. S. West, Ezra Bagwell, Raymond Miller, Carl Wimberley and Ralph Shelton. Bridge furnished the evening's diversion.

The Home Demonstration Club will meet Wednesday afternoon, January 24, at the schoolhouse.

"PLANTED DEER THRIVE
Deer transplanted to areas where there once was deer, but where they had been eliminated or practically so, thrive to the degree allowed by the amount of food and cover available. The latest report of a successful planting received by the executive secretary of the Texas Game Fish and Oyster Commission is from Brown County. Approx-

mately fifteen bucks and does were trapped and shipped to that county several years ago by the Game Department. The report of the game warden there shows that there are approximately 250 deer in the county at the present time.

BOOMS TO RENT? TRY A WANT AD

PLACE YOUR ORDERS FOR Baby Chicks



We are in a position to get your Chicks... Highest Quality and any breed. Place your orders with us NOW, and specify the time you wish delivery made. We also Carry in Stock a Big Line of

Liv-An-Gro
STARTING BROODERS
WEST TEXAS
FEED & SEED
Pho. 265
Top Prices for your Cream, Poultry and Hides!
Tune in on Radio Station KGNC from 7:45 to 8 a. m., Each Day!

MEMO: To NEW CAR BUYERS IN HEREFORD

Let Us Show You Why Engineers Buy Dodge!

4,061 ENGINEERS (men who know car value) BOUGHT DODGE IN LAST 12 MONTHS!



1940 Dodge 2-door Sedan \$815, delivered in Detroit.

COME IN! See and Drive the Big 1940 Dodge Luxury Liner!

NOBODY has to tell you that the 1940 Dodge is one of the most beautiful cars ever built. Its magnificent styling, its gorgeous interiors bespeak luxury and comfort that are matchless at the Dodge low price. But Dodge gives you something more than mere surface beauty and luxury. It gives you the priceless advantages of Dodge engineering—more comfort, more roominess, more new ideas, and, above all, Dodge's traditional dependability and economy!

Is it any wonder, then, that men who know a great car show an amazing preference for Dodge? Think of it! 4,061 engineers bought Dodge cars in the last 12 months! Men whose life work is engineering say Dodge gives most for your money!

If you haven't inspected this big 1940 Luxury Liner, come in and drive it. Find out firsthand why engineers buy Dodge!

† October, 1938, through September, 1939. Latest available figures.

Test in the Motor News Official Dealer News, Columbia Network, Thursday, 9 to 10 P. M., E.S.T.

ENGINEERING ISN'T MY LINE BUT I DO KNOW THAT THE 1940 DODGE IS THE LEADER IN BEAUTY AND LUXURY!



NEW FULL-FLOATING RIDE! Wheels are moved backward, seat forward so that now all passengers ride in the buoyant "Comfort Zone" between the seats!

JUST A FEW DOLLARS MORE THAN SMALL CARS!

DODGE ENGINEERING Costs Nothing Extra!

IRELAND MOTOR CO.
HEREFORD, TEXAS



BRING YOUR CAR TO US FOR

Complete Auto Service

GENERAL REPAIRS

Our repair shops, under supervision of Ralph McCullough, are complete and modern. We can do any kind of work from a complete overhaul job to washing and greasing... and we are always glad to get the business. Because our mechanics are experts, and because they have complete equipment—we don't think you can get better work anywhere in the Panhandle... and our prices are always reasonable.

PAINT & BODY WORK

In addition to our general shop work we also specialize in Body Repairs and Paint work. Our equipment is also complete in this line... and our skilled workmen can make your car look like new. We carry the famous Duco Paints and can turn out a paint job which will compare to a new car factory job, just as we stand behind every repair job we turn out.

Used Cars



We have a big line of Used Cars, including many late models of all makes. They are priced to sell, and we are in a position to save you money. Don't trade until you have seen our big line.

There Are Lots of

Extras

at Ireland Motor Co.

We specialize in those Extra Comforts and those Extra Miles of driving pleasure. Personal service—rendered accurately and promptly—is another of our specialties. Our customers appreciate these Little Things and we know that you, too, will appreciate them.

ACCESSORIES—TIRES

Our Accessory line is complete, featuring Heaters, Seat Covers, special horns, mirrors, chains, and many other items you need to make your driving hours more pleasant. We also sell the famous Good-year Tires and Tubes. Visit us and look over this line. You are always welcome to loaf in our showrooms—and we have soft, comfortable chairs for your convenience.

DODGE & PLYMOUTH

We feature these two famous automobiles, which are daily becoming more popular over the entire nation. We are always glad to explain their many advantages... and we carry a complete line of Genuine Parts for the two lines. Visit us today and inspect the new Luxury Dodge for 1940!

for friendly, personal service, come to

Ireland Motor Co.

WOODROW IRELAND

HEREFORD, TEXAS

SOCIETY

"Popular Music" Is Theme For Music Group

A program on "Our Lighter Musical Moments" was given at the Music Study Club meeting held at the home of Mrs. S. P. Rosson Monday afternoon.

Preceding the scheduled program three postponed numbers were presented. Mrs. G. A. F. Parker played "The Nightingale's Song" by Nevin, Mrs. H. L. Broadwell played "Moonlight Op. 36-No. 5" by Howard Brockway and Miss Mattie Mae Swisher sang "An Irish Folk Song" by Foote.

Mrs. A. J. Schroeter who was leader of the program described the popular music of the past and of the present, including the jazz, its composition and place. She discussed the different composers of popular music giving intimate sketches of their lives. In concluding Mrs. Schroeter quoted from the study course "Our American Music" by John Tasker Howard bringing out the thought that "If you can understand the popular music of America you can understand America. In many ways the lasting music of a nation is derived from its popular songs. The street songs are close to the people. They are their own speech, if only momentary. If American permanent music is to be American it must take something from the daily music of its heterogeneous folk and refine it without polishing beyond recognition."

Illustrative selections of this type of music included: two vocal numbers, "Allah's Holiday (Friml)" and "Without A Song" (Youmanf.), Miss Swisher; "Kitten on the Keys" (Confrey), Mrs. Glen Snyder; and a piano arrangement of "Deep Purple" (De Rose) presented by Miss Eloyse Pitman.

During the short business session directed by Mrs. H. L. Broadwell, president, plans were discussed for bringing the picture "The Great Victor Herbert" to Hereford. Miss Mattie Mae Swisher and Miss Eloyse Pitman were appointed to make further investigations concerning the picture.

Those present included Mesdames H. L. Broadwell, R. P. Coneway, W. E. Dameron, C. H. Dyar, C. C. Ferguson, J. C. McCracken, G. A. F. Parker, Wiley Roberson, S. P. Rosson, A. J. Schroeter, Glenn Snyder, W. J. Stanford, A. O. Thompson, Miss Swisher and Miss Pitman.

Methodist Men Will Dine Friday

Good food and a good time will mark the special event for Methodist men which will be held at the church Friday night.

Members of the Board of Stewards were divided into two groups about a month ago in a contest, with Walter Dunlap and John McLean as captains. Pay off night has been set for Friday and the losing side, which includes: Homer Brumley, S. O. Wilson, J. H. Brooks, Hall Beavers, Henry Williams, and John McLean, will prepare a feed and serve the winners who are Walter Dunlap, Glenn Snyder, T. W. Alderson, Joe Beyer, Cliff Acker and Cliff Hicks.

T. W. Alderson is president of the board and Jesse Stanford is secretary-treasurer.

Child Study Group Holds Meeting At Witherspoon Home

Mrs. Ellis Wilson was hostess for the meeting of the Child Study Club Thursday afternoon at the home of Mrs. Gordon Witherspoon.

Mrs. Joe Story was leader of the program on "Truth." Mrs. J. W. McVay discussed two chapters from the book, "The Kindergarten Children's Hour," which dealt with the "Obedient Child" and "The Truthful Child." The following talks on relative subjects were made: Truth, Mrs. Elmer Patterson; Falsehoods, Mrs. Elvin Ridling; Imagination, Mrs. Jim Williams and Curiosity, Mrs. Cecil Lady.

A short business session was held with Mrs. Elmer Patterson presiding. Reports were heard and a discussion on "children and their bicycles" was held.

Attending were Mesdames Elmer Ridling, Gordon Witherspoon, Elmer Patterson, J. W. McVay, Cecil Lady, Joe Story, John Roberson, C. P. Grimes, M. T. Ruter, Marlin Gilliland, G. W. Newcome, George McConnell, Jim Williams, J. B. Whitlow, R. P. Coneway and the hostess.

Supper Club Is Entertained With Dessert Bridge

An enjoyable affair for members and guests of the Wednesday Night Supper Club was the dessert-bridge party given at the home of Mr. and Mrs. Jim Black near Black Wednesday night. Tables presented a gay appearance with tiny lighted candles

in colored gum drop holders as place cards. Tallies and other bridge accessories carried out a winter-time theme.

Couple prizes were awarded to Mr. and Mrs. Bob Wilson, club members and Mr. and Mrs. Geo. V. Stambaugh, guests.

Those playing included Messrs. and Mesdames Reed Williams, Bob Wilson, Roy Jowell, John Olson, Jim Lipscomb, Glenn Weir, Frank Gyles, George Stambaugh and the hosts.

Lone Star Club Has Program In Grady Home

Featuring the last of two programs on "Living Philosophers" members of the Lone Star Study Club met at the home of Mrs. Jack Grady Monday afternoon with Mrs. Tom Majors assistant hostess. Professor Albert Einstein, 61

year old scientist, was chosen as the philosopher for discussion. Mrs. Jim Williams gave something of the scientist's life history, telling of his eccentric characteristics and explaining in part, "Einstein's Theory." Mrs. Williams also discussed several scientific articles written by the philosopher-scientist.

The next meeting will be in the form of a valentine party with Mrs. Robert Thompson in charge of arrangements.

Members attending the meeting were Mesdames Louise LeGrand, Jim Higgins, Tom Major, Coy Phillips, Owen Stagner, Charles Sowell, Robert Thompson, E. W. Young, B. R. Dixon, Ellis Coombes, A. Petersen, Homer Henslee, Jim Williams, Orpha Click and the hostess.

MARRIAGE LICENSE ISSUED
Harold Sadberry and Mrs. Dolie Sadberry.

CARD OF THANKS
We take this means of thanking the good people of Hereford who rendered aid and sympathy during the illness of our children, Garland and Sara Sue. May you all be more fortunate.
Mr. and Mrs. W. T. Weaver 3-1tp

Mrs. E. W. Harrison is spending this week in Farwell with her son, David Harrison and his family.

PENNEY'S JANUARY Bargain Days

Door Buster!
Fast Color 36-Inch
Dress Prints
Quantity limited, so Hurry!
6c yd.

A Price Sensation!
Head This Way for Your Biggest Savings!
We've taken a mighty swoop through our store — marked down prices to rock bottom. Bargains for everyone in the family! Not ALL sizes or ALL styles in every lot, of course. But the SAVINGS are TREMENDOUS! You'll find dozens of low-priced items besides these advertised, so come in and see for yourself! They're all fast-sellers—so you'd better Hurry!

Door Buster!
36-Inch—Top Edge
House Canvas
Better Get your Canvas now for that job you are planning!
4c yc.

80x105" Cotton Crinkle
Bed Spreads 49c
Attractive Colors! Seldom So Low Priced!

Penney's Again Says It with VALUES!
Big Values for The Home!

Boys' Higher Priced
Dress Shirts... 37c
A Real Value for that boy. Better Hurry!

66x76" Cotton
Single Blanket 49c
Neat pastel colors — an ideal home blanket!

36-Inch
Outing Flannel 8c yd.
Choice of light or dark strips.

Size 72x90" Cotton
Quilt Batting 33c each
2 1-2 Pound, bleached and quilted.

"LL" Unbleached
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Sturdy quality—Ideal for quilting.

81-Inch Unbleached
Sheeting 15c yd.
A give-away price — Better Hurry Down!

MEN'S
Overalls... 79c
8 Oz. Sanitized Shrink — A big value in Overalls.



Value!
New DRESSES
You Want NOW!
1.37
• Smart Styles
• Gay Prints
An exciting assortment of fresh new prints in nubby weave spun rayon. Every one is a figure flatterer and the prints are really lovely. Misses' and women's sizes.

EXTRA!
EXTRA!
One Group of Ladies' Fast Color
Wash Dresses... 37c
All sizes — but they'll go quickly!
5% WOOL, DOUBLE BED
Blankets... \$1.47 pr.
Pastel Colors — Sateen Bound. White
30 lasts! Better Hurry!

Only 10!
Men's SUITS
Priced for Quick Sale!
\$10 EACH
Men will hurry to Penney's for first choice of these Men's High Class Suits—So hurry for yours
MEN'S Overcoats
at a PRICE!
\$8.88
You must see these coats to appreciate this value!



81x99 INCH
"Wizard" SHEETS 50c
Better than ever before. New Improved Finish—More Service!
LADIES' RAYON PANTIES 17c
An Exceptional Value—Full Sizes!
Well made and neatly trimmed
BLEACHED and MANGLED FLOUR SACK Squares 5c
Just the thing for cup-towels and other kitchen uses—Hurry!

Special FEATURE!
ALL Remnants Half-Price!
Silks, Cottons, Woolens. Better Hurry—They'll Go FAST!

Priced for Savings! **MEN'S HEAVY COTTON UNIONS 47c**
A Super Savings that you will really appreciate
Feature Value! Close Out on Men's **"TOPFLIGHT" DRESS SHIRTS 73c**
Don't Miss this Value!
SIZE 90x105" Colonial BEDSPREADS \$1
Colored Jacquard designs. Scalloped edges

Llano Estacado Council Boy Scouts Plan Amarillo Meeting

Plans are now being completed for the Annual Llano Estacado Council Meeting and Scouters banquet for Tuesday evening, January 23. It will be held in the Amarillo Hotel, Amarillo according to Mr. L. D. Edwards, Chairman of the Arrangement Committee.

The Council meeting will be held at 5:00 p. m. when the new officers for 1940 will be elected. Following this meeting at 7:00 p. m. the Annual Scouters banquet will be held in the Large Club Room of the Amarillo Hotel.

Mr. Charles Paxton, President of the Buffalo Trail Council headquarters in Sweetwater, Texas will make the address of the evening.

All Scouters, friends and wives, parents and Cubbers are urged to attend the banquet meeting. It will be a source of importance and certainly a big boost for this Council for 1940.

Reservations and tickets may be secured from Ralph Smith, Hereford; Raymond Thompson, Vega; or J. C. Baker, Jr., Adrian.

Approximately 300 to 400 Scouters and wives are expected to this meeting from the following counties of the Council: Deaf Smith, Dallam, Sherman, Hartley, Moore, Oldham, Potter, Randall and Armonsong.

Presbyterians Plan To Attend Conference

Condition of Rev. James Aiken, Jr., remained unchanged this morning. He has been ill for some time with Undulant Fever.

Dr. C. O. St. John of St. Louis will speak at the morning worship hour at the Presbyterian Church Sunday. It has been announced Sunday School will be at 9:45 and worship at 11 a. m.

Members of the congregation plan to go to Amarillo Sunday afternoon to attend conferences of Presbyterians from all over the Panhandle at the Central Presbyterian Church. A party of church leaders headed by Dr. Sam Higginbotham, Moderator of the General Assembly of the Presbyterian Church, and president of Allahabad Christian College of India will be there.

There will be no services at the Presbyterian Church here Sunday night.

Families Still Changing Homes In Hereford

Movings continued in Hereford with more reported this week. Among movers are Mr. and Mrs. Mont Baker who are expected back from Fayetteville, Ark., about January 20 and will occupy the Henry Hastings house where Jim Hastings is now living. Mr. and Mrs. Johnny Sims have moved into the Gilliland Apartment, formerly occupied by Mr. and Mrs. L. P. Davis. Both the Sims and Davis' are newcomers to Hereford. Mr. and Mrs. Davis have moved into the house formerly occupied by Mr. and Mrs. Tom McCollum who have moved to the Bill Carroll house on Kibbe Street.

Mr. and Mrs. Ernest Medkief have moved into their new home on North Main Street, and Mrs. Seth B. Holman expects to move into her new home on B. Street early next week.

Mr. and Mrs. N. E. Shockley moved into the house formerly occupied by Mr. and Mrs. Medkief and Mrs. Shockley's parents have moved from east of the Court House and will occupy the house with Mr. and Mrs. Shockley. The Shockleys moved from the old Jim Black house.

Hospital Notes

Mrs. Cliff Hicks, operative, January 2, improving.

G. D. Turner, operative, January 17, doing fine.

Mrs. J. E. Tout, operative January 16, doing well.

Harold Schlenker, operative, January 13, doing fine.

Rex Norton, medical patient, improving.

Mrs. Augusta Barhydt, admitted January 6, medical patient.

Mrs. Bessie Mitchell, admitted January 9, medical patient, improving.

Dean Dunlap, son of Mr. and Mrs. Walter Dunlap, came up from Lubbock Saturday to visit with homefolks. He is a student at Texas Tech.

Dr. Geeting Is Speaker For Teacher's Meet

Dr. Baxter Geeting, head of the speech department at W. T. S. C. at Canyon, addressed the meeting held by the Deaf Smith County branch of the Texas State Teachers Association held at the high school Wednesday night, January 10.

Dr. Geeting entertained with readings, and by giving a review of a trip to Europe last Summer. He spoke briefly on high points of interest in England, Ireland, Germany, France and Italy, discussing the war situation and described military maneuvers noted in the different countries. He ventured opinions concerning the attitude of the various countries towards the United States.

The speaker was introduced by Miss Ruby Dutton, program chairman.

A business meeting was held during which members voted to limit the number of meetings per year to four, the meetings to be held in October, December, February and April. The January 10, meeting to take the place of the scheduled February meeting.

The voted schedule calls for only one more meeting to be held during the present school year.

District Rally And Retreat Plans Discussed

The Prairie Rustlers Union met January 11, at Bovina with Dimmitt in charge of the program. Fourteen League members attended from Hereford.

Plans to change the method of awarding the banner were made, and discussions concerning the Union retreat to be held in the Spring at Ceta Canyon, and a prospective training course were of interest. The Union also promised support to the Amarillo District rally here February 3-4.

The next meeting will be held at Dimmitt, February 8, with the Dimmitt Circuit in charge of the program.

Builders Fly Model Planes Last Sunday

A crowd of approximately 40 persons attended the model airplane demonstration about a mile north of the dump grounds last Sunday afternoon. Planes were flown by Lilburn Ray, Ralph Roden and Elvin Ridling. One crack-up was recorded. Lilburn Ray's plane broke a propeller and wing when it circled after a take-off and dived into a car fender.

Eight enthusiasts are now either flying or building the tiny, high-powered planes. They are Lilburn Ray, Elvin Ridling, Ralph Roden, Bill Wallace, Ralph Stiver, Clarence Buford, Gay-

Written Lease Diversification Stressed As Important By FSA

Obtaining written leases for farm tenants who are borrowers from the Farm Security Administration, diversification, and soil conservation practices will be stressed by this Federal agency in 1940, according to word received from L. H. Hauter, regional director.

Jim Williams, county F. S. A. supervisor said these and other important changes in the Farm Security Administration's rural rehabilitation program were announced by Mr. Hauter following the receipt of instructions from Secretary Wallace.

F. S. A. will continue to emphasize crop diversification, a highly important conservation measure, and that no loans will be approved when the farm plans provide for growing only one cash crop. This policy, Mr. Williams, county supervisor said, is expected to popularize the practices of crop rotation in single-crop areas.

Other F. S. A. program changes include increased activity in unit reorganization, a program designed to help farmers get farm units more economic in size and organization and to increase the use of grass crops in areas not suited to intensive cultivation.

Reorganizing the insecurity of

lord Newell, and O. J. Beene. The last three named have planes under construction.

Conquests are planned to be held as soon as more planes are ready, Mr. Ray said.

Model airplanes average about six feet in wing spread, stated Lilburn and are powered by tiny, one-cylinder gasoline motors which average 1-5 to 1-4 horsepower, and weigh about 3 ounces. Capable of turning 8,000 revolutions per minute, these engines will pull a plane at an average speed of 50 to 60 miles per hour.

Income Tax Information For Farmers Given

Farmers receiving loans from the Commodity Credit Corporation of the Federal Government, must show a breakdown of the loan into various items covered, such as freight, handling charges, etc., in making out their income tax return, according to David M. Rodgers at Pitman Grain Co.

In addition, every farmer with a note of over \$5,000, must make out an income tax return, even though his expenses lower his income under the taxable point.

Mr. Rodgers also stated that farmers keeping books on a cash basis, must accompany their return with Form 1040F.

There are recent rulings, Mr. Rodgers said.

Consider Club Girls For Gold Star Awards

Members of the Gold Star Award Committee met on Saturday, January 13, to consider the records of the three 4-H club girls nominated for this award. Each club may nominate one girl who has been in club work two years if she has conducted a successful demonstration and has not previously received a Gold Star pin. The County committee is composed of the Chairman of the Education Committee of the Home Demonstration Council and two girls selected by the Council Chairman. The committee will visit each candidate demonstration and will announce the winner of the award for 1939 before March 15, 1940. Records considered were those of Nancy Olson, Wyche; Georgia Mae Coleman, Messenger; and Ira Jeanne Ricketts, Progressive. Members of the committee are Mrs. N. G. Elliston, chairman, Wyche; Wilma Higgins, 4-H club president, Progressive; Georgia Mae Reeves, 4-H club president, Wyche.

W. E. Dameron Enters Animals In Denver Show

W. E. Dameron left last Thursday for Denver, Colo., where he is attending the National Western Stock Show and Sale. Mr. Dameron entered six show animals in the sale. Mr. and Mrs. Travis Dameron are also in Denver attending the sale and show.

Mr. and Mrs. Jim Clark were Amarillo visitors Tuesday.

Leisure Begins at 40



Off to a life of leisure is Harry, world's oldest horse. At 40 years of age, Harry is being retired to a Dedham, Mass., farm to spend his remaining years. Barbara Alger, granddaughter of Harry's owner, gives him a farewell ride. Harry, it may be added, is thoroughly dependable.

Attend Meeting Water Authority At Amarillo

Attending the Panhandle Water Conservation Authority meeting in Amarillo yesterday were the Deaf Smith County Commissioner's Court and other officials. Directors of the Amarillo Chamber of Commerce were luncheon guests of the Authority.

Judge A. J. Schroeter, Nosh Ewton, commissioner precinct 1; Wilton Roberson, commissioner

precinct 2; H. D. Cilleppert, commissioner precinct 3; Dick Allred, commissioner precinct 4; and E. B. Posey, secretary Chamber of Commerce were among those attending from Deaf Smith County.

The sessions began at 10:30 yesterday morning. County officials, chamber of commerce officers, ranchers, newspapermen and others interested in the lakes and dams program were in attendance.

Thirty-two counties of the Panhandle and eastern New Mexico are members of the Authority.

No Extension On Applications Adjustment Pay

Final date for signing applications for 1939 cotton and wheat price adjustment payments is January 31, 1940, the state Agricultural Conservation Association committee has announced.

At the same time, the committee named May 31, 1940 as the deadline to apply for 1939 agricultural conservation program payments.

No extension of the deadlines will be made, the committee declared, and all payment applications must be filed in the county offices by the dates set.

More than 200,000 applications for conservation payments have already been certified, B. F. Vance, assistant state AAA administrator, reported, with the state office handling approximately 5,000 applications daily. The total certified to date is \$33,613,207, Vance said. Parity payments in wheat, cotton and rice are almost completed with \$27,544,670 having been certified he said.

Mr. and Mrs. D. H. Alexander and John H. Olson returned from Waco Monday where they

visited relatives over the week end. Mr. and Mrs. Alexander spent the time with their son, Burl Alexander and family and Mr. Olson was the guest of his brother, Clarence Olson and his family.

Want Ads

For Sale or Trade
Have purchased the Hollywood Produce from G. F. Owen and would appreciate your patronage. Will always pay highest market on cream, poultry and eggs. Located at the old stand, 110 West Third Street, J. B. Harlin, Mgr. 3-3tp.

FOR SALE: Two yearling Jersey bulls—pure bred. Good breeding and good individuals. Mrs. Al Werner, Harrison Highway. 1-3tp.

FOR SALE: Baby Beef Toms for breeding purposes, 2 miles east on Highway 60, 300 yards south of track. John Gallagher. 2-3tp.

FOR SALE: Second hand mimeograph machine. A real bargain. Inquire at The Brand Office. 1th

Experienced girl wants housework. Write box 514, Hereford, Texas. 3-1tp.

FOR SALE: Heavy grained broadcast hegar bundles. D. H. Allmon, 7 1/4 miles west on Harrison Highway. 3-1tp.

FOR SALE: 3 gray smooth mouthed mules, 1 bay mare smoothed, 2 young colts, 3 and 4 years old, harness for 6 head horses. See C. P. Caldwell. 3-6tp.

Dependable Used—All Sites
Water Well Casing
IRRIGATION CASING
PIPE—FITTINGS—VALVES
at substantial savings
Central Pipe & Supply Co.
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FOR SALE: One reconditioned Farmall, tip-top shape. Jim Hays at Rosson-Hays. 51-ltc

Will start classes in Shorthand Bookkeeping and Typing, February 1. Anyone interested please see me at once. Mrs. Ralph McCullough, 111 25th Mile Ave. 2-3tc

FOR SALE:
1939 Chevrolet Coupe.
1938 Chevrolet Town Sedan.
1938 Chevrolet DeLuxe Town Sedan.
1938 Chevrolet 3/4 Ton Pick-Up.
1936 Oldsmobile Sedan.
1935 Chevrolet Sedan.
1931 Chevrolet Coupe.
BRUMLEY-WOODFORD MOTOR COMPANY
Hereford, Texas. 3-1tc.

BRAKE LINING
Bring your shoes in and we will reline your brakes. Miller Auto Store. 48-52tc.

FOR SALE—Electric Fence, guaranteed 5 years, runs 30 miles fence—\$19.75. Complete stock on hand at all times. See B. E. Brumley Hereford, Texas. 45-5tc.

For Rent
HOUSE FOR RENT: 4 rooms unfurnished. Write Guy Smith, Box 204, Memphis, Texas. 3-1tp.
FOR RENT: 2-room unfurnished apartment. Adults only. Mrs. J. C. Lance. 51-3tc
FOR RENT: Bedrooms and Apartments. 506 Jackson, phone 91-J. 2-3tp.
FOR RENT: Furnished 4 room apartment with bath. Call 43. 3-1tc
FOR RENT: Furnished apartment. Mrs. Francis Barnard, 312 East 6th Street. 3-1tc.

Wanted
WANTED: Trucking, and all light I can fix. Owen Tire Shop, formerly Rice Tire Shop. Phone 28. 3-3tp

Adding Machine Paper

GOOD GRADE. 3 ROLLS FOR 25c

The Brand represents nationally known Office Supply manufacturers — and can supply you with Dependable Bookkeeping forms, Office Equipment and general supplies. These firms guarantee their products and The Brand stands behind every item sold.

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This is the Best Low-Price Filing Cabinet we ever saw... All Steel Construction. Drawers don't sag down. See one on display at The Brand office!

\$19.50 Delivered Hereford

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Other sizes up to 30 columns proportionately priced. 7102 Line, Canary Bond; B 7102 Line, Buff Bond.

The Hereford Brand

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Miss Oline Ramey To Marry Hartland Caraway Of Dawn

Miss Oline Ramey, daughter of Mr. and Mrs. E. Ramey, will be married Friday, January 26, to Mr. Hartland Caraway of Dawn.

The date was revealed last Friday afternoon when Mrs. H. D. Robbins and Mrs. Mike Caswell entertained with a lovely gift party in the auditorium of the Frio School where Miss Ramey is a teacher.

Mrs. Earl Springer gave a toast to the bride and Mrs. Owen Andrews sang "Love's Old Sweet Song" accompanied by Miss Alma Andrews.

Two appropriate readings were presented by Mrs. H. D. Robbins.

The shower was introduced when little Vera Dell and Glenn Andrews, dressed as a bride and groom, slowly marched into the room to the strains of the wedding march. They presented the honoree with a collection of attractive gift packages.

Special guests were pupils in Miss Ramey's room.

Others attending were Mesdames E. Ramey, the bride-elect's mother, Chas. Boyd and daughter of Sherman, Okla.; Albert Springer, Haskell Benson, L. F. Tension, John Johnson, A. T. Jones, Mack Dixon, Elmer Jones, Earl Springer, Owen Andrews, Misses Anna Mae Smith of Eastport, Helen Jones, Lois Springer, Alma Andrews, Marcia Robbins, and the honoree.

Auxiliary Holds General Meeting

A general meeting of all divisions of the Woman's Auxiliary of the Presbyterian Church was held at the church Tuesday afternoon.

A spiritual life program was conducted immediately preceding the meeting.

Mrs. C. C. Ferguson opened the program with a devotional on meditation and prayer followed by two mission talks. Mrs. Henry Hastings told of the pioneer life of the national mission field, and Mrs. Vern Witherspoon spoke on the Foreign Missions, dealing for the most part with Chinese workers.

Mrs. Ezra Norton entertained with special music.

"STEWARDSHIP" IS TOPIC FOR W. M. S.

"Stewardship" furnished topics for study for members of the Woman's Missionary Society of the Baptist Church Wednesday afternoon.

Nelson Circle was in charge of Mrs. J. B. Harlin, new chairman, with Mrs. Tom Majors directing the lesson. Mrs. B. C. Roberson gave the devotional and Mrs. A. O. Thompson read an article on "Stewardship in the early days of Texas."

Plans were made for the annual

guest day program which will be given on January 31.

A sword drill on "Tithes of Stewardship" was presented by members of the Young Matron's Circle with Mrs. Aubrey Daniel and Mrs. Jimmy Alfred giving prayers.

Mrs. Jeff Roberson conducted the devotional for the Ray Buster Circle. Mrs. Jack Roberson told of the "Testimony of the Chinese" and an appropriate poem was read by Mrs. Jim Lipscomb.

Playlet Given For Junior Club

"The Club Women's Tea and Reception" was the title of an interesting playlet given at the meeting of the Junior Pioneer Club Tuesday evening at the home of Mrs. R. R. Willis.

Mrs. R. S. Scott, Mrs. Meade Haile and Mrs. Elvin Ridling represented "club women at a tea" and presented conversation usually heard on such occasions. The story of the play, which was built around a humorous theme, revealed an age-old moral as the sketch developed.

Mrs. Scott read "A Letter From Lydia" which was a discussion on past and present styles, taken from a recent article in Good Housekeeping Magazine.

Members attending the meeting were Mesdames Homer Brumley, Troys Carmichael, Buford Crosthwait, O. N. Culpepper, Meade Haile, Alton Miller, Troy Moore, Elmer Patterson, Lillyburn Ray, Elvin Ridling, Ralph Roden, A. J. Schroeter, R. S. Scott, Urlin Streu, J. B. Whitlow, Louis Woodford, Ralph Hastings, Lynn Kester, Misses Edna Daughtee, Rosalie Johnson and the hostess.

Former Hereford Boy Marries

Miss Thelma Wright of Portales, daughter of Mrs. Eletha Wright, last Saturday, January 13, became the bride of Chester Sullins, of Roswell, N. M., son of Mr. and Mrs. H. E. Sullins of Hereford, in rites read by Rev. Joe F. Grizzle, pastor of the First Baptist Church of Portales. The couple will make their home at 1210 West First St., Roswell, N. M.

High School Plays Mobilgassers Two Games Friday Night

Hereford's independent basketball team, the Mobilgassers, will play the high school team two games Friday night, beginning at 7:30. The public is cordially invited.

Pkg. 100
Paper Napkins
7c

25c
N. R. Tablets
16c

25c
Tooth Brush
12c

15c
JET OIL
8c

85c
PINEX COUGH SYRUP
49c

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21c

25c
Ex-Lax or Feenamini
18c

Lb. Roll
ABSORBENT COTTON
19c

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100
YEAST TABLETS
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25c TUBE
Colgate Shaving Cream
2 for 19c

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PRICES ARE GOOD FOR FRIDAY, SATURDAY and MONDAY

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BOTTLE OF 100
Hinkle Pills 7c

BOTTLE OF 100
Aspirin Tablets 11c

25c LIVER PILLS
Carter's . . . 15c

50c TUBE TOOTH PASTE
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DRUG SALE!

EVERYDAY NEEDS

- Pint **MILK OF MAGNESIA** 14c
- 75c **PEPSODENT ANTISEPTIC** . . 49c
- Pint Bottle **PEROXIDE** 19c
- 60c Bottle **SAL HEPATICA** 36c
- 60c Bottle **SYRUP OF FIGS** 33c
- Pint **ORLIS MOUTH WASH** 37c
- Box of 24 Tablets **PURE ASPIRIN** 9c
- 35c **VICK'S VAPO-RUB** 22c

TOILETRIES

- 50c **CHAMBERLAIN'S LOTION** . . 28c
- 50c **LADY ESTHER CREAM** 36c
- \$1.00 Ingram's **MILKWEED CREAM** 69c
- 50c Creams **LA DONNA** 3 for \$1.00
- 50c **CHAMBLY LOTION** 29c
- 55c **POND'S CREAMS** 39c
- 50c **WOODBURY FACE POWDER** 37c
- 35c **CUTEX NAIL POLISH** 19c

SOAP SALE

- Laundry Soap **P and G** 10 bars 29c
- 25c Pkg. **OXYDOL** 18c
- 10c Bar **LIFEBUOY** 4 for 23c
- 10c Facial **WOODBURY** 2 for 15c

TOBACCOS

- 15c Cans **P-A or VELVET** 2 for 18c
- 5c Bags **DUKES or DURHAM** . . 4 for 13c
- 5c **CIGARS, all brands** 6 for 25c
- Popular Brands **CIGARETTES** pkg. 15c

HOUSEHOLD NEEDS

- 10c Quality **POT CLEANERS** 4c
- 10c **DISH CLOTH** 2 for 3c
- 15c **CUT GLASS RELISH DISH** . . 9c

FOR THE SCALP

- 75c **FITCH SHAMPOO** 49c
- For Dandruff—Guaranteed! **FORMULA-20** 89c
- 25c **FITCH HAIR OIL** 14c

- \$1.00 Upjohn Citro-**CARBONATE** . . . 56c
- 25c Cold Tablets **QUININE** 13c
- 100 Caps, Oil of **HALIBUT** . . . 79c
- \$1.00 Bottle **NERVINE** . . . 67c
- \$1.50 Lydia E. **PINKHAM** . . . 98c

Read in Bed While Your Roommate Sleeps! **SPOT LITE BED LAMP** Complete with Cord 49c

For Perfect Golden Brown Toast! **TWO SLICE BREAD TOASTER** Chrome Finish 1.07

Ladies Here's a Real Value! See This **DOUBLE SEWED WHISK BROOM** Sturdily Constructed 19c

CLIP THIS COUPON

Rubbing Alcohol 8c (LIMIT 1) WITH COUPON

CLIP THIS COUPON

Shoe Strings Pair for 1c

CLIP THIS COUPON

Wax Paper 2 rolls 7c

CLIP THIS COUPON

Russian Mineral Oil 19c (LIMIT 1) WITH COUPON

10c
LUX SOAP
3 bars 14c

\$1.25
ABSORBINE JR.
89c

25c
CASTOR OIL
16c

50c Drake's
GLESSCO
28c

60c Jar
Mentholatum
39c

25c
Rubber Gloves
12c

5-Lb. Bag
Epsom SALTS
21c

75c
ANALGESIC BALM
39c

Pkg. 200
CLEANSING TISSUES
8c

\$1.25
Alarm Clocks
89c

25c Syrup
BLACK DRAUGHT
16c

10c
TOILET TISSUE
3 for 10c

Lb. Bar
CASTILE Soap
23c

50c
DR. WEST'S Miracle Tuft Tooth Brush
40c Tube **DR. WEST'S Tooth Paste** both for 59c

Hailes for Better Food and Drinks!

Serving the Finest Food in Hereford

TRY OUR CHUCK WAGON LUNCH
Broiled Beef Steak
Ranch Style Beans Baked Potatoes
Baked Apples
Choice of Coffee or Buttermilk
Gingerbread 30c

Meat Loaf Sandwich
Drink 19c

You are Sure to like **Hailes Ho-Made Pies**

Our Leader
For Thursday, Friday and Saturday
Five Course Turkey Dinner
Choice of Soup or Cocktail Salad
Roast Young Turkey Hen with Celery Dressing and Giblet Gravy, Large Green Peas Candied Yams
Choice of Drink Tapioca Pudding 19c

Mickleberry Liver Loaf Sandwich
Ice Cream Cake Roll 21c

This Coupon is Good For 5c On A **BIG PIG SANDWICH**

This Coupon is Good For 5c On a Cup of **HOT CHOCOLATE**

MEXICAN PLATE

One Taco One Tamale One Enchilada
Chili Rellenos Shredded Lettuce
30c Drink 30c

Walgreen Agency

HAILE DRUG

PHONE 99 HEREFORD, TEXAS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. BETH B. HOLMAN
JAMIE GILBERTINE
Publisher
Editor

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NOTICE TO PUBLIC

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

Frona News

MRS. H. L. SETTLE

The Congregational Ladies Aid met in the home of Mrs. W. Wilkinson with a pot luck covered dish luncheon on Tuesday of last week. R. H. Lindman, who is holding a meeting here was guest of honor. After the lovely luncheon, he led a discussion on "Womens Work in the Church." Besides the guests of honor, Mesdames Hadley, Hughes, Dollar, L. F. Lillard, Alexander, H. Warren, S. Warren, Fred White, J. W. White, C. C. Maurer, Lange, Roden, Reeves, Bennet, Bragg, Goodwin, Shakerford and Rev. C. C. Dollar and the hostess, Mrs. Wilkinson, attended.

Among those on the sick list during the past week are Master A. V. Warren; Miss Edna Hall, Mrs. Harold Schlunker, Mrs. A. A. Woods, Roy Hart and Guy Bennett.

Two more Frona boys have enlisted in the United States Army according to recent reports. They are Franklin Lillard, son of Mrs. Carrie Lillard, and nephew of L. F. Lillard. He takes his final exams in El Paso and

hopes to be stationed in Hawaii. The other youth is the son of Mr. and Mrs. H. G. White and since he was under 21 years of age, was required to have a written consent from his father. Charles White enlisted in Amarillo and departed for El Paso to stand final entrance exams. He will probably be stationed at Fort Sam Houston. A free moving picture is being shown at the local theatre on Wednesday, January 17, by the Minneapolis-Moline dealer, C. C. Maurer. This picture will deal with the story of a couple of farm people and will feature a demonstration of television. Title of the picture is "The Headliners."

Harold M. Lillard's work in leather craft is creating interest. The articles which he makes vary from bill-folds to brief cases.

Mrs. J. R. Lawson, of Hammon, Okla., is visiting her parents, Mr. and Mrs. Wayne Moody.

Mr. and Mrs. W. H. Garrett, announce the marriage of their daughter, Mildred, to Melvin Elliott, in Clovis, N. M., on December 9th. Mr. Elliott is the son of Mr. and Mrs. J. A. Elliott, of Dolores, Colo. They were accompanied by Miss Florence Par-

ker and Oscar Elliott. Mr. and Mrs. C. P. Warren and son, Artemus Virgle, were Amarillo visitors on Saturday, January 13.

Mr. and Mrs. Os Carter of Amarillo were visitors in the home of Mr. and Mrs. C. P. Warren last week.

Supt. Edelman attended the meeting of superintendents of schools which was held at Austin last week.

Miss Flady's Settle was an Amarillo visitor Monday, January 15.

The 18th District Convention will be held on January 18 in the local hall of the American Legion. The State Commander, Lou Roberts and Charlie Maisell will be on the program. The American Legion local Post meet on the second and fourth Tuesdays.

The second semester of school began on Monday, January 15 according to Principal Boetger.

Wyche Items

MRS. R. C. VALENTINE

We are sorry to report Mrs. Bessie Mitchell is in the Deaf Smith County Hospital and wish her a speedy recovery.

Mr. and Mrs. J. J. Paetzold visited in Groom last week.

Mrs. D. R. Carmichael returned from San Antonio where she went before Christmas to visit her parents, her sister, returned home with her.

Mrs. Wes Bradley has been ill the past week.

Mrs. R. W. Elliston spent Sunday visiting her parents in Amarillo.

The 23rd and 24th of January in the N. G. Elliston home will be given a Demonstration on butchering, cutting up the meat and seafohing. County Agent, A. R. Bateman of Hereford will direct.

The meeting will be all-day—both days and a covered dish lunch will be served at noon. In the afternoon, on Tuesday, January 23 the Home Demonstration Club of Wyche will hold a meeting.

Mrs. Lee Cocanougher has been on the sick list all of last week. Miss Peggy Valentine of Roby visited Saturday night and Sunday in the home of her parents, returning to Roby Sunday evening.

Mr. and Mrs. Fred Henry visited in Lubbock from Friday until Sunday.

J. W. Dickerson has been building a garage on their place.

Mr. and Mrs. Wes Bradley have had a porch added on to the west of their home.

Mr. Ervin Elliston from Logan, N. M., spent the week end in the N. G. Elliston home.

Miss Melba Rea of Walcott visited in the home of her parents, Mr. and Mrs. C. E. Rea, over the week end.

Mr. and Mrs. R. C. Medlin and T. W. Medlin are visiting in various parts of East Texas.

Mr. and Mrs. R. C. Valentine Miss Peggy and R. C. Jr., were in Farwell Sunday.

Mr. Buster Bradley visited in the Hereford High School Monday.

Most of the pupils are anxiously awaiting their report cards after the mid-term exams.

Mr. Earl Hussey called in the R. C. Valentine home Sunday.

Miss Nancy Olson's name was entered from this community 4-H club in a contest for selection of the gold star 4-H girl of the county. Others entered were Miss Coleman of Messenger and Miss Ira Jeanne, Progressive.

Mr. and Mrs. W. I. Valentine and grand son, Don Gilbert Hooper of Hereford, called in the R. C. Valentine home Thursday.

Johnny Johnson of this community entered school in Hereford after Christmas.

Mr. and Mrs. DuBois Walker and family are moving to Louisiana this week. They have already taken several loads. Their sons, DuBois Jr., and Douglas are waiting until after the mid-term examinations.

Mr. and Mrs. Harold Hawkins, and daughters have moved into the house vacated by the Clarence Morrisons. Their small daughter attends Central School in Hereford.

WHAT ABOUT SKUNKS
Every time sportsmen start talking about skunks the question is as to whether they can eject their scent when they are held dangling by the tail with their feet off the ground always comes up. Most biologists attest that skunks are not handicapped when hanging in midair, but many sportsmen have never known the little striped animal to eject scent while in that position. What's your experience?

LEGAL NOTICE
THE STATE OF TEXAS TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:

You are hereby commanded to summon Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead, the sheriff of Wilbarger County having once before been commanded to summon the defendant Uld Fox, to appear at the next regular term of the District Court of Deaf Smith County, Texas, at the Court House thereof in Hereford, Texas, on the fifth Monday in January, 1940, being the 29th day of January, 1940, then and there to answer Plaintiffs First Amended Original Petition, filed in said court on the 21 day of December, 1939, in a certain suit pending in said court number 2487, on the docket thereof in which Frank F. Perry, Kent Chandler, and Farwell Winston, Trustees, are plaintiffs, and Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead, are defendants, the nature of plaintiffs cause of action being alleged as follows:

That plaintiffs are trustees under a declaration of trust, dated December 23, 1933, recorded in the Deed Records of Deaf Smith County, Texas, and on the first day of November, 1939, were the owners in fee simple and were in possession of all of the Northeast One-Quarter and the South One-Half of the Southwest One-Quarter of Section Number 3, Township 2 North, Range 1 East of a Capitol Syndicate Subdivision in Deaf Smith County, Texas, as shown by plat of record in the Deed Records of Deaf Smith County, Texas; that on or about the fifteenth day of November, 1939, the defendants unlawfully entered upon and dispossessed plaintiffs of such premises and withhold from plaintiffs the possession thereof; plaintiffs pray that the defendants be cited to appear and answer, and that upon trial plaintiffs recover from the defendants and each of them, judgement for the title to an possession of said land, costs of suit, and general relief.

YOU ARE HEREBY COMMANDED to summon the defendants Uld Fox, Fox, his wife, and the unknown heirs, legal representatives, and devisees of the said Uld Fox and of the said Fox, his wife, if they or either of them be dead and to serve this citation, by making publication of

the same once each week for four consecutive weeks previous to the return day thereof in some newspaper published in your county, but if there be no newspaper published in said county, then in any newspaper published in the nearest county in which a newspaper is published.

HEREIN FAIL NOT, but have you before said Court on the first day of the next term thereof this writ with your return thereon showing how you have executed the same.

GIVEN UNDER MY HAND AND SEAL OF SAID COURT at office in the City of Hereford, this the 21 day of December, 1939.

R. L. Thompson, Clerk of the District Court of Deaf Smith County, Texas.

(Seal) By Deputy ISSUED: This the 21 day of December, 1939.

R. L. Thompson, Clerk of the District Court of Deaf Smith County, Texas.

By Deputy A true copy I certify.

J. O. Newell, Sheriff, By Fred W. Baird, Deputy 52-4tc.

NOTICE OF SALE UNDER ORDER OF SALE THE STATE OF TEXAS COUNTY OF DEAF SMITH

By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgement rendered in said Court on the 17th day of August, 1939, in favor of Minnie Alderson as plaintiff, and against Carlisle Runton, Flora E. Robinson, and husband, James Ervin Robinson, Wilson E. Runton, Bertha E. Coplen, a feme sole, Bessie M. Womack, a feme sole, James C. Runton, Haskell Runton, Pearl Runton Holman and husband, S. Q. Holman as defendants, in cause Number 2450, entitled, "Minnie Alderson, et vir vs. Carlisle Runton, et al" in such court, I did on the 9th day of January, 1940, at 7:00 o'clock, P. M., levy upon the following

described tract and parcel of land located in the County of Deaf Smith, State of Texas, as the property of said defendants, to-wit:

All of Lots Numbers 1 and 2 and the North 40 feet of Lot Number 3, in Block Number 43, Additions to Hereford, located in Deaf Smith County, Texas,

and on the 6th day of February 1940, being the first Tuesday of said month, between the hours of 10 o'clock a. m. and 4 o'clock, p. m., on such day, at

the Court House Door of said County, I will offer for sale and sell at public auction for cash all of said land, and all of the right, title and interest of each of said defendants in and to said property to satisfy said judgement according to and by virtue of the Order of sale and judgement in said court, of record in Volume 6, at page 331 of the Minutes of said Court.

J. O. NEWELL, Sheriff of Deaf Smith County, Texas. By Fred W. Baird, Deputy. 2-3tc.

-POULTRY-SUPPLIES

OIL BROODERS
GAS BROODERS
ELECTRIC BROODERS
BUTANE BROODERS
CHICK FEEDERS
in a wide assortment of kinds and sizes.
CHICK FOUNTAINS
in Tin, Galvanized and Stone!
BROODER THERMOSTAT WAFERS . . . to fit all makes of Brooders!
and other Poultry Supplies!

STREU HARDWARE
Hereford, Texas

When in the Market for Irrigated Land, Stock Farm, or Ranch, see Us! Priced right and on good terms.

Hill-Ricketts Co.
REALTORS

Comparative Statement of Consolidated Receipts and Expenditures of Deaf Smith County for the Year 1939

	Year 1938	Year 1939
Balances January 1st	\$ 23,785.04	38,497.28
RECEIPTS:		
Current Tax Collections	42,073.00	53,722.71
Delinquent Tax Collections	21,560.06	19,350.43
Automobile Registrations	26,609.58	30,314.51
Hospital Revenue	4,751.33	6,005.74
Other Income	7,715.82	7,626.35
Total Receipts	\$102,709.79	\$117,019.74
Total Receipts and Balances	\$126,494.83	\$155,517.02
EXPENDITURES:		
Juries, Bailiffs, Court Expense	\$ 3,312.98	2,507.68
County Official Salaries, Fees, Travel Expense	14,970.96	14,189.60
Stationery, Office Supplies, Utilities	2,245.37	4,152.66
Buildings Maintenance and Repairs	5,581.71	2,285.80
Road and Bridge Maintenance	25,027.46	37,546.20
Road Right-of-Way	237.50	15.00
New Road Machinery	.00	16,091.21
Hospital Operation Cost	10,313.36	10,568.13
Charity, Welfare, Relief	3,608.80	3,544.76
County Agent's Office	1,500.00	1,500.00
County Demonstration Office	878.19	1,260.00
Election Expense	153.00	14.00
Grasshopper and Prairie Dog Poison	1,367.75	710.32
Library	2,594.91	2,831.29
Insurance and Surety Bonds	940.91	1,803.32
W. P. A. Projects	798.05	314.12
Bonds and Warrants Retired	9,381.76	6,100.00
Interest Payments	2,742.46	2,192.80
Park Upkeep and Expense	.00	1,166.74
Miscellaneous Expense	2,342.75	3,992.25
Total Expenditures	\$ 87,997.55	\$112,785.88
Balances January 1st	\$ 38,497.28	\$42,731.14
Total Balances and Expenditures	\$126,494.83	\$155,517.02

INDEBTEDNESS:

	Bonds	Warrants	Total
County indebtedness, Dec. 31, 1938	32,000.00	14,802.00	46,802.00
Retired during year 1939	2,000.00	4,100.00	6,100.00
County indebtedness, Dec. 31, 1939	30,000.00	10,702.00	40,702.00

CORNER DRUG STORE

The Jexall Store
PHONE 105-HEREFORD FREE DELIVERY

COLD SPECIAL
50 **PAINEX**
Aspirin Tablets
and 1/2 oz. SIZE
Nasal Spray
with EPHEDRINE

A combination you should keep on hand for the discomfort of head colds.

60¢ value
BOTH FOR
39¢

Regular \$15 SCHICK
ELECTRIC RAZOR
\$12.50

35c Dr. West's
TOOTH BRUSH
30c Calox
TOOTH Powder
Both for 39c

KANTLEEK SYRINGE

Made in one piece — Guaranteed 5 Years!

For Only \$2.50

Your Saving Household Thermometer

Don't guess about healthful temperatures for your home. This thermometer comes in 5 different colors. 6 3/4 in. long.

21¢

A Jexall DRUG STORE VALUE

Regular 25c
Double-Edge Medford
RAZOR BLADES
25 for 19c

HAARLEM OIL CAPSULES
Imported Oil
These capsules are filled with the real imported Dutch Haarlem Oil.
PKG. OF 20 A Jexall DRUG STORE VALUE
19c

RUBBER CARNIVAL

Let us show you our great variety of these Rubber Goods. Included are everything from nipples for the baby to invalid rings for the sick. All at low prices.

GREATEST RUBBER GOODS VALUES IN TOWN

Regular \$2 Martha Lee
CLEANSING CREAM
2-Lb. Jar **\$1**

NOW'S YOUR CHANCE TO SAVE

\$1.00 Size Citracarbonate	59c	50c HALO SHAMPOO	39c
100 Upjohn's a-b-d-g Capsules	\$935	5-lb.-Bag EPSOM SALTS	29c
60c Size MENTHOLATUM	49c	Rexette SANITARY NAPKINS (pkg of 12)	15c
35c Vick's VAP-O-RUB	24c	\$1.25 CREOMULSION	98c
60c REX SELTZER	39c	\$3 Mead's OLEUM PERCOMORPH, 50 cc	\$2.65
		Pontex TOILET TISSUE, 6 rolls	25c

REMEMBER THE Jexall DRUG STORE FOR BEST VALUES ALWAYS

Connally Asks Change In Social Security Act

Senator Tom Connally, of Texas, has introduced in the Senate a bill to amend the Social Security Act, to provide that in the matter of old age pensions the federal government shall contribute two-thirds, and the states one-third of individual pensions up to \$15.00 per month and from \$15.00 upward the contribution by the states and federal government shall be each one-half of the sum in excess of \$15.00 per month.

"The bill which I offered," said Senator Connally, "embodies the amendment to the Social Security Act, which I offered at the last regular session of Congress and which passed the Senate by a substantial majority. However, the House of Representatives did not have an opportunity to vote on the amendment because of the refusal of the House conferees to allow the House to express itself on that particular amendment. My information there is strong support in the House for the bill.

"The justification for the measure lies in the fact that under existing law the federal government simply matches the amount contributed by the individual states. As a consequence the rich states, which make the larger payments, also secure larger payments from the federal government. The poor states, which are able to pay only small amounts, receive also similarly small federal contributions. In other words the rich states, which do not need federal assistance as badly as the poor states, secure a larger measure of contri-



CONDON, ORE.—H. A. TALLY, ROBERTS COUNTY farmer and member of the County Agricultural Conservation Association committee, who represented Texas at the 12th annual convention of the Eastern Oregon Wheat League, received a plaque awarded by the League for the best compliance with the AAA wheat program in Texas. The award was presented by N. E. Dodd, right, director of the Western Division of the AAA.

tion. Likewise the poor states to pay as much as the rich states which are unable themselves and, therefore, are in greater need, instead of receiving a larger contribution, secure a smaller federal contribution. In addition, it is unjust for the federal government to pay an old age pensioner in California \$15.00 per month of federal money and pay another old age pensioner in Arkansas, just as greatly in need, the sum of \$3.00.

"The effect of the enactment of this bill would be to encourage states to make sufficient contribution whereby the total contributions from federal and state sources would be substantial. I am confident that if I can secure a vote on the bill it will pass both Houses by a substantial margin."

ROOMS TO RENT? TRY A WANT AD

Bellview News

This community was visited by a light snow again Saturday. Roads have been bad since Christmas. Our news got stuck in the mud last week and never reached the post office.

Bellview Senior and Junior teams played Fields there Saturday night. Bellview's Seniors won by one point, but the Juniors lost by one point.

Ralph Northcutt one of the players on Bellview's outside team has a very badly sprained ankle which he received in a game last week.

Mr. and Mrs. Bernie Northcutt have put in a lunch room at Bellview where school children get good hot lunches very cheap. This is a great help to the mothers of the community as well as the children.

Randal Stovall has been out of school the past week with pneumonia. He is reported better.

Mrs. Maud Cross was in Clovis part of last week for medical treatment for a badly infected hand. Mrs. A. L. Cross stayed with her.

Mr. and Mrs. Clark White of San Jon spent Thursday night with her parents, Mr. and Mrs. A. C. Johnston.

The 4-H Clubs of Curry County met at Clovis Saturday for an all day session. Several of the club children of this community were there. They received their pins as rewards for the past year's work.

Mr. and Mrs. W. B. Johnston went to Socorro the past week to make some improvements on land they purchased there recently.

W. W. Lacey and daughters, Billie Frances and Mardee, made a visit to his daughter at Plainview Sunday. Rudeene who had been visiting her sister the past two weeks, returned with them.

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 Democratic Primary, July 27.

For County Treasurer:
MRS. BESSIE L. SMITH
(Re-election)

Summer Session Dates Set At Texas Tech

LUBBOCK.—Dates for the 1940 summer session at Texas Technological College have been set, the first term beginning June 6 and closing July 15 and the second term beginning July 16 and ending August 23.

Practically a complete program of work will be given in all divisions of the college, according to Dean James M. Gordon, summer school chairman. This will include agriculture, engineering, home economics, arts and sciences, and graduate studies.

Last summer the enrolling was 1,932, representing 155 counties in Texas, 17 states, and two foreign countries. Of these 719 were teachers in active service and more than half of these were graduate students.

The teaching force will comprise 116 regular faculty members and nine visiting specialists in connection with the regular summer session the seventh annual Band school will be held June 6 to July 15 under the direction of Tech Band Director D. O. Wiley.

Summer school catalogues will be ready for distribution by March 1 and may be secured upon application to the registrar.

Jim Hastings left Sunday for Ft. Worth where he will spend the remainder of the winter.

Ward News

MRS. CHARLES B. MILES

Due to bad roads and cold weather Sunday school attendance was very small Sunday. We hope to have a good number next Sunday as that will also be preaching Sunday. Rev. Grigsby will be here to fill his appointment.

Mr. and Mrs. Fred Moreman, daughters, Marie and Ruth, attended church in Hereford Sunday morning.

Mrs. Ernest Signor came home Tuesday from Kansas where she has been visiting since Christmas.

Audrey Hood was on the sick list over the week end.

Mrs. Frank Stiver left Monday for Tacoma, Washington, on a visit with her sister.

Glen Rutter and Mr. and Mrs. T. B. Cox helped John Higgins butcher hogs Monday.

Miss Nola Margaret Blue, a Student at W. T. S. C., spent the past week end here with her parents, Mr. and Mrs. R. G. Blue.

WHY PAY RENT . . . when you can OWN A HOME OF YOUR OWN?
We Always Welcome Your Inquiries Regarding

F. H. A. Insured Loans

TO REPAIR — TO BUILD — TO REMODEL

- NO RED TAPE
- NO DELAYS
- MONTHLY PAYMENTS
- PERSONAL SERVICE

CARL McCASLIN LUMBER CO.

CALL THE LUMBER NUMBER—7

ONE BLOCK EAST OF THE COURTHOUSE

Churches

THE METHODIST CHURCH
Sunday School 9:45
Morning Services 10:50
Evening Services 7:30
Young People 6:30
Missions Societies each
Wednesday 3 p. m.

SERVICES AT THE CHRISTIAN CHURCH
H. M. Redford, Minister
J. C. Ricketts, Superintendent
Bible School 9:45-11 a. m.
Morning Worship 11-12 a. m.
Endeavor 6:15-7:30 p. m.
Evening Worship 7:30-8:30
"The Power of the Immediat" will be the theme next Lord's Day morning. At the evening worship hour the pastor will preach on the subject, "A Great Gift." The Bible School attendance was very encouraging last Lord's Day. Let us continue to grow in numbers and interest. You will always find a cordial welcome.

Co-operation In Observance Of Isolation Urged

Isolation placards for the various communicable diseases will be tacked upon hundreds of Texas homes, during the coming winter months, but even then there will not be enough of these signs in use," Dr. Geo. W. Cox, State Health Officer, declares.

"The reason for this, is that many parents who do not call a physician unless their child becomes seriously ill, will fail to report the case to the local health officer or their family physician. The physician reports existence of communicable disease when he sees a case, but reporting is the parents' responsibility when no physician is called.

their home will not be placarded and visitors particularly children, will not be properly warned there is communicable disease within. By entering the house, they risk the danger of exposure and possible illness as a result.

"A number of parents erringly consider an isolation placard to be a sign of disgrace when in reality it is a symbol of honor. Displaying the placard indicates that the family in which there is a case of communicable disease is doing its part in helping reduce the spread of infection. Use of the placard where necessary this winter will help protect others against measles, whooping cough, scarlet fever, mumps, and other diseases which increase during cold weather.

"Whole-hearted cooperation in the observance of isolation is both desirable and necessary for the control and prevention of communicable disease."

A Sincere "Thank You" . . .

In announcing the sale of my millinery business to Mrs. Bessie Seed, I also wish to express my appreciation to the many friends and patrons who have patronized the Vogele Millinery Shop during its 29 years' existence in Hereford. Serving you has been a pleasure and I am sure that nowhere could be found a finer group of people all of whom I am glad to list among my friends.

Mrs. N. C. Vogele

PRICES CUT in Half

ON ALL COATS AND COSTUME SUITS

All Coats MUST GO . . . Fur trimmed and tailored; Fitted and Tube . . . You never saw such a big, nice selection at Prices like these. Every Coat at 1-2 Cost!

DRESSES

Marked **DOWN!** Below Cost

and a big stock to choose from!

- \$10.95 Values go at \$3.00
- \$16.95 Values go at \$5.00
- \$19.75 Values go at \$8.00
- \$ 3.98 Values go at \$1.98

Only 8 More Days

Just a few days left . . . Your response has been splendid, but we still have hundreds of Real Bargains here — All at less than we paid for them. See them today!

SALE CLOSES SATURDAY, JAN. 27th

- Regular \$1.98 SWEATERS \$1.00
- \$1.25 MIR-O-KLEER KAYSER HOSE 79c
- 2-thread chiffon

FASHION DRESS SHOPPE

DANCE!

THAT OTHERS MIGHT WALK!

Tuesday Night, January 30

9 'til 12

FIREMEN'S HALL

President's Birthday Celebration Committee

Civil Service Jobs Open To College Grads

The United States Civil Service Commission has announced an open competitive examination under the title of Junior Professional Assistant, at a salary of \$2,000 a year, the purpose of which is to recruit young college graduates for junior professional and scientific positions in the Federal Government. Optional branches included in the examination (all in the junior grade) are: Administrative technician, agricultural economist, agronomist, animal breeder, archaeologist, archivist, biologist (wildlife), chemist, engineer, entomologist, forester, geographer, information assistant, legal assistant, librarian, metallurgist, meteorologist, olericulturist, plant breeder, poultry husbandman, public welfare assistant, range examiner, rural sociologist, social anthropologist, soil scientist, statistician, textile technologist, veterinarian.

Applicants must have completed a 4-year college course leading to a bachelor's degree with a major study in the field of the optional subject chosen. Senior students, or—for the legal assistant option—law students, now in attendance at institutions of recognized standing, may be admitted to the examination subject to their furnishing during the existence of the eligible register proof of completion of the required course prior to July 1, 1940. Applicants must not have passed their thirty-fifth birthday.

Applications must be on file with the U. S. Civil Service Commission at Washington, D. C., not later than February 5 if received from states east of Colorado, and not later than February 8 if received from Colorado and States westward.

Full information may be obtained at the post office in this city, or from the Secretary of the U. S. Civil Service Board of Examiners at any first or second-class post office.

Real Service IS OUR MOTTO

- Plenty of Parking Space!
- Soft Water
- New Machines
- Finish Service
- Delivery Service
- Reasonable Prices

Visit our New MODERNIZED LAUNDRY

Campbell's HELPY-SELFY LAUNDRY

ON THE PAVEMENT!
Across from West Texas Feed & Seed

SALAD DRESSING White 29c

GRAPEFRUIT, large size, doz. 25c
POST TOASTIES, large size 10c
POPCORN, Jolly Time—2 cans 25c
PEACHES, Heart's Delight, No. 2 1-2, 2 for 35c

PURE LARD Swift's 35c

4-Lb. Carton

CATSUP, Heinz—14-Oz. 19c
SAUCE, Lee and Perrins 29c

JUICY ORANGES Sweet 35c

10 Lbs.

SAUCE, A-1 29c
SPICES and PEPPERS—2 boxes 15c
TEA, Lipton's 1-4 Lb. 21c
VIENNA SAUSAGE—4 cans 25c

COFFEE Break O' Morn. 12 1/2c

Per Lb.

POTTED MEAT, 3 cans 10c
HOMINY, White Swan, No. 2—3 cans 25c
WAX PAPER—2 boxes 15c
NAPKINS—80-count 15c

WE BUY OR SELL EGGS AT 20c

FRASER'S

Sonny Boy Flour

48-lb. sack \$1.70

WEIR'S

Red & White Food Store

WE DELIVER — PHONE 117

SOCIETY.

L. A. E. Club Is Entertained At Higgins Home

The L. A. E. Club met Thursday with Mrs. Altus Higgins at her home on Lee Avenue.

A program of special interest was enjoyed. Roll call was answered by members giving excerpts from favorite poems.

Mrs. Bill Hutson discussed selections from various poets stressing religious poetry and giving examples of creative poetry by quoting from Shakespeare, Milton, Lowell, Bryant, Shelley and others.

Mrs. Arlie Dean conducted a parliamentary using the contest and questionnaire method.

During the business meeting Mrs. Maurice Tannahill resigned from the club and Mrs. Bill Hutson resigned as secretary of the club.

A winter theme was carried out in the refreshments. Cleverly designed figurines representing tiny men on skis stood poised in a whipped cream snow mound piled high on angel food cake.

Members present were Mesdames Arlie Dean, Jack Dean, Bob Higgins, Bill Hutson, Jim Higgins, Wesley Higgins, Jack Hutson, Jim Lipscomb, Wiley Roberson, Robert Viegel and the hostess.

Class Holds Business And Social Meeting

Mrs. Wiley Roberson was hostess for members of the Home Makers Class of the Baptist Church Thursday afternoon. Mrs. Joe Kendall, president of the class, was in charge of the meeting.

Mrs. L. Culpepper conducted the devotional and Mrs. Art Manjoet gave a "New Year Prayer."

During the business session plans were made for a class supper-party to be held in the near future. A social hour was enjoyed with Mrs. Louie Olson in charge of entertainment.

Those attending were Mesdames Jeff Roberson, T. E. Major, Glenn Boardman, Art Manjoet, Earl Lance, Dudley Green, L. Culpepper, Jim Lipscomb, Ralph McCullough, Ted Young, Wood Vaughn, Otto Massie, Joe Kendall, Ernest May, Louie Olson, Miss Eunice Caldwell, a visitor, and the hostess.

MONT BAKERS TO RETURN TO HEREFORD

Mr. and Mrs. Mont Baker and son, Dennis, of Fayetteville, Ark., are expected to return to Hereford this week end to make their home. They will move into the Henry Hastings house. The Bakers left Hereford about a year ago.

Mrs. Bateman Entertains For Coterie Club

Mrs. A. R. Bateman was hostess Friday to members and guests of the Coterie Club at her home on Ross Avenue.

Mrs. Bateman's theme for the party centered around a fruit centerpiece used on the dining table. Tallies, prize wrappings and refreshments all repeated the ruddy tones of the fruit centerpiece. The table was covered with a linen cloth bordered with the same bright colors.

Special guests included Mrs. Glenn Weir, Mrs. Seth B. Holman and Mrs. George V. Stambaugh.

Members present were Mesdames J. W. Witherspoon, E. B. Hedrick, F. L. Lucas, E. B. Hicks, Grant Fuller and the hostess.

Game awards went to Mrs. Witherspoon for the club and to Mrs. Stambaugh, special guest.

JUNIOR COUNCIL HAS REGULAR MEETING

The Junior Council of the First Christian Church held its regular meeting at the church Sunday evening. Gloria Medlin president, directed the business meeting after which Delmo Williams, leader, presented the following program: Scripture reading, Christine Smith; "I've Found a Friend" read in unison; and talks relative to the program theme "Friendliness a part of God's Plan" were made by Marcella Blue, and Ellis Coombes. Prayers were given by Rosemary Phillips, LaNelle Plummer, and Kenneth Williams. After a round table discussion the friendship circle concluded the program.

All boys and girls who are not interested in other organizations of this type are asked to join in the worship program. A Peterson and Mrs. H. M. Redford are sponsors.

Executive



D. M. COTTEN, left, above is owner of the Cotten Insulating Co., distributors of Thermal Wool insulating material. On the right, above, is Frank R. White, Field Representative for the firm.

Representative



Car Smashed In Accident Near Dawn Sunday

Albert Frye's car was smashed up early last Sunday morning when a blowout caused it to head into a bank of dirt on the side of the road, near Dawn, barely missing a telephone post. Mr. Frye and the boys with him, Jimmie Ashlock, Carl Moseley and Mr. Morehead of Hereford received cuts and bruises but no serious injuries. Mr. L. A. Smith took the boys to Hereford for medical examination.

G. P. Owen Announces Purchase Of Tire Shop From Fred Brown

G. P. Owen, former owner of Hollywood Produce, is announcing purchase of the Brown Tire Shop from Fred Brown. He took possession last Friday afternoon and leased building and fixtures in addition to buying Mr. Brown's stock.

Stating that he planned to continue the tire repair business, Mr. Owen also said that he expected to put in a complete line of new and used tires shortly. Inviting his friends and customers to come by, Mr. Owen said, "Either I or a helper will be in the shop at all times to take care of business."

LOCAL MAN'S FATHER DIES IN LITTLEFIELD

Funeral services were held in Sudan Tuesday afternoon for William H. White, father of Ralph White of Hereford, with Rev. H. H. Hamilton, pastor of the Sudan Methodist Church conducting the rites. Mr. White died Monday in a Littlefield Hospital following an attack of influenza which developed into pneumonia. Rev. Hamilton, who was attending a meeting of ministers in Hereford returned to Sudan for the services. Mr. and Mrs. Ralph White left Friday and were at their father's bedside at the time of his death. Tom Alderson and Hicks Roberson also attended the funeral.

Mrs. Drew Ridgeway and daughter, Stacia, of Groom arrived last Saturday to visit with Mr. and Mrs. Clay Ridgeway. They left yesterday for Clovis where they will join Mr. Ridgeway.

Kinard, Miss Wrenn Attend Committee Meeting At Austin

Superintendent Knox Kinard and Miss Neville Wrenn returned Saturday from Austin where they attended a meeting of the executive committee of the State Teachers' Association. Ft. Worth was selected as the site for the annual association convention held each year during the Thanksgiving holidays.

The 1940 convention will start on the Thanksgiving Day proclaimed by President Roosevelt and extend through the remainder of that week.

Elliston And Murphey Enlist In U. S. Army

Louis J. Murphey and Frances B. Elliston, son of Mr. and Mrs. J. B. Elliston, have enlisted in the United States Army through the Amarillo recruiting office according to an announcement received here.

Both have accepted service in the Field Artillery, Fort Bliss, near El Paso, Texas.

Movies To Be Shown Schools Next Thursday

Moving pictures are being shown at the four schools with electricity on every other Thursday. County Judge and Superintendent A. J. Schroeter, states. Next showing will be January 25, at Westway, Dawn, Progressive and Summerfield. Films to be shown are "Cast Adrift—And How," "Dynamic New York," "Animal Antics," and "How Nature Protects Animals."

Potato

(Continued from Page 1, Sec. 1)

study marketing conditions over the state; plan advertising campaigns, and see that no low quality spuds will go out of Hereford to give the region a black eye.

Explaining that this territory will become a major potato growing region in a few years, Mr. Williams said, "This is a vital year. We must lay a sound foundation for the years to come."

Growers discussed various types of warehouses and methods of handling potatoes brought in from the farms. Adobe, wooden, and sheet steel structures and air-conditioning methods were considered.

One of the highlights of the evening was the offer of John Woods to buy a \$50 suit of clothes for the first grower to raise 300 sacks of potatoes on an acre.

Mr. Brown advanced the idea that all potatoes raised on the Panhandle should be marketed under one brand with potatoes raised in different localities, such as Hereford, Plainview, or Lockney, designated with the name of the community on the sack. Under such a plan large savings could be effected by buying sacks in large quantities, Mr. Brown pointed out.

Mr. and Mrs. W. J. McMinn returned to their home in Abilene today after spending a week here in the home of his sister, Mrs. J. F. Ward.

IMPERSONATING WARDEN COSTLY

Falsely impersonating an officer proved costly to George Madlock of Edcouch (Hidalgo County) recently, according to official court records submitted to the executive secretary of the Game Department. Madlock was fined \$25 plus court costs amounting to \$21.55 at Edinburg. He pleaded guilty to falsely impersonating a game warden. Complaint in the case was filed by a State game warden. The arrest was made after complaints had been received from Hidalgo County residents.

Star Theatre

(Continued from Page 1, Sec. 1)

popular, interesting, and informative feature which we are proud to bring to Hereford," stated Spec Lunsford, manager of the Star.

Addition of another news reel to weekly billings is also announced. Besides the regular news reel shown on Sunday and Monday, another reel will be shown on Thursdays and Fridays.

Children will be admitted free if under 14 years of age and accompanied by their parents to see "Golden Boy" showing Tuesday, January 23.

County Finances

(Continued from Page 1, Sec. 1)

\$40,702.00 as compared with \$48,802.00 in 1938, a reduction of \$8,100.

Two items appear on the 1939 report which were not on the 1938 report. New road machinery totaling \$16,091.21 was purchased and \$1,166.74 was paid out for Park upkeep and expense.

Total receipts for 1939 were higher than for 1938 the figures being \$117,019.74 and \$102,709.79, respectively. Total expenditures were also higher in 1939 than in 1938, being \$112,785.88 and \$87,997.55 respectively.

Current tax collections are higher than for the same period in 1938. \$53,722.71 had been collected by January 1 this year as compared with \$42,073.00 by January 1, 1939.

Bicycle Riders

(Continued from Page 1, Sec. 1)

6. Keep both hands on the handle bars: If a parcel must be carried place it in a carrier or strap it to bicycle.

7. Never carry another person on your bicycle in business district.

8. Always use a hand signal when turning or stopping, same as auto signals.

9. Never hitch-bike on another moving vehicle.

10. Keep bicycle in good condition.

Cocanougher

(From Page 1, Sec. 1)

American Hereford Journal, and Mason King of the Amarillo News-Globe.

Established in 1927, the Cocanougher herd has during the past 13 years come to be one of the outstanding herds in this area under the careful guidance of Mr. Cocanougher. This is his second auction, the first having been held here in 1939. The pedigrees show a decided swing to the blood of Superior Anxiety and Superior Anxiety Jr., blended with some of the blood of Beau Blanchard through Beau Blanchard 95th and Blanchard Anxiety, present herd sire.

Plans For

(From Page 1, Sec. 1)

search and preventative measures to reduce the toll of the disease throughout the nation. The funds retained in the county will be administered by a local chapter organized for that purpose.

In announcing the appointment of the county chairman Mr. Clayton said that this year's celebrations will be held all over the nation the night of Jan. 30, Tuesday. "We are making this effort in behalf of the crippled children of our county, state and nation," said the chairman, "and I trust that every citizen in your county will join with you in this splendid movement for suffering humanity."

Rate Reduction

(From Page 1, Sec. 1)

tion was made in January, 1937. These reductions have resulted in reducing the minimum bill (which includes the first 2 thousand cubic feet) from \$1.50 to \$1.25, and in reducing the cost of the next 48 thousand cubic feet from 67 1/2c per thousand to 45c per thousand. These three reductions represent a total saving to the company's consumers of approximately \$400,000 annually.

The rate reduction now going into effect will mean a saving to gas users each year of approximately \$100,000. The new rate schedule is as follows:

GENERAL SERVICE RATE
First 2,000 Cu. Ft. per month—\$1.25 (Minimum Bill); Next 48,000 Cu. Ft. per month—45c per M. Cu. Ft.; Next 50,000 Cu. Ft. per month—30c per M. Cu. Ft.; Next 400,000 Cu. Ft. per month—25c per M. Cu. Ft.; All over 500,000 Cu. Ft. per month—20c per M. Cu. Ft.

Additional Charge—One-ninth (1-9) of bill will be added if not paid within 10 days after date rendered.

Northwest Texas

(Continued from Page 1, Sec. 1)

Rev. Rex Kendall, Vega, chairman.

Women of the congregation provided meals for the visitors and members of the church opened their homes to the visitors, in furnishing lodgings.

Other pastors attend the similar were Rev. W. E. Hamilton, Lubbock; Rev. G. T. Palmer, Clarendon; Dr. W. C. House, Amarillo; Rev. E. D. Landreth, Lamesa; Rev. E. E. White, Plainview; Rev. E. L. Yeats, Memphis; Rev. Jordan Grooms, Amarillo; Rev. H. H. Bratcher, Pampa; Rev. Marshall Rhew, Abernathy; Rev. Oscar Bruce, Adrian; Rev. H. H. Hamilton, Sudan; Rev. I. E. Bigs, Headley; Rev. H. L. Thurston, Aspermout; Rev. J. E. Srewerb, Loraine; Rev. Nel Bryant, Sparenburg, formerly of Hereford; Rev. J. E. Kirby, Wellington; Rev. C. A. Holcomb, Earth; and Rev. Wm. Arthur Cox, Gruver.

Mrs. White, Mrs. Rhew and Mrs. Webb accompanied their husbands.

Story from Lloyd C. Douglass' Best Selling Novel!



"DISPUTED PASSAGE"

DOROTHY LAMOUR · AKIM TAMIROFF · JOHN HOWARD

JUDITH BARRETT · WILLIAM COLLIER, Sr. · BILLY COOK

A FRANK BORZAGE Production Directed by FRANK BORZAGE Based on the Novel by Lloyd C. Douglass

Extra! Extra!

Added Attraction at the Star March of Time

First One in Over a Year!

also

ANOTHER PARAMOUNT NEWS REEL REGISTER THURSDAY

FOR REASONS

Be Here FRIDAY for

SAME REASONS

"Love... marriage... give them up... they're not for we men of science!"

Must a doctor who dedicates his life to mankind give up all thoughts... all demands of love? See this, the year's most heart-thrilling picture!

STAR -- Saturday

10c and 15c

NEW FRONTIER
A Three Mesquiteer Republic Western
with **JOHN WAYNE**
Ray CORRIGAN
Raymond HATTON

Their First Time Together also Cartoon and "The Phantom Creeps"

Wives Wonder! HUSBANDS WON'T TELL!

What have Secretaries GOT, that wives haven't

????



TYRONE POWER

Your "King of the Movies"

LINDA DARNELL

Sensation of "Hotel For Women"

Day-time Wife

WARREN WILLIAM
BINNIE BARNES
WENDY BARRIE
JOAN DAVIS

also
News and Cartoon
Midnight Preview
SUNDAY-MONDAY

STAR THEATRE HEREFORD, TEXAS

HEY KIDS! - HEY PARENTS!

KIDS FREE! - KIDS FREE!
under 14 years of age when accompanied by parents to see

"GOLDEN BOY"

ADOLPH MENJOU - RALPH HOLDEN

Kids bring parents - Parents bring kids!

STAR - Tuesday, Jan. 23

Is Your Car Clean? Chances are it's not... following the big snow and cold weather. Call 440 and let us clean and grease it thoroughly. Caked dirt and grit are the worst possible enemies to your brakes and to other important parts. Careful, personal supervision guarantees you a First Class Job... at

TEXAS SERVICE STATION
GLENN SNYDER PHONE 440

1901 1940

E. B. Black Co.
FURNITURE - UNDERTAKING
Ambulance Service - Day or Night
Hereford, Texas

Gas is scarcely less essential in the nation's activity today than the food that keeps people alive and well. A century-old fuel, GAS had limited uses until three decades ago. Now it is put to innumerable uses and is fast assuming the lead as the one fuel indispensable to the home and industry alike.

WEST TEXAS GAS CO.
NATURAL GAS... Your Quick, Clean, Economical Servant

Plans In Making For Panhandle Teachers Meet

CANYON.—Local arrangements for entertaining Northwest Texas Conference for Education—the panhandle's largest convention—are already well advanced.

The Conference, which is a division of the Texas State Teachers Association, will meet here March 9 and 10.

Prof. F. E. Savage is chairman of a West Texas State College committee on local arrangements. He is working on plans to provide more ample auditorium and eating accommodations. Mrs. T. V. Reeves has been appointed to arrange for luncheons and banquets. Any sectional chairman wishing to have a banquet during the Conference is asked to consult Mrs. Reeves at once.

E. G. Sanders, superintendent of Samnorwood, is rapidly completing the extensive program, assisted by the other officers of the Conference and section chairmen. As usual, many noted speakers will appear on the program here.

Officers of sections were chosen at the 1939 meeting.

Tree Planting Will Earn Cash For Farmers

Tree planting as a conservation device may earn any farm or ranch in the United States an additional payment of \$30.00 per acre of approved varieties planted and arranged in approved ways. Windbreaks are especially favored on the Plains. Woodlots are also approved.

A meeting of yard demonstrators was held in the County Court room on the afternoon of Thursday, January 11. Reports from four 1938 demonstrators indicate that one may expect more than 95 per cent of the trees and shrubs planted to survive if varieties are properly selected and well planted at the proper time. The reports made included a long list of shrubs and trees, both evergreen and deciduous.

Don L. Jones, Superintendent of the Experiment Station at Lubbock says, "It has been found that spring plantings are more successful than fall plantings. Deciduous trees do better when planted in February and March. Evergreens live better when..."

Benefit Associations In Drive To Secure 2,000 New Members

A drive to secure 1,000 members in each of the two Hereford Benefit Associations, has been announced by the organization through Mrs. Dorothy H. secretary.

The regular \$3.50 membership has been waived and new members will pay \$1.00 which covers the next death call, plus \$1.00 upon death of each member upon call.

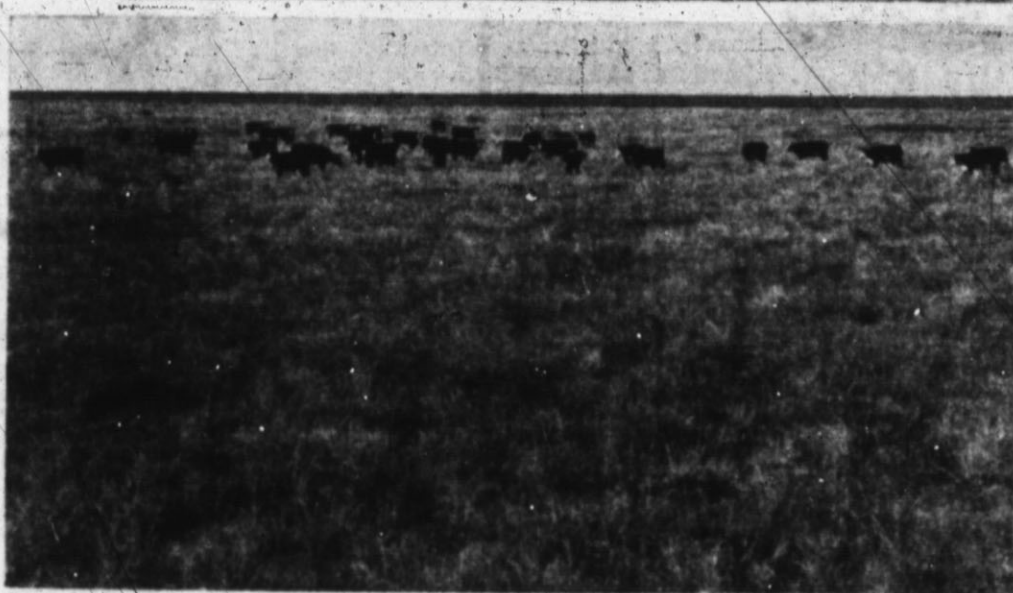
The age limit is up to 60 years for members joining. Offices of the Association are in the courthouse.

Brother Of Soviet Chief Hits Red Tactics



WHILE HIS BROTHER, Gen. G. M. Stern, leads Soviet Army forces against Finland, Morris Stern, above, waits on customers at his modest Los Angeles grocery store. Morris Stern's sympathies are with Finland, a naturalized citizen, he stated: "I don't like it, but don't they let them alone."

The Balanced Farm on the High Plains



Courtesy of Farm and Ranch

PART OF THE 150 HEAD of grade Herefords grazing on the Wirt Phillips farm. These livestock utilize his farm and range land. He has water accessible to every pasture and field.

AT RIGHT ARE SHOWN contour furrows which were constructed early in 1938 to encourage growth of grass in his pasture. The furrows are constructed at 7-foot intervals. Growth of the grass in one sea-

son may be noted by comparing the land at the right with the untreated land at the left.

THE PHILLIPS HERD of 70 registered Whiteface heifers grazing on an old field which has been returned to grass.

A TERRACED FIELD with grain sorghum and wheat growing. The wheat will be grazed and the sorghums fed to cattle this winter.

Wirt Phillips Farm Receives Recognition

Recognition of the modern methods used on the Wirt Phillips Farm west of Hereford is accorded Mr. Phillips in an article which appeared in Farm and Ranch for November, sponsored by the Soil Conservation Service, the article was as follows: Diversification and conservation are the keynotes of the farm program being carried out by Wirt Phillips, farmer-stockman, about thirty-five miles west of Hereford, Texas.

"Long before I purchased this farm in 1935, I had decided that a diversified program is the farmer's best insurance of success," Mr. Phillips said. "Wheat, which some high plains farmers considered the only crop for this section, in my opinion is just another crop that can be fitted into a well-balanced farm program."

"I grow wheat on some of my land and use it for grazing or a cash crop, as conditions may dictate. Grain sorghums are grown on much of my cultivated land, some land is being put back to grass, and there are several hundred acres in range. By marketing this grain through livestock, I am able to keep my program balanced by increasing or decreasing my herd, dependent upon the feed supply available," Mr. Phillips explained.

Mr. Phillips has 500 acres in cultivation, 147 acres being returned to grass and 780 acres of grass land. In addition, he rents 160 acres of cultivated land and another 160 acres which are being retired to grass.

When Phillips came to this section in 1935, fence rows piled high with drifted soil told the story of wind erosion, and a gully, resulting from range land drainage flowing down an old farm road, already had cut a half-mile through a cultivated field. He realized the advantage of holding water on the land, both for storing moisture in the soil for better crop and grass yields, and also for the prevention of erosion.

In February, 1938, he became a co-operator of the Deaf Smith County Wind Erosion Conservation District which is working in conjunction with the Soil Conservation Service. With the aid of Lee Morgan, manager of the district, a complete conservation program was worked out for the farm.

Phillips constructed terraces on 240 acres of his cultivated land and is farming the remainder on the contour. The terraces were planted to grain sorghums for protection against erosion and have produced an excellent stand. On the terraced land, 140 acres are planted in strip-crop pattern, wheat and sorghums being seeded in alternate terrace intervals. The other 100 acres of terraced land are planted solid to grain sorghums.

Of his 500 acres of cultivated land, Phillips has 200 acres in wheat which he probably will use for grazing, and 300 acres in sorghums which will be banded for feeding to his livestock. He farms with a tractor and four head of horses.

"During the heavy spring rains I observed that practically all the rainfall was being held on..."

Political Calendar Begins As Poll Tax Deadline Draws Near

Less than two weeks remain in which to pay your poll tax. Deputy Fred Baird, announced this week, January 31, is the deadline for payment of poll taxes as well as county and state taxes without penalty. January 31, also begins the year's political calendar which will end with the national election on the first Tuesday in November, 1940.

The calendar follows: Jan. 31: Last day to pay poll tax or obtain exemption certificate when required. (The husband for the wife or the wife for the husband may pay each other's poll tax or may obtain the certificate of exemption.)

May 4: Democratic Primary Convention in each voting precinct to name delegates to County Convention for purposes of ultimately selecting delegates to the Democratic National Convention to choose nominees for President and Vice President.

May 7: Democratic County Convention in each county to elect delegates to State Convention.

May 28: Democratic State Convention meets to elect delegates to National Convention. Democratic National Convention usually held in June, time and place to be fixed by the Democratic National Committee in January, 1940.

June 3: Last day for candidates to file application for place on primary ballot for State and District office; also United States Senator.

June 10: State Executive Committee meets to certify names of candidates to County Chairmen, decide upon and publish the place where the State Convention will be held on September 10.

June 10: County Executive Committee meets.

June 15: Last day for candidates to file application for (Continued on Page 5, Sec. 2)

Club Women To Give National Radio Program

Representatives of the two million rural Home Demonstration club women will take part in the annual Home Demonstration achievement broadcast during the National Farm and Home hour over a network of ninety NBC stations on Wednesday, January 24. These women are from six states.

This program will be of interest to Home Demonstration club members throughout the United States.

Deaf Smith County club members will present their next program over KGNC on the morning of Saturday, February 10.

S. D. Brunk, 80-Year-Old Former Hereford Resident Dies

Word has just been received that S. D. Brunk, formerly of Hereford, passed away at his home at 334 Lulu Avenue, Wichita, Kansas, on Saturday, January 6, 1940 at the age of 80 years, 4 months and five days. He was born at Bloomfield, Ia., on September 1, 1859. Burial was made in the Wichita Park Cemetery, in Wichita on January 9. He was married to Emma Martin on December 24, 1882, and recently celebrated their 57th wedding anniversary. He is survived by his wife; one daughter, Mrs. H. M. Coulson, of Tulsa, Oklahoma; eight sons, Walter of Walnut Ridge, Ark.; Fred, Charles and Henry of the home address; Glenn of Plainview, Texas; Orville of Vernon, Texas; Sam of Oklahoma City, Okla.; and Paul of Crescent City, Calif. There also survive three sisters and four brothers, all of Bloomfield, except L. D. who now resides in Ft. Smith, Ark.

The Brunks moved to Hereford in 1906, where several of the sons attended school, two of them, Orville and Sam finishing High School here in 1909 and 1910 respectively. Mr. Brunk was in the real estate business, and the old timers will well remember him. The boys helped to organize one of the first bands in Hereford, and several of them have been in the show business since leaving Hereford. Fred, Glenn, Charles and Henry are still operating tent shows, and one of them usually come back and show in Hereford nearly every year. Orville is in the Grocery business in Vernon, Texas; Sam is booking manager for Paramount Pictures in Oklahoma City, Okla.; and Paul, better known as P. A. is an attorney in Crescent City, Calif. The daughter, Elma, married H. M. Coulson, son of the druggist, T. (Continued on Page 8, Sec. 2)

Would Deny Vote



AGED PERSONS, "in their second childhood," should be denied the right to vote, according to Dr. Raymond Pearl of Johns Hopkins University. His reason: Too many votes for old age pension plans.

Freckle Proof



LATEST WRINKLE in beach fashion notes from Miami, Fla., this winter is a "freckle proof" sun mask, complete with dark glasses and "breather." The new style note prevents sunburn of delicate faces. Its popularity depends on beach beauties, who may not care to remain hidden.

Frigid Vigil



A SWISS ARMY sentinel is shown at his barbed wire surrounded post near the German border. Since the outbreak of European war the army of Switzerland has been fully mobilized and at its defense post.

U. S. Swimmers Invade South America



AMATEUR SWIMMERS who will represent the United States in seven South American athletic meets leave New York for Argentina. Front row, left to right: Helen Rains, Helen Crelenko and Helen Perry. Back row, left to right: Waldimer Tomaki, Al Green, Taylor Drysdale, Tom Haynie and Jack Cullmore. The team is sponsored by the Amateur Athletic Union.

SPECIAL . . .

35c Dr. West's Tooth Brush
30c Calox Tooth Pwd.—Both for 39c

"Whitman's" Candies

... make any Occasion more Enjoyable!

HEADQUARTERS FOR SCHOOL SUPPLIES

CITY DRUG STORE

"We give S. & H. Green Stamps"
PHONE 100

Phillips 66 Basket Ball Team Has Good Record

If there were a basketball "Rose Bowl" the Phillips 66 team above would almost surely be one of the invited teams. This team, made up of former college stars, several of them All-Americans, who are now employed in the Bartlesville office of Phillips Petroleum Company, has an amazing record of victories against top flight competition so far this season. In twelve games Phillips 66 has won eleven, tied one, which was lost in the overtime period, and has scored 568 points to their opponents 370. The one defeat was later redeemed by a victory in a return match.

Included among the team's victories are two wins over the Denver Nuggets who were last year's National A. A. U. champions, and in one of these games—an exhibition game at Scottsbluff, Neb., Phillips 66 handed the Nuggets the worst beating they have ever received. The Sixty Sixers have also won one game from each of the other teams in the Missouri Valley A. A. U. League.

It is generally conceded that the finest basketball in the country is played in the Missouri Valley circuit. This belief is based on the fact that for the past

Vega News

MRS. D. E. MCKENDREE
The Vega community was saddened Sunday morning when word came of the death of Judge Reese Tatum of Dalhart. Mr. Gerhardt Peters who has been quite ill, is reported to be on the road to recovery.

Dr. J. H. Wilson of Quanah is visiting his daughter, Mrs. C. C. Wimberley.

Dr. W. C. House, District Superintendent of the Amarillo District, will preach at the Methodist Church in Vega Sunday night at 7:15. After the sermon Dr. House will hold the first quarterly conference.

The following people have announced their candidacy for these offices: Mr. W. A. Williams, County Judge; Mrs. Iva Houseman, County Treasurer for reelection and Mrs. Bernice Harris

several years teams from this league have been both winner and runner-up in the National A. A. U. tournament. Since this tournament is open to all college and all A. A. U. teams this record of victories places Missouri Valley basketball in a class by itself.

While the season as yet isn't very old Phillips 66 impressive record so far marks them as one of the nation's stand out basketball teams.

Composer Catches Chorus Cuties



Four Fort Worth members of the Dave Apollon Revue visited KGKO's studios between shows the other day and were in turn entertained by Gene Arnold, heard at 1 p.m., Monday, Wednesday and Friday, and at 1:15 p.m. Sunday. Arnold, former NBC minstrel man, is singing his latest composition, "Dew on Texas," for the ex-Casa Manana gals, left to right, Aloha Hines, Evelyn Gracy, Virginia Dofflemeyer, Dorothy Murray.

County Treasurer

Mr. Glen Boydston has been confined to his home with an attack of pleurisy.

The Vega 1938 Study Club met January 3rd in the home of Mrs. Bob Armitage with Mrs. Iva Houseman as leader with the members answering roll call with interesting facts about Switzerland. After which the following officers were elected to serve for 1940 and will be installed at the club's annual Spring luncheon in May. Mrs. Truman Miller, president; Mrs. Fred Cotton, Vice-President; Recording Secretary, Mrs. C. C. Wimberley; Corresponding Secretary, Mrs. Iva Houseman, Treasurer; Mrs. Bob Armitage, Parliamentarian, Mrs. J. T. Shelton; reporter, Mrs. W. A. Williams. The hostess served refreshments to members of the club and Mrs. R. M. Thompson, Dalhart, a guest.

The Soz and So Club was delightfully entertained Wednesday with Mrs. John L. Wilson Jr., as hostess.

There will be an Amateur night observed in the High School Auditorium, Friday night, January 19. A small admission charge will be made, the proceeds going to help the foot ball boys.

Word came last week of the passing of Mrs. J. T. Shelton's mother, Mrs. Mary Jane Jamison, 86 years old, at her home in Yoakum. She is survived by one daughter, Mrs. Shelton of Vega and six grand-children. Her husband died in 1896. Funeral services were held in St. Joseph's Catholic Church in Yoakum. Interment was in St. Joseph's cemetery in Yoakum.

Mrs. Roy Armitage entertained members of the Nifty Needle Club, Tuesday, January 2nd.

Daniel News

PAULINE MOORE

We are proud of the continuation of our moisture and we are looking forward to a good wheat crop during the coming year.

Rev. Lee Perry was in charge of the regular services, Sunday, preaching to twenty-seven visitors and members.

Homer Lee Curry and wife of Olton are spending two weeks in the Ervin Shugart home.

Orville Moore was in a car wreck on the Canyon-Amarillo highway last Sunday afternoon, as a result of the icy highway. However, no one was seriously hurt in either car.

Mr. Ward Bolton of Amarillo entertained Mr. and Mrs. Bob Axe, Mr. and Mrs. Curley Hughes, and Mr. and Mrs. E. A. Griffith, with a supper in the home of Mr. and Mrs. W. R. Moore Friday evening.

Byran Campbell has been staying in Canyon since the weather began getting bad, so that he can attend college at W. T. S. C.

Mr. and Mrs. Ward Bolton of Amarillo were in the W. R. Moore home, Tuesday morning.

Mr. and Mrs. Floyd Tomlinson were in Plainview Tuesday.

W. R. Moore and wife visited friends and relatives in Plainview, Wednesday.

Miss Frances Gill and her pupils of Daniel, entertained Miss Ora West and her pupils with a surprise party, Friday afternoon. Refreshments of pop corn balls were served.

Mr. and Mrs. E. A. Griffith visited in the home of their uncle, Mr. C. Stewart and family south of Dawn, Friday.

Bob Axe, Mr. and Mrs. Ervin

Shugart, Floyd Tomlinson and wife, and Mr. and Mrs. W. R. Moore have been shoppers in Hereford, at different times during the past week.

Wilma Marie Moore, Betty Lou and Travis Ervin McGahey have been ill with colds during the past week.

Mr. and Mrs. H. P. Curry of Olton, and Mr. and Mrs. Ervin Shugart and Carolyn visited with Mrs. Joe Moore and children, Saturday night.

Mr. and Mrs. W. R. Moore, Ruth and Mrs. Joe Moore were in Hereford, Sunday afternoon. Mr. and Mrs. Clyde Allred and Ethel visited Mr. and Mrs. Cecil Allred and Marilyn in Amarillo one day last week.

E. T. Allred and R. D. Smith were Hereford shoppers Saturday. Mr. and Mrs. Loy Smith and Loy Gene were callers in the W. R. Moore home Friday afternoon.

Clarence McBroom was in Hereford Saturday.

Mrs. O. J. Grabbe is taking treatments for her health in Tulsa. We are wishing that she would return soon because we are missing her as a Sunday School teacher and church member as well as a neighbor.

Jannell Womble was ill Sunday with the flu.

Jumbo News

MRS. ULLMAN HUNTER

Mr. and Mrs. Finis Hunter were in Amarillo Tuesday.

Mr. R. L. Stephens attended the funeral of Shorty Kinmore in Dimmitt Sunday.

The Norbin Caytons of Hereford spent Sunday with the Gills.

Mr. and Mrs. C. C. Hunter, Barbara Ann, and Miss Virginia Simpson were in Amarillo Saturday.

Mr. and Mrs. E. M. Allen of Easter visited their daughter, Mrs. Sam Hunter, Sunday.

Mrs. M. L. Simpson attended a meeting of demonstration presidents in Dimmitt Monday.

Mrs. Sam Hunter was hostess to the Woman's Auxiliary Wednesday afternoon at her home. She gave the devotional followed by a discussion of mission work in China by Mesdames Roy Thurston and Ullman Hunter.

Due to bad roads only three, Mesdames H. C. Baird, Roy Thurston and Ullman Hunter were present, although Mesdames

Hunter and Thurston live only a mile from Mrs. Sam Hunter three methods of travel were put to use before they were safely home. Going they rode in the car part way and walked the remainder. Ullman Hunter came for them in the wagon and took them home, pulling the car behind.

The school children who attend school in Dimmitt were unable to go two days last week on account of the bad roads.

Mrs. L. A. Matthews has been ill the past week.

Mrs. Ullman Hunter attended a meeting of the Educational Committee of Demonstration work in Dimmitt Saturday afternoon in

the office of Miss Catherine Couch, the County Agent.

Mr. and Mrs. Finis Hunter, Norma and Jimmie Doris, visit his parents, Mr. and Mrs. W. Hunter of Hereford Sunday.

Mr. and Mrs. Porter Stone and new son, William Roy, spent Sunday with her aunt, Mrs. C. Hunter.

Ozro Stephens of Dimmitt opened in the R. L. Stephens home Sunday Morning.

Mr. and Mrs. A. C. Floweron have moved to what is known as the Baggett place. Mr. and Mrs. Burgess are now living in the Tina Lee Springer Robb farm.

THERE IS NO More Human Place

THAN A

BANK

In spite of the large amount of business it must complete in a day, and in spite of its usual marble and metal brick or stone appearance, the average bank is an exceedingly human place.

Bank accounts are storehouses of hopes, ambitions and safeguards. Checking facilities are more than conveniences—necessities, in fact—to going businesses and to those individuals whose health or occupation makes it impossible for them to get around to pay bills in person. Safe deposit boxes alone could tell a powerful story of treasured keepsakes, memories, homes protected by insurance.

All in all, a bank is closely mingled with the lives of the men and women who make in their financial home. This bank is one where you are as welcome as in your own home.

MEMBER F. D. I. C.

First National Bank

A Strong Bank OF HEREFORD Thoughtfully Managed

30 years of RELIABLE SERVICE!

Because the Hereford Benefit Associations are always strictly Home Operated for Home People, they are always working for the sole interest of their membership. During their existence the membership has been as high as 1,500 persons in the combined two organizations—yet no member during the entire 30 years has been called upon to pay more than \$281, because only that many deaths have occurred in organization No. 1, while only 103 deaths have occurred in No. 2, the younger organization.

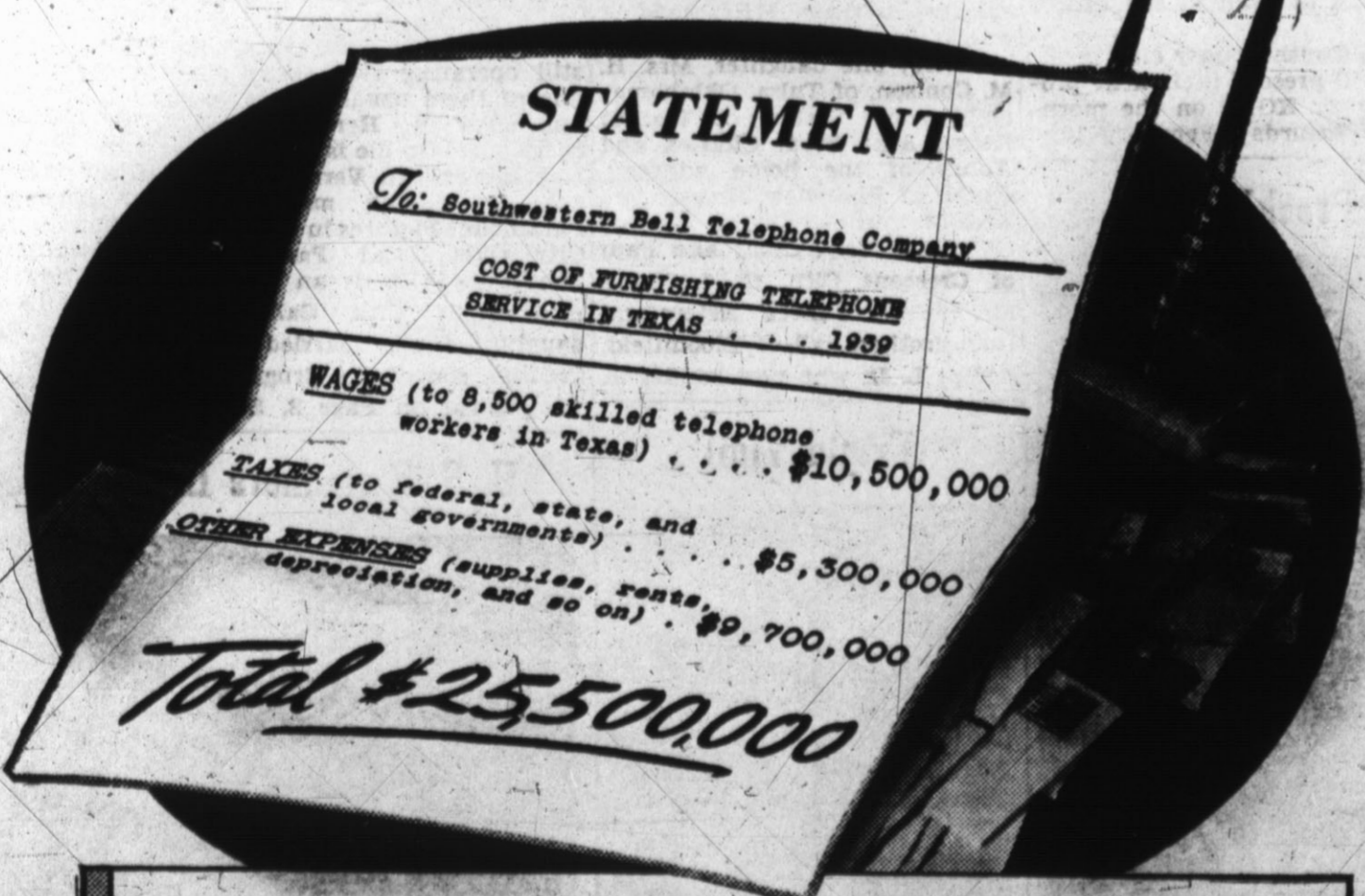
SPECIAL MEMBERSHIP OFFER

For a limited time the directors have waived the regular \$3.50 membership fees to Hereford Benefit Associations No. 1 and No. 2, that more of our people may take advantage of this home insurance—and you may join by paying only \$1.00 which goes to the next death call, plus \$1.00 upon the death of each member upon call. Age limit up to sixty years. See Mrs. Dorothy H. Ross, or any member of the Association.

Hereford Benefit Associations

No. 1 Offices in the Courthouse No. 2

It takes a lot of money to make Texas telephones talk...



If your telephone company received only one bill a year—one bill for all the costs of furnishing telephone service in Texas in 1939—what a bill it would be! A bill for more than 25 million dollars! That's a mighty big bill

... it indicates the size and importance of this company's job in Texas—the job of furnishing you fast, accurate, dependable telephone service. Yet telephone service costs you only a few pennies a day.

SOUTHWESTERN BELL TELEPHONE COMPANY

LONG DISTANCE IS CHEAP AND CHEERING. VISIT OUT-OF-TOWN FRIENDS BY TELEPHONE.

Tremendous public acceptance of the 1940 Chevrolet has brought in the finest stock of used cars in all history.

The Leader in New Car Sales is THE LEADER in USED CAR VALUES

6,647,437

people bought used cars and trucks from Chevrolet dealers during the last four years.

"Buy Where Millions Are Buying"

- 5 REASONS WHY YOU SHOULD BUY YOUR USED CAR FROM YOUR CHEVROLET DEALER!
1 Your Chevrolet dealer offers the finest selection of used cars and the best values.
2 You can buy your used car from your Chevrolet dealer with confidence.
3 Your Chevrolet dealer employs the best reconditioning methods.
4 Lowest possible prices commensurate with quality.
5 Your Chevrolet dealer stands firmly behind every used car he sells.
Chevrolet Dealers are Headquarters for USED TRUCK Values!

Your CHEVROLET DEALER IS NOW FEATURING THE GREATEST USED CAR AND TRUCK VALUES OF THE YEAR!

BRUMLEY-WOODFORD MOTOR CO. HEREFORD, TEXAS

The Whiteface Round-Up

This Page Edited
HEREFORD HIGH
SCHOOL STUDENTS

Dr. Baxter Geeting Addresses T. S. T. A. on His Travels Abroad

At the regular scheduled meeting of the local unit of the T. S. T. A. on January 10, Dr. Baxter Geeting gave the program. Dr. Geeting, head of the speech department at W. T. S. C., Canyon, gave a program of readings and accounts of his trip abroad last summer. He gave several interesting dialect readings, the main one of which was "Danny Boy." The latter half of his program was a detailed account of Dr. Geeting's travels abroad last summer. He told of the beautiful military roads of Germany, the depressed Vienna of today, carefree Budapest, magnificent Rome, exciting Paris and so on throughout Europe. Dr. Geeting's ability as a speaker added to the success of his travel talk.

Girls' Hi-Y Discusses "How Should We Think of God?" Last Tuesday

"How Should We Think of God?" was the topic of discussion for the Girls' Hi-Y Tuesday evening in Miss Irene Crawford's room. The president, Polly Anna Crawford, took charge of the business discussion and called for a report from the Bake Sale Committee. The sale was held Saturday from 9:00 o'clock until 4:00 o'clock at Furr Food and the Red and White Food Store. The Hi-Y girls also discussed the financial situation of the club. Bernadine Phillips, program chairman, then took charge of the program and summarized an article on "How Should We Think of God?" Louise Cress led in prayer and Polly Anna Crawford spoke on "How We Should Think of God." Bernadine then led in a round-table discussion and the girls told how they felt about God. The girls sang "Bless Be the Tie" and repeated the Hi-Y benediction.

Easter Items

MRS. CARL FRYE
Rev. Walker conducted church services Sunday morning at the Geo. Chambliss home and again in the evening at the M. T. Sparkman home.
Mrs. Blakemore of Rance is

Student Council To Elect Vice President

1940 is election year not only in National affairs, but in H. S. There will be the election of a vice-president for the Student Council. The method of election will be the same as that of the election of the president which took place in the fall. This is a new office for this organization. The date has not yet been set for the election as the constitution will have to be amended by the student body.

Homemaking Girls Finish Home Projects

Miss Rhita Jean Sullivan has announced that the Homemaking girls have finished their home projects. Some of the projects were: Making bedroom closets and improving bedrooms. There were 20 pints of chicken and 38 pints of chicken soup canned. Other foods canned were 195 pints of vegetables, 84 pints-of-fruit, 163 pints of preserves and jellies, and 62 pints of sauerkraut and pickles. There were 40 garments and 20 pieces of household linens made. There were 19 meals prepared and 75 special foods cooked, such as cakes and pies. Twenty-four girls selected "Improvement of Personal Appearance" as their project. The projects were highly successful.

Glee Club Makes Plans For Music Festival

The Glee Club has been busy the past two weeks on contest music for the Music Contest sometime in April. The Glee Club is expecting a visitor soon who will listen to the Glee Club sing. He will be expected to give criticism. In order to improve the Glee Club for the coming contest. The Glee Club is divided into three parts, soprano, second soprano, and alto. The Glee Club has intentions of winning first at the contest.

visiting in the home of her daughter, Mrs. Peacock. Mrs. Blakemore fell recently and received a serious knee injury. Mrs. Carl Frye and Patty, called on Mrs. Frank Allen and little son, Sunday afternoon. Roy Davis and daughter, Helen, of Andarko, Okla., came Saturday for a visit in the J. S. Smith home. Mr. and Mrs. Smith are the maternal grandparents of Helen. Mr. and Mrs. Dan Bruton were hostesses Saturday evening to the young married people. Mr. and Mrs. Harland Frye and son returned home Thursday from a visit with their parents at Davenport, Iowa, during the holidays. While gone they made a trip to Detroit and drove home a new car. M. L. Carter has been on the sick list the past week. Mrs. E. M. Allen visited last week with her daughter, Mrs. Sam Hunter at Jumbo.

Mr. and Mrs. Frank Gyles were in Holdenville, Okla., Saturday on a business trip. They returned to Hereford Sunday. Mrs. R. A. Fullwood left last Sunday for Mineral Wells for a couple of weeks. She is entering a Sanatorium for treatments.

Beware Coughs from common-colds That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to loosen germ laden phlegm, increase secretion and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. No matter how many medicines you have tried, tell your druggist to sell you a bottle of Creomulsion with the understanding that you are to like the way it quickly allays the cough or you are to have your money back.

CREOMULSION

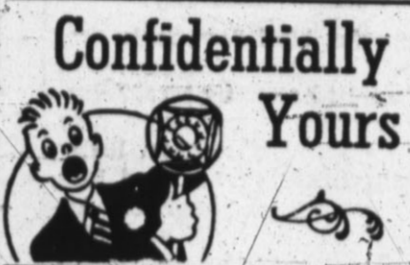
For Coughs, Chest Colds, Bronchitis

WHY suffer from colds?

For quick relief from cold symptoms take 666 Liquid-Tablets-Salve-Nose Drops

EPITAPH OF TEST-MAKER

Here I lie in this cold, dark grave,
As the results of a test on which
I did slave.
Why should tests be so long?
What difference does it make
if you're right or wrong?
And so if on earth you would
stay
Always play hooky on examination day.
—Berky Phillips



Can you imagine anybody swimming in the creek in dead winter? Clifford Estes had to hold up his reputation for he went swimming in the creek and, as a result, was sick. Carol Newsome thought he was going to be a little late to school the other morning and came sailing in on his stomach. Bobby Turner witnessed the scene and you should have heard her repeat it. Whew!

In case you hadn't been told, Jack Knox has been carrying Troyce Stambaugh's books for her the last few days.

O. G. Hill escorted Eloise Tout to church Sunday night.

Had you been told that Monica Albright's favorite and ideal boy had two characteristics. He has black hair and is two years older than she is.

Duane Baize is back in school. The whole school knows it because they heard him laugh again in English.

Did you smell anything burning the other day from the Home Economics Laboratory? It was either Loy Cook or Wesley Guthrie's cake.

Wanda Reed has at last found her definition of men. I mean about Ernie.

So there, too. That is all and that is enough.

Confidentially yours,
THE SNOOPER

Hi-Y Boys Discuss Standards; Play Game With Mobilgassers

On January 9, the Hereford boys Hi-Y met in Miss Robbie Foster's room for a brief meeting. The club had sentence prayers. F. L. Lucas gave a talk on the subject of radio, telling bad things and good things about it. George McLean read to the club a letter from Mrs. Dyalthia Brady, of the Hereford Welfare Agency, thanking the club for their contributions to the

Thanksgiving Basket Fund. Mr. G. M. Hudson passed out the membership cards. Later the club played a basketball game with the "Mobilgassers." They were defeated 42 to 13.

Band Parents To Give Negro Minstrel Soon

The Band Parents' Association has completed the plans for a Negro Minstrel to be given January 26. The Minstrel this year is more in the form of a play than the one last year. Jack Knox and Dorothy Nelle Trimble are the leading characters. Mr. Smith states that he is sure there will be something in the Minstrel to please everybody.

Home Ec Boys Learn To Cook In Readiness For A Bachelor's Life

The Boys' Social Problems class has been cooking off and on for the past few weeks. So far they have cooked three breakfasts, one main course for a dinner, pies and cakes. When one smells the sweet aroma coming from the Home-Ec laboratory the second period, they know that it is the boys cooking some delicate dish. In the future the boys expect to cook a supper some night and invite guests.

London Twins Make Highest Typing Speed

The twins have it. At least they do in typing. Gertrude London, in Miss Robbie Foster's class, made 424 words a minute on her mid-term examination. Her twin sister, Lillye London, in Miss Decima Ramey's class, made 45 words a minute on her examination. These two marks were the highest made. Perhaps you have heard that twins do things very much alike. This seems to prove it.

Senior Personalities

BUDDY CAWTHON

Buddy Cawthon, red hair and freckles, has spent all of his high school days in Hereford. He has no pet dislikes, and no particular hobby. Buddy believes that

BEN CONKLIN

Ben Conklin has a quiet disposition, blond hair and blue eyes. He likes agriculture and plans to do higher study on the subject. He is a member of the F. F. A. and dislikes lipstick.

Hereford Breaks Even With Vega And Tulia

The boys basketball team was defeated by Tulia 28-21 in the last Friday night home game. The first string was as follows: Wesley Guthrie, center; Joe Brock, forward; Robert Petersen, guard; Clifford Estes, forward; Leonard Johnson, guard; Danny Hales, forward; and Bobby Davis, forward. Wesley Guthrie made the most points. In the game last Saturday Hereford defeated Vega 31-11. Again Wesley Guthrie made the most points making a total of 13 points.

This'n That

During the Christmas Holidays, Lois Agnes Gilbreath and some friends found fun in sliding down cellar doors. It was fun until Lois Agnes sprained her ankle; she is just recovering after spending quite a while walking on crutches.

Stumbling and tumbling are two different things but Marcela Koelzer combined them and ended up with a skinned nose and a black, black eye. She dived over a girl and landed wrong.

James Dixon broke his ankle in tumbling class a few days ago.

Betty Oldham, formerly Betty Cockrell, has been cutting stencils for mid-term tests.

Ruby Boyd, who now lives in Oklahoma, has been visiting in Hereford the last week.

"I ran into a door," declares Duane Baize about his shipper.

Coach Tommie McCollum must have the wonder-just because he has moved again.

The London twins and Margaret Ann Miller wore yellow angora sweaters and blue skirts to school one day. Strange as it seems, they sat next to each other in Geometry.

one will learn more by keeping the mouth shut and the ears open.

MARGARET ALLEN
Margaret Allen came to Hereford High when she was a sophomore. She has been a member of the Glee Club. She likes to dance and sing. Margaret has a great dislike for spinach.

BEN CONKLIN
Ben Conklin has a quiet disposition, blond hair and blue eyes. He likes agriculture and plans to do higher study on the subject. He is a member of the F. F. A. and dislikes lipstick.

CENTRAL SCHOOL NEWS

Elections are going on in the Central School as well as in other prominent places about town. The elections that are being carried on are mock state elections. Those nominated for offices were Juanita Beauford, Martha Lee Ruther, Helen Acker, Wanda Lee Terry, Leroy Foster, Naomi Brumley, Loyd Manjoet, Londene Martin, Ragsdale Bailey and Delmo Williams. The final election will be held next week.

An amusing incident which happened in the Central School building was the discovery of water in the lamp in Miss Thelma McMinn's room. It seems that during the melting of the snow off the top of the building that it leaked through the roof into the lamp. The water was discovered when Mr. Davis took the lamp down to see why it would not burn. It so happened that water was spilled over the room when he dropped the globe. New pupils that have entered the Central School are: Gayle Johnny, Susie, LaJuana Rogers, Laverne Lee, Melva Dean, Lee and James Straley.

Ex-Student News

The White Face Staff of 1939 and 1940 is not the only staff of its kind. It seems, which has had a banquet given in its honor. The staff of 1926 and 1927 was honored with a banquet also, details of which were recounted in the edition of the paper dated, March 1, 1927.

"The table was set for thirty-three, and only one seat was left vacant. Those having the pleasure of being present were: Nina Powelson, Claude Longbottom, Frances Landrum, Miss Clara Mae Glenn, Miss Mary Hicks, Miss Looney, Miss Rigler, Kieth Guthrie, Bart Sisk, Ralph Hastings, Edgar Pickett, Edgar Ireland, Aleen Hughes, W. C. Morgan, Frances Ray, Newton Gilliland, J. T. Gilbreath, Ina Mae Hastings, Norma Powelson, R. V. Miller, Frances Guinn, Babe Russell, Virginia Stovall, George Jowell, Imogene Wilson, Allie Elliston, James Gilliland, Tiny Lee Springer, and Ella Broadwell.

INCOME TAX RETURNS

David M. Rodgers
(at Pitman Grain Co.)

Letting on is Largely a matter of Getting Up each time you are Knocked Down!

DR. HENDRIX
CHIROPRACTOR AND MASSAGE

DR. J. W. HENDRIX
CHIROPRACTOR AND MASSAGE

DR. C. D. KELTON
CHIROPRACTOR

Examinations the Best You Have

Yesterday started that inevitable period in the course of a school year—mid-term examinations. To some students, this period is one that does not bring much excitement but to others, it is one that causes anxiety. There is one condition, however; every cloud has a silver lining. Do the best you can on these examinations; it's all anybody can do.

Bradley Discusses Federal Credit Union FHT-FFA Meet

Dyalthia Brady discussed Federal Credit Union at the meeting of the F. H. T. A. Thursday night. This was the joint meeting of the F. H. T. A. and FFA. Another, a leap year meeting, is scheduled for later in the year.

Brand Ads Get Results!

MASONIC BULLETIN

Hereford Lodge 349

Meeting second Monday in each month. School of instruction each Thursday night.

M. Kester, W. M.
D. Brady, Secy.

LOOK Before Insuring

Women Shop, Why Not Men?

I write Fire, Life, Hail, Accident and Health Insurance. In fact, every line of Insurance.

Can make your Fidelity Bond in 5 Minutes! None out the best companies represented. Try me before you renew that Fire Policy!

T. K. WILSON

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DIRECTOR

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
Deaf Smith County Maps . . . 25c

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DR. J. W. HENDRIX

CHIROPRACTOR AND MASSAGE

Phone 341
for Appointments

ABSTRACTS

Deaf Smith County Land Titles

DEAF SMITH COUNTY ABSTRACTS, Inc.

Cliff Estes, Mgr.

Swap through

the . . . Want Ads

INSURANCE - BONDS

Will Sign Your Bond Now!

T. K. Wilson

INSURANCE - BONDS

FRESH

HOME-MADE CANDIES
ICE CREAM CONES
CONEY ISLANDS
Eat Them
at the
Candy Kitchen

COMFORTS . . . and SECURITY

Today, more than any previous time, America is uniting to give its people, its families, the backbone of the nation, the things that make for happier, better and more secure living. Individual aid plus government backing is a combined force of guaranteed safety and assurance. We are part of this great movement, offering liberal credit for any sound plan of action to better yourself and family. Your money problems are ours . . . confer with us today.

OUR SERVICES AND ADVICE ARE COMPLETELY AT YOUR DISPOSAL!

FIRST STATE BANK

THIS IS A BANK OF FRIENDLY and PERSONAL SERVICE

Hereford Girl In Race For "Smile" Title

CANYON.—Of more than fifty girls at West Texas State College who received votes for the title of "Smile Girl of 1940," the ranking at the top of the nomination list will go into the final election February 6.

Each girl will have a campaign manager. The nominees are Jo Troutman of Floydada, Marion Miller of Claude, Elaine Murphy of Pampa, Gaynelle Douglas of Silverton, Athlee Goffinet of Memphis, Edythe Shearer of Pampa, Muriel Faye Phelan of Lockney, Mogie Routh of Amarillo, Virginia Lee Russey of Hereford, and Helen Eoff of Shamrock.

This listing does not indicate the relative standing of the candidates.

Progressive News

IRA JEANNE RICKETTS

Mrs. Winnie Woods and Mrs. Vernon Browning and daughter, Janice, of Mulberry, Florida, spent on Thursday night and Friday with Mrs. Woods' brother, Mr. and Mrs. Lynn Powelson and family. Mrs. Allan Powelson and Mrs. Nelson McRight and small son, Terry Allan, all of Hereford, spent Friday with Mr. and Mrs. Powelson.

Two new pupils have recently been added to the enrollment at the Progressive school. They are Betty Jean and J. M. Jordan. Their parents live on the place formerly occupied by J. E. Blakemore.

Mr. and Mrs. B. F. Dorman who have been visiting her sister, Mrs. A. D. Hurford and family for the past several weeks, left for their home in Imperial, Calif., Friday. They returned with their daughter, Mr. and Mrs. Jack Tully of Carnegie, Okla.

The Progressive Literary Society met Friday night, January 12, with the program under the direction of the following program committee: Calvin Edwards, Gordon Higgins and Bill Bowman. The following program was given:

Duet, Billie Zoe Smith and Pearl Edwards; Reading, Noel Higgins; Trio, Noel Higgins, Calvin Edwards, and Glenn Ricketts; Debate, "Resolved That Girls Have More Opportunities Than Boys," affirmative, Howard Higgins and Edgar Russell; Negative Misses Wilma Higgins and Dora Lee Burgess. With the audience acting as judges the decision was rendered in favor of the negative; Quiz, Glenn Ricketts; Dialogue, Dora Lee and Lee Roy Burgess.

The meeting adjourned to meet again Friday night, January 26, at 8:00 p. m. with the program under the direction of Messrs. H. M. Smith, C. V. Burgess, and Noel Higgins. The program committee appointed for four weeks from Friday night includes Mrs. Edgar Russell, Lynn Powelson, and Miss Ira Jeanne Ricketts. Everyone is urged to attend and visitors are always welcome.

Mr. and Mrs. Luke McBrayer and daughters, Betty Jeanne, Zola Faye, and Lyndell of Wyche spent Sunday with her parents, Mr. and Mrs. Ira Ricketts.

Miss Eunice Caldwell spent the week with her sisters and their families in Hereford, Mrs. Cecil Hodges and Mrs. Jeff Roberson.

Mr. and Mrs. David Boyer took supper Thursday night with Mr. and Mrs. A. S. Higgins.

County Judge A. J. Schroeter showed four educational moving pictures to the school children Thursday morning. The titles of the pictures were "Barefoot Boy," "Farmer's Friend," "Lakes of Ohio," and "Boy's Friend." The children all expressed delight and thanks to Judge Schroeter.

Mrs. Edgar Russell visited in Hereford one day last week with relatives.

There were 42 at Sunday School Sunday afternoon when it met at 2:30. Officers for the coming year were elected and are as follows: Superintendent, Noel Higgins; assistant superintendent,

V. E. Dodson; second assistant, David Boyer; secretary-treasurer, Ira Jeanne Ricketts; assistant secretary-treasurer, Minnie Hurford. Teachers for the four different classes are as follows: Primary, Mrs. Lynn Powelson; Junior, Miss Ira Jeanne Ricketts; Young People, Mr. V. E. Dodson; assistant, Mr. Owen Neel; Adult, Mr. Owen Neel; assistant, Ray Hershey and Ira Ricketts.

The yearly report for the school shows an increase of 15 per cent over 1938 and a considerable increase in contributions. Everyone in the community is urged to attend and visitors are always welcome. Next Sunday is Bill Boyer's regular Sunday to preach.

Lewis-Harvey and Lynn Powelson made a business trip to Amarillo, Thursday.

There was a good crowd at Singing Sunday night when the new song books were used for the first time. This was the first time the Singing class had met for a month because of bad weather. Singing is held every Sunday night at 7:30 p. m. Visitors are always welcome.

Officers selected for the singing class Sunday night were: President, V. E. Dodson; secretary-treasurer, Miss Virginia Bowman; vice-president, Mrs. John I. Morris; leader, Millard Gregory.

Harvey Blagg of Hereford spent Saturday night and Sunday with Mr. and Mrs. Edgar Russell.

Westway Items

By NELLIE RUTH TUCKER

Mr. and Mrs. Paul Rudd and sons, Kenneth, Harold and Homer, took dinner in the home of Mr. and Mrs. Oliver Rudd and children, Jewell Alcen and Lee Roy, in Hereford Thursday evening.

Mr. and Mrs. Merlin Kaul, Larry Carol and Walter Lynn, returned Thursday night after visiting relatives in Kansas and Nebraska. Mrs. Ralph Durstine and son, Kenneth of Friona, who went with Mr. and Mrs. Kaul, spent the night there and Mr. Kaul took them home Friday night.

Those reported on the sick list this week were Mrs. T. F. McCary, Mr. Jim Dale, Elvin Wade and Rose Stephan.

Mrs. Al Werner attended the Pioneer Club in Hereford Tuesday night.

Joe Hamilton of Hereford spent Sunday night with Jack McCary.

Those who attended the model airplane display east of Hereford Sunday afternoon were Mr. and Mrs. Paul Rudd, Kenneth, Harold and Homer; Mr. and Mrs. Bill Rice and sons, William and Don and Leon Hartman.

Mr. and Mrs. F. W. Dodson and Miss Vesta Mae Landers attended the ball game in Hereford Saturday night.

Mrs. O. W. Wilder and daughter, Miss Mildred, took dinner with Mrs. Maggie Wolf and daughter, Mrs. Murry Elson, of Amarillo Friday.

Visitors in the home of Mrs. Merlin Kaul Friday were Mrs. Guy Lawrence and daughter, Nelda Guy of Hereford and Mrs. Earnest Campbell and daughter, Earnestine, of Breckenridge.

Mr. and Mrs. L. O. Gore, Gladys, and Mr. Homer Gore and daughter, Ava Gene, spent Sunday in the home of Mr. and Mrs. Jack Flowers, who is sick. Mr. and Mrs. Flowers live in Hereford.

Mr. and Mrs. Clyde Todd and daughter, Wanda Faye, moved from their home in Amarillo to the Fraser farm Sunday.

Mr. and Mrs. D. H. Allmon and daughter, Wanda Marie, Mr. took Mr. Allmon's parents, Mr. and Mrs. W. R. Allmon to Floydada Sunday where he was called to the bedside of his mother who is seriously ill. Mr. and Mrs. W. R. Allmon remained.

Mr. and Mrs. V. Skypala and sons, Edwin and Elwood, visited the boys' grandmother at Umbarger Sunday.

Mr. and Mrs. Al Werner made a business trip to Canyon Sunday.

Mr. and Mrs. D. H. Allmon and daughter, Wanda Marie, visited

Frio News

MRS. MALCOM CASSELS

A nice crowd attended Sunday School Sunday and a large crowd attended Bible Study Sunday night. A very inspiring lesson was brought by Mr. Will S. Dixon on the last two chapters of St. Matthew. Next Sunday night Mr. Henry Dobbs will have charge of the Bible Study and we will study chapters one and two of St. Mark. Everyone is urged to attend.

Mr. Clarence Dixon, of Friona, visited his parents, Mr. and Mrs. Will S. Dixon Wednesday.

Mr. and Mrs. J. E. Springer, Franklin and Paula Sue were in Amarillo last Thursday.

(Mrs. J. B. Harlin and son, Harold, and Miss Molly J. O'Roberon of Hereford called in the Malcom Cassels' home Thursday night.

Mr. and Mrs. Meridith Nash of Cleo visited Mrs. Nash's grandparents, Mr. and Mrs. Will S. Dixon, Wednesday.

Mr. and Mrs. J. H. Burnett spent the week end with their parents in Oklahoma.

John Johnson took Mr. L. F.

Mrs. Allmon's brother, Mr. Erks Williams of Petersburg Sunday.

The young people's Sunday School class will entertain the older people with a party at the Westway School House Friday night. All kinds of games are to be played with doughnuts, coffee and cocoa served as refreshments. The girls of Mrs. Stephan's class are to furnish doughnuts and the boys are to bring cocoa and coffee. Everyone in the community is invited.

Mr. and Mrs. Roy Lee Wilson announced the birth of a son at the Deaf Smith County Hospital Sunday morning. They have named him Charles Nathan and both mother and son are reported as doing fine.

The Home Demonstration Club postponed the meeting of the Club on January 11, and reported the club will meet January 18 at Mrs. D. H. Allmon's.

Mr. Maurice Tannahill made a business trip to Amarillo Monday.

The school bus driven by Mr. Joe Landers had to be left in a mud hole last Tuesday night and the children walked to the home of Mr. Rowe who delivered them to their homes.

Mr. Vernon Wilson, who has been visiting in the home of Mr. and Mrs. Grady Wilson for a few weeks, left Friday for his home in Abilene.

Judge A. J. Schroeter entertained the school children Wednesday with a moving picture show. The pictures shown were "A Farmer's Friend," "The Barefoot Boy," "A Boy's Pal" and "Lakes of Ohio." This will be a regular feature every two weeks throughout the rest of the school year.

Tennison to Amarillo on business Friday afternoon.

Mr. and Mrs. Haskell Benson and daughters were in Amarillo Monday. They called on Mr. Benson's brother, Mr. and Mrs. Jodie Benson while there.

Mr. Elmer Jones went to Oklahoma last week on business.

Mr. and Mrs. S. J. Barclay and Miss Catherine Henderson went to Amarillo Saturday. Mr. Barclay took a load of hogs and while there they visited a nephew, Thomas Barclay, who was in the hospital recovering from a tonsilectomy.

Mrs. S. J. Barclay and Ruby Faye spent Wednesday night in the home of Mrs. Henderson and family of Hereford. Ruby Faye was ill and missed a week of school but is back this week.

Mr. and Mrs. Albert Springer and Charles Ralph were in Amarillo on business Saturday.

A surprise birthday party was given at the John Johnson home Friday night honoring Mrs. Johnson. Those attending were Mrs. C. R. Boyd and daughter, Ruby, of Sherman, Okla.; Mr. and Mrs. Arnold Long and daughter, Arnell, of Hereford; Mr. and Mrs. A. T. Jones, Helen and Dovie Jane, Mr. and Mrs. Haskell Benson and daughters, Wesley Brown, Mr. and Mrs. J. M. Dixon, Lurline and Wanda; Mr. and Mrs. H. D. Robbins, Marcia, Lyla, Betty and Glenda; Mr. Johnson Treva Jo and Wanza and the honoree.

A dinner was given Sunday in honor of Mr. and Mrs. C. R. Boyd, who are visiting here from Sherman, Okla., at the home of Mr. and Mrs. Malcom Cassels. Attending were Messrs and Mesdames C. R. Boyd, Mack Dixon and family, S. J. Barclay and family, John Johnson and family, Jack Owen, the host and hostess and children. In the afternoon Calvin Tennison, Frank, Marcia, Lyla, and Betty Robbins and J. B. Harlin called.

Mr. Jack Owen and J. B. Harlin Jr., visited in the home of J. B.'s parents, Mr. and Mrs. J. B. Harlin Sr., of Hereford, Sunday evening.

Messrs and Mesdames T. L. Sparkman Jr., and Sr., were Amarillo visitors Friday. They also visited Mrs. Sparkman Sr.'s sister, Mr. and Mrs. Deward Robertson.

Mr. and Mrs. C. R. Boyd spent Monday night and Tuesday in the H. D. Robbins home.

Mr. Boyd visited different ranches over the county last week trying to buy some cattle for their ranch in Oklahoma.

Mrs. C. R. Boyd spent Wednesday night and Saturday night in the John Johnson home. She spent the rest of the week in the Mack Dixon home.

James Dixon had the misfortune of falling last Wednesday in the gym at Hereford High School and breaking his ankle. His leg is giving him quite a bit of trouble but we wish for him a very speedy recovery.

Mrs. Earl Springer and Mrs. Malcom Cassels met at the school house Monday afternoon to fill out the year books for the year 1940 for the H. D. C.

The P. T. A. will have its monthly program Friday night at 7:30 p. m. Everyone is invited to attend. Mrs. John Johnson will have charge of the program.

Frio H. D. C. meets Wednesday at the home of Mrs. Owen Andrews.

Saturday night and Sunday is Rev. Lloyd Waters, of Plainview, regular church appointment. We hope for a large crowd. Sunday School will meet at 10:30 A. M.

Mrs. Malcom Cassels was on the sick list a part of last week.

Summerfield

HELEN OGLESBY

Mr. and Mrs. Carl Neighbors spent this last week in the home of Mrs. Neighbor's mother, Mrs. Smith in Stratford.

Mr. and Mrs. Taylor Evans have moved to Canyon. He was formerly employed by the Santa Fe here.

Mr. and Mrs. Clifford Gandy and daughters, Mr. and Mrs. James Gandy and daughter, and Henry and J. P. Gandy of Wyche were visitors in the J. R. Oglesby home Sunday.

There were fifty-six in Sunday School Sunday.

Mr. and Mrs. Andrew Behrends were visitors in the home of relatives in Kress last Sunday.

Mrs. Marvel Upton of Hereford visited in the C. B. Thomas home this last week end.

Mrs. Hazel Atchley and Ralph of Canyon were visitors in the J. R. Oglesby home this week end.

Mr. and Mrs. W. J. McMinn of Abilene took lunch in the B. A. Atchley home Sunday.

Rev. H. B. Naylor of Friona held preaching services in church here Sunday.

Mr. and Mrs. C. B. Thomas and Shirley Ruth were in Plainview last Tuesday. They were attending the funeral of Mr. Thomas' father, J. L. Thomas.

Miss Edith Neill has returned from visiting a week with friends in Plainview.

Mr. and Mrs. Clyde Russell and daughter, Nina Loyce, have moved from this community and will now make their home in Plainview.

Robert Oglesby and Brady Lookingbill were on the sick list this week.

The Y. W. A. met at the church here Sunday afternoon.

Miss Mary Louise Lookingbill spent the week end in the home of Miss Edith Neill in Black.

The R. A. met Sunday afternoon under the direction of Rev. H. B. Naylor of Friona.

NEW CARS REGISTERED
I. R. McLain, Ford Pickup, Hereford Motor Co.
Jack Frost, Mercury Tudor Sedan, Hereford Motor Co.
Wayne H. Sager, Chevrolet

Master 85 Coupe, Brumley-Woodford Motor Co.

J. L. Riddle, Ford DeLuxe Tudor, Hereford Motor Co.
B. R. Dixon, Plymouth DeLuxe Coupe, Ireland Motor Co.

WILDLIFE CLASS POPULAR
The class in wildlife conservation being taught in CCC camps of Brown County by a state game warden is reported to be one of the most popular provided CCC enrollees.

A Hereford Product...
where fine wheat grows!

PACKARD'S BEST FLOUR

...produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST!

Look in each sack for Chinex Dinnerware Coupons!

PACKARD MILLING CO.
HEREFORD, TEXAS



PULLING THIS PUMP EVERY 90 DAYS GETS ME DOWN

LOVE 'O PETE - MY POMONA HASN'T BEEN OUT IN 10 YEARS



Pump-pulling for repair is DOUBLY costly—the operation itself costs money, well shut-down is expensive, too. Pomona provides the way OUT by keeping the pump IN—and working! Water-lubricated, revolvable rubber bearings, non-reverse ratchets, impeller adjustment at the pump head, and other important, exclusive features mean years of constant, economical operation. WE'RE HERE TO PROVE IT!

CLOWE & COWAN, Inc.
DISTRIBUTORS
428 Ash Street — Plainview, Texas
401 Harrison Street — Amarillo, Texas

ONLY MANSFIELD TIRES

Give you these two great

Super-Safe

FEATURES

ALLOY RUBBER
SUPER-SAFE TREAD

Mansfield has combined carbon and rubber to form tough, extra-strong Alloy Rubber—as different from ordinary rubber as alloy steel is from iron. Because Alloy Rubber wears much more slowly, Mansfield Tires stay safer, longer.

CORD LOCK
SUPER-SAFE SIDEWALLS

The illustration at the right shows how Mansfield brings the cord plies up and around the bead where they are locked to reinforce the "blow-out zone" in tires. This extra strength and extra safety is placed where tire strains are greatest. It means longer, safer mileage from every Mansfield Tire.

Now! Don't take chances with unsafe tires. Equip your car now with new, safe Mansfields. Car owners from coast to coast—for more than a quarter century—have proved the quality and long-run economy of these famous tires. Such a record of continued satisfaction is your assurance that Mansfield Tires give longer, more dependable performance. Come in and see the new streamlined Mansfield Tires soon. You'll find them the greatest tire values today!

SAVE MONEY—SEE THESE FIRST LINE TIRES!

MOORE INDEPENDENT OIL CO.
TROY MOORE, Manager

The ONLY actual every purpose TRACTOR!



ADJUSTABLE FRONT TREAD gives you

1. A 2-WHEEL-IN-THE-FURROW FLOW TRACTOR
2. An ANY-WIDTH-ROW CULTIVATING TRACTOR
3. SAFETY for highway travel

Here's the first real forward step in tractor design in 25 years! RO-TRAK gives you all the advantages of both a row-crop and standard tread tractor. Both front and rear wheels are quickly adjusted by one man with two wrenches and a jack.

RO-TRAK FACTS

1. Both front and rear wheels adjustable—front, 16" to 56"; rear, 56" to 84".
2. Knee action front wheels for easier riding, longer life. Weight always evenly distributed.
3. Turns in its own length.
4. Adjustable swinging drawbar.
5. 6-cylinder heavy duty engine with self-starters.

Before You Buy Any Tractor, See the AVERY Ro-Trak

For plowing, front and rear wheels are both set at 56". Flow is hooked in the center of the tractor where it belongs.

For row crop work the wheel base is automatically lengthened, providing:

- (1) Proper weight distribution without attachments.
- (2) More room for attaching implements.

Properly cultivates any width row from 14" to 60".

Narrows down to 56" tread—same as an auto—for road travel. Powerful brakes.

PANHANDLE IMPLEMENT COMPANY.
1002 East 10th St.
AMARILLO, TEXAS

Ask for Free Demonstration on Your Own Farm!

NOTICE

Farmers and Stockmen!

We will buy Hogs and Cattle Every Day in the week. Livestock Auctions Every TUESDAY!

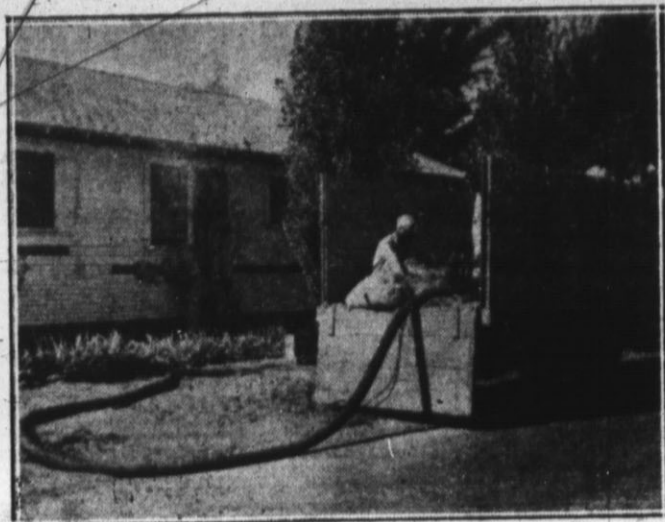
Bring in Your Livestock!

G. W. BRUMLEY HOG CO.

See Homer or Bonnie Brumley

Ask any of These SATISFIED CUSTOMERS

- In Amarillo Except as Noted.
- Alamo Tourist Courts
 - Mrs. Nola Allen
 - Roy Allison
 - Frank Altman
 - Mrs. Waudie Atherton
 - Beck Atkinson
 - C. P. Atwood
 - Bruce Autry
 - W. B. Beasley
 - Wm. J. Beachler
 - Stewart Bennett
 - Dr. L. M. Black
 - Mrs. Walter Blackburn
 - O. A. Blankenship
 - C. E. Bonney
 - Charles E. Bush
 - C. N. Byrd
 - Harry Calvert
 - Dr. Carrall, Claude, Texas
 - Central Grocery
 - Mr. Christian, Claude, Tex.
 - Mrs. Frank Cooper
 - John Copp
 - 4 duplex apartments
 - H. T. Cornelius
 - Mrs. Jessie Cotton
 - Tom Cotton
 - Mrs. C. C. Cunningham
 - W. J. Daley
 - Joe D. Deacon
 - A. W. DeHope
 - H. C. Donnell
 - C. M. Dowlen, Canyon, Tex.
 - E. R. Duke
 - D. S. Elliott
 - Wm. Q. Farssay
 - Homer Foreman, Dumas, Texas.
 - Ira G. Fowler
 - Mrs. W. Payne Frost
 - J. S. Gaines
 - M. Y. Galloway
 - T. B. Gibson
 - R. M. Gillette
 - E. F. Granberry
 - Claude Gray
 - Charles Green Bldg.
 - Mrs. Sid Sedgcoke
 - Jim Henley
 - I. M. Hess
 - J. C. Hill
 - R. C. Hill
 - 2 apartments
 - R. P. Hill
 - C. C. Holt
 - Johnson's Food Store
 - J. E. Johnson, Claude, Tex.
 - Mrs. Lillie Johnson
 - 2 apartments
 - J. C. King
 - Herbert Knighton
 - Ben G. Lane
 - M. M. LaVance
 - J. W. Lawrence
 - Paul Leavelle
 - Bert Lester
 - Mrs. Rebecca Lindly
 - Ted Lokey
 - Lucille Shoppe
 - W. F. Matthews
 - W. D. Mayfield
 - G. Q. McCarty
 - John McCarty
 - McCormick Bldg.
 - J. A. McGuire
 - G. W. McKee
 - E. L. McLeod
 - John Merchant
 - J. P. Miller
 - Dr. Moody
 - G. T. Moore
 - W. Glynn Norris
 - H. F. Newman
 - T. D. Northcutt
 - I. E. Nutter
 - Ray Parke
 - L. E. Patton
 - L. W. Patton
 - 4 business bldgs.
 - H. C. Pester
 - W. H. Pieper
 - D. T. Pearce
 - Mrs. May Placy
 - E. A. Regal
 - Deward D. Roberson
 - Loyd Roberson
 - Mrs. Bessie Ross
 - George Ross
 - John F. Ross
 - Rhealee Hat Shop
 - J. C. Sanders
 - S. A. Sauer
 - C. M. Schlegal
 - Mrs. Josephine Scott
 - 2 residents, 2 duplex.
 - J. J. Seale
 - Seale's Shoe Store
 - Mrs. Belle Shaffer
 - E. L. Shofner
 - L. M. Simpson
 - Mrs. Mable Lee Slate
 - Floyd Sloan
 - Smith's Hotel Courts
 - T. B. Smith
 - J. D. Speer
 - Jack Stubblefield
 - Bob Taylor
 - Moses Taylor
 - J. H. Thomas
 - Loy Treadgill
 - Roy L. Threest
 - H. Van Valkenburg
 - Dr. J. H. Vaughn
 - Maddeline Vaughn
 - Vineyard Manor
 - Dr. Roy Vineyard
 - C. O. Wade
 - Forest Walker
 - Wallace Apartments
 - Virgil Selch
 - W. B. Wells
 - C. I. White
 - S. B. Whittenburg
 - Mr. Wiseman, Dumas, Tex.
 - M. C. Wisdom
 - Rodney Wright
 - Charles H. Young
 - S. C. Johnson
 - Ross White
 - White Laundry
 - J. S. Sanders
 - W. L. Peake
 - W. B. Overcash
 - D. E. Alexander
 - Wanda Little
 - Office Bungalow Courts



Cotton Insulating truck and crew insulating side wall of residence.



Shows attic of residence with THERMAL WOOL being blown in.

The Most Practical
and the
Most Economical way

WAY . . . to

HOME COMFORT

is to

INSULATE

With Everlasting, Non-Upkeep

THERMAL WOOL

The lightest, most efficient of all blown type insulating material . . . fire retardant

CLEAN, VERMIN PROOF . . . RANKS SECOND TO THERMOS BOTTLE PRINCIPLE IN EFFICIENCY — THE BEST! ONCE INSTALLED, WORKS 24 HOURS DAILY, EVERY DAY IN THE YEAR . . . SAVING WINTER FUEL, RESISTING SUMMER HEAT — WITHOUT COST!

Advantages of Thermal Wool Insulation

THERMAL WOOL Insulation keeps the heat inside the house on those cold winter days and it keeps the heat outside during the summer when the sun blazes overhead and bedrooms in uninsulated houses are unbearable.

It's THERMAL WOOL Insulation that gives you all the following advantages: THERMAL WOOL cuts summer temperatures from 10 to 20 degrees and in many homes even more. THERMAL WOOL Insulation saves from 30 to 50 percent of your fuel bills, thus paying for itself many times over in just a few years. THERMAL WOOL Insulation properly applied will eliminate sweaty walls and thus reduce decorating costs. It is installed quickly and cleanly without inconvenience to you. The United States Department of Commerce states: "In general, the lighter the material per unit total volume the better its insulating value per inch of thickness (12 oz. per sq. ft., 4 inches thick) offers more protection against heat and cold than any competitive product. THERMAL WOOL Insulation (due to its lightness in weight) will not make the weakest ceiling sag. Why use tons of insulation when a few hundred pounds is all that is necessary!"

The conductivity of THERMAL WOOL is 0.25 B. T. U. Therefore, a 4-inch thickness of THERMAL WOOL applied to ceilings will resist more heat and cold be-

. . . and in HEREFORD we start with

Mrs. Seth B. Holman
C. H. Dyer
J. C. McCracken

. . . and there will be others from week to week. There will be an INSULATED house in your neighborhood . . . watch for it.

THERMAL WOOL is the only insulating material sold in this section that can be put in old houses 100 percent as well as new. It is blown in, as shown in photos.

cause of its low conductivity. The United States Department of Commerce also states: "The real cost of an insulating material is obviously not the cost per sq. ft. of commercial thickness but rather the cost per unit insulating value of the commercial thickness."

THERMAL WOOL is a specially treated, cellular, fibrous material — a safeguard against mice, vermin, moths and fire indefinitely, as the chemicals used are solids and there is no chance of evaporation, or otherwise losing their properties. Due to lightness, THERMAL WOOL maintains its full thickness indefinitely. It will not settle, deteriorate or disintegrate during the life time of the structure in which it is placed. Therefore, it maintains its insulating value and efficiency year after year. Add to this possibility the certainty of vastly improved comfort in every room of your home, both winter and summer, then ask your self this question, "Do I owe it to my family and myself to insulate now with THERMAL WOOL Insulation?"

THERMAL WOOL is sold and installed by the COTTEN INSULATING COMPANY, Amarillo, direct to consumer. This method of distribution enables you to purchase a first quality product at an amazingly low price. Satisfaction is guaranteed.

LIBERAL FHA TERMS ARRANGED!

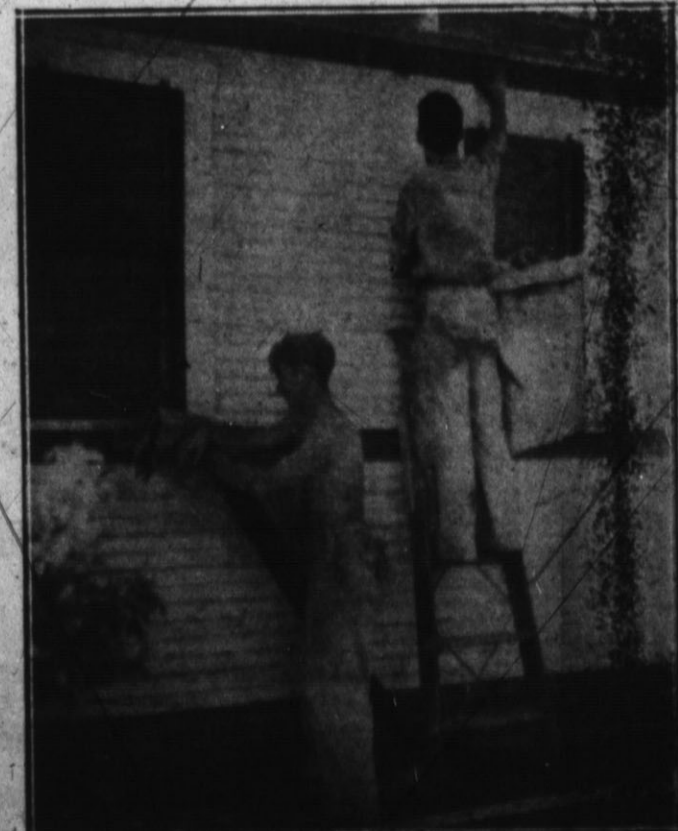
HOW "THERMAL WOOL" REDUCES FIRE HAZARDS:

The most important function that any insulation can perform in retarding fire in a frame building is to plug up the air spaces between the walls, thereby eliminating the drafts which cause quick-spreading fires. These air spaces serve as flues when the fire originates in the basement or first floor, endangering the lives of the occupants of the second floor. By plugging them up THERMAL WOOL provides a continuous fire-stop!

Beyond this function even any purported, absolutely fire-proof insulation material can be of little value as fire would have to burn through the walls anyway before it would reach the insulation. By conserving heat, THERMAL WOOL eliminates the necessity of forcing the heating plant or unit to meet the demands of extreme cold spells and sudden changes of weather. Thus the danger of fire from over-heated flues is greatly reduced!



Side wall showing vacant space between up-rights and wall space filled with THERMAL WOOL



Filling in under window and under plate to make wall solid with THERMAL WOOL

COTTEN INSULATING CO.

Exclusive Distributors *Thermal Wool*

718 BUCHANAN ST. AMARILLO TELEPHONE 2-2638

FRANK R. WHITE, Field Representative
Hereford, Texas

Feel
The Difference!

See
The Difference!

DRI-SHEEN cleans clearer, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of **DRI-SHEEN PROCESS**

The **DRI-SHEEN PROCESS** is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

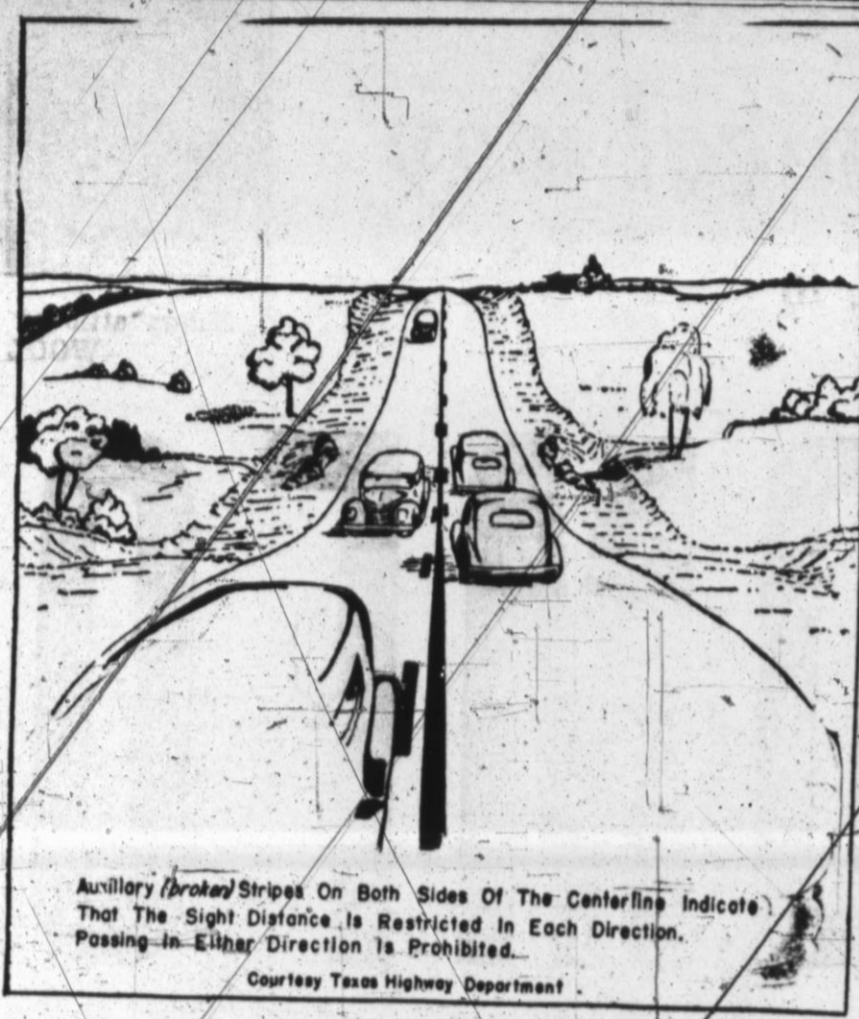
FOX CLEANERS AND HATTERS
Phone 111

Recent Gains Recorded In Syphilis Fight

National Social Hygiene Day on February 1st suggests the timeliness of a review of recent gains against syphilis, the Nation's leading public health problem. "Although it is too early in the present campaign to state accurately what reductions in prevalence have been realized, it is not too early for success," says Dr. George W. Cox, an estimate regarding future State Health Officer.

Until recently only inadequate budgets were available in the several counties of Texas for the control of syphilis and gonorrhea. In 1940, seventy-five percent of the total counties in the State are in active cooperation with the venereal disease program. Forty-seven venereal disease clinics in twenty-nine counties are operative, these clinics treating a weekly patient load of 30,000 persons. Eighty-seven counties, exclusive of counties in which clinics are located, receive free drugs for treatment of venereal disease in indigents, the drugs being distributed through the local physician after approval of the plan by the county medical society.

Other significant achievements in the war against the venereal diseases in Texas include: increases in the number of persons tested and treated for syphilis; improvement in case finding and case-holding facilities; a greater participation by industry and labor in the campaign; and significant widening of public understanding of the problems of syphilis control. "Most of the task remains before us, despite these remarkable gains," Dr. Cox said.



Auxiliary (broken) Stripes On Both Sides Of The Centerline Indicate That The Sight Distance Is Restricted In Each Direction. Passing In Either Direction Is Prohibited.

Texas Geologists Find Oldest Trace Of Man In North America

AUSTIN, Tex.—Oldest traces of man's existence on the North American continent were reported last week by a University of Texas geologist to the Geological Society of America, convening in Minneapolis, Minn. Dr. E. H. Sellards, director of the University's Bureau of Economic Geology, produced what he believes to be "ironclad" proof of man's habitation of this hemisphere at least 25,000 years ago—man-made stone images, the oldest trace of sculpture yet found on this continent, coupled

with evidences of a pre-historic "elephant hunt." He reported discovery near Beville in South Texas of the fossilized remains of a Columbian elephant surrounded by 25 flint artifacts—spearheads, knives, scrapers. A second excavation in the Texas Panhandle, he recounted, had given up remains of five elephants, three spearheads five inches long, and one flint knife—all within a radius of 40 feet. One of the spearheads was lodged within three

inches of the elephant's neck vertebra. Traces of both "elephant hunts" were approximately 25,000 years old, he said.

However, overshadowing the pre-historic "hunting scene" traces, Dr. Sellards pointed to his most recent discovery in East Texas—a 150-pound, egg-shaped, ruts-colored, sandstone object, two feet in length and eighteen inches wide, with slant eyes, holes for nose, mouth and chin. The first of these stone faces was unearthed ten years ago in a Henderson County gravel pit in East Texas. Dr. Sellards withheld judgement. In 1935, twenty-five feet deeper in the gravel face of the pit, a second identical image was discovered. Three years later with WPA cooperation, Dr. Sellards began painstaking search for another face.

Early in December he found it, in the third terrace of the banks of the Trinity River—cut when the river was a young stream. He examined and photographed the image's position before removal, studied and photographed the 22-foot stratified bed above it.

Possibility of counterfeit—bug-aboo to all paleontologists—was banished, Dr. Sellards believes, by the perfect preservation of the stratified earth above the fossil in each dig. Had any of the fossils been "planted," the 20 foot deep, even layers of earth and shale beds, one deposited upon the other, which geologists use for time-tables, would have been broken.

Exactly what the stone faces mean, the University scientist is not sure, except that they are "considerably older than 25,000 years."

"They are unique further in that they represent one of the very few evidences of ancient man's sculpture in existence," he said. "The usual things are either flint implements or skeletal remains."

COURTHOUSE RECORDS

Release
(Deed of Trust) L. M. Crowley to Ella Guthrie Kinsey, et vir, all of Section 5, Block 11.
(Deed of Trust) First Texas Joint Stock Land Bank of Houston to John F. Studer, et ux, W. 135.5 A. out of S 1/2, Section 22, Block 8, W. 269 A. out of Section 21, Block 8; 154 A. being S 1/2 of Section 4, Block G.
(Deed of Trust) Florence McClellan to E. H. Norton, lot 3, Block 53, original town.
(Deed of Trust) John B. Renfro to Jas. W. Witherspoon, Block 50, Evant's Addition, part of lot 2, Block 10, Evant's Addition, and 1/2 interest in lot 19, Block 18, original town.
Mary H. Turner to W. C. Mathers, et ux, (deed of trust) Section 94, Block K-3.

Patent
State of Texas to Frances Wilson, E 1/2, Survey 40, Block K-14, Deaf Smith and Randall Counties.

Warranty Deed
Jess M. Carter, et ux, to C. M. Humphreys, S 1/2, Section 14, T 6 N, R 2 E.
Federal Farm Mortgage Corporation to R. L. Thompson, SW 1/4, Section 10, and NW 1/4, Section 10, Block K-7.

J. A. Pitman to James W. Witherspoon, Undivided 1/2 interest, W 90 feet of lots 13, 14, 15, of Block 24, original town.
Jno. N. Jacobsen and Chris Jacobsen to J. A. Pitman, W 90 feet of lots 13, 14, 15, Block 24, original town.

Oil, Gas and Mineral Lease
T. S. McCurdy, et al, to Gulf Oil Corporation, West 275 acres of lot 2, Browne Subdivision, Gregg County school lands.

A Long Time Ago In Hereford

20 Years Ago
The oil situation is reported very quiet. Hereford Oil and Gas No. 1 is plugging away. The Muse well south of Wildorado is down about 100 feet according to reports of freighters. The Texas-Yanla-Farmer well is still fishing for lost tools. The Seven States Oil Co., on the Laird Ranch in Castro County, is expected to spud in about February 13.

The Influenza situation was improving but three victims of the disease had been claimed. Churches and the picture show remained closed and Dr. W. E. Hicks, City Health Officer, stated it was unwise to open them or hold any kind of public gathering until the disease was stamped out.

A majority of the people living in the Panhandle favored changing back to Central Standard Time after trying Mountain Standard Time for a while. They felt that their business and commercial relations would be better under Central Time.

10 Years Ago
Taxes are coming in slowly with the rush due shortly according to Sheriff John B. Miller. Less than one-third of the automobile license plates had been taken out.

Annual registered Hereford sale, Jan. 30, was expected to overtax capacities of Hereford hotels, and Sec. J. A. Miller of the Chamber of Commerce, suggested that residents with extra

room, open them to buyers expected to attend the sale.

Plans were completed to hire a Red Cross Nurse, announced C. W. Humble, president of the Deaf Smith Chapter, Red Cross.

Income Tax Returns
Accurately Compiled
Reasonable Rates
W. L. ALEXANDER
(at City Drug Store)

CONOCO OIL & GAS
Wholesale and Retail
MEDKIEF SERVICE STA.
Batteries, Tires and Accessories
ERNEST MEDKIEF
HIGHWAY 60 at MAIN ST.

You get started at once on Conoco Bronz-z-z gasoline. You get started at once. In any cold you get started right off. That's all—you get started...no fooling. Start using Winter Bronz-z-z gasoline. From Your Mileage Merchant's Conoco station.

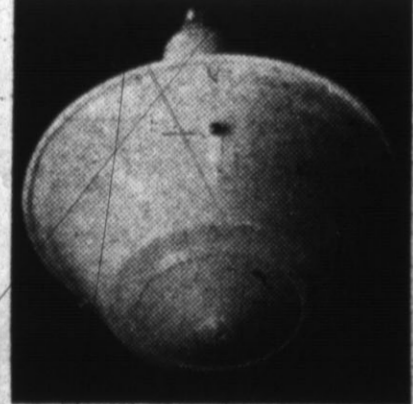
SPECIAL WINTER BLEND CONOCO BRONZZZZ GASOLINE

"Lighten" YOUR KITCHEN TASKS WITH BETTER LIGHT

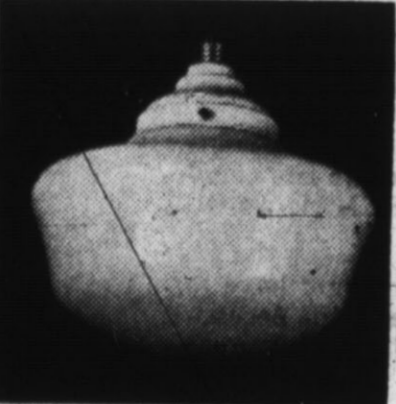


Proper light is as "modern" as the newest kitchen equipment. "Modern" kitchens mean that they save time and work...and give you more leisure hours. So does proper light! You'll thrill at the way your kitchen tasks melt away in a pleasantly lighted kitchen.

Expensive? No! Both the Hemcolite and the Renewalite are very moderately priced and come complete with a bulb. Both units are as easily installed as a lamp bulb.



HEMCOLITE...\$1.75

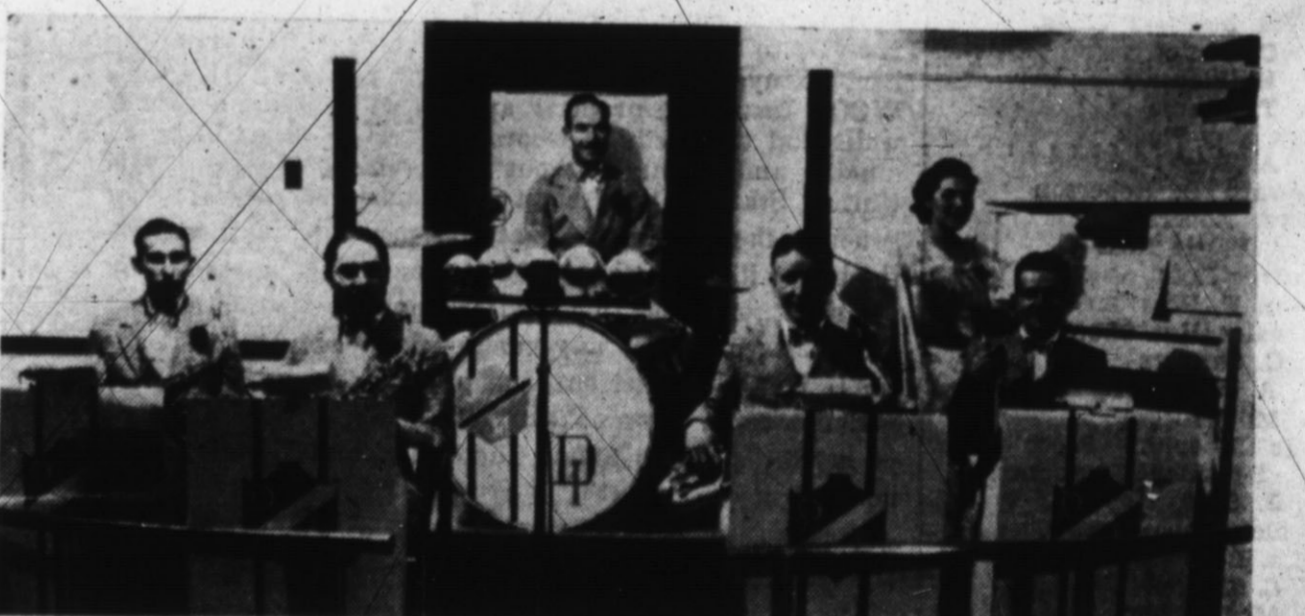


RENEWALITE...\$1.95

Ask any employee for a free two-day trial of any—or as many—of these new units. For the convenience of our customers all fixtures may be purchased for as little as 50c down and one dollar per month

Texas-New Mexico Utilities Company

DANCE
FRIDAY NIGHT
January 19—9:30 P. M.



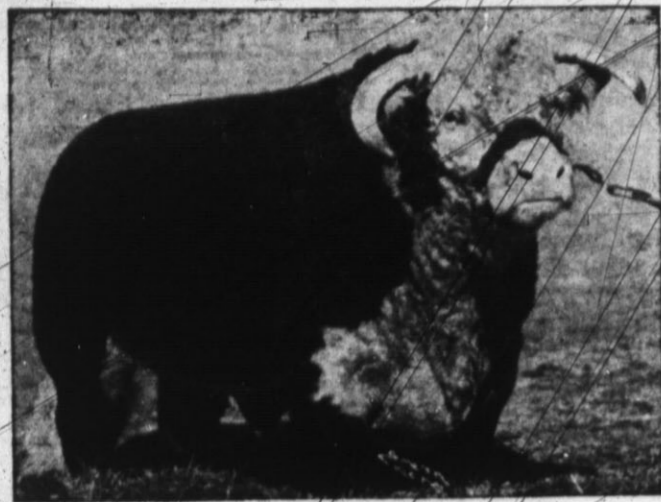
Don Isidro and His Orchestra

at the
Firemen's Hall

9:30 P. M. --- 'TIL ?

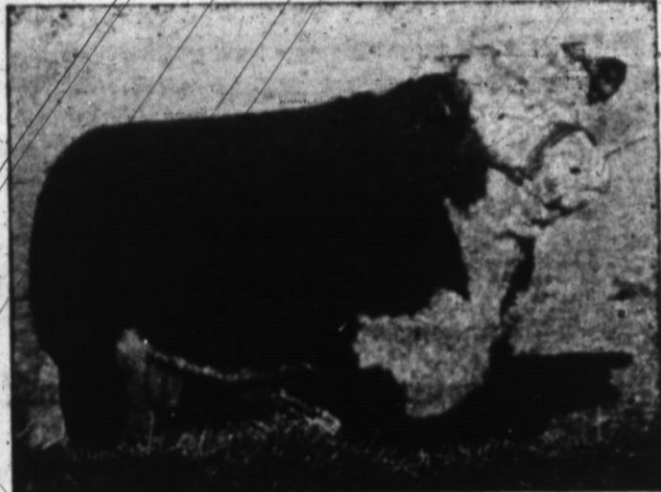
ADMISSION \$1.00

Herd Bulls--Range Bulls at Your Own Price



GOOD MIXER

... one of the best sons of Advance Mischief, sells in this sale. He is a proven sire and many of the animals pictured are by him. Straight Gudgell & Simpson. An ideal herd sire for some good herd. The bulls pictured below in this column were all sired by this outstanding bull.



ADVANCE MISCHIEF 14th



ADVANCE MISCHIEF 13th



MOUSEL ANXIETY



ADVANCE MISCHIEF 15th

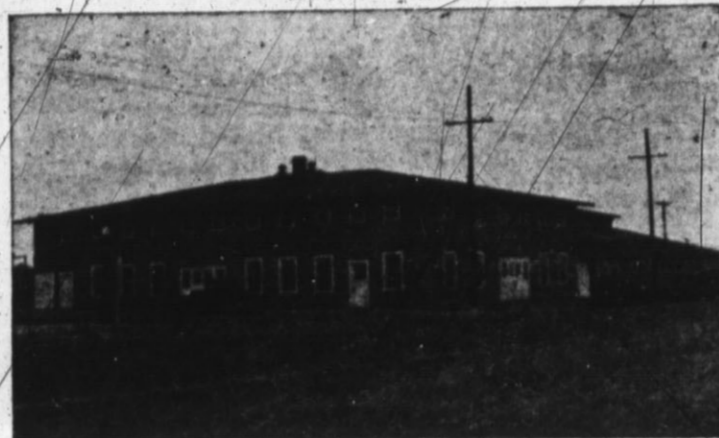


ADVANCE MISCHIEF 16th



ADVANCE MISCHIEF 18th

**Heated
Sales
Pavilion**



**Monday,
January
22nd**

52 Head

16 Bulls

13 Bred Heifers

5 Open Heifers

18 COWS

Since our herd was established 13 years ago (1927) it has been our policy to breed cattle for the highest possible standards, both in bloodlines and in individuality, and at this, our second Public Auction, we feel that the cattle consigned are representative of the herd. We feel that these cattle go out as visible advertisements for our herd, and for this reason we have consigned just as good individuals as we are reserving for replacements in the herd.

Most of you folks around Hereford are thoroughly acquainted with the type of cattle and with the breeding standards which we have tried to uphold. A study of the pedigrees shows a predominance of the blood of Superior Mischief, through Superior Anxiety, and Superior Anxiety Jr. You will find this blended with some blood of Beau Blanchard through his greatest son, Beau Blanchard 95th and Blanchard Anxiety, our present chief herd sire. That Superior Mischief and Beau Blanchard blood breeds on and on cannot be denied.

The cattle in this sale we feel are in Good Breeding Condition. They are not heavily loaded with fat, but they are in shape like we would want them if we were buying — ready for immediate use as Foundation animals.

Cattle are now in the Sales Pavilion, subject to your inspection any time before, or at the Auction next Monday, January 22.

Frankly, we would feel proud and flattered for a large number of these individuals to remain in the Hereford territory. We feel that this area is one of the outstanding Hereford Breeding grounds of the United States. The people here KNOW cattle, and it is with pride that any breeder sees his cattle sought by his neighbors and friends.

Sale Begins at 1 P. M.

R. L. Cocanougher



PRETTY LADY 51st



GENTLE ANNIE 6th



KATHERINE 11th



CORRELINE 27th



GWENDOLYN 10th



EMMA SUPERIOR 8th



BELLE SUPERIOR 9th

... and Many More
COWS and HEIFERS

A WORD OF THANKS At this time we wish to express our sincere appreciation to our neighbors, fellow breeders, and friends for their assistance in sponsoring this sale. Your assistance has been invaluable.

E. B. Posey Member Cowboy Band At Abilene

Abilene.—With completion of fall tryouts and early season engagements, personnel of the celebrated Cowboy Band at Hardin-Simmons University, here in Abilene, was announced today by Director Marion E. McClure.

urday.
Mr. and Mrs. Ray McIntire and Grace Marie Bagwell spent Saturday night and Sunday with their parents, Mr. and Mrs. Jim Bagwell.

Wirt Phillips

(Continued from Page 1, Sec. 2)
The land behind the terraces and contour rows, Mr. Phillips said, "In fact, the conserved moisture made the ground so wet that I was late in getting my crops planted. Although the rainfall hasn't been as heavy or as well distributed as last year, I expect to make about the same amount of feed as in 1937, when I harvested 75,000 bundles."

provement.
Grazing is regulated on all the range land, and additional furrows will be added during the next few years until the treatment has been completed.

Sells Crops Through Livestock
Water is provided for his livestock by a natural lake and tanks from deep wells.

S. D. Brunk

(Continued from Page 1, Sec. 2)
M. Coulson, while they were still living in Hereford, Mr. Coulson is now connected with Sinclair Oil and Gasoline Company in Tulsa, Okla.

Political

(Continued from Page 1, Sec. 2)
place on primary ballot for County and Precinct office.
June 17: County Executive Committee meets; County Chairman to be present.

Adrian News

DONNA GAYLE HARRIS
Adrian Scout Troop 32 was registered at the last meeting before Christmas. Those who have registered are James Love, Jack Love, Glenn Fortenberry, Elmo Chambers, Orville Calhoun, Verne Jacobson, and Bobby Thuet.

Tree Planting

(Continued from Page 1, Sec. 2)
planted in March or April." His bulletin, "Trees and Shrubs in Northwest Texas" may be secured from the office of the County Home Demonstration Agent in the Courthouse.

Adrian News

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ing the troop and the boys and committeemen are looking forward to a season of advancement for 1940.

JACK GILLILLAND

Doctor of Veterinary Medicine
announces Removal of His
Offices From Lubbock to Hereford
I will offer services in General Work, specializing in SERUMS, VACCINES, BIOLOGICS, BANGS TESTING and will be glad to assist you in any way possible.

Bethel Items

MRS. E. R. ROTHWELL
Mrs. Byron Sinclair, Mrs. Vern Lust, Billy Brooks and Dorothy Sinclair, Houston and Earline Lust, and Glen Williams attended the Prairie Rustlers' Union meet at Bovina Thursday night.

FOX MAN'S SHOP

January
Clearance
CONTINUES
We hold only two sales a year... and our merchandise is all new, clean—and of the type you buy here every day. Take advantage of this winter clearance. It runs through SATURDAY, JANUARY 27th!

Save at this Big Sale

DRESS HATS
AT ONE-HALF PRICE
Portis and Stevens

Reg. \$5.00 Value	— Sale \$2.50
Reg. \$3.95 Value	— Sale \$2.00
Reg. \$3.50 Value	— Sale \$1.75
Reg. \$2.50 Value	— Sale \$1.25
Reg. \$2.00 Value	— Sale \$1.00

Bradley SWEATERS
\$5.00 Values—\$4.20
\$3.95 Values—\$3.25
\$3.50 Values—\$2.95
\$2.50 Values—\$1.95
\$2.00 Values—\$1.65

All FORTUNE Shoes
in Black and Brown—GO AT
\$2.95

Wilson Bros. SOX
Reg. 3-for-\$1.00 ON SALE—PR.
25c

One Lot of **PETERS SHOES**
Black, brown Oxfords
\$2.45

Regular \$8.95 Most Styles
FLORSHEIM SHOES Cut \$7.95 to 7

Fox Man's Shop

HOMER FOX HEREFORD, TEX.

Old Fashioned BARGAIN WEEK

EVERY DAY WE FEATURE THE MOST COMPLETE ASSORTMENT OF DRUG STORE BARGAINS

50c	IPANA TOOTH PASTE	29c
\$1.25	CREOMULSION	89c
75c	FLETCHER'S CASTORIA	59c
15c	Parker's QUINK INK	8c
25c	Nyal HINKLE PILLS	11c
50 CAPSULES	Nyal HALIBUT OIL	69c
\$1.25	ALARM CLOCKS	98c
30c CALOX	35c Dr. West TOOTH BRUSH	BOTH FOR 39c
75c Tablets	IRON & YEAST	59c
\$1.00 Size	ATOMIZER	89c
25c Correspondence	CARDS	19c
50c Size	ASPIRIN TABLETS	39c
100 Sheets, 50 Envs.	STATIONERY	49c
60c Peroxide	FACE CREAM	49c
50c Ultra	ALMOND LOTION	39c
60c	DRENE' SHAMPOO	49c
\$1.00	DRENE' SHAMPOO	79c
35c Raco	SHAVING CREAM	29c
50c Ultra	SHAMPOO—(pint)	39c
50c Pine-Tar-Honey	COUGH SYRUP	39c
Full Pint	MINERAL OIL	39c
Full Quart	MILK OF MAGNESIA	59c
Special	COLD CAPSULES	35c
30c Size	BROMO SELTZER	23c
35c Size	MUM DEODORANT	29c
Largest Cake	WRISLEY'S SOAP	5c
\$1.00	JERGEN'S LOTION	79c
Nyal	NYAL NOSE DROPS	29c
25c, 1" x 5-yd.	ADHESIVE TAPE	19c
50c Size	UNGUENTINE	29c
25c Size	EX-LAX	19c
60c Bottle	SAL HEPATICA	49c
Full Pint	COD LIVER OIL	49c
50c Size	Chamberlain's LOTION	39c
60c Bottle	SYRUP PEPsin	49c
Genuine 200 Size	KLEENEX—Package	13c
Genuine	KOTEX—Package	19c
30c Bottle	LYSOL	19c
50c Pepsodent	TOOTH POWDER	39c
65c	PINEX COUGH SYRUP	59c
Velor	POWDER PUFFS	15c
\$1.00 Hind's Honey & Almond	LOTION	79c
\$1.00 Early American Old-Spice	SHAVING MUG	79c
50c Milk of Magnesia	TOOTH PASTE	39c
25c	NYAL TOOTH POWDER	19c
50c	LUCKY TIGER HAIR TONIC	33c

EXTRA SPECIAL!
85c H. H. AYERS SKIN LOTION . . . and
85c H. H. AYERS HAND CREAM
Both for 98c

At Our Fountain
Always
GOOD COFFEE
and the best
SANDWICHES

25c BLUE JAY 17c
60c BROMO QUININE 49c
25c Dr. West TOOTH PASTE . . 10c
75c BEN GAY 59c
35c VICK'S VAPO-RUB 27c
50c Prophylactic TOOTH BRUSH 29c

You Don't Have to Starve Sheep when you use
Globe Tetra-Drench
One 5-cc. Dose Gets the Worms!

CLOSE DRUG STORE