

AROUND TOWN

Sights and Faces Seen

Mayor C. J. Paddock offers the following information to persons having trouble with water pipes freezing: "Turn on the water enough for it to drip slowly," is his advice.

Dr. J. A. Hill's speech was thoroughly enjoyed by members of the Lion's club at their regular luncheon yesterday.

If any one in Hereford has the nerve to try it, sleeping a night in that pup tent in front of the Star Theatre ought to give a pretty good idea of what a Finnish soldier is up against.

"Scientist Predicts Another Great Ice Age." What in the world does he think this is we're having now.

Mr. Damon McLain, son of Mr. and Mrs. I. R. McLain, plans to make his home here and help in the McLain Grocery.

Finland hasn't got anything on Hereford. Friday night will be skating night at Lake Park. The City is furnishing water—and all persons interested in ice skating are invited to be on hand.

Ford School Wins First and Second In Vega Amateur Contest

In the Amateur Contest at Vega last Friday night, Ford school won first and second places in the intermediate grade group. Ford entered three numbers: two dramatic songs, "The Old Spinning Wheel," "Mexicali Rose," and a reading.

The old-fashioned girl, Wanda Cochran, turned her spinning wheel and sang "Old Black Joe" after the Ford Jr. Glee Club had sung the "Old Spinning Wheel." Elizabeth Benson, playing the part of Mexicali Rose, wept as her lover, Charles Frost, sang his farewell song in Spanish. The Jr. Glee Club wore their new black and white suits for the first time.

Mary Ann Whitley, who gave the reading, "No Bananas," won second place. Others taking part on the program were Mary Lou Benson, Lorene DuBose, Dorothy Jane Whitley, and Leo Turner.

Penalties Added To Taxes After Jan. 31st

January 31 is the last day to pay state, county, city, and school taxes without penalty, according to announcements from the Sheriff's office, the city office, and John McLean, collector for the Hereford school district.

January 31 is also the last day to get poll tax receipts and exemptions, both state and city. A check up Monday of this week showed about 900 persons had not yet paid their poll tax.

Persons becoming 21 years old between Jan. 1, 1939 and Jan. 31, 1940, may get free exemption certificates.

Dick Allred Announces For Commissioner

Ernest T. (Dick) Allred, county commissioner from Precinct 4, has authorized The Brand to announce his candidacy for re-election to that office.

"In again seeking the commissioner's post, I invite an examination of my record of service while in this office. At all times I have endeavored to keep foremost in my efforts the interests of Precinct 4. I feel that I am thoroughly familiar with the duties of commissioner. On the basis of my past record and qualifications, I am again asking your vote and influence for this post."

Mr. Allred declared that he would continue to serve to the best of his ability if re-elected.

Rites For World War Veteran, Lifetime Hereford Resident, Held Here Monday Afternoon

Members of Hereford Appliance Company Attend Meeting

Lawrence Womble, Ray Singletary and Troyce Carmichael, of Hereford Appliance Co., are back after attending a district meeting at Fort Worth, introducing 1940 Frigidaire electric refrigerator, electric ranges and electric water heaters, and report that this company's products this year excel any previously offered.

"The information I learned about the 1940 lines was to me conclusive evidence that features have reached new perfection," Mr. Womble said. "The engineers, technicians and designers who developed the new models undoubtedly have outdone themselves in incorporating improvements that are both practical and attractive."

Cattle Breeder



R. L. COCANOUGHER, whose sale of pure-bred Hereford cattle last Monday attracted buyers from as far north as Nebraska and as far east as Arkansas.

Burial Here For Former Resident

Burial services were held at West Park cemetery yesterday afternoon for O. J. Brazil of Phillips, 43, employee of the Phillips Petroleum Co., who lived here as a youth. He died in a Borger hospital last Monday morning after a short attack of pneumonia. Funeral services were held at the Phillips High School yesterday morning.

Mr. Brazil was well-known in oil circles in Texas, Oklahoma, and Louisiana. He was a deacon of the Baptist Church and a member of the American Legion. He was superintendent of the Phillips Tintex plant at Phillips. Here for the burial service were his wife; a nephew, Wendell LeGrand who made his home with them; a step-daughter and husband, Mr. and Mrs. Tom (Continued on Page 12)

Finnish Fund Continues Steady Growth

Finnish relief contributions continued this week with \$39.56 more received. Those donating this week were:

W. W. Hill, \$15.00; Jas. W. Witherspoon, \$15.00; John Jacobson, Sr., \$5.00; Jimmie Gillentine, \$2.50; Jim Gilliland \$1.00; M. R. Corbett, \$1.00

Donations to the Red Cross include: John N. Jacobson, Sr., \$2.00; M. R. Corbett, \$1.00.

Funeral services were held from the First Baptist Church at 2:30 o'clock Monday afternoon for William Cecil Hodges, who died last Saturday afternoon at his home after an illness of three years. Services were in charge of Rev. Lee Perry, pastor of Palo Duro Baptist Church, and Rev. W. E. Barnes, pastor of the First Baptist Church, here.

Burial was in West Park Cemetery with an impressive Military Service in charge of the Hereford Post of the American Legion. Pallbearers were Alfred Walker, Miles Roberson, Jess Ford, Rice Hughes, B. R. Dixon, and J. R. Lipscomb, all members of the American Legion.

Flower girls were Miss Frances Gill, Mrs. Floy Tomlinson, Mrs. Clarence McBroom, Miss Elma Shugart, Miss Maxine Beach, Miss Bernadine Phillips, Mrs. Lemuel Shugart, and Miss Mary Jo Thurman.

Mr. Hodges is survived by his wife; three children, Doris Jo, age 11, Betty Kathryn, age 10, and Chas. Kleth, age 3; his par- (Continued on Page 12)

Mother of Local Man Dies At Lindsay

Mrs. Rosa Beizer, mother of Louis Beizer of Hereford, died at Lindsay, January 17, at the age of 88. She was born at Louisville, Ky., in 1853 and was married at Mt. Camel, Iowa, in 1872. In 1895 they moved to Lindsay. Her husband died in 1908.

Among relatives attending the funeral were Mr. and Mrs. Louis Beizer of Hereford.

GILLILANDS ATTEND RELATIVES FUNERAL

Mr. and Mrs. J. M. Gilliland, P. H. Gilliland and Mr. and Mrs. Reed Williams were called to Gainesville, Friday by the sudden death of Mrs. Sid Loving who was a sister of J. M. and P. H. Gilliland and Mrs. Williams.

Mrs. Loving died Friday following a heart attack. She was 58 years of age and besides her husband leaves two sons, Roy of Tulsa, Okla., and Mill of Los Angeles, Calif.

Funeral services were held at the Baptist Church in Gainesville Sunday.

A. J. Schroeter Candidate For County Judge

A. J. Schroeter, county judge and ex-officio county superintendent, has authorized The Brand to announce his candidacy for re-election to that office.

In making his announcement, Judge Schroeter expressed his appreciation to the people of the county for their past consideration during his first term in that office.

"I have at all times endeavored to render honest, sincere service, looking always to the best interests of the county, and I pledge myself to continue these same efforts if re-elected," Mr. Schroeter stated in making his announcement.

"The records of my office are open for inspection by an interested person, and I invite an examination of county and school conditions at any time," he said.

Stub Jones Sells Drug Interest To Ralph Roden

Purchase of Stub Jones' interest in the Corner Drug Store by Ralph T. Roden was this week announced, and the sale was effective Monday morning. Mr. Jones, who came here in September, 1938, from Friona and purchased the interest of Jim Clark, left Monday for Dimmitt, where he took charge of the Dorsey Drug which he recently purchased.

District Court Convenes Monday In January Term

With Jas. W. Witherspoon, newly appointed Judge of 69th Judicial District, on the bench and Milton Tatum of Dalhart, as district attorney a comparatively light docket will face the January term of District Court which convenes here Monday. About 22 cases, criminal and civil, are included.

First week of the term will be given to deliberations of the Grand Jury and several additional indictments may be returned by that body. Named to serve on the Grand Jury are E. L. Brady, Wirt Phillips, Vern Witherspoon, J. H. Brooks, Arlie Dean, Ky Lawrence, H. E. Henslee, G. W. Wilson, J. G. Fortenberry, E. H. Haze, A. R. Norman, L. A. Smith, H. H. Miller, Fred Collett, Geo. Bippus, and R. L. Campbell.

Body of Norman Carl Vogele, Hereford Resident 31 Years Shipped to Indiana for Burial

Dalhartan Named To District Attorney Post

Milton Tatum, 27, native of Dalhart and son of Mr. and Mrs. Frank Tatum, was appointed district attorney of the 69th Judicial District by Gov. W. Lee O'Daniel last Friday. He succeeds Jas. W. Witherspoon. Mr. Tatum is a graduate of Southern Methodist university law school of Dallas and for the past three years has been associated with his father in the practice of law.

Ready For The Take-Off



LILBURN RAY HAD THE GASOLINE motor of his model plane revved up and was getting ready to launch the plane on its flight. Behind Liburn are a part of the large number of spectators who watched the demonstrations of model planes held Sunday, January 14, east of Hereford.

Money Handled By Tax Collector Reaches All-Time High For County

Amount of money handled by the Sheriff and Tax Collector's office reached an all-time high for Deaf Smith county in 1939, according to records released by Fred W. Baird, deputy.

The office handles state, county, and school taxes, automobile registrations and various other items during the year. "The \$207,368.44 total for 1939 is the highest amount handled by this office since the county was organized," Mr. Baird stated. Last year's total was \$184, (Continued on Page 12)

Cocanougher Sale Highlighted By Sale Good Mixer For \$2,000

Sale of Good Mixer, five-year-old herd sire, for \$2,000 highlighted R. L. Cocanougher's second auction sale in the sales pavilion here Monday afternoon. Sixteen bulls sold for an average of \$443.12 and thirty-six females averaged \$295.27.

Good Mixer was purchased by Harry Wirick of Siloam Springs, Arkansas.

Nine sons of Good Mixer sold for an average of \$351.74.

Katherine 11th a daughter of Good Mixer, was top female of the sale, purchased by Curtis Hill of Roswell, N. M., for \$850.

Eight of Good Mixer's daughters, including Katherine 11th, brought an average of \$404.37.

More than an ordinary number of animals were purchased by residents of this section, eight of them being purchased by local breeders. Gross sales amounted to \$17,720. Auctioneer was Earl Gartin.

Complete tabulation of the sale will be found elsewhere in this issue.

R. L. Thompson Out For County And Dist. Clerk

Robert L. Thompson this week authorized The Brand to announce his candidacy for re-election to the office of County and District Clerk.

"It is with a deep feeling of gratitude and a sense of obligation to my friends in this county, that I announce my candidacy for re-election to the office of County and District Clerk," Mr. Thompson stated. "I assumed the duties of the office the first of last year with a determination to conduct the affairs of the office in the efficient manner which I knew would be expected of me. I now offer my record of service as the basis of my candidacy for re-election."

This Teacher Doesn't Know When She's Hurt

Miss Imogene Cotton, teacher of third grade in Central School, is back on the job again this week after spending last week nursing an injured foot. It takes two or three injuries to make Miss Cotton realize she is hurt bad enough to stop teaching for a few days.

Shortly after Miss Cotton resumed her school work here after the holidays she slipped on the ice while in town one day dislocating some small bones in her foot. She was able to keep on with her school work until about a week when she sprained her left ankle and strained the ligaments in the same foot. Now her foot is in a cast, but with the aid of crutches she was back at her post Monday. And she can't understand why she didn't know all along that something was seriously wrong.

Scouts Receive Badges And Add New Members

All Scouts who received advancement awards at the Court of Honor last Thursday night, were presented their badges at the regular Scout meeting Monday night, states Urlin Streu, Scoutmaster.

Investiture ceremonies were held for four new Tenderfoot Scouts, Bobby Jennings, Jimmie Jones, J. W. Robinson, and David Phillips. Bruce Flegal, Second Class, was voted into the troop. He is a transfer from Roswell, N. M.

Plans are progressing rapidly for observances of National Scout Week, February 8 through February 14.

Star Theatre Has New Schedule

That the preview showing of "The Fighting 69th" here Saturday night is one day ahead of the national release date was this week pointed out by Speck Lunsford, Star Theatre manager. In addition, he said that the preview next Saturday night will be the last to be shown here, due to a change in film schedules beginning February 1.

In the future the Star will show the same film on Sunday and Monday, the same film on Tuesday and Wednesday and the same film on Thursday and Friday. Two complete shows will be featured at each performance on Saturdays, and the midnight preview will be eliminated.

New Machinery Installed This Week By Stambaugh Co.

Following installation of a 1,000 gallon filter and a large washing machine, Stambaugh Company, Cleaners, this week put into operation the new cleaning plant. Geo. Stambaugh, owner, invited the public to visit the shop and to inspect the new equipment.

"We are always glad to have visitors," Mr. Stambaugh said, "and we believe with this new equipment that we will be able to serve our customers better than ever before."

Plans Complete For President's Birthday Ball

Plans for Hereford's part of the national celebration next Tuesday night, January 30, of the President's Birthday, in a drive to raise funds for combating Infantile Paralysis, were practically complete today after selection of an orchestra to furnish music for the dance at Fireman's Hall. Acceptance of Hereford's invitation by the "Rhythm Rascals" of Amarillo was announced earlier this week by E. L. Thompson. Selection was made through Tolzien Music Store.

Committees appointed by J. R. Lipscomb, general chairman, have pushed plans to completion and all is in readiness for the celebration. Ticket sales are in charge of Mrs. Emmitt Milburn, Mrs. Grant Fuller, and Mrs. C. C. Acker. Leonard Foster is treasurer and publicity is under direction of Speck Lunsford and Fred B. Harrell.

Admission charge for the dance is \$1 per couple. After all expenses are paid half the money (Continued on Page 12)

Camp Fire Girls Plan Trips And Trail Study

Trips to the Telephone Co., Dairy, and Fire Station are planned for the Camp Fire Girls during the coming months.

These trips are made to full-fill requirements for the Birthday Honor, a special honor offered each spring by Camp Fire. Camp Fire was organized in March, 1911.

Another item of interest is the Hobby-Tea which will be held March 22. Anyone who has an interesting hobby is invited to enter it in the show. Prizes will be awarded for the best collection.

Trail signs and knot tying studies are planned for the month of April. These will be conducted by Mrs. Urlin Streu, Guardian of Camp Fire.

WHITEFACES TO PLAY CANYON TWO GAMES HERE SATURDAY NIGHT

Hereford High School's boys, first and second stringers, will meet Canyon here in two games Saturday night, at the gymnasium. Between games the girls' gym class will be featured in a tumbling exhibition. Admission charge will be 10c and games will start at 7:30.

Tomorrow night, January 26, the Whitefaces go to Tulla to play a couple of games. Two or three boxing matches with Tulla leather pushers will be additional features.

H. D. Culpepper Announces For Re-Election

H. D. Culpepper this week authorized The Brand to announce him as a candidate for re-election of the office of County Commissioner of Precinct 3.

In again asking support of the voters, Mr. Culpepper, said that his record was open for inspection.

"I have served in this office to the best of my ability during the time I have held it. I am fully aware of all duties attached to the Commissioner's office and feel that I am qualified by experience to fulfill those duties."

Mr. Culpepper pledged continued endeavor to serve efficiently if returned to the office.

WEATHER

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

Thursday	47	-3	98
Friday	30	4	98
Saturday	47	6	98
Sunday	48	14	98
Monday	35	10	98
Tuesday	33	7	98
Wednesday	24	5	98

"Curbsstoners" May Be Fined Heavily Under New License Act

Mr. Floyd McNeill, a representative of the Secretary of State, was calling on the local Securities and Real Estate Dealers in Hereford, Wednesday.

All securities and real estate licenses expired December 31, and stocks, bonds and oil leases are defined as securities, and constitute a felony to deal in same without a license. Dealing in real estate, including all types of real estate transactions—except your own property—such as sales, loans, leasing, renting, appraising, etc., without a license, constitutes a misdemeanor.

It is a violation of the law, McNeill says, for a dealer to split or divide commission with any one who is not a licensed dealer or salesman, and the license of any dealer or salesman will be cancelled upon proof that this part of the law has been willfully violated.

Application forms and copies of the law may be had by making request on Post card addressed to Floyd McNeill, Investigator, 203 West 6th Street, Amarillo.

McNeill is at the service of all dealers or applicants for license at all times, and may be called on when his service is needed. A directory of the dealers is in the course of preparation, and every dealer in his district will be supplied with a copy at the earliest possible date.

No part of this department's operating expenses are borne by the tax payers, but is wholly supported by the fees paid in for permits and license, hence the dealers are entitled to the best possible service since they are paying the bill, McNeill states.

Vega News

MRS. D. E. MCKENDREE
Vega has experienced the coldest weather of the winter this week, but is moderating today. Mrs. Zona Cochran was called to Colorado, Tex., Sunday on account of the death of her niece, Miss Frances Durham, of that city.

Mr. Gerhardt Peters is back at his place of business, Farmers Produce, after being confined to his home for 10 days on account of illness.

Judge Pulliam was in Amarillo on business Wednesday.

Mr. and Mrs. Geo. Straub moved to Carlsbad, N. M., Tuesday, where he is employed.

Mrs. C. C. Wimberley was hostess at a chuck wagon supper Tuesday evening at her home.

The Boys' and Girls' Basketball teams of Vega went to Happy Friday night to clash with the teams there. At the end of the games Vega was ahead by scores of 16-14 for the girls and 37-17 for the boys.

R. S. Miller of Plainview visited his parents, Mr. and Mrs. A.

A Long Time Ago In Hereford

10 Years Ago

A committee headed by Dr. D. K. Robinson met with Miss Seaton to complete arrangements to produce "Corpal Eagan," a war comedy.

The D. L. McDonald-T. C. Ivey sale of registered Herefords was announced for January 30, featuring 80 head of high grade cattle of Anxiety 4th breeding.

R. V. Miller bought the John P. Robinson interest in the Hereford News Stand.

Westway community reported a small tornado in which the chicken house and garage of J. A. Roe were completely wrecked.

20 Years Ago

Weather and "flu" delayed work on the Texasylvania-Parmer No. 1 oil well and the Muse wells were having trouble with casing.

A change in express agents occurred here when A. A. Holloway was checked out by Sank Ramey, who succeeds him. The office was moved to the building on Main Street formerly occupied by Rice Tire Shop. Mr. Ramey comes from Roswell, N. M.

Nestor Gass, who left last week to spend a few days at the Kansas City Market, is suffering an attack of the "flu," according to word received by his father, D. R. Gass.

Councilman Harold Stanley, of Munice, Ind., has ordered women's shops to pull down the shades while dressing the dummies in their windows, explaining: "They are lifelike and should not be permitted in the window unclothed."

M. Miller, Monday.

Mrs. R. W. Armitage, with Mrs. W. A. Jinks as co-hostess, entertained members of the Nifty-Needle Club and their husbands with a "tacky" party Thursday night. A very enjoyable time was reported by all who attended.

Mr. and Mrs. Kenneth Dygert are having their formal opening of the cafe, recently leased and remodeled from the Watkins brothers on Highway 66, just South of the School house.

Amateur night was held in the High School auditorium Friday night. A large crowd was present and a good program was rendered by the Vega and Ford schools and a few friends of the schools. The proceeds go to the fund to buy football sweaters for the boys.

Mr. and Mrs. Sam Hunter left for Oklahoma City Sunday with a truck of cattle. Mr. and Mrs. Dan Allen of Easter stayed in the Hunter home while they were gone.

Mr. and Mrs. Roy Thruston were hosts to a party for the young people Monday evening. Refreshments were served to Leon and Pauline Matthews, John Hardy Wood, Orval Pierce, Fred and Anderson Axe, Virginia

COURTHOUSE RECORDS

RELEASE

(Vendor's Lien) C. B. Planner to Frank Merritt, Lot 12, Block 3.

DEED OF TRUST

C. E. Davis, et ux, to Southwestern Life Insurance Co., NE 1/4 Section 358, Block M-6.

V. H. Henderson to Jas W. Witherspoon, Section 17, T 4, R 4, Deaf Smith County.

WARRANTY DEED

Olice Herring Coats to Elgin Herring Hoover, Section 55, Block, K-7; NW 1/4 of Section 6, T 5 N, R 4 E; S 1/2 of Section 36, T 6 N, R 3 E; N 1/2 of Section 1, T 5 N, R 3 E; fee simple estate of Section 30, T 5 N, R 4 E; all S 1/2 of Section 1, T 5 N, R 3 E; all of Section 66, Block K-7; all of Section 75, Block K-7.

C. L. Morris, et ux, to W. E. Neal, Section 8, Block A.

Katherine Kirby to J. W. Kirby all of Section 35, T 5 N, R 3 E; SW 1/4 of Section 2 and W 1/2 and SE 1/4 of the NW 1/4 of Section 2, T 5 N, R 2 E.

OIL, GAS AND MINERAL LEASE Jacob R. McCurdy, et ux, to Gulf Oil Corporation, 130 acres, part of Survey 2, League 2, Gregg County School Land.

Jumbo News

MRS. ULLMAN HUNTER

Mrs. L. A. Matthews and son, Leon, went to Jacksboro Thursday and Leon went thru the clinic where his uncle, Dr. Paul Connor, is a physician. Leon has a back injury, but it proved to be only a sprain.

Mrs. H. C. Baird was hostess to the Women's Auxiliary, Thursday. Her devotional was from Isaiah, "Here Am I, Send Me."

The lesson study was on Alaska and Mrs. Finis Hunter and Roy Thruston gave topics on the mission and cooperative work there.

The Auxiliary will join Hereford's in an all-day meeting in February to study the home mission book, "Homeland Harvest."

Mrs. Baird read a letter from Mrs. Underwood of Amarillo inviting the members to hear the Higginbotham's of India, Sunday afternoon.

The members voted to have a 42 party honoring their husbands Friday night. Committees were appointed by the president.

Present for the meeting were Mesdames H. C. Baird, Clem Gilliam, Roy Thruston, Sam, Finis, and Ullman Hunter.

Mr. and Mrs. Sam Hunter left for Oklahoma City Sunday with a truck of cattle. Mr. and Mrs. Dan Allen of Easter stayed in the Hunter home while they were gone.

Mr. and Mrs. Roy Thruston were hosts to a party for the young people Monday evening. Refreshments were served to Leon and Pauline Matthews, John Hardy Wood, Orval Pierce, Fred and Anderson Axe, Virginia

New War Minister



Conservative Stanley Oliver, above, was given a recent interim appointment as British war secretary supplanting youthful and daring Leslie Hore-Belisha in the first major governmental shakeup of the present conflict. Oliver's appointment aroused a storm of controversy. The appointment of Sir John Reith to replace Lord Harold MacMillan as minister of information was also announced.

and Margaret Simpson, C. C. Hunter Jr., Mrs. Ullman Hunter and the hosts.

Mr. and Mrs. Burgess, who live where the Flowers formerly lived, were new members at Sunday School Sunday.

Mrs. Clem Gilliam and Mrs. M. L. Simpson took Margaret and Virginia Simpson, John Hardy Wood and Orval Pierce to Amarillo Sunday to the Presbyterian church to hear Dr. Higginbotham of India, who is also president of general assembly.

Mr. and Mrs. Roy Thruston were guests of the "Art Names" vaudeville show of Olton Friday and Saturday at Olton. The Thrustons were members of the "Names" troupe about two years ago. Mr. Thruston, who is a dramatic major of Tesh played leading roles in the show.

Lawrence Matthews, student of Portales Eastern New Mexico College spent the week end at home.

Mr. and Mrs. W. A. Hunter and Miss Mattie Mae Swisher of Hereford were guests of Mr. and

Mrs. Ullman Hunter Sunday. Bob Baird spent last week end at Stafford Hall visiting with schoolmates.

The Bill Wrays, who work on the Golden farm, returned last week from Oklahoma where they spent their Christmas vacation.

Mr. and Mrs. Addison Hunter spent Sunday with her parents, Mr. and Mrs. E. C. Burks of Arney.

A light snow fell in this community Sunday night. The cold wave was so severe Thursday only four children came to school.

A California woman has left her husband six times, but always came back within a week. Enough to discourage any man.

LEGAL NOTICE

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 Carnolie Runtton, Flora E. Robinson, and husband, James Ervin Robinson, Wilson E. Runtton, Bertha E. Coplen, a feme sole, Bessie M. Womack, a feme sole, James C. Runtton, Haskell Runtton, Pearl Runtton Holman and husband, S. Q. Holman as defendants, in cause Number 2450, entitled, "Minnie Alderson, et vir vs. Carnolie Runtton, et al" in such court, I did on the 9th day of January, 1940, at 4:00 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 46 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

Income Tax Returns

Accurately Compiled Reasonable Rates

W. L. ALEXANDER (at City Drug Store)

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 judge

ment 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. 2-37



THE ONLY actual every purpose TRACTOR!
ADJUSTABLE FRONT TREAD gives you
1. A 2-WHEEL-IN-THE-FURROW PLOW 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-starter.
Before You Buy Any Tractor, See the AVERY Ro-Trak

For plowing, front and rear wheels are both set at 55". Plow 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 55" 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

THE RECORD... Facts That Concern You No. 14 of a Series

"IT'S ONLY A BLOCK FURTHER TO BILL'S TAVERN... LET'S GO THERE!"



"YOU'RE RIGHT, JOE, IT'S A CLEAN, DECENT PLACE AND THE BEER IS GOOD, TOO!"

YOU'RE DOING YOURSELF A GOOD TURN

AND US TOO... If you do these things: One... Patronize only the reputable places where beer is sold.

Two... Learn about, and if possible co-operate with, beer's new "self-regulation" plan to eliminate beer retailing abuses.

Beer's "clean-up or close-up" program (in cooperation with law enforcement authorities) should interest every social-minded person.

We want you to have our interesting free booklet describing it. Ask us for it. Write: United Brewers Industrial Foundation, 19 East 40th Street, New York, N. Y.

United Brewers Industrial Foundation

BEER... a beverage of moderation



And Now Comes...

The QUALITY SALE Of The Year!



QUALITY With a Big

Tuesday, February 13th, 1940

IN THE BULL BARN AT HEREFORD, TEXAS

21 QUALITY BULLS 29 QUALITY FEMALES
50 McDONALD HEREFORDS

More Real Quality Than You've Ever Seen In Any One Auction

D. L. McDonald
HEREFORD, TEXAS

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Pioneer Club Has Interesting Lesson At Home of Mrs. Guseman

Using Bunyon's "Religion is the best armor in the world, but the worst cloak" as a motto for the lesson a "Bible Day" program proved of unusual interest to the Pioneer Study Club members Tuesday afternoon at the meeting held at the home of Mrs. T. Guseman. Mrs. Bernard Roberson was assistant hostess. Roll call included "Favorite Verses" followed by an appropriate reading "Wait" by Grace Noll Crowell, given by S. J. W. Spradley. A discussion of "Poetry of the Bible" Mrs. H. D. Reed dealt with three questions: 1. Where in the Bible is poetry found? 2. Why doesn't the poet of the Bible rhyme? and 3. What were the principles used by the Hebrew poets? Mrs. Reed also discussed the structure of Hebrew poetry giving excerpts from the 45-46 Psalms as illustrations. Mrs. J. M. Gilliland talked on "The Bible from a Literary Standpoint." Beginning with the Record of Ephesus written more than 1800 years ago, Mrs. Frank Terrell told "How We Got Our Bible." She traced the compilation of records to the revised version of the Bible which is in our hands today. During the business session members voted to furnish meal tickets for one child for the remainder of the school year at the Central School Cafeteria. Members also voted to donate nap-towels to the Cafeteria. Mrs. O. G. Hill, Mrs. N. E. Gass and Mrs. H. D. Reed were

Minnie Seymour And Ralph Shelton Wed

Miss Minnie Seymour and Ralph Shelton were married Saturday afternoon at 4 o'clock by Rev. G. W. Sherer, presiding Methodist Elder there. They were attended by Miss Nedra Clayton of Hereford and Carroll Crepps. The bride was dressed in a blue ensemble with matching accessories. After the ceremony the group visited friends of Mrs. Shelton at Elida and her grand mother Cannon in Portales. Mrs. Shelton is the daughter of Mr. and Mrs. E. F. Seymour and Mr. Shelton is the son of Mr. and Mrs. M. I. Shelton of Henrietta. A dinner honoring the newlyweds was given Sunday by Mrs. Clayton and her daughter, Miss Nedra, at their home in Hereford. Miss Nedra was appointed to serve on the 1940-41 year book committee. The next meeting will be held at the home of Mrs. Reed. The program for February 27 will be given in place of a "Guest Day" affair as scheduled in the year books. Members attending the meeting were Mesdames Allen, Bell, J. E. Beyer, Burl France, Carl Frye, N. E. Gass, J. M. Gilliland, Bob Higgins, O. G. Hill, Ray Johnson, F. M. Kester, F. L. Lucas, Wirt Phillips, H. D. Reed, Jack Rose, T. E. Siegler, J. W. Spradley, Frank Terrell, Al Werner, H. A. Close and the hostesses.

Hereford, the occasion being also Mrs. Clayton's birthday. Among the guests were Mr. and Mrs. Howard Hershey and children of Dumas, Mr. and Mrs. Raymond Stafford from west of Hereford, Carroll Crepps and the honored guests.

CARD OF THANKS

We take this means of expressing our sincere thanks to neighbors and friends for the nice food, beautiful flowers and words of sympathy. Especially do we thank the doctor, nurses and Legionnaires for their kindness and interest.

Mrs. S. W. Hodges and family.
Mr. and Mrs. Chas. Hodges and C. L.
Mr. and Mrs. Leroy Hodges
Mr. and Mrs. H. D. Norton and Jean.

Win One Class Is Entertained At McClellan Home

Win One Class of the Methodist Church was entertained at the home of Mrs. Florence McClellan Tuesday afternoon. The meeting was the first in the new year and reports and plans for the coming year constituted the main part of the program. The class, which combines a business and social meeting once each month, is entertained by members whose birthdays occur in the current month. Mrs. Andy Thomas was January hostess. Mrs. McClellan, president, presided over the business meeting and Mrs. E. W. Harrison gave the devotional. Lovely refreshments were served to Mesdames J. B. Hammer, M. M. Beavers, J. E. Beyer, E. B. Black, T. H. Coursey, H. H. Hawkins, Margaret Heifner, J. B. Jones, Fred Millard, Wm. McGeehee, I. H. Spratt, E. W. Harrison, Hattie Rutherford, J. F. Ward, R. T. Brown of Cynthia, Ky., G. R. Conklin, T. C. Mathies, Andy Thomas, Mrs. Ellis and the hostesses.

B&PW Club Hears Talk On Health

"The Relation of Proper Foods to Good Health" was the subject discussed by Miss Sadie Lee Oliver for Business and Professional Women Monday night.

The regular Business and Professional Women's Club meeting was held in the club rooms at the courthouse. Miss Oliver, County Demonstration Agent, and a member of the club stressed the wise selection of foods suited to individual needs and gave interesting comments on what really constitutes a good diet. Plans were discussed for an open meeting to be held on February 12. Dr. Stuart Condon of W. T. S. C. will speak on "Taxation" dealing primarily with the income tax. The place for this meeting will be announced later and all who are interested are invited to attend. Members attending were Ione Green, Clara Wedel, Inez Clark, Sadie Lee Oliver, Ethel Robinson, Dyalitha Brady, Evelyn Stelzer, Elizabeth Womble and Mattie K. Robinson.

Recent Marriage Is Announced

The recent marriage of Mrs. Maggie Florence Morell and J. I. Morris has been announced here.

The wedding took place in Tucuman, N. M., on December 21, and after spending a few days in New Mexico the couple returned to the Morell ranch twenty miles northwest of Hereford, where they will live.

Mrs. Morris has lived in and near Hereford for many years. Mr. Morris located on a farm in the Dean Community about seven or eight years ago.

ALL-CHURCH COUNCIL TO MEET ON TUESDAY

The Federated Council of Church Women will meet Tuesday, January 30, at 3 o'clock at the Christian Church.

Mrs. H. M. Redford, president of the organization, will preside. A program on "The Voice of Protestantism and Democracy" will be given under the leadership of Mrs. Owen Stagner.

The Council welcomes women of all churches and a social hour will be featured after the program.

Birthday Luncheon Compliments Mrs. H. M. Redford

To honor Mrs. H. M. Redford on her birthday, members of the Fellowship Class of the Christian Church entertained with a covered dish luncheon at her home Thursday. Afterwards the guests enjoyed sewing, "knitting and handwork."

A cake with 16 pink candles was featured. Those attending were Mesdames A. Petersen, W. E. Dameron, Ellis Coombes, F. M. Kester, J. C. Ricketts, Criss Renfro, R. G. Blue, A. G. Bell, J. B. Stoker, C. H. Dyar, N. E. Gass, J. J. Clark, A. M. Jones, W. H. Russell, J. B. Elliston, George Muse, Miss Adda Ramey, Miss Frances Dameron, Miss Inez Clark and the honoree.

IN MADISONVILLE

Dr. Howard Eberle, son of Mr. and Mrs. Frank J. Eberle of this city has been added to the staff of the Health Clinic and Hospital at Madisonville, Texas.

Dr. Eberle, a graduate of Hereford High School, made an enviable record at the University of Texas and at the University School of Medicine at Galveston where he received his M. D. in 1936. He interned one year at Gallinger Hospital, Washington, D. C. and spent the past two years in the City Hospital at Columbus, Ga., serving as chief surgeon.

After visiting with his parents here, Dr. Eberle took charge of his work in Madisonville on December 1.

Mr. and Mrs. Howard Hershey and children of Dumas were visiting relatives in Hereford over the past week end.

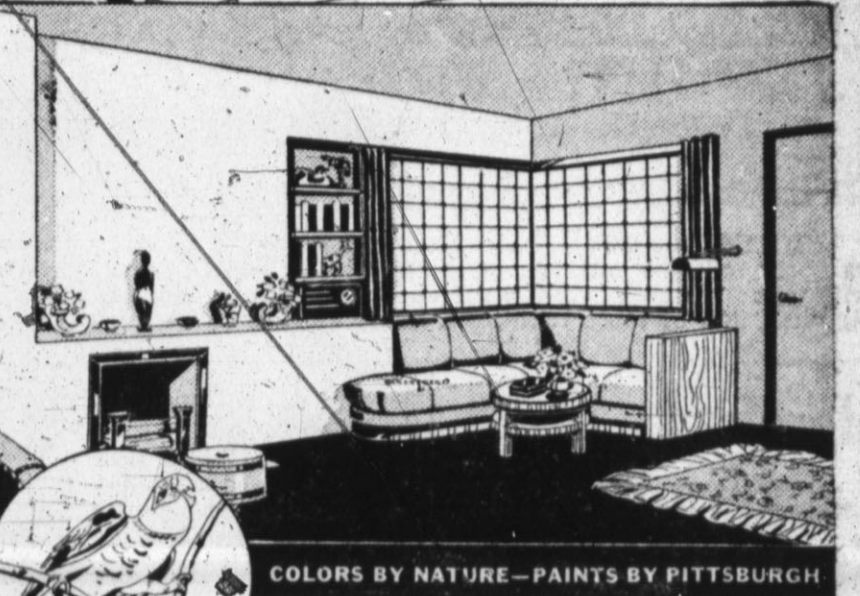
Mr. and Mrs. James Aiken of San Antonio left Monday after visiting in the home of their son, Rev. James Aiken Jr. Rev. Aiken is confined to his home on account of illness.

Mr. and Mrs. J. R. Emmons of Matador returned to their home Sunday after visiting in the home of his brother, W. M. Emmons since Thursday. Mr. Emmons is County Agent at Matador.

Mrs. R. T. Brown of Cynthia, Ky., arrived last week for an indefinite stay here with her niece, Mrs. R. B. Miller and family.

Frank Roberson made a business trip to Dumas Monday.

You are the SECRETARY OF THE INTERIOR



COLORS BY NATURE—PAINTS BY PITTSBURGH

With all of today's fresh, exciting color schemes at your command, it's easy for you, Madame Secretary, to spread glowing tints of nature throughout your home. Make it a more wonderful place in which to live—quickly and inexpensively, with Pittsburgh Paints. Perk up somber walls and ceilings with the soft-toned loveliness of Wallhide. Restore faded woodwork and furniture with Waterspar Enamel. Bring new life to scuffed floors with Florhide. And remember—any room can be redecorated in a single day with Pittsburgh Paints.

F. H. A. Loans
TO REPAIR... TO REMODEL... TO REPAINT
TO RE-DECORATE — See us for Details!

CARL McCASLIN LUMBER CO.

CALL THE LUMBER NUMBER—7
One Block East of The Courthouse

PITTSBURGH PAINTS
Smooth as Glass
WALLHIDE • FLORHIDE • WATERSPAR • SUN-PROOF

Walgreen Agency HAILE DRUG

Walgreen Agency Drug Store

50° LYONS Tooth Powder 31c	50° IPANA Tooth Paste 29c
Checks Body Odors	50° JERGENS LOTION 39c
HYGEIA SOAP 2 for 11c	1.35 PINKHAM'S COMPOUND 98c
60° ALKA SELTZER 49c	TEK TOOTH BRUSH 23c
35° VICK'S VAPO RUB 23c	Plain or Choc. MALTED MILK 1 lb. 49c
Walgreen Magnesia TOOTH POWDER 37c	50° YEASTFOAM TABLETS 34c
1-Lb. Meads PABLUM 39c	LARGE LIFEBOUY Shave Cream 23c
Mary Lakes LAVENDER LOTION 6-oz. 39c	50° PEBECO Tooth Paste 2:40c
Heavy Grade Mineral Oil Pt. 39c	2-oz. SIZE Campho-Lyptus OINTMENT 24c
Oris MOUTH WASH Pt. 49c	55° PONDS CREAM 36c
100 WINKLE PILLS 8c	

For Colds, Headaches, etc.

ALKADENE TABLETS

TUBE OF 39c

25c

Helps to correct excess acid condition. Dissolves rapidly.

Fight That Cold!

GROVES BROMO QUININE

25c

SIZE 27c

50c

IODENT

Tooth Powder or Paste

New Only . 33c

10c CAKE

LUX TOILET SOAP

3:19c

OLAFSEN ATOL (A B D G) CAPSULES

Bottle 59c

25

\$1.00

Mar-O-Oil Shampoo

Sale Price . 73c

35c SIZE

FREEZONE FOR CORNS

FOR ONLY 26c

"Monarch" Hot Water Bottle

Pure Gum Rubber 59c

HIND'S Honey & Almond CREAM

50c SIZE 39c

BOX 500 of Perfection Cleansing TISSUES 24c

COUPON

27-INCH SHOE LACES 3:5c

WITH THIS COUPON

WHY DID 4,061 ENGINEERS BUY DODGE IN THE LAST 12 MONTHS?



COME IN! SEE IT! DRIVE IT! LEARN WHY ENGINEERS SAY DODGE GIVES MOST FOR YOUR MONEY!

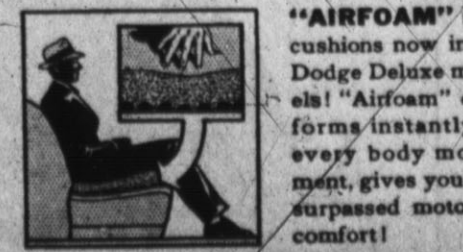
COULD you ask for a better guide to car value than this: 4,061 engineers bought Dodge cars in the last 12 months! Men who know a great car not only praise Dodge, but buy it in preference to others!

Why? Because, they say, Dodge engineering is matchless in the industry. Even though it costs nothing extra, it means not only brilliant performance, fewer repair bills, big savings on gas and oil, but beauty, comfort and luxury you never dreamed possible in a car priced so low!

Why pay more money when Dodge

gives you everything you could ever desire in any car? Or, why be satisfied with a small car when Dodge gives you so much extra value for just a few dollars more? See this new Dodge today!

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



"AIRFOAM" seat cushions now in all Dodge Deluxe models! "Airfoam" conforms instantly to every body movement, gives you unsurpassed motoring comfort!

COMFORT ZONE



NEW Full-Floating Ride in the New 1940 Dodge Luxury Liner! Wheels are moved backward, seats forward, so now all passengers ride in the buoyant "Comfort Zone" between the axles!

JUST A FEW DOLLARS MORE THAN SMALL CARS!

DODGE ENGINEERING Costs Nothing Extra!

IRELAND MOTOR CO.
HEREFORD, TEXAS

SPECIAL . . .

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

"Whitman's" Candies

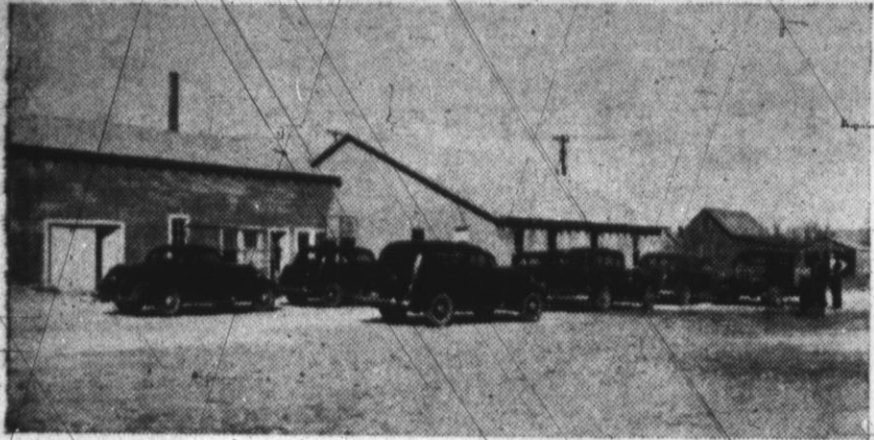
make any Occasion more Enjoyable!

HEADQUARTERS FOR SCHOOL SUPPLIES

CITY DRUG STORE

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

Hereford Laundry



PICTURED ABOVE is the Hereford Laundry, showing graphically the enlarged quarters of the plant now double the size of the original building. Constantly increasing patronage has made necessary addition of more room, Mr. Ayres said.

Hereford Laundry Shows Steady Growth

Registering a steady growth during the past 10 years, the Hereford Laundry, with W. L. Ayers as owner, will celebrate its tenth anniversary in September with a modern plant and 15 regular employees. A steadily increasing volume of business has been enjoyed with a corresponding increase in size of the company's buildings and a larger weekly payroll, which is spent in Hereford.

Latest addition to the company's plant is a nursery where mothers can leave their children under watchful guidance until the family laundry is finished on one of 17 new washing machines which serve the Helpy-Selfy department.

Westway Items

By NELLIE RUTH TUCKER
Mr. and Mrs. E. W. Young and family of Hereford were Sunday dinner guests of Mr. and Mrs. Floyd Tucker and children.
Rev. Joshua Stephan was a dinner guest Sunday of Mr. and Mrs. Al Werner.
Eight members of the home Demonstration Club were present at the meeting Thursday afternoon at the home of Mrs. Henry Allmon. After the business session Mrs. Allmon served refreshments of doughnuts and hot chocolate. The next meeting will be the butchering demonstration which is being held this Thursday and Friday at the home of Mr. and Mrs. Merlin Kaul.
Word has just been received here by friends of Mrs. Tom Vaughn telling of a fall which she suffered recently. A small bone was broken in her foot and

she will be confined to her home for several weeks.
Miss Leola Wolfington will be confined to her home indefinitely as the result of a fall at school last Tuesday when the knee cap was broken and the bone fractured above the knee. Leola is a freshman at Hereford High School.

Mrs. Roy Lee Wilson and baby son returned home from the hospital in Hereford last Tuesday. Miss Jessie Clark of Summerfield is assisting with the work at the Wilson home for a few weeks.

Mr. and Mrs. E. B. Osburn and Bobby spent the week end in the home of Mr. and Mrs. Willard Osburn at Plainview.

J. B. Little went to Groom Tuesday where he visited his daughter, Mrs. Curt Griffin and Mr. Griffin. From there he continued to Bowie where he plans to visit relatives. He plans to be gone two months.

The Young People's Class of the Sunday School was host to the Adult Class at a party which was held Friday night at the school house. The party was the result of a contest held the last quarter of the year in which the adult class won. The evening was spent playing a variety of games after which refreshments of doughnuts, coffee and cocoa were served.

Mrs. Henry Allmon attended a meeting of the Home Demonstration Club at the home of Mrs. Owen Andrews at Frio last Wednesday afternoon.

Henry Allmon visited Harlan Frye at Frio Wednesday afternoon.

Mr. and Mrs. W. R. Allmon spent last week at Petersburg visiting Mr. Allmon's brother, Charley Allmon and his mother, Mrs. Frances Allmon. Mr. and Mrs. Henry Allmon went to Petersburg Sunday and brought them home.

Mr. and Mrs. A. C. Pierce, and Marlin, were dinner guests Sunday in the home of their son, Ulys Pierce and family of Hereford.

Mrs. Grady Wilson visited her daughter, Mrs. Hughes Millard at the Deaf Smith County Hospital in Hereford Monday. She made the acquaintance of the new grand-daughter, Sheila Ann, who was born to Mr. and Mrs. Millard that morning. The little miss weighed 8 pounds and 3 1/2 ounces and was born on the birthday of her aunt, Mrs. M. S. Roe.

Mr. and Mrs. Grady Wilson, Larry and Norma Sue and Mrs. M. S. Roe and son of Hereford drove to Crosbyton Sunday where they visited Mrs. M. F. Johnson, mother of Mrs. Wilson and her sister, Mrs. O. T. Stockton and family.

Mrs. Grady Wilson was a dinner guest Monday of her daughter, Mrs. M. S. Roe, in Hereford. Mr. Wilson attended the Cocanougher sale.

This community was well represented at the Cocanougher sale at Hereford Monday.

PERSONALS

DR. HEARD ATTENDS DENTAL MEET

Dr. G. W. Heard was in Amarillo Monday to attend the twelfth annual meeting of the Panhandle District Dental Society. The one-day session was held at the Herring Hotel with Dr. F. W. Dodson, district president, in charge. Speakers included Dr. T. G. Duckworth of San Antonio and Dr. M. L. Garrison of Wichita Falls, both officers of the state organization.

R. B. Miller returned Sunday from Dallas where he attended an Auto Parts show. He was joined at Tulla by a brother, Henry Miller who made the trip with him. His brother is an auto-parts dealer in Tulla.

Mr. and Mrs. V. Skypala entertained at dinner Sunday Mr. and Mrs. Edgar Skypala and Vella Kee and Mr. and Mrs. H. D. Blythe and baby of Hereford. The occasion celebrated the birthday of Edgar Skypala which occurred on Wednesday.

V. Skypala spent last Wednesday and Thursday in Morton on business. He says they had more snow there than here and had unusually cold weather.

Mr. and Mrs. F. W. Dodson and V. Skypala visited Wilbur Edelman at Frio Saturday night.

Maurice Tannahill and T. B. Cox have installed butane gas plants.

Mr. and Mrs. Buren Sowell and children visited her mother, Mrs. Henry Tiesel in Hereford Sunday. Mrs. Tiesel is quite ill.

Mr. and Mrs. Burnin King of Hillsboro are living at the Paul Mathers place and working for them.

Mr. and Mrs. Buddy Witherspoon, Neil and Jo Ann, and Miss Edith Standifer of Hereford were visitors Sunday in the G. C. Hartman home.

Louise Young of Hereford was a guest-Saturday night of Helen Marie and Nellie Ruth Tucker.

F. W. Dodson refereed a basketball game between Frio and Farwell Friday night.

Mr. and Mrs. R. H. Belew and family of Frio were dinner guests Sunday of Mr. and Mrs. F. W. Dodson and Monte Max.

Honor roll for the last semester includes Bobby Osburn, Virgil and Grady Winkler and William Rice in the first grade; Inez Tucker and Rose Stephan in the second grade; Ava Gene Gore, Curtis Ponder in the third grade; Nina Beth Hartman and Paula May Mathers in the fourth grade; Helen Marie Tucker in the fifth grade.

Perfect attendance for the semester includes Inez Tucker, Virgil Winkler, Nina Beth Hartman, Margaret Sowell and Helen Jo Wilson.

The school pupils have started work on the Interscholastic League events.

Pete and Wayne Jones of Plainview are visitors this week in the E. B. Osburn home.

W. A. Hammock is very ill at the home of his son, Carl Hammock, near Walcott.

Mr. and Mrs. E. H. Little were visitors in the Jim Harrison home at Hereford Monday. They attended the Cocanougher sale in the afternoon.

GETS DOUBLE FISH CATCH

Wymon O. McInnis of the Cox & McInnis Ranch near Brownwood didn't waste a great deal of bait in catching two fish recently. He snagged a 27 1/2 pound catfish and saw protruding from its mouth the tail of another fish. It proved to be a one and a half pounder the cat had caught just before it greedily snapped up McInnis' bait.

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Why Wash at Home



When Our Modern Helpy-Selfy Service is so convenient and so Reasonable?

Save Time . . . Save Money . . . Save Your Health!
If you do your own washing you will find it cheaper and more convenient to take advantage of our complete, Modern Helpy-Selfy, Department. This department has been completely remodeled, doubled in size, and we believe it is one of the most convenient in West Texas. Visit this department and see for yourself! Visitors are Always Welcome.

17 Machines

HOT STEAM WATER

COMFORTABLE Work Room

REASONABLE PRICES:
35c Minimum First Hour;
1-2 Cent minute additional after first hour.

Laundry Service
THRIFTY SERVICE SEMI-FINISH
Flat work finished. Wearing apparel ready to iron.
4c lb.
Shirts finished in either service 10c

Cleaning AND PRESSING
This department is also modern and complete. For real satisfaction, give us a trial.

Hereford Laundry
W. L. AYERS, Owner
HEREFORD, TEXAS
PHONE 298

FRIENDS SWING FRIENDS TO PONTIAC!

Comic strip panels with dialogue about a Pontiac car. Characters discuss the car's features like '783' price, styling, and performance.

Pontiac advertisement featuring a large image of a car and the text 'ONE OF THE BIG reasons for the remarkable upswing in 1940 Pontiac sales is the "red hot" enthusiasm of everyone who buys this great car. They go out of their way to tell, and show, their friends how marvelous a low-priced car can be! The 1940 Pontiac is a big, luxurious, long-wheelbase car—handsomely styled, wide-seated—with the "Triple Cushioned" ride—and the power-packed Pontiac engine, famous for smooth, quiet, economical performance. This year, try "America's best recommended car"!

BUILD --- REPAIR WITH AN F-H-A Loan PAYMENTS LOW AS RENT! R. H. Kemp Lumber Co. GRANT FULLER, Mgr. Hereford, Texas Phone 44

317 East Main St. NORTON MOTOR CO. Hereford, Texas

Progressive Club Studies Holy Land

The Progressive Worker's Club met Wednesday, January 17 with Mrs. Ira Ricketts and Miss Ira Jeanne for a study of the Holy Land. A short business session was held in which two letters were read from Mrs. Annie Diebel, and Mrs. J. W. Vick, were read expressing thanks for the clubs Christmas gifts, to them and thanks were also sent by Mr. F. D. Perkins, W. A. Ricketts and W. C. Russell.

After the business session was held the following program was given: Geographical Terms and Passages of the Old Testament—Mrs. Ira Jeanne Ricketts; Allegro of the Twenty-third Psalm—Mrs. Emzy May; The Invaders—Mrs. C. C. Bowman; Farming in the Land of Milk and Honey—Mrs. E. T. Brookes; Colonies and their Development—Mrs. C. P. Caldwell; and Shopping in the Street Called Straight—Miss Eunice Caldwell. Upon request of the President, Mrs. Brookes, the correct salute and pledge to the Flag was given by Miss Ira Jeanne Ricketts.

Refreshments were served by the hostess to the following members who answered roll call with a Bible Verse: Mesdames A. S. Higgins, C. C. Bowman, Lewis Harvey, M. Wilson, C. P. Caldwell, Lynn Powelson, C. V. Burgess, Emzy May, Owen Neel, E. T. Brookes, and Miss Eunice Caldwell.

The next meeting of the club will be February 7 at a place to be announced later.

Wyche Items

MRS. R. C. VALENTINE

Gathine Vaughn spent Monday night in the home of Miss Vera Rea.

The 4-H Club girls met in the office of Miss Sadie Lee Oliver, Home Demonstration Agent in Hereford, Monday, January 22 at four o'clock.

Members present were Betty Lea Valentine, Helen Rienhart, Vera Rea, Ina May Hewitt, Georgia Mae Reeves, Florella Perkins, Nancye Olson, Gathena Ehn, Helen Francis Elliston, and Mrs. Ferguson. Miss Oliver took each one of the girls home, their first stop to see how nicely Vera Rea had improved her bedroom. They also stopped to see the E. C. Hewitt home, that has just been remodeled.

F. D. Ferguson is attending to business in New Mexico this week. Mr. and Mrs. LaGrome and grand-daughter from Amarillo,

'They're Lively Here'



"America is the only country where the lively arts are alive," according to Marta Ley, European dancer, niece of the late Otto Kahn, who gleefully displays her first citizenship papers in New York.

spent the week end in the home of her daughter, Mrs. R. W. Elliston.

Armellia Rienhart is staying in Hereford this week.

Mrs. Bessie Mitchell, who is in the Deaf-Smith County Hospital, is reported improving.

Mr. J. D. Sackett of Happy spent the first part of the week in the Jack Frost home and attended the Lee Cocanougher sale.

Mrs. Ferguson and Beth, called in the Arnold home Monday.

Winston Medlin and A. J. Robinson of Hereford called on Brooks Orr, Monday evening.

Mr. and Mrs. Jack Frost and J. D. Sackett of Happy spent Sunday in the home of Mrs. Jack Frost's father in Pampa.

Mr. and Mrs. DuBois Walker and sons, Douglas and DuBois Jr., left Thursday for their new home in De Ridder, Louisiana.

Mr. Louie Olson, is driving a new pickup and the Jack Frosts are driving a new Sedan.

Mr. John Lueb has been on the sick list.

Mr. W. J. Albracht has brought in an irrigation well on his place.

Jap Demond has been helping to remodel the basement on the M. E. Church in Hereford.

Mr. and Mrs. Caraway will move on the DuBois Walker place.

During the Christmas snow, hundreds of birds appeared, covering the trees so thickly that they appeared black against the snow; roosting in buildings until it was hard to enter, and eating all of the feed in shocks, etc., but when the snow disappeared, not until this light snow have any been seen since.

Brand Ads Get Results!

Progressive News

IRA JEANNE RICKETTS

Mr. and Mrs. Weldon Gregory of Lubbock spent the week-end with his mother, Mrs. W. P. Gregory and Miss Augustine Jake, and Millard.

Mr. and Mrs. Ira Ricketts, Ira Jeanne, and Glenn, took dinner Sunday with his father, W. A. Ricketts in Hereford.

Mrs. Pearl Boyer and sons, Cecil, Bill, and Lee Roy of Hereford, took dinner Sunday with their son and brother, Mr. and Mrs. David Boyer.

Miss Rosa Lee Powelson has been on the sick list for the past week.

This community wishes to extend its sincere sympathy to the family of Cecil Hodges of Hereford who passed away Saturday. He was well known by many in this community who mourn his passing. A number from this community attended the funeral Monday afternoon.

Mr. and Mrs. Ira Ricketts and Ira Jeanne spent Friday and Saturday with her sisters, Mrs. Dee Garvin and Mrs. J. W. Carter and their families at Silverton.

Mr. and Mrs. Elmer Sharp of Hereford spent Sunday with Mr. and Mrs. J. L. Fark. Elmer will be remembered by the residents of the community as his parents lived in the community for several years. He is now employed in the building of the new Post Office at Hereford.

Mr. and Mrs. David Boyer visited her mother, Mrs. W. H. Hicks and family at Canyon Wednesday afternoon.

There were 39 present at Sunday School Sunday afternoon when Bill Boyer of Wayland College filled his regular appointment. Sunday School is held at 2:30 P. M. each Sunday. Everyone is urged to attend and visitors are welcome.

Mr. and Mrs. Howard Hershey and daughters, Thelma, Zelma, and Laomi Ruth of Dumas spent Saturday night with his parents, Mr. and Mrs. Ray Hershey.

The Progressive Worker's Club met Wednesday, January 17, with Mrs. Ira Ricketts and Ira Jeanne for a lesson on the Holy Land. After a short business session and the program, refreshments were served by the hostess to the following members: Mesdames A. S. Higgins, C. C. Bowman, Lewis Harvey, M. Wilson, C. P. Caldwell, Lynn Powelson, C. V. Burgess, Owen Neel, Emzy May, E. T. Brookes, and Miss Eunice Caldwell. The club adjourned to meet again, February 7, at a place to be announced later.

Mrs. Arch Conklin and children, Ben and Julia, and Mr. and Mrs. Arnold Hershey, all of Hereford, spent Wednesday with their parents and grandparents, Mr. and Mrs. Ray Hershey.

The Progressive Literary Society will meet Friday night, January 26, with the program under the direction of Messers C. V. Burgess, Lewis Harvey and Noel Higgins. The meeting time is 8:00 P. M. Everyone is urged to attend and visitors are always welcome.

Miss Wilma Higgins acted as a member of a committee to select a Gold Star 4-H Girl for the county and visited in the homes of Miss Georgia Nell Coleman of Messenger, Miss Nancye Olson of Wyche and Miss Ira Jeanne Ricketts Sunday afternoon.

The Progressive Singing Class meets every Sunday night that the weather is suitable at 7:30. Visitors are always welcome and new song books are also being loaned at this time.

Due to the extremely cold weather of the past few days very little thawing has been in view. A small amount of snow fell both Wednesday night and Sunday night and Monday but no large amount has fallen for the past week.

The Progressive Girl's 4-H Club will meet Monday afternoon, January 29, at the school house after school is dismissed. Miss Sadie Lee Oliver will meet with the girls at this time.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn, attended a meeting at the First Christian Church in Hereford Wednesday night.

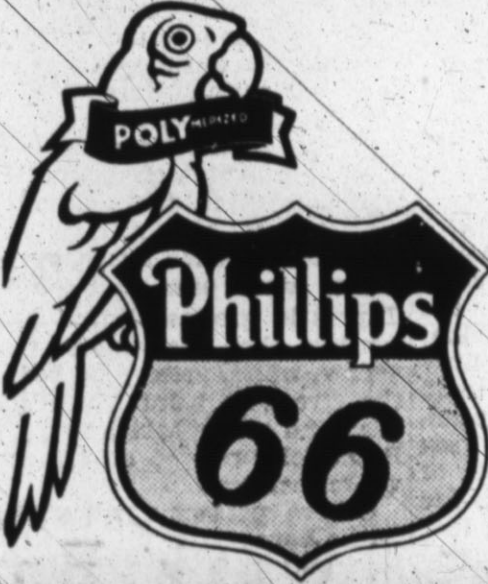
Mr. and Mrs. F. H. Oberthier of Hereford and Mr. and Mrs. P. J. Woolridge of Amarillo spent Sunday with Mr. and Mrs. E. T. Brookes and Mr. F. D. Perkins.

Mrs. E. T. Brookes called on Mrs. F. H. Oberthier of Hereford, Saturday afternoon.

NEW At every Phillips 66 pump in town!

HIGHER ANTI-KNOCK

without higher price!



Here is the sensational **NEW GASOLINE**

that is causing all the talk! . . . with an octane rating so high that it practically gives the same knockless performance for which you previously had to pay 2 cents extra per gallon.

Again, Phillips leadership brings you the greatest regular-price gasoline in all Phillips history . . . highest test and higher anti-knock at the price of ordinary motor fuel.

For a new all-time high in performance at the price, try Phillips 66 today.

NEW PHILLIPS 77 is similarly improved. Now, double-premium quality at single-premium price!

Phill-up with Phillips for Instant Starting



Comfort in the Home

... is considered an aid to health. The comforting heat from GAS equipment is the healthiest heat, because it is the steadiest heat. Controlled in an unwavering flow, it gives an instant outpouring of maximum heat supply.

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

Hill-Ricketts Co.
REALTORS



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



Wonderful

USED CAR VALUES

Now in stock!

The Biggest Used Car Bargains in Town

We are immediately reducing our fine stock of used cars to make room for more and more trade-ins on the popular new Chevrolet. Every used car and truck in our stock has been priced to **SELL NOW.**

BUY NOW AND SAVE!

6,647,437 people bought used cars and trucks from Chevrolet dealers during the last four years.

SEE THE CLASSIFIED SECTION OF THIS PAPER FOR LISTINGS OF YOUR CHEVROLET DEALER'S BARGAINS!

5 REASONS WHY YOU SHOULD BUY YOUR USED CAR FROM YOUR CHEVROLET DEALER NOW!

- 1 Buy a reconditioned used car now, and save costly repairs on your old car.
- 2 Save further depreciation on your old car. Trade up to a late model used car now.
- 3 Buy now—before prices rise—and save the difference.
- 4 Save winter conditioning expense on your old car.
- 5 All used cars are priced to sell fast to make room for more trade-ins. Buy now and save.

Chevrolet Dealers are Headquarters for USED TRUCK Values!

BRUMLEY-WOODFORD MOTOR CO.
HEREFORD, TEXAS

WEST TEXAS GAS CO.
GOOD GAS with Dependable Service

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher
JIMMIE CALLENTINE 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.

Tabulation on Cocanougher Sale

BULL	CALVED	BUYER	PRICE
Good Mixer	October 2, 1934	Harry Wirick, Sloan Springs Ark.	\$2,000
Mosel Anxiety	Dec. 20, 1937	William Bonner, Gainesville	350
Advance Michief 14th	March 25, 1938	Mrs. John L. Whitsett, Hereford	725
Advance Michief 15th	March 14, 1938	J. A. Queen, Big Lake, Tex.	450
Advance Michief 16th	April 12, 1938	John Eoley, Stanton, Tex.	260
Advance Michief 17th	Jan. 2, 1938	William Bonner	335
Advance Michief 18th	May 14, 1938	C. B. Edgar, Whitharral, Tex.	215
Advance Michief 20th	Jan. 22, 1939	Bob McCoy, Amarillo	235
Advance Michief 19th	March 2, 1939	John Lewis, Floydada	200
Advance Michief 12th	March 19, 1938	E. A. Campbell, Claude	360
Blanchard Anxiety 4th	Nov. 17, 1938	Charlie Donnell, Ft. Sumner, N. M.	215
Diamond Anxiety 2nd	June 15, 1937	W. G. Cocanougher, Hereford	318
Blanchard Anxiety 23th	Nov. 16, 1938	William Bonner	275
Blanchard Anxiety 20th	April 20, 1939	Walter Graham, Happy	875
Blanchard Anxiety 7th	Oct. 15, 1938	Charlie Dannel	225
Mosel Domino 26th	March 15, 1938	John Eoley	290
FEMALES			
Katherine 11th	April 7, 1938	Curtis Hill, Roswell, N. M.	850
Katherine 10th	May 12, 1938	E. F. Butler, Roswell, N. M.	325
Correina 27th	March 3, 1938	Tierra Blanca Farms, Canyon	345
Belle Superior 9th	Feb. 4, 1938	L. H. James, Tatum, N. M.	300
Gentle Annie 6th	Oct. 15, 1937	Tariton Williamson, Hamlin	280
Gentle Annie 7th	Jan. 3, 1938	Paul Rudd, Hereford	160
Gossamer Domino 16th	Feb. 3, 1938	H. E. Roberson, Hereford	200
Myrtle Michief	April 26, 1937	L. H. James, Tatum, N. M.	190
Miss Blanchard 24th	Nov. 29, 1937	J. W. Robinson, Hereford	145
Miss Blanchard 27th	Sept. 10, 1937	C. B. Edgar, Whitharral, Tex.	160
Miss Blanchard 22nd	Oct. 27, 1937	H. H. Miller, Dawn	125
Miss Blanchard 23th	Jan. 15, 1938	Paul Rudd	140
Miss Blanchard 23th	Jan. 15, 1938	H. H. James, Tatum, N. M.	160
Gwendoline 10th	Oct. 4, 1938	C. B. Edgar	360
Gentle Annie 9th	April 11, 1939	George Glass, Midland	145
Emma Superior 5th	Nov. 18, 1938	W. L. Wilson, Hereford	340
Miss Superior 8th	Nov. 20, 1938	L. L. LeGrand, Hereford	145
Emma Superior 8th	March 26, 1939	W. D. Collier,alls	120
Gentle Annie 3rd	Jan. 6, 1938	Carlton Williamson, Hamlin	250
Gentle Annie 4th	Dec. 10, 1935	Chas. B. Friston, McDonald, N. M.	380
Katherine 4th	May 19, 1931	A. D. Jones, Roswell, N. M.	675
Katherine 6th	Nov. 15, 1935	C. B. Edgar	395
Katherine 5th	Oct. 30, 1934	Walter Graham, Happy	700
Belle Superior 7th	April 10, 1936	W. A. McSpadden, Amarillo	280
Green Superior 7th	March 10, 1939	J. O. Gilliam, Brownfield	250
Gwendoline 7th	Nov. 18, 1938	B. Rossen, Hereford	425
Correina 25th	May 30, 1937	Mosel Bros., Cambridge, Neb.	395
Emma Superior 5th	May 11, 1936	George Glass, Midland	375
Gossamer Domino 6th	June 1, 1936	W. L. Wilson, Hereford	740
Pretty Lady 51st	Jan. 17, 1937	Walter Graham, Happy	125
Miss Blanchard 8th	Jan. 15, 1933	Bill Shirley, Lazbuddy	145
Lucy	April 21, 1932	Bill Shirley, Lazbuddy	210
Edna	May 25, 1932	Bender Bros., Frisco	200
Mary	April 24, 1932	Bender Bros.	210
Bena	April 26, 1932	H. H. Miller, Dawn	250
Corine	May 27, 1932	R. M. Schumper, Fortales, N. M.	185

Jaicnt Methodist Church. Delegates from the Woman's Division of Christian Service of the various churches represented were elected to attend a Methodist Advance meeting to be held in Amarillo on February 12. Mrs. Marvin Norwood was chosen as delegate from Hereford and Mrs. Thelma Ford of Friona was chosen as a Zone representative.

Those from Hereford making the trip were Mr. and Mrs. J. F. Ward, Rev. Marvin Norwood, Tom Alderson; Mesdames E. W. Harrison, J. E. Beyer, E. B. Black,

Endeavorers Enjoy Games Party

Christian Endeavorers were entertained in the Christian Church basement Monday with an enjoyable party.

Those present were Louise Cress, Earl Oldham, Vivian Olson, Robert Petersen, Joyce Stambaugh, Jack Knox, Jean France, Ann Cockrell, Katherine Henderson, Dorothy Lee Graves, Nell Spradley, Hicks Roberson,

Helen, Frances Streu, Clifford Estes, Mr. and Mrs. Carl Oldham, A. Petersen and Mrs. Elmer Patterson.

ATTENDING MARKET

Mr. and Mrs. W. F. Gillis are purchasing their new spring merchandise for The Fashion Shoppe at Fort Worth and Dallas markets this week. She plans to buy a complete line of ladies ready-to-wear in latest fashions.

A popular composer is one who can make a judicious selection of fragments from old tunes.

1940 Cabine' Model G-E Radio

\$39⁹⁵

on easy terms!

A REAL BUY — SEE IT ON DISPLAY!

You'll be surprised at the quality, performance and the beauty... and remember, it's a General Electric!

- Six Tubes, famous G-E Pre-Tested.
- Super-Hetrodyne Speaker.
- 12-Inch Dynamic Speaker.
- Beam A-Scope built-in Antennae and ground.
- 2 Wave Bands; domestic and foreign reception.
- Automatic Tuning; 4 selectors for your favorite stations.
- Airplane Dial.
- Beautiful Cabinet—37" high, 27 1-2" wide, and 10 3-16" deep.

LIBERAL TRADE-IN ALLOWANCE!

STREU HARDWARE

HEREFORD, TEXAS

SOCIETY

Miscellaneous Shower Is Given For Recent Bride

Mrs. Oble Sheets, a recent bride of Friona was complimented Thursday afternoon when members of the Hereford Chapter of the Order of Eastern Star entertained with a miscellaneous shower at the Masonic Hall.

Mrs. F. M. Kester directed a program of games and a mock wedding ceremony entertained the guests.

Dressed to suit the occasion, those who took part in the ceremony were: Brutie Rose, the minister; Belle Ewton, the bride; Eula Womble, the groom; Lucy Reed, best man; Pearl Gass, maid of honor; Myrtle Witherspoon, flower girl; Emma Beyers, ring bearer; Minnie Jones, father of the bride; and Myrtle Reed, the bride's mother.

Mrs. G. A. F. Parker played

soft music during the ceremony. The shower was introduced when a traveling salesman, Clara Shore, sought to sell his wares. When no one would buy, the merchandise was presented to the rejected suitor, Nora Lawhon, who in turn presented the gift packages to the bride.

Refreshments were served from a lace covered table decorated with a heart shaped floral centerpiece fashioned from pink and white sweet peas and gladioli. Tapers in groups of five representing the five colors (blue, yellow, white, green and red) of the five star points, burned at each end of the table. Mrs. H. L. Broadwell presided over the silver tea service.

Others present besides those in the house party included Mesdames Mattie Bourne, Bessie Boggs, Audrey Thompson, Ann Redford, Ollie Bradly, Edna Bowe, Jessie Terrell, Bessie Hill, and Louella Ferguson.

SUMMERFIELD CLUB HEARS BOOK REVIEW

A meeting of the Summerfield Study Club was held at the home of Mrs. C. R. Walser Thursday afternoon. Mrs. J. O. Clark was assistant hostess.

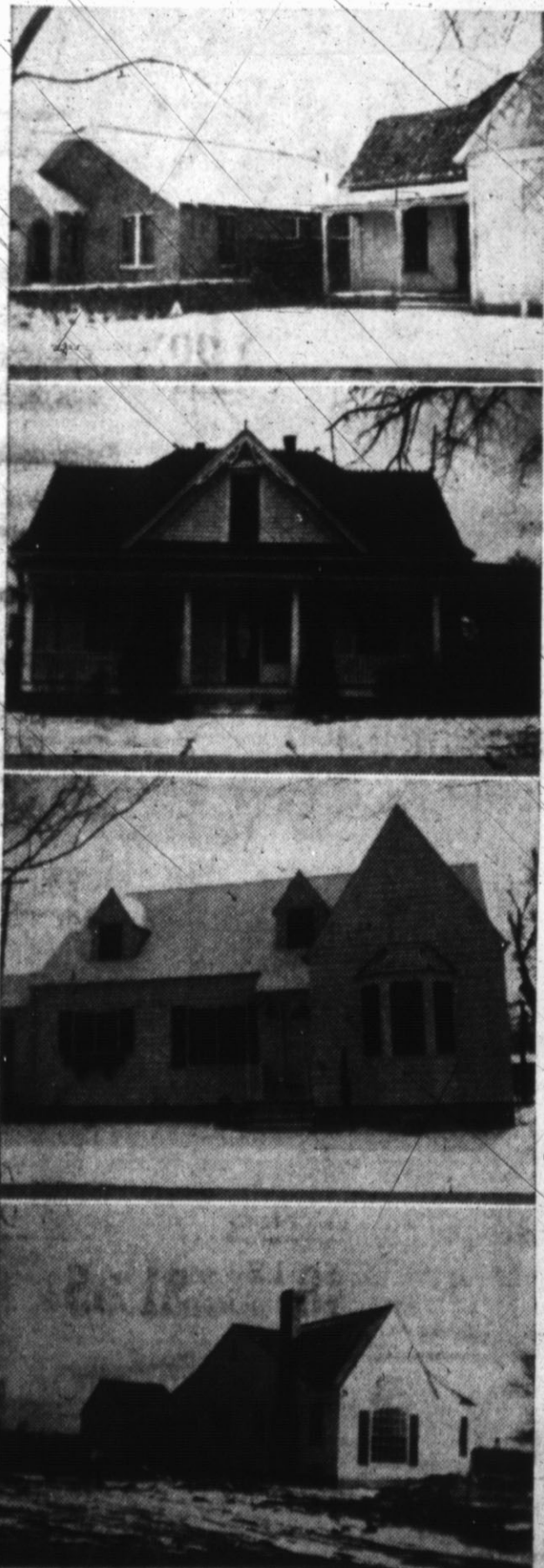
Those enjoying the program were Mesdames A. L. Behrends, D. C. Walser, L. L. Cannon, Jim Clark, Ray Johnson, Lloyd Lookingbill, Hollis Walser and the hostess.

Church Group Attends Missionary Institute

Several officers and leaders in the Hereford Methodist Church went to Amarillo yesterday where they attended the annual missionary institute held at San

There Is A Thermal Wool

Insulated Home in your Neighborhood!



In this first picture Monday's snow is shown on the roof of Dr. Wills' home. The portion of house to right, uninsulated, shows snow off the roof except porch. The heat from stove under this roof melted the snow... a fuel loss... Snow on porch roof proves that the snow would have been on roof had there been no heat in the room beneath. Watch the roof of your home if you want to see why your house is hard to keep warm.

Ask the Owners of these homes:

- 1—DR. R. R. WILLS
 - 2—C. H. DYER
 - 3—J. C. McCracken
 - 4—MRS. SETH B. HOLMAN, and O. E. EASLEY
- ... whose house is not shown

AND, Here is what they say:

"I know I am using less fuel and my house is more comfortable."—Dr. Wills.

"We are able to tell a difference after two days' use."—C. H. Dyer.

"We are now using one floor furnace, part time, where we formerly used two, and the coldest room in our house—the kitchen—is now warm and comfortable."—J. C. McCracken.

"I had Thermal Wool put in my new home because I knew what it was doing for my niece, Mrs. Mark Galloway, Amarillo... Have not had opportunity to test it yet."—Mrs. Seth B. Holman.

Cotten Insulating Company
718 Buchanan St. Amarillo
Lloyd Roberson, Representative in Hereford

CORNER DRUG STORE

The Rexall Store

PHONE 105-HEREFORD FREE DELIVERY



4 VITAMINS IN ONE CAPSULE

Get all of these Vitamins you need in this one capsule. And get the dependability you always get with

UPJOHN'S.

PKG. \$3.35 of 100
PKG. \$1.49 of 50

UPJOHN'S Cod Liver Oil TABLETS

Easy, pleasant way to take Puretest Cod Liver Oil Vitamins. Each tablet equals a teaspoonful of oil.

100 Tabs 89c

A Rexall PRODUCT

\$2 Martha Lee Cleansing Cream
Only \$1.00

Household THERMOMETER
21c

Reg. \$15.00 Schick ELECTRIC RAZOR
\$12.50

15c Size PUTNAM DYE All Colors
9c

Pint CODLIVER OIL
79c

Rexall Ephedrin NOSE SPRAY 4 OZ.
50c

Regular \$1.20 Size SYRUP PEPSIN One-Half Gallon of MINERAL OIL
89c 79c

THRIFTY SHOPPERS SAVE AT THE Rexall DRUG STORE

- 29c TUBE MI-31 TOOTH PASTE and a KLENZO TOOTH BRUSH—both for... 29c
 - 36 Sheets—24 Envelope CASCADE STATIONERY — SPECIAL 29c Medford, Double-Edge
 - RAZOR BLADES 25 FOR 19c Pontex
 - TOILET TISSUE 6 Rolls 25c Rextette
 - SANITARY NAPKINS PKG. of 12 15c
- POPULAR COLD REMEDIES AT LOW PRICES
- CREOMULSION, regular \$1.25 size 89c
 - 50c Revillana's COUGH SYRUP and 25c Rexall COLD TABLETS BOTH FOR 50c
 - 60c Size Bottle SAL HEPATICA 39c
 - 60c ALKA SELTZER 49c REX SELTZER 39c
 - 200 Puretest ASPIRIN TABLETS 69c

WE WILL NOT BE UNDERSOLD

\$1 Chamberlain's HAND LOTION 79c
35c Vick's VAP-O-RUB 23c
60c Bottle MENTHOLATUM 49c

Rexall CHOCOLATE FLAVORED LAXATIVE
The laxative everyone likes because of flavor and because of its easy, effective action.

TIN OF 24 19c

REMEMBER THE Rexall DRUG STORE FOR BEST VALUES ALWAYS

Just Installed New, Modern Cleaning Plant

Our large Filter and new, Large Size Washer will enable us to serve you Better than Ever Before... and always, you can expect the same careful personal supervision that has established this firm as reliable in this community.

We are Proud of this New Equipment... and we invite you to visit our Modern shop.

REMEMBER... We also Specialize in Blocking Knits and Boucles!

For Longer Wear and Better Looks



PHONE 160

STAMBAUGH CO. Cleaners

Furniture And Handcraft Is Dawn Club Study

The Dawn Study Club met Tuesday afternoon in the home of Mrs. Ernest May with a program on American Furniture and handcrafts.

Refreshments were served to Mrs. Jim White, Mrs. R. Schroeder, Mrs. W. A. May, Mrs. Cecil Walker, Mrs. W. J. Stewart, Mrs. Lloyd Bentley, Mrs. A. T. Frye, Mrs. Baker Womble, Mrs. Cal Walker, Mrs. Carl Wimberley, Mrs. Carl Luke, Mrs. Burum, Mrs. Galley, Mrs. Miller and Mrs. Ernest May.

Dean Dunlap Weds Miss Wanda Welch

Miss Wanda Welch of Lubbock, daughter of Rev. and Mrs. J. D. Welch, became the bride of Dean Dunlap, son of Mr. and Mrs. W. E. Dunlap of Hereford, on January 11.

The ceremony was read by Rev. George A. Dale in Tahoka. The young couple will continue their studies at Texas Tech.

BUYING SPRING GOODS

Mr. and Mrs. Gaston Baer of the Popular Store, are attending the Fort Worth and Dallas Markets this week. They are purchasing new spring merchandise to feature this season.

ANNOUNCE BIRTH OF DAUGHTER

Mr. and Mrs. Leonard Ralston announce the birth of a baby daughter, Beverly Jean, January 22, weighing 7 pounds, 14 ounces. Beverly Jean is the granddaughter of Mr. and Mrs. A. J. Ralston.

Mansell Cranfill of Farwell transacted business in Hereford Monday.

MRS. SEED ATTENDS MARKET

Mrs. C. W. Seed left last Sunday to attend wholesale markets in Dallas and Fort Worth where she will buy her spring line of best style ladies merchandise for The Vogue.

Brand Ads Get Results!

IT'S BIGGER
This 1/2-ton GMC Pick-up gives you 91" x 48 1/2" of load space.

IT'S MORE POWERFUL
Here's the strongest-pulling truck in the light-duty field—bar none!

IT USES LESS GAS
GMC owners report fuel savings of 15% to 40%.

AND GMCs COST NO MORE THAN OTHER LIGHT-DUTY TRUCKS

GMC prices are crowding the lowest. GMC SUPER-DUTY Engines with revolutionary POWER-PAK Pistons, RIDER-EASE Cabs, SYNCRO-MESH Transmissions (on 1/2- and 1-ton models), and FRICTION-FREE Steering are features you can't get in any other truck at any price. Come in and see how much more value you get in a GMC.

Time payments through our own YMAC Plan at lowest available rates

NORTON MOTOR COMPANY
317 E. Main St. Hereford, Texas

GMC TRUCKS GASOLINE - DIESEL

Pay City Taxes

Penalties Added February 1

Taxes for 1939 in the City of Hereford are due and must be paid before February 1, 1940, to escape the burden of additional penalties and interest charges.

Pay your 1939 taxes before February 1, 1940, and avoid the addition of extra penalties and interest charges. Remember that penalties on 1939 unpaid taxes are added at the rate of one per cent per month, until July 1, 1940, when the penalty is increased to eight per cent and interest charges at the rate of one-half per cent per month are charged.

City of Hereford

Winter Starts Second Month In High Gear

Winter began its second month of almost continuous blasting this week with no warm spells in sight. Snow fell here December 22 and intermittent snow plus sub-freezing temperatures continued today.

Some livestock losses, mostly sheep, have been reported due to the frigid weather. Low temperatures were the rule the past week. Last night's low was 0, yesterdays high, 14. Other low temperatures were Monday 10, Tuesday 7, and Wednesday 5. High temperatures were Monday 35, Tuesday 33 and Wednesday 33.

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)
- For County Judge and Ex-Officio County Superintendent:**
A. J. SCHROETER (Re-election)
- For County and District Clerk:**
ROBERT L. THOMPSON (Re-election)
- For County Commissioner Precinct 3:**
H. D. CULPEPPER (Re-election)
- For County Commissioner Precinct 4:**
ERNEST T. (Dick) ALLRED (Re-election)

APPLICATION MEDICAL LIQUOR PERMIT

"The undersigned is an applicant for Medical Liquor Permit from the Texas Liquor Control Board and hereby gives notice by publication of such application in accordance with provision of Section 10, House Bill No. 77, Acts of the Second Called Session of the 44th Legislature, designed as the Texas Liquor Control Act."

"The Medicinal Liquor Permit applied for will be used in the conduct of a business at 300 Main Street, Hereford, Texas."
(Signed)
CORNER DRUG STORE
R. T. Roden, Owner. 4-2tc

Want Ads

- For Sale or Trade**
Have purchased the Hollywood Produce from G. P. 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:** Slightly used circulating heater. Ebb Martin, City Barber Shop. 4-1tp
- WANTED:** to exchange painting, paper-hanging, or shingling for

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!

bundle feed. M. E. Moore, 1 mile north on 25-Mile Ave. 4-3tp

FILM SERVICE
Any roll developed and printed **25c**
Prompt Service, Quality Finishing. Enclose Coin With Order.
A & M Film Service
P. O. Box 1086 Amarillo, Tex.

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

House and lot in West Hereford for sale or trade. John G. Harvey, Box 84, Crosbyton, Texas. 4-1tc

FOR SALE: Span big mules, \$250 or trade for cattle. A. C. Pierce, 1-mile north of Westway schoolhouse. 4-3tp.

FOR SALE: 1000 gallon capacity pump, A-1 condition; 40 acres adjoining Hereford; hegarri bundles. 7 1/2 miles south of Hereford. J. E. Springer. 4-3tp

WILL PAY CASH
For used bathtubs, sinks, commodes, lavatories, pipe, fittings and plumbing fixtures, water heaters.
Central Pipe & Supply Co.
2611 South Ave. H. Phone 606 LUBBOCK, TEXAS

FOR SALE:
1939 Oldsmobile Coupe
1939 Chevrolet ton Pickup
1939 Chevrolet Master 85 Coupe
1938 Chevrolet Del. Town Sedan
1937 Dodge DeLuxe Coupe
1937 Pontiac 2 door Sedan
1936 Oldsmobile Sedan
1937 DeSoto Coupe
1933 Chevrolet Truck
1935 Dodge Coupe.
Brumley-Woodford Motor Co.
Hereford, Texas 4-1tc

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 Sizes
Water Well Casing
IRRIGATION CASING
PIPE—FITTINGS—VALVES
at substantial savings
Central Pipe & Supply Co.
2611 Ave. H. LUBBOCK Phone 606

FOR SALE: Registered Hampshire Boars. Ready for service. J. W. Schwallier, Nazareth, Tex. 4-3tp.

Will start classes in Shorthand, Bookkeeping and Typing, February 1. Anyone interested please see me at once. Mrs. Ralph McCullough, 711 25-Mile Ave. 2-3tc

FOR SALE: "57" Motorola car radio and aerial. 400 Ross St. Back Door. 4-1tp.

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

For Rent
FOR RENT: Furnished apartment. Mrs. W. M. Megert. 4-1tc

FOR RENT: Bedrooms and Apartments. 506 Jackson, phone 91-7. 2-3tp.

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

HEREFORD LUMBER CO.
HOME OWNED — HOME OPERATED
A Complete Building Service
BUILD A HOME AND PAY ON
F.H.A. PLAN

SAVE ... on MANSFIELD Super-Safe TIRES

ALLOY RUBBER
SUPER-SAFE TREAD
Mansfield has combined carbon and rubber to form tough, extra-strong Alloy Rubber—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!

MOORE INDEPENDENT OIL CO. TROY MOORE, Manager

SAVE Money on Quality FOOD

PEANUT BUTTER
Regular 27c Value!
Full quart 23c

JELLO, all flavors 3 boxes 10c

WHEATIES, Food for Champions—box 10c
COFFEE, Thrift, regular 17c 2 for 25c
MUSTARD, 18c Value — Full quart 13c
RANCH STYLE BEANS, 10c Value 7 1-2c
CORN FLAKES, 2-for-25c Value! — 3 boxes for 17c
(Case of 24 Boxes, \$1.25)

CATSUP, 14-ounce bottle 9c

SALMON — 2 Cans for 25c
NOODLE SOUP, Mrs. Grass Home Style, good. 3 10c boxes 21c
TOMATOES, No. 2 Size 2 cans for 15c
SPINACH, No. 2 Size 2 cans for 15c

CORN MEAL, made from Iowa corn—10-lb. bag 22c
MILK, White Swan—2 large or 4 small 13c
RINSO, large dish cloth free! 19c
SPICES and PEPPERS — All 10c sizes for 7c
JET OIL SHOE POLISH — all colors 9c

SAVE on High Grade MEATS

FRESH VEGETABLES
LEMONS 360-Size, Sunkist — Dozen 23c
ORANGES Sunkist — Dozen 15c
GRAPEFRUIT Texas Seedless — Dozen 25c
(Full Box Size Sacks, \$1.25)
ORANGES Texas — Dozen 10c
YAMS Portales — Lb. 3c
NEW SPUDS 4 Lbs. 25c

MEATS
SMOKED BACON 12 1/2c By the piece — lb.
BACON Sliced — Lb. 15c
LARD, Pure Hog. Bring your pail — Lb. 8c
HAMS Fresh Pig — Lb. 17c
SHOULDERS Fresh Pig — Lb. 12c
SIDE MEAT Fresh Pig — Lb. 16c
BEEF ROAST Prime — Lb. 18c
BEEF ROAST Rotted — Lb. 20c

FLOUR EL RENO'S BEST. Bought at Jobber's Price! 48-LB. BAG \$1.55

McLAIN'S GROCERY & MARKET
"THE FRIENDLY STORE" — We Deliver — PHONE 18

WE BUY YOUR CREAM, EGGS and POULTRY!

SOCIETY

MRS. JOHN McLEAN, Society Editor. Phone 181

Bridge Luncheon Is Enjoyable Saturday Affair

Mrs. S. P. Rosson entertained Saturday at one o'clock with an attractively appointed luncheon. The table, from which the luncheon was served buffet style, was centered with colorful fruit on a brilliant fiesta china-tray. Red candles in fruit holders burned at each end of the table.

Places were laid at small tables for Mesdames Colby Conkright, C. C. Acker, B. M. Wiltshire, W. M. Emmons, Jack Wayland, J. C. McCracken, H. K. Fox, H. A. Close, J. A. Pitman, C. C. Rockwell, Jimmie Gillentine, Oscar Easley, Alton Fraser, E. B. Hedrick, W. L. Davis and Mrs. J. R. Emmons of Matador who has been visiting in the W. M. Emmons home.

After the luncheon games of bridge were enjoyed with Mrs. Oscar Easley winning high score prize.

Tallies and other bridge accessories carried out a Spanish Fiesta theme.

NEW OFFICERS TAKE CHARGE OF MEETING

Newly elected officers were in charge of the Lullie Fox Circle at the meeting held at the home of Mrs. Colby Conkright Friday afternoon. The following officers of the circle, which is a division of the Woman's Missionary Society of the Methodist Church, were installed by Rev. Norwood, pastor, at a recent meeting: Mrs. J. C. McCracken, president; Mrs. W. M. Emmons, vice-president; Mrs. Colby Conkright, secretary; Mrs. Oscar Easley, treasurer; and Mrs. B. M. Wiltshire, reporter.

Mrs. J. C. McCracken directed the business meeting and a talk on Belle Harris Bennett, her life and work in the mission field, both in the foreign and home fields, was given by Mrs. B. M. Wiltshire.

Several new members were welcomed and refreshments were served.

The next meeting will be held on Friday, February 2.

Brand Ads Get Results!

INCOME TAX RETURNS

David M. Rodgers (at Pitman, Grain Co.)

CLASS HAS BUSINESS AND SOCIAL MEETING

Fidells Matrons Class of the Baptist Church met Friday for the regular business and social meeting at the home of Mrs. E. B. Hicks with Mrs. Jimmie Gillentine and Mrs. Hicks hostesses.

Yellow and white gladioli were used to decorate the entertaining rooms.

Mrs. Alton Fraser, president of the class was in charge of the meeting. Mrs. Ralph McCullough, department officer, explained in detail the duties of each new officer.

Refreshments were served to Mesdames Ralph McCullough, Marlin Gilliland, John Hacker, Raymond Hawkins, Alton Fraser, and Mrs. Hicks.

Luncheon Is Enjoyed By Wednesday Club

Members of the Wednesday Luncheon Club were entertained with a luncheon down town Wednesday followed by bridge games in the afternoon at the home of Mrs. W. L. Davis.

Accompanied by Mrs. T. H. Coursey, a guest, the following members enjoyed the luncheon: Mesdames J. C. McCracken, Jack Wayland, W. M. Emmons, B. M. Wiltshire, Jimmie Gillentine, Alton Fraser, C. C. Rockwell and Mrs. Davis.

Score award in the games went to Mrs. Rockwell.

Noel Coward Is Studied

The life and achievement of Noel Coward, playwright and famous showman, were discussed by members of the Junior Bay View Club Thursday evening at the meeting held with Miss Ruby Dutton.

Miss Katherine Kirby conducted a brief business session and introduced the leader, Miss Rhita Jean Sullivan.

Prosperous Showman Miss Sullivan began consideration of Coward by describing him as the world's most prosperous showman. His showmanship taking the form of a business enterprise. Since 1920 Noel Coward has written and composed the music for 26 plays and music comedies and has produced, acted, danced and sung in most of them. He says of his biography, "Present Indication," "I found people writing books about me that are inaccurate. The most recent was all

Water Famine



Photo-diagram shows the seriousness of New York city's water shortage, due to last year's drought. The reserve water is only 46 per cent of the 1939 total at Croton reservoir. Gatehouse Foreman John Tompkins indicates with a pole the point to which water usually reaches.

sugary praise. I just couldn't stand it. So I am publishing the truth, and it is not sugary." The biography is supposed to be a serious psychological study of the processes which made him what he is.

Representative Plays

Included in Coward's most representative plays are: Bitter Sweet, Hay Fever, Post Mortem, Cavalcade, The Vortex and Design For Living. The plays are representative because Coward who seems to have no definite philosophy, has created each one different.

Miss Katherine Kirby reviewed three one act plays written by Coward.

Members present were Mesdames Elizabeth Wombie, Jack Wayland, J. D. Neill, Jimmie Gillentine, Marlin Gilliland, J. T. Gilbreath Jr., Alton Fraser, W. L. Davis, Misses Edna Daughett, Katherine Kirby, Lois McCaslin, Rhita Jean Sullivan, Robbie Foster and the hostess.

Throckmorton Guest Is Named Honoree At Bridge Party

Complimenting her house guest, Mrs. Curtis Richardson of Throckmorton, Mrs. Speck Lunsford entertained with an informal bridge affair at her home last week. Two tables of players were invited to enjoy the games and to meet the visitor.

Mrs. Jimmie Gillentine played high for score award and Mrs. J. T. Gilbreath, low.

Those present were Mesdames B. M. Wiltshire, Jimmie Gillentine, J. T. Gilbreath Jr., Ralph Hastings, Meade Halle, J. C. McCracken, the honor guest and the hostess.

THREE ATTEND DELTA KAPPA GAMMA OPEN HOUSE

Three from Hereford attended the open-house held by Pi Chapter, Delta Kappa Gamma, onorary fraternity for women teachers, in Amarillo Saturday night. They were Mrs. Knox Kinard, Miss Neville Wrenn and Miss Irene Crawford.

Miss Blanch Davidson, president, presided over the banquet and program which was held in the red room of the Amarillo Hotel. Speakers were Mrs. Jackson who spoke on "Income Taxes" and Dr. Hattie Anderson of Canyon who explained "New Legislation For Rural Libraries."

MRS. COGDELL IS HOSTESS FOR CLUB

Mrs. Frank Cogdell was hostess Thursday afternoon with informal games of bridge when members of the London Bridge Club met at her home on Sixth Street.

Score awards were presented to Mesdames J. M. Posey and Sherman Morgan.

A colorful salad plate was served after the games to Mesdames Ralph Roden, R. R. Willis, J. M. Posey, J. T. Gilbreath Jr., N. E. Milburn, Meade Halle, Sherman Morgan, Ernest Medkief, and the hostess.

For Sale Dates Phone, See or Write

Ray Barber Auctioneer

or at The Hereford Brand HEREFORD, TEXAS Experienced & Reliable

Frio News

MRS. MALCOM CASSELS

Due to cold weather only a few attended church Saturday night but 44 attended Sunday School Sunday morning and several more came in time for church. Rev. and Mrs. Lloyd Waters will be back on the next third Saturday night and Sunday. Rev. and Mrs. Waters did not stay over for Sunday night services this week.

Mr. and Mrs. J. B. Cocanougher attended a party at the Chamberless home in the Easter community Saturday night.

Mrs. Brooks has been on the sick list the past week, but is recovering.

Mr. and Mrs. Dodd and Mr. and Mrs. Elmer Dixon and daughter of Cleo spent Sunday in the Will S. Dixon home.

Rev. and Mrs. Lloyd Waters look Sunday dinner in the Owen Andrews home and returned to their home in Plainview in the afternoon.

George Jones of Hereford spent Sunday with his parents, Mr. and Mrs. A. T. Jones and family.

Mr. and Mrs. S. J. Barclay and children spent Saturday night and Sunday in the home of their brother and sister, Mr. and Mrs. E. H. Barclay and family of Ford.

Mr. and Mrs. John Johnson entertained the young people with a party last Wednesday night. Those enjoying the evening were Misses Olivia and Virginia Benson, Clydene Kendall, Lurline Dixon, Helen Jones, Kona Faye Tennison, Janice Brooks and Mary June Decker; Messrs Wesley Brown, Danny Hales, Wesley Guthrie, Bill Miller, Lawrence Kendall and Jack Owen.

The Frio Home Demonstration Club met last Wednesday afternoon in the home of Mrs. Owen Andrews. The yearbooks were passed out and all of the standing committees for the year were appointed by the president.

Those enjoying delicious refreshments of mince pie and ice cream were Mesdames J. E. and W. A. Springer, T. L. Sparkman Jr., and Sr., Elmer Jones, J. B. Cocanougher, Aiden Hawks, Malcom Cassels, L. F. Tennison, Haskell Benson, John Johnson, Miss Alma Andrews and the hostess. The next meeting will be held February 23 at the home of Mrs. Haskell Benson.

Due to cold weather only a few attended the P. T. A. Friday night.

Mrs. Bertha Henderson of Hereford spent Friday night in the S. J. Barclay home.

Mr. Malcom Cassels and Jack Owen attended the Hereford

sale Monday afternoon.

Mrs. J. C. Bowers and little son, Tom Allen, who was born December 30, are back home

again.

Curtis Barclay and Mary Nell Cassels have missed several days of school with tonsillitis.

Arrested for "maliciously kicking a mule," Gus Taylor of Decatur, Ga., was fined \$25 and costs.

JOIN THE FIGHT AGAINST INFANTILE PARALYSIS

DANCE THAT OTHERS MIGHT WALK

President's Birthday Ball

AT FIREMAN'S HALL

TUESDAY NIGHT, JAN. 30, 9 'TIL 12

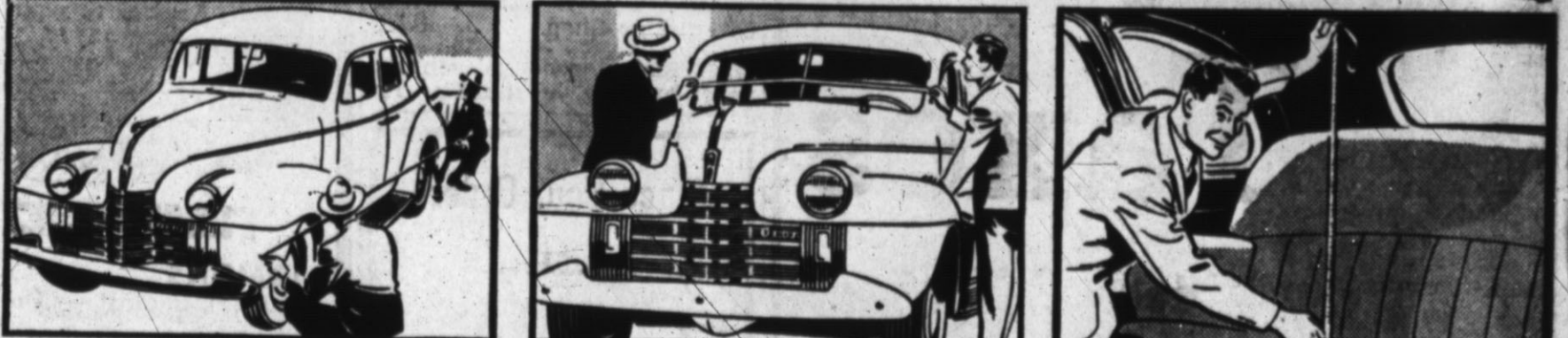
MUSIC BY THE "RHYTHM RASCALS"

Admission \$1.00 Per Couple

For Tickets See Mrs. Emmitt Milburn Mrs. Grant Fuller Mrs. C. C. Acker

President's Birthday Celebration Committee

IT'S A BIGGER, BETTER CAR!

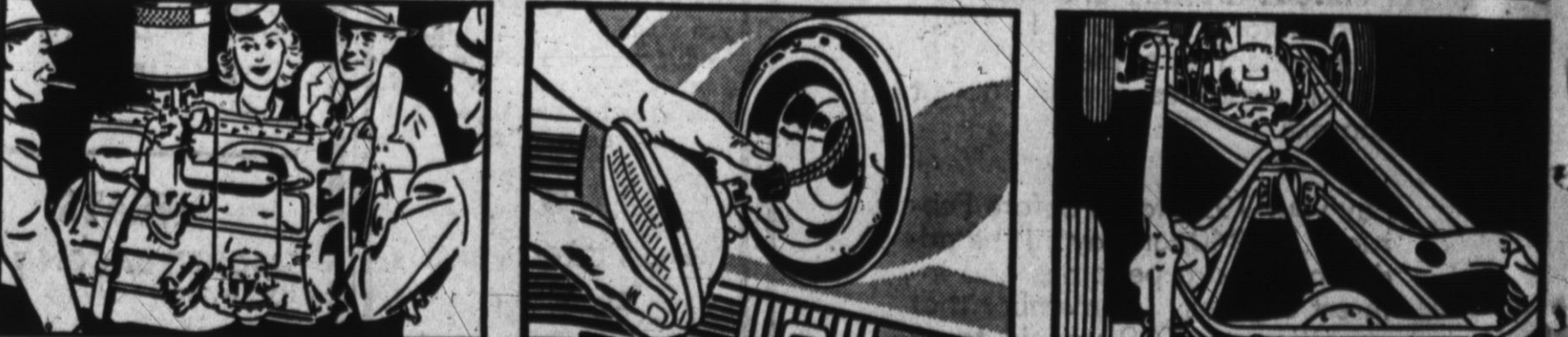


They're longer! All three series of Oldsmobiles are longer this year—longer than last year's big Oldsmobiles—longer than other cars of comparable price. Olds certainly gives you more car for your money.

They're wider! Oldsmobile bodies are bigger in all dimensions. More Safety Plate Glass area in windshield and windows increases visibility as well as safety. Even the lowest priced Olds is a bigger car.

They're roomier inside! Measure head room, leg room, and shoulder room. You'll find Olds is bigger and more comfortable, with plenty of space for three adult passengers in front or rear seats of every model.

ANY WAY YOU MEASURE



Bigger engine in "Sixty"! A big, 95 H.P. Econo-Master engine gives the Olds "Sixty" the most sensational all-round performance you'll find in any low-priced car—yet actually saves money on gas.

New Sealed-Beam Safety Headlamps! They provide 50 per cent more illumination for safer highway driving. The lens is sealed to the reflector, preventing dust and water from reaching the reflector surface.

Improved Rhythmic Ride! Olds is the lowest priced car with modern coil springs all around. Combined with Knee-Action and Four-Way Stabilisation, they give you the world's smoothest, steadiest ride.

OLDSMOBILE

PRICED FOR EVERYBODY

Coupe, \$807 and up. Sedans, \$853 and up. Delivered at Lansing, Mich. Car illustrated, "Sixty" 4-Door Touring Sedan, \$899. Prices include Safety Glass, Chrome Window Frames, Bumpers, Spare Wheel, Tire, Tube, Dual Trumpet Horn.

2 Windshield Wipers, Vacuum Booster Pump, 2 Sun Visors. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALU

AMERICA'S BIGGEST MONEY'S WORTH

BIGGER AND BETTER IN EVERYTHING!

BRUMLEY-WOODFORD MOTOR CO., Inc. HEREFORD, TEXAS.

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

Good Neighbors

... ONE AND ALL!

In Pioneer Days people had to be Good Neighbors—and out of the fine spirit of helping each other in times of stress grew the Hereford Benefit Association. Then, just as now, burial expenses were a tremendous burden—and they came when least expected. All members of the Hereford Benefit Associations No. 1 and No. 2 are Good Neighbors; they take care of their friends just as their friends will look after them and their families in the hours which are darkest.

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

Freckles Champion HENRY PERRY Hat's Off to You!

The Whiteface Round-Up

"Lizza, I'll be see'in you at the Nigger Minstrel—FRIDAY NIGHT!"

Ex-Student News

Here are some tid-bits collected from "The Whiteface" of 1934.

Buddy Sowell was elected as captain of basketball.

Wilbur Womble and Pete Garrett were good wrestlers according to the Cowhands.

Mary Jane Morgan was caught dreaming about Troy Womble during a seventh grade class.

Earl Trimble and Jim Kirby seemed to be some acrobats according to members of the Hi-Y.

Clyde Posey and Sallie Gilbreath seemed to be the smart seniors in '34.

Evelyn Van Swearingin was pretty good at tapping especially while she was entertaining the Pep Club.

One of the best English students of the Freshman class was Nedra Clayton.

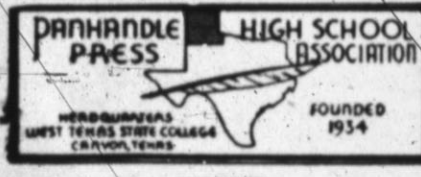
It seemed as though Henry Jowell acted as president of H. Y. S. A. in '34.

Ed Fullwood was a rather accomplished electrician in his sophomore year.

Elizabeth Spradley's by-words were, "No, I must have had a date that night." (?)

Ray Nunn could never rise from his desk in the study hall without making a lot of noise.

The gifted musician of the Junior class was Wayne Evans.



STAFF

Miss Robbie Foster Sponsor
 Nell Spradley Editor-in-chief
 Mary Nicks Society Editor
 Paul Lyons Sports Editor
 Snooper

Vivian Olson and Polly Anna Crawford Copy readers
 Myron Morgan Proof reader
 Ann Cockrell Exchange Editor

R. L. Dowell and Don McCullough Headline Writers
 Kathryn Henderson Typist

Reporters

Bruce Been, Bernadine Phillips, Bob Gilliland, Mary Ellen Henslee, F. L. Lucas, Helen Frances Streu, Billy Self, Louise Cress, Vesta Mae Landers, Rena Rae Renfro, and Jenelle Potter, Naomi Brumley and Londene Martin are Central School reporters.

"Girls at Pittsburg High School will be given instructions in car driving the second semester." —The Greyhound-Tiger

"Worst attempt at a joke I ever read: When I brought my girl friend, Alma, to meet my mother, I did not say, 'I want you to meet my Alma, mater.'"

FRESH

HOME-MADE CANDIES
 ICE CREAM CONES
 CONE ISLANDS
 Eat them at the
Candy Kitchen

BUSINESS AND PROFESSIONAL DIRECTORY

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.
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 the . . . **Want Ads**

DR. C. D. KELTON
 CHIROPRACTOR
 Acute — Chronic and Nervous Diseases
 Examination Free, 9 a. m. to 12 noon only
 Open Evenings by Appointment 506 Jackson Ave.

Mr. Harold Close Gives Case For Music Collection

What was thought to be a good idea of Helen Francis Streu and Dorothy Lee Graves turned out not to be a new idea of Mr. Knox Kinard.

Helen Francis and Dorothy Lee were commenting on the showcase in staff meeting and offered to clean it out and rearrange it. Nell Spradley rushed down to tell Mr. Kinard and was informed that Mr. Harold Close, one of Hereford's merchants, had already given one of his old showcases which could be repaired and used. The new case is four feet long and will be used for music and literary trophies, while the present showcase will be used for athletic exhibits.

This'n That

Georgianna Miller came to school last Thursday with scratches all over her face.

Jack London blushed when he got a sack of groceries at the show. Everyone understood why when they saw he was sitting by Mattie Louise Lawhon.

After trying for five minutes to start her car, Helen Francis Streu decided to give up. About that time Bud Brady happened along and turned the key on for her.

Rachel Ireland made a sign and showed it to John Estes. It read, "Please Stop Stealing My Shoes."

Mary Lee Hood and Mildred Sheppard are practicing a violin duet for the orchestra concert.

Donald Ray McCullough wore a new tie class and belt buckle to school Monday.

Mrs. Hall Beavers substituted for Miss Imogene Cotton, who was recovering from a foot injury resulting from an accident during the icy weather.

Mr. Bob Bailey, genial janitor of Hereford High, has a Christmas Cactus, which has just burst into a most beautiful red bloom.

Adrian News

DONNA GAYLE HARRIS

Mr. and Mrs. E. C. Chapman entertained a large group at dinner Saturday night at their home to celebrate their wedding anniversary and Mrs. Chapman's birthday. After dinner was served bridge was enjoyed by the following guests: Messers and Mesdames Joe Speed, John Skaggs, Bill Tolbert, E. N. Jacobsen, G. L. Morgan, N. L. Jacobsen, O. G. Calhoun, G. A. Syms, H. B. Maynard, V. E. Lemke, E. C. Chapman, Miss Elliot and Buddy Chapman.

Mr. J. C. Baker is in bed with a foot injury caused by a fall. He will be unable to return to his teaching of English at the Adrian Public School the rest of the week.

Friday night Adrian played Wildorado and won the Junior game 11-14 and the seniors won 19-13. After these games the Adrian outsiders played the Wildorado outsiders. Adrian won 15-

Showboat Docks At High School Auditorium Tomorrow Night

Miss Wrenn's Jitterbug Elephants Make Up Part Of Hobby Collection

Pin-cushions, match holders, brush holders, elephants jitterbugging, elephants with compasses, and all kinds of elephants have been collected by Miss Neville Wrenn, science instructor.

Miss Wrenn started this odd hobby on the Christmas of 1929, when she received a red celluloid elephant from a friend. Since then she has accumulated over 250 elephants. The elephants are made of glass, wood, ivory, and plaster of Paris. Her elephants range from the height of one eighth of an inch to four or five inches in height.

She has received elephants from almost every state in the Union and from several foreign countries, such as Hawaii and Mexico.

Miss Wrenn says there is no value in the hobby other than that of her personal interest and interest of friends.

A problem of Miss Wrenn's mother at Memphis, Texas is where to keep the elephants, so Miss Wrenn brings some of them with her when she comes to Hereford in the fall to teach.

Jean France Is Hostess To Moving Picture Party

Miss Jean France was hostess to a "Moving picture" party Thursday night.

The group was entertained by Mr. Elmer Patterson who showed several of his picture reels. Among the group were pictures of Sadie Hawkins Day, Palo Duro Canyon, Pioneer Day parade, Queen Parade at Tyler, Texas, and several picnics during the year. After the pictures were shown, games were played.

Miss France served butter-cookies and hot punch to Mr. and Mrs. Burl France, Mr. and Mrs. Elmer Patterson, Jean Morgan, Jack France, Louise Cress, Earl Oldham, Anne Cockrell, Gene Osburn, Buddie Asburn and the hostess.

ATTENTION

Woodmen of the World and Supreme Forest of Woodmen Circle Members. On Thursday night, February 8, 1940, Mr. J. R. Simms, Manager of Woodmen of the World in Texas and Mrs. Laura E. Krebs of Austin, Manager of Woodmen Circle, Central and Northwestern Texas, will be in Hereford to install the officers of Hereford Camp No. 990, Hereford, Texas. We will have a program and a lunch so come on. The public is invited and WOW members and Woodmen Circle members are expected. Come on WOW boys and let's give these folks a good audience. Meeting place over Ross Fuller Feed Store.

Glenn Witherspoon, CC
 E. E. Fridley, Financial Sec.

"The secret of happiness is not in doing what one likes, but in liking what one has to do."
 —James Barrie
 Greyhound -Tiger News

The semester exams and six weeks are over until the next test days arrive.

Ray Long member of the Adrian Senior Class is now enrolled in the Vega Public school. His class mates will miss him the remainder of the year.

Mr. and Mrs. M. H. Zaring gave a dance Saturday night. Many Hereford folks attended.

Mr. and Mrs. Zaring and family are moving to Adrian soon.

Mr. and Mrs. Hawn are building a new addition to their home.

The Adrian P. T. A. met Tuesday night.

The Boy Scouts held their regular meeting Wednesday night. The lights have been out of order several nights this week in Adrian.

Two skating parties were held this week.

Friday night after the Ball-game the following group went to Rock Dam, skating. Launella Fortenberry, Olaf Bohannan Helen Wilson, Earl Brown, Geo. Worsham, Donna Harris, Jack Monahan, Bob Gruhkey and Robert Harris.

Sunday night the following group went: Howard Rice, Josephine Barret, Earl Brown, Finis Barnett, Carroll Gruhkey, Bobbie Harris, Donna Harris, George Worsham, Jackie Monahan and George Gruhkey who received a deep cut above the eye from a fall on the ice.

ATHLETE'S FOOT RINGWORM

For quick relief from Athlete's Foot and Ringworm get Zenzal. Feet Sore! Skin raw, cracked between and underneath toes! Money back if Zenzal does not soothe, cool, and aid healing. Pleasant to use.

CITY DRUG STORE

MASONIC BULLETIN
 Hereford Lodge 849

Stated meeting second Monday in each month. School of instruction each Thursday night.

F. M. Kester, W. M.
 E. L. Brady, Secy.

666

For quick relief from the misery of colds, take 666. Liquid-Tablets-Salve-Nose Drops

How To Relieve Bronchitis

Bronchitis, acute or chronic, is an inflammatory condition of the mucous membrane lining the bronchial tubes. Creomulsion 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. 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

Nell Spradley To Lead Group At Press Meet

Nell Spradley, editor of the Hereford Whiteface Round-up, has been chosen to lead the discussion of the News Writing and Editing Section of the Panhandle High School Press Association.

The Press Association will meet in Canyon, February 3. This is an organization of all Panhandle students who are members of their student publications. There are approximately 450 members of this Association.

The Association was organized in 1934, as a result of an idea of Miss Robbie Foster, sponsor of the Hereford Whiteface.

A delegation from Hereford High School will attend this meeting.

Professor DeWitt Feddick of Austin will be guest of the Association.

Confidentially Yours

Gee! this is a wonderful world. Exams? You can imagine who studied together and what they studied about and so forth. I'm sorry to say it about my own school but you know how it is when you know something.

First it was very funny to find that Billie Louise Davis not only forgot her studies but she, Mary Beth Hicks, Mozell Shreve, Helen Plummer, Gladys Shreve, and a few outsiders witnessed a wedding; Mary Beth and Billie-Louise were married. If you don't believe it ask anyone of the said persons and they will tell you how Mary Beth blushed.

Second, I found the strangest thing going on about me. Ruth Temple Hastings is still stuck on Little Tiny Squirt; Naydene Newell is after Daniel Russell (other way around); and poor Mary Louise Lookingbill refuses to be interested in the silly stuff of this old life.

Calvin Brumley and June Dameron have been slighted so I wish to amend the wrong. Hats off to you two and may the next two years be as progressive as the last two!

Bobby Davis is a woman hater and he doesn't mean maybe. So there too! He and J. D. Curtisinger are having an awful time with so many pretty girls around such as Dora Lee Burgess and her beautiful red hair, Alline Coker and her movie star figure, Eleanor Altman and her dancing ability, Wilma Higgins and her grades (Needed especially around exam time); and Louise Suttle and her sweet voice. Gee, this is truly a trying age for boys to be dislikers of the opposite sex- and leap year too.

Eugene Southall and Frank Vaughn seem to be having a little trouble in Agriculture. When they left the exam hall they looked hopeless. Poor saps! Gerald Gallehon refused to have his name put in the snooper, he says he and Bartley Dowell have had enough time dodging the girls now!

I'm sorry I have to go but you know how a busy person like me is. You know keeping up with the times.

Confidentially yours,
THE SNOOPER

Court of Honor Gives Advancement To Scouts

The Boy Scouts of Hereford held a Court of Honor Thursday night, January 18, at the Central School. Those Scouts coming up for Second Class rank were Billy Jackson, Tom Wilson, and Billy Davis. John Estes, Harold Close David Neal Beavers, Wayne Phillips, Thurman Williamson and Leonard Burleson advanced from second-class to first class rank. The only person to advance to the rank of Star Scout was Richard Petersen. Glenn Smith, Bobbie Davis, and Jack Nicks received merit badge awards.

The program opened with call to the assembly by the Bugler, Don McCullough. Court of Honor was called to order by Richard Petersen. The court then issued the awards to the above boys who advanced in rank. The court was adjourned and a talk "The Right Kind of a Gang for a Boy" was given by the Rev. H. M. Redford.

A short playlet on scouting was presented by Thurman Williamson and Wayne Phillips.

The Wolf Patrol Leader, David Neal Beavers won the first place in fire building.

The last contest held was the bandage tying contest. The first prize was carried away by Jack London giving credit to his patrol, the Wood Pigeons.

The program was then dismissed by Scout Master Urlin Streu.

The scouts were happy to have as their guest W. E. Dunlap of Amarillo.

Junior Class Will Sponsor One-Act Play

The Junior Class is planning to sponsor two one-act plays. They are "Forever Credulous," a tragedy; and "Nine Lives of Emily," a comedy.

Miss Ruby Dutton of Central School, will direct the plays.

The cast will be chosen from the Junior Class this week.

After these plays have had a trial run-out, the best one will go to the District Meet at Canyon.

Bicycle Traffic Rules

These rules are reprinted upon a request by a member of the safety board of the Child Study Club.

Ice, snow, and plenty of sleet makes bicycling very hazardous; therefore, the Child Study Club has devised a special set of traffic rules for bicyclers. These rules are:

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, ridden 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 zig-zag or weave in and out of traffic.
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-hike on another moving vehicle.
10. Keep bicycle in good condition.

EXCHANGE

"In words, in fashion, the same rule will hold:
 Alike fantastic, if two new, or old;
 Be not the first by whom the new are tried;
 Nor yet the last to lay the old aside."
 —Alexander Pope

"A fly in your soup is better than no meat at all."
 —The North Star

The Human Side of . . . Banking

Because we deal in such cold and inflexible commodities as cash, facts and credit, it is perhaps logical to think of banking as being cold and unbending.

But banking has its human side. The problems of the people—real people just like you and your neighbors—enter into almost every action we take and every decision we make. In our daily work we try never to lose sight of this human side of our business.

We think you will like the aura of warmth and friendliness which you will find at this institution.

OUR SERVICES AND ADVICE ARE COMPLETELY AT YOUR DISPOSAL!

The First State Bank
 This is a Bank of Friendly and Personal Service

Storing Of Meat In Oil And Other Pork Curing Methods Are Explained

A gallon jar filled with cured pork in oil has been supplied to the County Home Demonstration Agent by Mr. and Mrs. Charlie Robbins of North Hereford. These pork products include ham, Canadian bacon, and bacon. The meat was butchered in February, 1939, and has been stored in oil in lard cans since the cure was completed. B-94, Killing and Curing Pork gives complete directions for the dry cure, the brine cure and for storing in oil.

Three men have been in to ask for the A & M method of storing meat in oil. Others asked about Canadian bacon which is one of the choicest cuts of cured pork. It is made from the tenderloin.

When hogs sell for the present low prices it is easy to see why families are planning to cure and use more pork products than usual.

Roy W. Snyder, Extension Service Specialist says, "If it does not stay colder than 50 degrees continuously while the meat is in cure some of the thicker pieces such as hams and shoulders may spoil before they are completely cured. In curing there is a race between the penetration of the salt and the bacterial growth—if bacteria beat the salt we have a spoiling or a tainted piece of meat unsafe to use."

"There is no best cure. I recommend 8 pounds of salt, 3 pounds of sugar and 3 ounces of saltpeter for 100 pounds of meat in dry cure. One should know what these ingredients do when a piece of meat cures. Salt actually keeps the meat from spoiling—it will penetrate into the muscle tissue in quantities sufficient to keep bacteria from growing. Sugar helps to prevent dryness and hardness particularly when meat is stored for six-eight or ten months. Saltpeter causes a ham to have a bright, lustrous, red color."

"If hogs weighed when alive 200 pounds or more and must be cured outside of cold storage, pieces should be cut to weigh five or six pounds. Hams and shoulders would have to be cut into smaller pieces so that the salt will penetrate to the center within a few days."

"Cure 3 days to the pound per piece for hams; if pieces weigh ten pounds cure thirty days. A

ten pound bacon piece will cure in twenty days, or two days per pound.

"Excess salt can be removed by soaking in cold water one or two hours when removed from the cure. People who like the smoked flavor will find that it tends to retard the development of (1) an old flavor and (2) the growth of molds."

Summerfield

HELEN OGLESBY

Mrs. Hazel Atchley of Canyon spent Monday in the home of her parents, Mr. and Mrs. J. R. Oglesby.

The Study Club met in the home of Mrs. Charlie Walsler this week. Mrs. D. C. Walsler reviewed the book "Carpenter from Nazareth."

Mr. and Mrs. Marvel Upton of Hereford called in the C. B. Thomas home Sunday.

Mr. and Mrs. Lee Newman and son of Hereford spent Sunday in the home of Mr. and Mrs. Carl Neighbors.

Mr. and Mrs. Charlie Roberson and son attended the miniature air races in Hereford Sunday afternoon.

Mr. and Mrs. Albert Cross called in the home of Mr. and Mrs. O. Melton in Friona Sunday.

Mr. and Mrs. Frank Huckert of Hereford have moved to their home in this community recently.

There were forty-nine present in Sunday School here Sunday. Miss Helen Oglesby spent the week end in Canyon visiting her sister, Mrs. Hazel Atchley.

Miss Mary Louise Lookingbill spent Friday night in the home of Miss Nayden Newell in Hereford.

W. M. U. met in the home of Mrs. J. B. Noland Wednesday.

The young people's B. T. U. will entertain the adults with a social Thursday night. Games will be arranged by the young people. They will serve hot chocolate, sandwiches and doughnuts as refreshments.

Mrs. Albert Cross and children were visitors in Dimmitt last week.

Mr. and Mrs. Al Morgan called in the home of Mr. and Mrs. Carl Neighbors Sunday.

Many people in this community are suffering from colds due to the sudden change in the weather.

Mr. and Mrs. Roy Coker and family were visitors in the Burgess home in Westway Sunday. Mr. and Mrs. Carl Neighbors called in the Al-Morgan home Saturday night.

Ward News

MRS. CHARLES B. MILES

Mrs. C. E. Hood entertained Wednesday with a birthday dinner honoring her daughter, Audrey. Mr. and Mrs. T. B. Cox and family were guests.

Mr. and Mrs. D. O. Williams and children of Abernathy visited Saturday in the home of her parents, Mr. and Mrs. Jack Hutson.

Mary Lee and Nettie Hood spent Thursday night in the home of Mrs. T. E. Seigler in Hereford.

Mr. and Mrs. Shelton of Des Moines, Iowa, spent the week end visiting Mrs. Ida Lewis. Mr. Shelton is a nephew of the late George Lewis. They had visited here several times during his life time.

This community extends sincere sympathy to the Hodges families in the loss of their dear one, Mr. Cecil Hodges. He was well known and liked by many in this community, who mourn his passing. Several from here attended the funeral services in Hereford.

Charley Williams of near Vega spent the week end visiting in the home of his aunt, Mrs. Chas. Hood and family.

Marie and Ruth Moreman spent Thursday night in Hereford with their cousin, Beth Scott.

About half an inch of snow fell here Sunday night and early Monday morning. The school buses—made rounds for all the children Monday for the first time since the holidays. The roads are very rough in this vicinity.

Rev. Merle Grigsby was unable to be here Sunday for his appointment.

ATTEND PRESBYTERIAN SESSIONS

Several leaders and members of the local Presbyterian Church attended a series of sessions held in Amarillo Sunday at the Central Presbyterian Church in connection with the visit of a group of educational leaders connected

with the national work of the church.

Sessions were directed by Dr. Sam Higginbottom, president of the Allahabad Christian College in India and moderator of the General Assembly of the Presbyterian Church U. S. A. Dr. Higginbottom is widely known in America and the British Empire as a pioneer in applying scientific agriculture to the economic problems of India. He has been decorated with the Kaiser-I-Hind gold medal, the King George VI Coronation medal, and the King George V Jubilee medal, each for distinguished service in India, where he has been a Presbyterian missionary since 1903. Various conferences were held

relating to the different departments of the church work.

Those attending from Hereford included Mrs. E. S. Ireland, Richard and Rachel Ireland, Ruth Temple Hastings, Mrs. R. B. Miller, Mrs. James Aiken, Mrs. Arch Conklin, Donald and Ben Conklin, Miss Elyse Mae Wilkins, Mrs. Chas. Donald, Mr. and Mrs. D. H. Alexander, Mrs. A. D. Godwin, Mr. and Mrs. John Olson, Vivian and Margaret Olson.

John T. Sprouse of Houston who is connected with Rockwell Bros. Lumber Company there, was a business visitor in Hereford last week.

Brand Ads Get Results!

IS CONVALESCING

Mrs. Cliff Hicks is convalescing at her home following a recent operation. She was removed from

the Deaf Smith County Hospital Thursday and her condition is reported as good.

ROOMS TO RENT? TRY A WANT AD

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

CLOSE DRUG STORE

WORTH LOOKING FOR

NYAL SERVICE DRUG STORE

-  **VICK'S**
21c
-  **Bayer's ASPIRIN**
53c
-  **SAL HEPATICA**
49c
-  **SYRUP PEPSIN**
44c


- 50c**
UNGUENTINE
39c

-  **PINEX**
49c

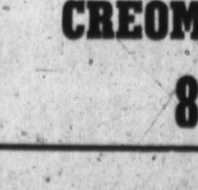
-  **Pepsodent Tooth Pwd.**
39c

-  **Blue Jay Corn Plaster**
17c

-  **Drene SHAMPOO**
79c

-  **Cartier's LITTLE LIVER PILLS**
17c

- \$1.25**
CREOMULSION
89c

-  **ALKA SELTZER**
49c

- DEEP-CUT PRICES!**
- 100 Capsules Vitamin Concentrate
A B C D & G \$1.79
 - 3 Rolls of
TEXEL TOILET TISSUE 14c
 - 30c
CALOX TOOTH POWDER 10c
 - 25c
HINKLE PILLS 9c
 - 85c H. H. Ayers'
HAND CREAM 39c
 - \$1 PURSANG, General Tonic 79c**

- MEN! SAVE MONEY!**
- 25c GILLETTE BLADES 44c
 - 35c Razo SHAV. CREAM—Both For 44c
 - \$1 All Spice (Early American) 79c
 - SHAVING LOTION \$1.00
 - VITALIS TONIC 79c
 - 30c CALOX 39c
 - 35c Dr. West TOOTH BRUSH—Both 39c
 - 35c Pinand 19c
 - SHAVING TALC 19c
 - 50c (Pint) 29c
 - BATHING ALCOHOL 29c
 - \$1.00 89c
 - NERVINE 89c
 - 50c 39c
 - LUCKY TIGER TONIC 39c
 - 50c Menken's 39c
 - SKIN BRACER 39c

- CIGARS and TOBACCOS**
- \$1.00 MEDICO PIPES 89c
 - \$1.00 YELLO BOLE PIPES 89c
 - 4 Bags of DUKE'S 16c
 - 4 Bags of DURHAM 16c
 - Popular CIGARETTES 15c
 - 10c CIGARS 3 for 25c
 - Can-of PRINCE ALBERT 9c

- HAND LOTIONS and CREAMS**
- 50c CREAM OF ALMONDS 39c
 - 50c (Pint) ULTRA LOTION 39c
 - 85c H. H. Ayers' LOTION 39c
 - 50c (Pint) WITCH HAZEL 39c
 - \$1.00 HIND'S LOTION 79c
 - \$1.00 CHAMBERLAIN'S LOTION 79c
 - \$1.00 Box WRISLEY'S SOAP—4 cakes 89c

- \$1.00 Nasal and Throat Atomizer
Only 79c

- MEDICINE CABINET NEEDS**
- Quart MILK OF MAGNESIA 59c
 - 100 Tablets NYAL ASPIRIN 29c
 - 50c (Pint) MOUTH ANTISEPTIC 39c
 - 75c (Pint) COD LIVER OIL 49c
 - 75c MILK MAGNESIA TABS, 100's 49c
 - 50c REGTONE (Pile Ointment) 39c
 - 25c ITCH OINTMENT 19c
 - 50c ANALGESIC BALM 39c
 - 25c EX-LAX 19c
 - 25c NOSE & THROAT DROPS 19c
 - 1 Lb. HOSIPTAL COTTON 29c

- DRUGS and SUNDRIES**
- \$1.00 18th CENTURY GUEST SET 89c
 - 75c Stationery 100 SHEETS—50 ENVELOPES 49c
 - 100 Capsules PD's ABDOL \$3.39
 - 50 c-c NATOLA PD's \$2.69
 - \$1.00 WINE CARDUI 79c
 - 50c RUBBER GLOVES 29c
 - Large Cakes WRISLEY'S PERFUMED SOAP 5c
 - \$1.00 CITRO-CARBONATE 59c
 - 60c BROMO QUININE 49c
 - \$1.00 POCKET WATCHES 89c

- Dancing Mileage Hosiery**
Guaranteed to be the Best! Try a Pair and See!
- 59c 89c \$1.00 \$1.15

For Quality Foods and Drinks—Visit Our Fountain!

TAXES

65% | 35%
PAID | UNPAID

Which Side of the Line are YOU On?

Better join the crowd and let's make it 100 Per. Cent Paid before the Penalty is added January 31st!

Have You Paid Your

Poll Tax

January 31st is the DEADLINE for payments of Poll Tax. Also for obtaining Exemption Certificates. All persons becoming twenty-one years of age between the dates of January 1, 1939 and January 31st, 1940 may obtain an Exemption Certificate, free of charge, which entitles them to a vote in any election during the year 1940. GET YOUR EXEMPTION CERTIFICATE BEFORE THE DEADLINE — JANUARY 31st.

J. O. NEWELL

TAX COLLECTOR, DEAF SMITH COUNTY



Feel The Difference! See The Difference!

DRI-SHEEN cleans cleaner, 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

Westway Club In Meeting Last Week

The Westway Home Demonstration Club met Thursday, January 18, at the home of Mrs. Henry Allmon. As this was the first meeting of the new year, Mrs. Maurice Tannahill, new president, outlined some of the club's work.

Committees appointed were Finance committee, Mrs. Merlin Kaul, chairman; Mrs. Cleve Hartman, Mrs. Roy Lee Wilson, Mrs. Paul Rudd; Exhibit committee, Mrs. Grady Wilson, chairman; Mrs. Glean Rutter, Mrs. Henry Allmon, Mrs. Moody Stephan; Expansion committee, Mrs. Arthur Pierce, Mrs. Joe Landers; Mrs. A. M. Gunn, Mrs. W. L. Jones.

Special standing committees are: Recreation, Mrs. E. B. Osburn, Mrs. Merlin Kaul, Mrs. P. B. Sowell, Mrs. Paul Rudd; Land Use Planning, Mrs. Al Werner; Education, Mrs. Bill Rice, Chairman, Mrs. Earl Little, Mrs. Finis Wade, Mrs. Jim Dale; Year Book committee, Mrs. G. E. Hartman, chairman, Mrs. Tucker, Mrs. Al Werner, and Mrs. Paul Rudd.

Brief sketches were read on 1940 farm outlook, swine, poultry, dairy, beef cattle, vegetables and fruits.

The club was glad to have Mrs. Morrison as a new member. The next meeting will be at the home of Mrs. Merlin Kaul, January 25-26, for a meat demonstration.

After the meeting had adjourned, the hostess served delicious refreshments to Mesdames Werner, Ruckle, Sowell, Rudd, Tannahill, Morrison, Jones.

A North Carolina law prohibits more than three persons from riding in the front seat of an automobile.

First Baseman Jimmy Foxx has made 35 or more home runs every season for the last seven years.

Hoover Instructed in Auctioneering Art



Actress Gertrude Lawrence shows former President Herbert Hoover the technique she used when she auctioned off a group of 23 paintings in New York to aid the Finnish relief fund. The art was executed by Ben Silbert, an American, who painted them in Finland, working in temperatures which ranged to 29 below. Silbert donated the collection to the fund.

Speakers Named For Education Conference

CANYON.—A growing list of prominent educators who will speak at sessions of the Northwest Texas Conference for Education here March 9 and 10 indicates the progress of President E. G. Sanders of Samnorwood in making up the program.

Mr. Sanders announced this week that Dr. Fritz Redl of Vienna, specialist in guidance and clinical psychology, would be among the speakers. Dr. Redl came to this country in 1936 to do some work with the Rockefeller Foundation in New York and remained to take a position in the University of Chicago. He also is a lecturer at the University of Michigan and is doing special work in guidance at the Cranbrook Schools for boys in Bloomfield Hills, Mich.

Other speakers will include Supt. Willis A. Sutton of Atlanta, Ga.; Dr. Ray K. Immel, director of the speech department at the University of California at Los Angeles; Mrs. Rebecca Nelson, director of parent education in the Tyler public schools; Chas. Tennyson, president of the Texas State Teachers Association; and H. Deskins Wells, editor of the Wellington Leader and past president of the Texas Press Association.

Postponement of the trial of a West Virginia Negro charged with larceny was granted to allow the defense attorney to take part in a bridge tournament.

When Atlanta police arrested H. C. Bacon for stealing eggs he looked like a ham bandit.

Easter Items

MRS. CARL FRYE The cold weather the past week brought grief to most of the stockmen when water pipes and cattle tanks froze up. Another light snow fell here Sunday night and Monday morning.

Misses Hazel Chambless and Marie Hardin spent the week end with their home folks.

The school bus broke down twice this past week—delaying the pupils one morning and causing them to get home late in the afternoon.

Mr. and Mrs. Carl Frye, E. O. Dixon and William, attended the Cocanougher sale in Hereford Monday.

Brittain Chambless assisted by his mother, entertained with a party Saturday night. Those attending were Joyce and Boyce Carter, William and Wilbur Dixon, Marie Hardin, Ruth, Stanley and Hubert Beard, Daphne Brally, Helen Davis, Clyde Battles, Vay Allen, Veronica Beckman, Charlie Rae Frye, Hazel Chambless, Messers and Mesdames J. B. Cocanougher, Bill Bowman and Jack Higgins.

Charles Frye and Daphne Brally were absent from school the past week because of severe colds.

Robert Petersen visited Sunday with Mr. and Mrs. Jack Higgins.

Messenger News

MRS. J. N. MESSENGER J. T. Guinn, Jr., went to California to school for the rest of the term and will return in the spring to assist his father on his ranch.

Kenneth Parker has been absent from school part of the time since Christmas on account of his health.

The moisture we had during the holidays reached the depth of 14 inches.

Geo. Messenger motored to Bovins last week and helped P. B. Abbott butcher beef, bringing half of it home with him to can.

Mae E. Abbott has gone to Maria, to visit her son, John and his wife.

Danger And Lurking Death Await Fighters of Paralysis

Danger. Lurking death. Swift and terrible destruction. Long years and months, perhaps, of agonizing suffering—agonizing hopelessness—faith taxed to the breaking point in the grim, gray battle toward health and usefulness.

That's infantile paralysis. Big game hunters are thought of in terms of steel nerves—iron will—adventurers—trail blazers—men of indomitable courage—men who ride bravely out past the frontiers of civilization—men who feed on danger and thrills and blood-chilling experiences.

But there's another hunt that is perhaps more thrilling than any—and it is more dangerous and deadly; it requires nerves that are even more steely, a will that is even more adamant—a courage that doesn't quaver even in the face of that silent, unseen stealthy crippler and killer—infantile paralysis.

Yet there are men who undertake this hunt gladly—risking bonebending torture—laying their very lives open to an unseen, unheard, unknown attack.

One of the latest of these is Dr. Albert B. Sabin of the University of Cincinnati College of Medicine and the Children's Hospital Research Foundation in Cincinnati.

Dr. Sabin is staking his years of education and experience, his bones and muscles and life against the dollars that Hereford folks and others are giving in this Seventh Annual Fight Infantile Paralysis campaign—the dollars that they have given in previous campaigns—will give in the campaigns to follow.

He is off on a hunt trying to track down the invisible virus of infantile paralysis. It was Dr. Sabin who recently announced the remarkable discovery that hitherto unsuspected barriers in adults enable them to resist infection by viruses such as infantile paralysis which attacks the nervous system.

About half the money that has been raised in Deaf Smith county has gone to the National Foundation for Infantile Paralysis, and that Foundation has just made a grant of \$7,000 that will enable Dr. Sabin to continue his attempts to track down the silent killer and banish him from the earth.

Maybe some dollars that have gone to the National Foundation from Deaf Smith County are among those 7,000 mercy dollars that are mobilized into an intertid army behind an equally intrepid leader—Dr. Sabin.

ROOMS TO RENT? TRY A WANT AD

NEW CARS REGISTERED W. W. Gilbreath, Buick Sedan Model 51, Norton Motor Co. J. B. Shirley, Ford Tudor, Hereford Motor Co.

Burford Crosthwait, Oldsmobile 60 2-door sedan, Brumley-Woodford Motor Co.

H. G. Conkwright, Oldsmobile 70 Coupe, Brumley-Woodford Motor Co.

G. W. Wilson, Studebaker Sedan, Wilson Motor Co.

W. O. Cocanougher, Pontiac Coupe, Norton Motor Co. W. J. Gilliland, Plymouth DeLuxe Coupe, Ireland Motor Co.

Waples Platter Gro. Co., Chevrolet Town Sedan, Brumley-Woodford Motor Co.

DOG ADOPTS FOX LITTER

W. L. Roper, a Texas farmer, was amazed recently when, upon going to his barn he found that his female setter was not only mothering five baby dogs, but a litter of foxes, supposedly left in the barn by a wild mother fox.

Latest reports are that foster mother and children are doing well.

TAKING CREEL CENSUS

The Fort Worth Anglers Club co-operating with the Texas Game Department in attempting to provide better fishing at Eagle Mountain Lake and Lake Worth, is inaugurating a creel census. Blank cards to be filled out after every fishing trip will be carefully tabulated and probably will provide the aquatic division of the Game Department considerable valuable data. Other organizations desiring to conduct creel census will be provided the form for them by the Game Department.



KEEP EYES YOUNG longer with GOOD LIGHT

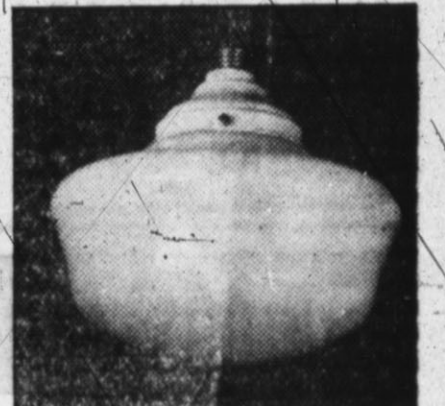
The pupil of the eye becomes smaller with age. Consequently, as the birthdays pile up—whether you count them or not—your eyes need more light.

And if you now suffer from defective vision in any form—remember—good lighting aids defective eyes even more than normal vision.

Light condition your home with these BRAND-NEW AND INEXPENSIVE LIGHTING UNITS!



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

Regular Brand Advertising Gets Regular Results!

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 but the best companies represented. Try me before you renew that Fire Policy!

T. K. WILSON

Keep a Budget --- and You Need Not Deny Yourself LUXURY

Whether yours is a weekly, monthly or yearly income, you will get the utmost joy out of it if you definitely apportion it to meet your needs. You will be surprised at how much more you will have for fun, and saving. We will gladly help you.

MEMBER F. D. I. C.

First National Bank

A Strong Bank OF HEREFORD Thoughtfully Managed

One resolution it's not too late to make

The model illustrated is the Buick Super model 51 four-door touring sedan \$1100 delivered at Flint, Mich. White sidewall tires additional.



NO matter what's happened to the rest of those first-of-the-year vows, there's still time to resolve to have yourself some fun this year with that power-packed, sure-fire pleasure producer—a sightly, sprightly, roadwise 1940 Buick.

You can put yourself behind a husky Dynaflex straight-eight that's a veritable tornado when it comes to going places—but actually silkier than watchworks in its smooth-and-easy freedom from vibration.

You can switch to gentle coil springs and never need another "lube job." You can discard the

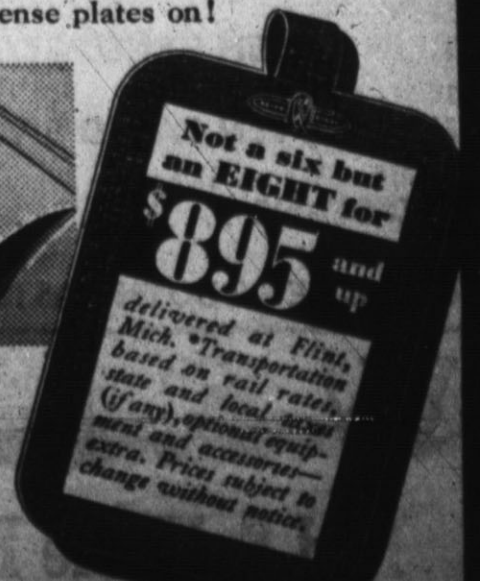
old-type gear lever for Handishift transmission that works with a finger-flick.

You can help yourself to room—the spacious expanse of the Buick Super's next-thing-to-five-feet front seats. You can ride in Foamtex cushion comfort, with Safety Plate Glass all around you and everything from a built-in automatic choke to Buick's exclusive Fore-N-Aft Direction Signal to make driving easy and convenient.

TAMPER-PROOF GAS TANKS—your ignition key locks the gas tank door in the fender, prevents gasoline loss through pilferage. Standard equipment at no extra cost.

So why wait to get your Buick? Prices are low now—lower than on some sixes—and delivery is prompt. Your dealer has a full line to show, too, and your old car's worth more now than it will be later.

How about some action? Time's a-wasting, there's fun to be had—and there's a Buick waiting to hang your license plates on!



"Best buy's Buick!"

SEE YOUR NEAREST BUICK DEALER

Mobilgassers Show Improvement As Victories Registered

Hereford's independent basketball team, sponsored by J. B. Gould, is improving and putting out a nice brand of basketball. They have placed R. A. Daniels as their new manager.

Last Friday night they played the Hereford High School Team winning from them by a score of 59 to 47. J. C. Vaughn was high point man with a total of 26 points.

On Tuesday night of this week the gassers entertained an in-

dependent team from Dimmitt that turned into a fast game with the gassers taking the game by a score of 63 to 26. Buddy Posey was high point man of the gassers with a total of 16 points.

The gassers have heard the desire of several persons around town wanting to get a team and play them. If any person or organization wishes to, they may contact R. A. Daniels. An invitation is extended to anyone wishing to do so.

On Friday the 26th, of this week, the gassers are to play in the gym here. The public is cordially invited to come out and watch the game.

Program Announced For Meeting Of Rural Teachers Saturday

Rural teachers of Deaf Smith county will meet Saturday, January 27, at the courthouse, County Judge, A. J. Schroeter has announced. A formal business session will be held to work out rules and regulations for the Interscholastic League meeting.

The following program will be rendered: Popular songs sung by Dorothy Nelle Trimble, Bernadine Phillips, Orvella Hill, La-

Wanda Jean Reed, Helen Francis Streu, and Rachel Ireland, accompanied by Troyce Stambaugh.

Hospital Notes

Mrs. R. S. Matthews, minor operation.

Mrs. Hughes Millard, maternity girl born January 22.

Paul London, admitted January 19, medical patient.

V. C. Hopson, admitted January 22, medical patient.

Philippine Missionaries To Speak Sunday

Mr. and Mrs. Leslie Wolfe, returned missionaries from the Philippine Islands, will be guests of the First Christian Church Sunday, Rev. H. M. Redford, pastor, has announced. Brother Wolfe will preach at the morning worship hour and Sunday evening he will tell the story of their work on the mission field, augmented by the use of pictures taken on the Philippine Islands.

"Everyone is cordially invited to hear these two Evangelists of the Gospel," stated Rev. Redford.

High School Boxers Want To Match Bouts

"Hereford High School boxers want somebody to fight!" is the word from John Willoughby, who is coaching the leather slingers. About fifteen boys are out for boxing, he says, and would like to arrange bouts with other schools in this territory.

Hereford's leather pushers range in weight from 75 to 190 pounds and would like to trade punches with boxers of similar weights from other schools.

Burial Here

(Continued from Page 1)

Bird, Phillips; his mother, Mrs. R. P. Brazil, a brother, Rufus and wife, Tucumcari; another brother, R. L. and wife, Oklahoma City; three sisters, Miss Leta Brazil, Albuquerque; Mrs. E. B. Handley and Mrs. Nona LeGrand, Santa Fe; a close friend, Mrs. Cecil Goodwin.

Approximately 20 cars were in the motorcade of friends and relatives who came from Phillips.

Body Of

(Continued from Page 1)

the age of 22 he became a member of the Masonic Lodge.

One of Mr. Vogele's delights was in the fine flock of purebred blood chickens he raised at his home North side of Hereford on 25-Mile Avenue.

Mrs. Vogele, up until sale of her millinery shop week before last, was with only two exceptions, owner of the oldest business in Hereford that was still owned by the same person who started it. The Vogele Millinery Shop was established in 1910.

Mr. Vogele had been confined to his home for about two and one-half years prior to his death.

at Gordonville, Grayson County, Texas. His parents moved to Deaf Smith County when he was three months old and he made his home here since that time. On December 15, 1927, he was married to Miss Velma Caldwell. He engaged in farming and ranching.

Mr. Hodges, a veteran of the World War, was well known and loved by friends all over this territory. Many of these came out through the cold and snowy weather last Monday afternoon to pay tribute to their beloved neighbor and friend.

Among out-of-town relatives present for the funeral were sister, Mrs. Dick Norton of Marshall, Mo. and a brother, Le Hodges and Mrs. Hodges of Kansas City. Other relatives: Mrs. Bruner of Texola, Okla.; George Higgins, Mrs. J. B. Redfern of Amarillo; Mr. and Mrs. J. D. Bruner of Texola, Okla.; George Hodges of Canadian; Mr. and Mrs. Frank Ball of Tucumcari, N. M.; Mrs. R. C. Rambo, Mr. and Mrs. R. W. Rambo, W. L. Ralston, and W. E. Winn, all of Brownfield.

Alfred Walker of Conway, a friend, also attended the funeral services.

STAR --- Thursday-Friday

Bringing to the screen three great stars in their greatest roles—Gary Cooper at his fighting best... Ray Milland as the romantic Geste brother... Robert Preston, who won his acting spurs in "Union Pacific," in another swashbuckling role!

Filled with a thousand never-to-be-forgotten thrills—the savage Arab attack... the mystery of Fort Zinderneuf... the theft of the Blue Water diamond... the mutiny in the desert!

The gallant, glorious story of the Foreign Legion and of three brothers—the bravest of the brave—who valued honor more than life itself!

Also
Paramount
NEWS
and
Color
Cartoon

STAR
Thurs
and
Friday
REASONS!



The Greatest Adventure-Romance of them All!
Paramount Presents
GARY COOPER
in THE NEW
"BEAU GESTE"
with RAY MILLAND · ROBERT PRESTON
Brian Donlevy · Susan Hayward · J. Carrol Naish · Donald O'Connor
James Stephenson · Produced and Directed by WILLIAM A. WELLMAN

STAR --- Saturday



ROY ROGERS
and
Gabby (Windy)
HAYES

"Saga of
Death
Valley"

also
"PHANTOM
CREEPS"
and
CARTOON

This picture is so new and so hot we don't even have a newspaper mat or Press Sheet. We don't think anyone around here even knows it's finished! We are proud to be one of the first to show you one of the biggest pictures of the year! There won't be one any bigger or with more stars. We are proud to present to you...

"Fighting 69th"

with
James Pat George
CAGNEY O'BRIEN BRENT

FRANK McHUGH—DENNIS MORGAN—DICK FORAN—WILLIAM LUDIGAN—BIG BOY WILLIAMS—HENRY O'NEIL and JOHN LITEL

See a picture without a woman character in the cast! A war picture that even women will enjoy. Don't say we didn't tell you! This is THE Picture!

Starts Saturday Preview

THE STAR THEATRE'S LAST MIDNIGHT PREVIEW UNTIL FURTHER NOTICE — also Sunday-Monday

STAR --- Cartoon and News

We Reserve the Right to Limit Quantities... at These

Unheard of LOW PRICES!

NOT SOLD TO Merchants! SHOP EARLY!

No, Folks, these prices aren't typographical errors. They're the Hottest since the Chicago Fire—and many of them are the LOWEST ever quoted in Hereford. Come Early — Save!



SHOE STRINGS
Reg. 10c
Diamond Brand
PR. 1c

- SWIFT'S LARD 4 Lb. Carton 35c
- PEAS Small Concho, No. 1—10c Can for 5c
- WHITE SWAN CORN Reg. 10c can for 5c
- PEAS Dry Soaked, 10c Size Dozen 45c
- PEAS Glenn Valley — 10c Can for 5c
- SOAP Hardwater Cocoa, 5c Bars 2 for 5c

SUGAR 10-lb. CLOTH BAG 40c

With 8-Ounce Bottle Vanilla Extract 15c

- VASELINE Regular 10c bottle for 5c
- HERSHEY'S COCOA 10c size (1/2 lb.) 7c
- MACARONI American Beauty, 10c size 2 for 5c
- BEETS Regular 15c, No. 2 1/2 Cans for 5c
- MARSHMALLOWS Angelus—Lb. Box 12c
- SOS SCOUR PADS 2 boxes for 25c



COFFEE
with Milk Pail
4 LBS. 59c

JELLO ALL FLAVORS Package 2c

- LIPTON'S TEA 10c Size for 5c
- LAUNDRY SOAP Red & White 5 bars 13c
- SOAP CHIPS Blue Barrel, 10c box 2 for 15c
- HEINZ CATSUP Large Bottle for 17c
- GRAPEFRUIT Nice ones — Dozen for 15c
- CABBAGE Nice and firm — Per lb. 2c

FLOUR PACKARD'S DELIGHT. 48-LB. BAG \$1.15

- No. 1 C. R. C. MEXICAN BEANS .. 6 lbs. 25c
- 10-Ounce Can of Barbecue Meat, Spaghetti Sau. 5c
- 15c Can of HEINZ OVEN BAKED BEANS 10c
- 10c Can of HEINZ OVEN BAKED BEANS 5c
- 10c Size Wapeo Brand RED BEANS 5c
- 10c Tube of COLGATE'S TOOTH PASTE .. 5c
- 19c Size Hershey's BAKING CHOCOLATE 12c
- Reg. 15c Pair, Rubber-Stick-on SHOE SOLES (for men or ladies' shoes) 5c
- Regular 10c Box KELLOGG'S CORN FLAKES ... 5c
- Ratcliff's 10c Can of MEXICAN SPAGHETTI 5c
- No. 1 Flat, Crushed or Sliced PINEAPPLE 3 cans 25c

WEIR'S

SHOP OUR STORE EVERY DAY FOR

Red & White Food Store

WE DELIVER — PHONE 117

Food BARGAINS!

1-3 of LIFE IS SPENT IN BED!



Rest and sleep on a good inner-spring mattress. We will be glad to show you these mattresses, built by reliable and well-established manufacturers.

Fancy or striped ticking and in a range... from... \$8.95 AND UP

E. B. BLACK CO.
FURNITURE and UNDERTAKING