

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 8.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, FEBRUARY 27, 1936.

FIVE CENTS PER COPY

AROUND TOWN

Sights and Faces Seen

No representatives of the American Amalgamated Association or Crippled Cowmen were not in town Saturday. The spectators were Oscar Easley and Barrett Sowell, following a day in the saddle.

Oscar and Barrett accompanied "Pity" Pitman on a round-up Friday. They made light of Pit's 5-year old mount, Baldy, but Pit's prediction that he would still be going after the others stopped turned out correctly. Starting out early Friday morning along Harrison Highway, both Oscar and Barrett did a Prince of Wales (now King of England) saddle dive when their mounts slipped on the icy road. Fortunately, neither horse was hurt. It didn't matter about the men, as all previous pain was forgotten after a day in the saddle.

J. M. Murchison has a profitable business in connection with the issuance of drivers' licenses. He has a supply of holders that attach to the steering wheels, preserve the licenses and keep them handy. It's not a bad idea since the licenses must be kept for three years.

You'll notice we didn't speak of Mr. Murchison as "Pete." He informed us that his name is J. M. or Jewell and that "Pete" is a nickname he doesn't know where or how he obtained. After a long search, however, we learned that his full name, and an impressive one it is, is J. McCullough Murchison.

The Brand will present a three-cent postage stamp to the person entering the best solution of "How Pete Got His Name."

Nominations for those who missed their calling: Alex R. Bateman, Mal Stewart and O. T. Williams. Mixed up in such things as county agenting, county judging and soil erosioning, they should have been salesmen, as proven by their ability to dispose of lags.

If we got the story straight—and it is doubtful since all kinds of tales were circulated—this group took a package in to Charles Brooks and told him it was ordered by his wife, C. O. D. Brooks paid for it before he realized it was a package of lace and that Mrs. Brooks knew nothing of the transaction.

Alton Fraser says he and Mrs. Fraser are moving to the country, and we are sorry to lose this couple from our midst. We understand that it's very lovely "out in the country," and we hope they will be happy out there.

Several persons have inquired as to why the names of those persons, clubs or firms making donations to the Central School cafeteria are not being printed. This list is being kept and we will try to print it in its completed form at the conclusion of the drive. However, several have asked that their names not be given.

L. B. Russell returned home from Los Angeles, California, Monday, where he spent the winter with his brother, Artie.

HEREFORD ONIONS DO WELL WITH GEORGIA FERTILIZER

Otto Sherman, a local onion producer—from all indications—sent what he called an onion set to the North Georgia Tribune newspaper at Canton, Georgia. The Tribune printed the following comment:

"That onion set is five inches across and it weighs a pound and a quarter. He said he would have sent a grown onion except that the postage would cost too much. But he recommended that we plant the set here and supply it with anti-New Deal fertilizer from Georgia politicians and get a real onion. Mr. Sherman is strong sympathetic with the New Deal and he is of the opinion that all the opposition to the

TEXAS WEEK IS DESIGNATED BY MAYOR C. J. PADDOCK

WHEREAS, we are approaching the date, March 2, which marks the birth of Texas liberty and the beginning of the Republic of Texas, and its subsequent entry in the sisterhood of this union; and

WHEREAS, the century mark of the date of the birth of Texas liberty and its glorious history as a nation and as a sister state is a vital and living reality now and there is widespread interest in properly and fittingly observing this 100th anniversary; and

WHEREAS, there is a movement throughout this state that Texas Week, beginning March 1 and closing March 7, 1936, be properly observed in commemoration of the Republic of Texas;

NOW, THEREFORE, I, Charles J. Paddock, mayor of the City of Hereford, in accordance with Senate Concurrent Resolution No. 1 of the 42nd Legislature, proclaim Texas Week and invite our citizens to observe Texas Week, not as a season of holidays but as a week of better work and better living;

FIRST, I urge all schools to observe Texas Week with appropriate assembly programs; make Texas Week education week and book week; hang Texas pictures in home, school and office; and

SECOND, I urge the people of business, professions, clubs, churches, lodges and other assemblies to render appropriate programs during Texas Week; and

THIRD, Let us, all, for the brief space of Texas Week, extol the cultural and spiritual values of the romantic traditions of our history and dedicate ourselves to the lofty ideals of statesmanship, character and leadership which our forefathers exhibited in their lives consecrated to liberty, happiness and service.

(Signed) CHARLES J. PADDOCK, Mayor, City of Hereford

HENNEEN RESIGNS AS C. OF C. SECRETARY; TO SEEK OFFICE

H. V. Henneen yesterday afternoon submitted his resignation as secretary of the Hereford Chamber of Commerce to the board of directors. It is to become effective on March 1.

Mr. Henneen resigned, he announced, in order to make the race for the office of county judge and ex-officio county school superintendent. However, he said he would continue to work with the chamber of commerce until his place is filled and the new secretary broken in on the work.

Mr. Henneen has been secretary

of the organization for less than a year, but during that time he has done considerable work on post office, rural resettlement, rural electrification and other projects sponsored by the organization.

In announcing his candidacy, he pointed to his experience as city manager of Brownwood and Denton and also as a school teacher and as judge of the Deaton City Court. He pledged full cooperation with commissioners and favored the paving of Highway 66 at State and Federal expense.

Sextet Splits Two Tilts with Stratford Six

BOTH CLUBS LISTED AS DISTRICT TOURNAMENT CO-FAVORITES

Bringing the basketball year to a close here—with the exception of a game last night with the boys' team in which the boys were forced to wear boxing gloves and overshoes—Coach Jimmie Wilson's girl basketball team split a pair of the most thrilling games Hereford has seen, with Stratford last Friday and Saturday night at the high school gymnasium. This week-end they go to the district meet at Tulla, where they are one of three co-favorites.

It should have been a case of stopping Hester, Stratford's great forward who amassed a total of 56 points in the two games, but it didn't work out that way. In the first game, Miss Hester marked up 31 points. The Hereford guards were unable to stop her, but the forwards came through, pulled the game out of the fire and chalked up a 44 to 33 victory.

Miss Hester started strong Saturday night. She piled up 25 points before going out on personal fouls, but the Herd was unable to overcome a three-point margin in the closing minutes and Stratford ended with a 31 to 29 decision.

In both games, Hereford found the going tough from the start. The local girls trailed 22 to 14 at the half Friday night and only after the till had reached its final minutes did they build up a safe margin of nine points. Opening the second period, however, they closed the gap rapidly with three field goals in only two minutes of play.

Only One Case Disposed of by District Court

Delayed by the absence of Judge Reece Tatum from the bench for two days district court in session here disposed of only one case during the past week. Judgment was rendered in favor of the Read Estate Land Title and Trust Co., trustees, vs Mrs. G. A. Stambaugh et al. in amount of \$64.06 plus \$50 for attorney's fees. The judgment was rendered Tuesday.

The grand jury reconvened Monday, returned three new indictments and adjourned for the term Tuesday.

Jurors for next week are as follows: L. Z. Oldham, Frank Cogdell, Gaston Baer, J. J. Buckner, E. L. Brady, Cliff Estes, P. H. Gilliland, E. W. Cawthon, J. C. Evans, J. L. Pevey, Berry Orr, W. E. Caraway, C. P. Arthur, J. W. Vick, French Thurmond, Colby Conkright, W. A. Gentry, Glenn Rutter, Rufus Sewell, Roy Jewell, W. L. Ayers, C. C. Cox, E. J. Grady, C. C. Bowman, R. B. Hutson, J. D. Burkett, Ferd Brunson, S. L. Harman, Sr., C. M. Hicks, J. T. Guinn, C. P. Caldwell, Owen Neal, Otho McKee, Geo. McCarry, A. Lowther, and W. S. Kerr.

Wheel Theft Is 'Epidemic' Here

The seventh of a series of similar truck wheels and tire thefts within recent weeks occurred Sunday morning when two wheels were taken from a truck belonging to Oscar Easley. The truck, parked beside the Easley home, was jacked up and dual wheels removed from the right rear side.

Officers noted the similarity of each of the seven thefts. In each instance a jack was stolen from another garage several blocks away. The one used Sunday morning was taken from a truck belonging to Frank Carl. Although each of the trucks were parked near the home of the owner, the thefts worked so quietly that never have the victims heard a noise nor have neighbors noticed them in the vicinity of the crime.

Officers believe that two boys or young men are responsible for all the thefts. Deputy Sheriff J. O. Newell said several clues had been obtained and followed but none of them has produced a single bit of worthwhile evidence.

Masons Plan To Start DeMolay

A supper for Master Masons will be given at the Masonic Hall Friday night at 8 o'clock. The purpose of the supper and meeting will be to take further steps to form an association to sponsor a DeMolay chapter for the boys of this community. All Master Masons are urged to attend. There will be a charge of \$1 for the supper and other expenses.

Speakers will include "Dad" Swift of the Clovis chapter of DeMolay; A. G. Bryant, Master Councilor of New Mexico; William Hall, Master Councilor of the Clovis chapter; Joe Sisler, Senior Deacon of the Clovis chapter, and Ira West, Sentinel of the Clovis chapter.

Perry Brown in Attorney's Race

Perry T. Brown of Farwell this week is announcing to the readers of the Brand his candidacy for district attorney of this district. Mr. Brown is a native Texan, was admitted to the bar and began the practice of law in 1928 and is now serving his second term as county attorney of Farmer county.

He pledges himself, if elected, to a vigorous prosecution of crime and to the enforcement of law throughout the district.

Mrs. Frank Daniels of Plainview arrived Friday evening to visit her parents Mr. and Mrs. Ike Crosthwait and to attend the Monte-Crosthwait wedding which took place Saturday evening.

Emergency Funds Are Being Received By Local Farmers

LIONS TO HEAR GOVERNOR OF ROTARY AND WIFE AT LADIES' NIGHT BANQUET HERE TONIGHT

The Hereford Lions Club and members' wives will be entertained tonight at the First Presbyterian Church with a program furnished by the Floydada Rotary Club. The special dinner is being held for the purpose of hearing Mr. and Mrs. J. M. Wilson in lectures on their recent travels in Europe and the Far East.

Mr. Wilson, governor of the 41st District of Rotary International, will discuss business conditions and practices as he found them during his studies. Mrs. Wilson's address will be of special interest to women. She will discuss the part the woman plays in foreign affairs.

Mrs. A. D. Cummins and Miss Nadine Slaughter, also of Floydada, will appear on the program. Mrs. Cummins will give several violin selections, accompanied by Mrs. E.



J. M. WILSON

C. Thomas of Floydada, and Miss Slaughter, public speaking instructor will give readings.

Frona Chiefs Win Basketball Crown

Auto Drivers 'Go Slow' To Get Licenses

Deaf Smith automobile drivers undoubtedly want the right to continue driving their cars, but to the chagrin of the county tax collector's office, they are taking their time in letting the fact be known. And it doesn't cost a cent!

Although driver's licenses have been available here since February 14, less than 700 have been issued to date. "And we have about 3,000 to go," J. M. Murchison, deputy collector stated. Drivers, however are not required to possess the licenses until April 1, and it seems apparent that most of them will wait until the deadline nears, and then flood the collector's office, forcing the personnel to work fast and long and the drivers themselves to spend many minutes waiting in line.

Motorists here are not only slow about obtaining driver's licenses. The new 1936 automobile tags have been here for one month, Monday exactly 18 of them had been purchased. This, however, is also explainable. The tags not only do not have to be placed on the cars before April 1, but they cannot be lawfully used before March 1. It is all right if the motorists wish to do it that way, but Mr. Murchison is thinking about the rush that is to come and the probable cost to the taxpayers for additional aid or unusually long hours that may be forced upon the department.

SIGN-UP FOR NYA WILL BE MADE HERE MARCH 3

The National Re-employment Service will be in Hereford March 3 to register unassigned youths in order that they may be employed on an NYA project. Youths who are eligible are boys and girls between the ages of 16 and 25, from certified relief families.

Youths who do not appear to register at the relief office on March 3 will not be able to work on any project. Various NYA projects have been proposed.

Mrs. Wilbur P. Kramer of Franklin, Louisiana is the guest of her sister, Mrs. Travis Dameron. Mr. and Mrs. Dameron met her in Amarillo Monday. She will

APPLICATIONS RUSHED TO RESETTLEMENT OFFICE DAILY

Emergency funds for listing wheat land to protect the crop from wind erosion began flowing into Deaf Smith this week. No estimate of the amount received was available, but numerous farmers were known to have received grants on applications filed last week.

Additional applications were being made out this week in the office of County Judge Mal Stewart. Over 200 had been made early in the week. The applications were being sent to Amarillo daily to receive the immediate attention of the Rural Resettlement Division.

The grants consisted of 15 cents an acre for solid listing and five cents an acre for strip listing. Not more than 50 per cent of the land could be solid listed, according to the applications. Only land on which wheat was growing and was subject to erosion was cared for by the grant, the Rural Resettlement Division asserting that its only aim was to protect as much of the crop as possible.

Considerable listing also was being done by others who did not seek emergency grants. To be eligible for the grant, the farmer was first required to exhaust all other sources of revenue, and, of course, numerous wheat growers did not seek resettlement aid. The grants were to cover the cost of fuel required in this work, an expense that could not be met in any other manner.

Two Candidates Named Last Week

Jimmie Witherspoon is again in the race for district attorney, and J. O. Newell is bidding for the office of sheriff, tax assessor and collector. They made their announcements last week, and the Brand, following its policy of considering such announcements as news suitable for page one, owes them an apology. Through absentmindedness rather than intentional, no news stories were written last week about their announcements.

Both are good men and deserve earnest consideration for the positions they seek. They have demonstrated this fact by their work as district attorney and deputy sheriff, respectively, during past years. Both consider the offices as honors bestowed upon them and promise to continue fulfilling their duties in a capable and fair manner.

GRAND PRIZE WEEK AT HAND WITHOUT A PRIZE WINNER

Grand Prize time rolls around again in the Jumbled Word contest, with every entrant conceded an even chance at the week's pass to the Star Theatre. Although winners have been selected every week, the contest editor feels that the prize sentence of them all has not yet been turned in. However, it depends upon the cleverness of those entered this week to determine if the Grand Prize will go to a former winner.

Here's this week's jumbled words:

1. SPOIRLENTA—Personal quality.
2. LBSSIOPE—Can be done.
3. FIBONSA—Style.
4. RAGTUAENE—To secure.
5. OEGINVUALER—Examining thoroughly.
6. MRNNETSA—Fragments.
7. TLRVEA—To journey.
8. COIMOLAERM—Mercantile.
9. ZRAYC—Unsound.
10. YACULTAL—Really.

The winners of the weekly prizes, to be announced next week, will receive two tickets each to the Star Theatre to see Clark Gable, Jean Harlow and Myrna Loy in "Wife vs Secretary," a new story of the perfect woman, which shows

Mrs. Jowell in Treasurer Race

Encouraged by the "splendid support" given her candidacy two years ago, Mrs. Nona Jowell yesterday announced her candidacy for the office of county treasurer of Deaf Smith County, subject to the Democratic Primary in July.

Mrs. Jowell stated that she feels the people here are familiar with her qualifications, since she has been a resident of the county practically all her life, and she

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

WHITEFACE ROUNDUP STAFF
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 Exchange Editor — Palmer Norton
 Alma Editor — Alma Pastzold
 Jokes and Humor — Phylene Arthur
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Editor's Corral

A REMINDER

"Some books are to be tasted, others to be swallowed, and some few to be chewed and digested."
 — Bacon.

Although some students seem to take this advice literally and mark on books, lose them, or tear them up, yet it was not really meant to be taken in this manner. It is quite commendable that BHS students take advantage of their library opportunities, but care of the books could be greatly improved.

When one throws a book in the library chute, taking no care as to its safe landing, he not only shows his careless character and abuses one of his best friends, but he also ruins the book.

Next time you put a book in the chute, place it straight so that it will not be torn.

THE NEW SCHEDULE

In order to make it more convenient for the presentation of assembly programs, there was a change made in the schedule last week. All third period classes were changed to second period, and assembly was changed to third period. If this change proves satisfactory it will be continued.

Saddle Strings

The goblins will get you if you don't watch out.

Any kind of fear can be overcome by the use of some good, old common, ordinary sense, stated Rev. Willett, pastor of the Methodist church, in his talk Tuesday, February 18, on the "Hob Goblins of Fear." He also brought out the fact that fear might be overcome by confessions. He related some of the incidents in his own life which resulted from fear: speechless men and motionless women. The student body enjoyed his talk and welcome Rev. Willett again any time that he can spare a few minutes with them.

SPEAKER TO FACULTY

Dr. Harrison Cook, of WTSTC spoke to the entire Hereford public schools faculty Monday, February 24, during the regular faculty meeting from 4 to 6 o'clock. Dr. Cook, whose subject was "The Unit," is the representative of district one.

Dr. Cook explained what the unit is, and the divisions and organizations of the subject. It was his opinion that the subjects offered in modern high school are becoming more practical.

INTEREST IN CONTEST

Downstairs students are reported to be taking a great interest in the Walter Woodul contest which is being sponsored by the Whiteface Roundup staff.

Senior English students are required to write stories similar to those to be entered in the contest. All students interested in the contest should at once consult their history or English instructors or the staff.

Local Chuckwagon

SOPHOMORE CLASS

The sophomore class met February 19. The party committee reported the class would have a leap year party March 6. The girls ask the boys and the boys who are not asked come as "stags." Louis Hagar was elected the boys' basketball captain after a close race with Wilbur Willett. Announcements were then made as to when the teams, both boys and girls would start practicing.

The Student Council reported the discussion for the new privilege cards. These were discussed and seemed to be well liked.

MILESTONES

February 26. William Frederick Cody, Buffalo Bill, was born on this day in 1845. His is one of the most famous names in the history of the days of the Pony Express and the old Southwest.

February 27. Henry Wadsworth Longfellow, American poet and Harvard professor, celebrated the anniversary of his birth in 1807 on this day.

March 2. This is the birthday of DeWitt Clinton, the governor of New York, who promoted the Erie Canal. He lived from 1769 to 1828.

On this day was signed the Declaration of Independence from Mexico by the Republic of Texas.

Alexander Graham Bell, inventor of the telephone, and teacher of the deaf, was born on this day in 1847.—Modern Literature.

A WANT AD WILL GET THAT FLOW!

Dehorning Pen

To start this off with a bang, I'll tell of the girl of whom people have the impression never makes mistakes. That girl is Mary Turrentine, but the other day in Texas History she was reciting (as usual) and telling the class about the way the early settlers of Texas lived. She said, "A man was visiting in a home and his first meal in a colonial home consisted of dried venison." (Evidently it was a slip of the tongue that caused such a girl to make such a mistake at such a time.)

Then we hear of the little boy who asked his dad what part of speech woman was, to which his dad replied: "Woman ain't a part of speech—she's all of it."

These teachers can ask some clever things but the students answers are just a wee bit more clever. For instance: "Picture the scene," said the teacher (sounds like Miss Crawford) A man working on the river bank suddenly fell in and since he couldn't swim, he yelled for help. His wife heard his screams and ran to the bank. Now, why do you suppose she ran to the bank? Student's reply: "To collect his insurance money."

Why bother to write a joke column when one can find such dialog like the following for just listening in at the Bureau of Naturalization:

"Where is Washington?"

"Oh, he's dead."

"I mean the capital of the United States."

"They loaned it to Europe."

"Do you promise to support the Constitution?"

"How can I when I have a wife and six kids to support?"

A negro preacher addressed his flock with great earnestness on the subject of "Miracles" as follows:

"My loved friends, de greatest of all miracles was 'bout the loaves and fishes. Dey was five thousand loaves and two thousand fishes, and de twelve 'postles had to eat all. De miracles is, dey didn't bust."

Elmo: "They always say that George was honest."

Louise: "Yes—he was."

Elmo: "Then, why do they always close the banks on his birthday?"

Mr. Hudson says that it has not been very long since he was a little boy like Meredith M. I can hardly believe it.

Mr. Dillehay demanded that Mr. Hudson be more respectful to him, since he received a letter addressed "Honorable C. H. Dillehay."

Gaytha Wilson says that she wishes she had been born on a holiday like George Washington.

APPRECIATION

The students wish to express their appreciation for the Texas History reference material which has been donated or lent to the library. All this material is sorely needed and is used extensively in both Texas history and public speaking. We are grateful to the patrons for all the material they can give us.

QUILL AND SCROLL

A periodical which is of great newspaper work is Quill and Scroll. The staff subscribes to this bi-monthly magazine which is now in the library.

The most recent copy, for February and March, arrived recently. Besides important statistics about good high school newspapers it contains interesting special articles about the interview, publication of newspapers and instructions and suggestions concerning special features connected with student publications.

During the physics course, the students get an insight to several interesting phases of science which are rather commonly considered mysterious. One of these is hypnosis. Hypnotism is the work of the unconscious mind which is just as capable of handling the body and as acute as the individual's unconscious mind.

The subject may be easily hypnotized if he reclines upon a couch and listens to the operator talk sleep for five or ten minutes. After the subject is asleep, the operator may continue to carry on a conversation with him.

The deepest stage of hypnotism known is that of the individual who walks in his sleep. That person who will carry on a conversation while asleep is as effectively hypnotized as one who has been hypnotized by a psychologist. The hypnotized subject may be told that there is no pain present, and he will be conscious of no pain. Also the paralysis of muscles can be produced. If the subject is told that he is Napoleon, he will act accordingly and he believes that he is Napoleon until he is again hypnotized and told that he is not Napoleon. He is then normal in his thinking. Hypnotism is some times used to study mental disorders and consequently may be used to bring to light some cure.

Hypnotism in the hands of the expert is safe and effective, but it is not safe in the hands of an Amateur who may easily succeed in hypnotizing his subject, but the problem will then be how to awaken him. This can only be accomplished by the psychologist. So to the would-be hypnotist, leave hypnotizing to the experts.

This is one of the many interesting subjects studied by the physics classes under the instruction of Mr. Hudson.

Roundup Stampede

Not To Be Found Wanting
 The debaters met February 19 to practice debating in order that they might not be wanting in the future.

The debaters have not got down to real work. They are busy collecting material and improving.

Mr. Dillehay in Conference

Mr. C. H. Dillehay, superintendent, left Friday night of last week for St. Louis, where he attended a superintendents' conference. High school superintendents from over the entire nation were expected to attend the conference.

Mr. Dillehay expected to be away the greater part of this week, their style of delivery. They do not want to be found wanting when the test of the year's work comes.

Send \$1 For the next 5 months of

THE

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Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for 75 years, America's most quoted and most cherished magazine.

Send \$1 (mentioning this ad) to

The Atlantic Monthly, 5 Arlington St., Boston

Galveston Is Resort.
 Galveston, one of the Texas Centennial celebration cities this year, was named for Count Bernardo de Galvez. It is located on Galveston Island, sometimes called Treasure Island, and is Texas' largest coast resort. Jean LaFitte once used Galveston Island as a base for his piratical expeditions into the Gulf of Mexico.

Wedding Rings Long in Use
 The wedding ring was in use among the ancient Hindus. The betrothal or engagement ring was used in ancient Rome.

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Let's get straight to the point about your winter gasoline

In plain words it's old-fashioned to have winter starting troubles. (You needn't admit anything in company—because lots of people don't know there is hard starting any more.) But get a neighbor off to one side. Chances are he's an old regular on Winter Blend Conoco Bronze, or he is one of the thousands and thousands who changed to it these recent cold months. See if he doesn't say almost these words: "You always start up on Conoco Bronze; you start, that's all. No weather yet, around here, seems to make any difference. Maybe your car isn't new, but this stuff starts. You or I don't know how any gasoline is made, no matter what we're told. But when you don't have to grind the starter and pray for your battery, nor keep on choking and choking, then you know you've got what you want. And they don't have to tell you any more about Conoco Bronze than the way it starts, as long as you know it does." Continental Oil Company, Established 1875

You START with WINTER BLEND CONOCO BRONZE GASOLINE

Ward News Notes

BY MRS. GEORGE SUGGS
 The community received a light but helpful snow, Wednesday. Rev. Thorns will fill his usual appointment Sunday evening. Miss Smith visited her parents in Dallas this week-end. Mr. Frank Stivers and Mrs. Robert Oden visited Mrs. Berry last Thursday. Mr. and Mrs. Walter Fincher of Tulsa are visiting in the home of this daughter, Mrs. George Suggs. Mrs. Moroman's mother, Mrs. Scott and sister, Mrs. Bennet of Hollis, Okla., visited her Tuesday, while Mr. Bennet and son attended to business in Hereford. Mr. and Mrs. G. M. Suggs of Hereford, visited Mr. and Mrs. George Suggs, Monday. There will be an Agricultural meeting at the school house, March 6th for the purpose of re-organization. All farmers are urged to attend. Mr. Altus Higgins spent last week at Farwell. Mr. and Mrs. Bill Hutson and Mr. and Mrs. Glenn Rutter, attended the farewell party for Mr. and Mrs. B. E. Fulkerson.

Amateur Contest Called Off

The Junior Band Mothers will hold their amateur contest tonight, as previously advertised, it was announced yesterday. The event was called off on account of sickness.

Mr. and Mrs. W. F. Orr of Farwell spent Sunday, February 16 in Hereford, guests of their daughter, Mrs. Roy Jowell.

MUSCULAR PAINS - GET QUICK RELIEF

No longer is there any need for men and women to suffer torturing, stabbing, shooting, simple muscular rheumatic pains of arms, legs, shoulders and body, without the benefits of the doctor's prescription, known as Williams' R. U. X. Compound. This remarkable preparation is now available at a cost of only a few cents a day, and just a few doses usually give quick relief. Being a liquid—highly concentrated, already dissolved—it starts to work almost immediately. It is not just something to "rub on." Those things help, but Williams' R. U. X. Compound works from the "inside out." Its pain relieving ingredients are absorbed into the blood, and carried to sore, inflamed muscles and parts, giving a feeling of ease and comfort which is a blessing to sufferers. Try Williams' R. U. X. Compound today. The first bottle must produce results or money back. On sale at

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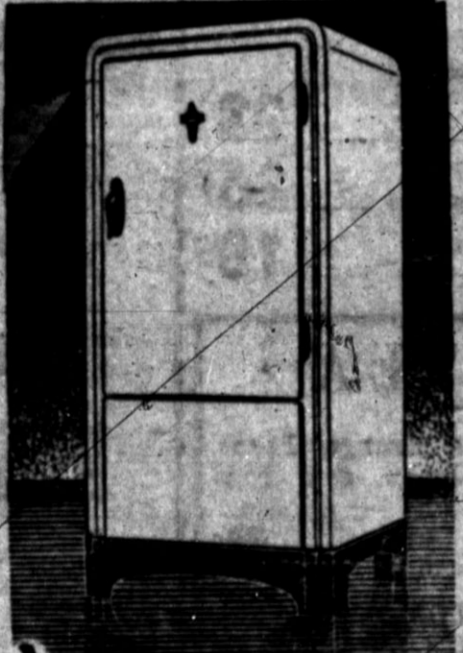
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Inspect It—Judge for Yourself

M. D. Womble IMPLEMENTS

Easter Items

BY LOUISE FRYE

This community was visited by damaging dust storms the past week. A few of the farmers are busy listing their land to save their wheat. Some of the wheat is in fine condition and with a few warm nights and days the wheat will have enough growth to protect itself.

The men of the community will hold their regular monthly meeting at the school house next Monday evening, March 2. A program has been planned, after which there will be a social hour. Everyone is invited.

Mr. and Mrs. Homer Henry visited in the U. G. Randal home, Sunday.

Wayne Jameson of Amarillo was a guest in the E. O. Dixon home, Sunday.

Mr. and Mrs. E. M. Allen and family attended the funeral of Mary Ann Peters in Amarillo, last week. Miss Peters was a niece of Mr. Allen and had visited in the community often. She was fatally injured when run over by a taxi, while crossing a street in Amarillo.

Mr. and Mrs. H. F. Johnson visited her mother at Flag, Wednesday, of last week.

Mr. and Mrs. E. Ramey of Hereford called in the B. H. Medley home, Sunday afternoon.

Mr. and Mrs. Pat Hardy spent Sunday with Mrs. John Noland and Ruby Faye.

T. N. Jameson of Amarillo visited Sunday in the George Chambliss home.

Mr. and Mrs. M. Carter and children were in Olton and Sudan, Sunday.

Mr. and Mrs. H. F. Benson were shopping in Amarillo, Saturday.

Miss McClure entertained her Sunday School class with a covered dish luncheon, Sunday. Her guests were Misses Olive Ramey, Hazel Chambliss, Juanita Henry, Caroline Frye, Marvin Turner, Dan Allen, Mutt Henry, Britain, Chambliss, Mr. and Mrs. Chris Wagner, and B. H. Medley.

Mr. and Mrs. Torrent Randal of Amarillo were guests in the U. G. Randal home Sunday of last week.

An irrigation well is being put down on the farm just north of the Slemmons ranch. A Mr. Muncy of Amarillo is doing the drilling.

Try the Hereford merchants before going elsewhere to buy.

Daniel News

BY PAULINE MOORE

This community was visited with another snow, Tuesday night, averaging about two inches over the territory.

Rev. Holtzclaw filled his regular appointment at the Pale Duro Baptist Church, Sunday, with 46 people present.

Mr. and Mrs. Dave Moore, Miss Ima Haney, Ruth and Pauline Moore were in Hereford, Saturday.

Mr. and Mrs. McCraw of the Pierce Community, spent Sunday with Mr. and Mrs. Coy Phillips.

M. Moore, who has been ill, is getting along nicely.

Mr. W. R. Moore was in Amarillo on business, Saturday.

Mr. and Mrs. Coy Phillips visited with his father, Mr. W. B. Phillips in Hereford, Saturday.

Miss Mary Jo Tomlinson spent Thursday night with Miss Moore.

Mrs. Ezra Bagwell visited in the W. R. Moore home, Saturday afternoon.

Mr. and Mrs. E. W. Womble, children and Miss Alma Foxall were in Hereford Saturday.

Mr. and Mrs. Floyd Tomlinson

and Norma Jean attended the talk and show given by Admiral Richard E. Byrd in Amarillo, Thursday night.

Mr. and Mrs. Joe Moore, children, Mr. and Mrs. Ezra Bagwell and son were in Hereford, Sunday.

Mr. and Mrs. Seldon Tomlinson, Mr. and Mrs. Marcelle Louder, and Mrs. Herschel Tomlinson are visiting relatives and friends in Cisco.

Mr. Dave Moore was in Canyon, Friday.

Mr. and Mrs. W. R. Moore were in Hereford, Monday.

Mr. and Mrs. Orville Moore and Mr. and Mrs. Richard Moore spent Sunday night with Mr. and Mrs. Dave Moore.

BY PEGGY VALENTINE

Mr. and Mrs. C. E. Davis and Vivienne were in Amarillo Friday.

DuBois Walker, Jr., G. L. Olson, Margaret Love and Weldon Roberson are ill with mumps.

Sunday School attendance was low this Sunday. There was no singing Sunday night.

Shopping in Hereford Saturday were: Ben McBrayers, J. J. Paetzold, H. Reinarts, Hewitts, and

Mr. and Mrs. E. W. Womble, children and Miss Alma Foxall were in Hereford Saturday.

Mr. and Mrs. Floyd Tomlinson

Nolie Elliston, Mr. and Mrs. Love, and Margaret and the Davises.

Mrs. H. B. Elliston and two children and R. W. Elliston and family attended church in Hereford Saturday.

Mrs. Nolie Elliston and Miss Ooten of Portus, New Mexico, spent the week-end in Mrs. Elliston's home here.

Mr. and Mrs. Louie Olson were in Hereford Friday.

Bud Bradley was in Hereford Sunday.

Lorene and Peggy Valentine attended Sunday school and church in Hereford Sunday morning.

Mr. and Mrs. E. W. Womble, children and Miss Alma Foxall were in Hereford Saturday.

Mr. and Mrs. Floyd Tomlinson

ing and BYPU and church in the evening.

J. J. Paetzold and family attended church at St. Anthony's church in Hereford, Sunday.

Mrs. Elliston and Miss Ooten

visited in the R. C. Valentine home Sunday afternoon.

Ben McBrayer and family spent Sunday with the Saxons.

Mr. Saxon was in Hereford Wednesday.

If You Think USED CARS Are Not Cheap COME DOWN AND ACTUALLY Try to Buy One --We Must Sell A Few This Week

Brumley Chevrolet Co.

HERE'S A GREAT SALE Sprowls-Cronin Bankrupt Stock

\$15,000 Worth of Merchandise Can't Be Moved in a Week

—or a month for that matter; There are a thousand and one articles to be considered, and bargains last over a long period of time. We still have virtually a complete stock in every line despite the hundreds of satisfied customers. Values are greater than ever before! Don't pass up this opportunity to SAVE on fall and spring dry goods merchandise, ready-to-wear, hats, coats and shoes.

<p>MEN'S Leatherette COATS Heavy blanket lined, with corduroy collars, in all sizes \$2.49</p>	<p>MEN'S Jumpers Heavyweight, full cut, solid blue and liberty stripes 50c</p>	<p>MEN'S WINTER U'Suits Fine cotton ribbed in heavy and medium weights. Long or short sleeves 67c</p>
<p>FLANNEL Shirts Men's heavy, sizes 14½ to 17—a real value at only 67c</p>	<p>BOY'S Jackets Waterproof suede cloth, all sizes, button or zipper \$1.00</p>	<p>MEN'S and BOY'S Underwear Athletic, slightly damaged—in all sizes and styles 19c</p>

Women's Dresses, Coats & Shoes

Slaughter of Fall and New Spring Apparel

Our feature department, with values in silk dresses that will surpass your expectations. In lots at

\$1.95
 A REAL DRESS VALUE

\$2.75
 For the Misses and Matron

\$3.75
 This is Our Feature Value

DAY TIME FROCKS
 Smart styles for house or street, fast colors all sizes **75c**

A great assortment of stylish straps, ties pumps in all sizes and colors.

GROUP No. 1 **87c**
 GROUP No. 2 **\$1.97**
 GROUP No. 3 **\$2.97**
 GROUP No. 4 **\$3.97**

MEN'S SHOES AND OXFORDS
 High Grade, all styles and sizes **\$1.97**

MEN'S WORK SHOES
 Peters Diamond Brand, all sizes **\$1.47**

CHILDREN'S SHOES AND OXFORDS
 Solid Leather in all sizes **67c**

BOYS' SHOES AND OXFORDS
 Leather soles **\$1.47**

SUITS!

For Men and Boys

Men's and young men's all-wool \$17.⁶⁷
 Suits—famous Style Mart Clothes

Another group of Men's and Young Men's tailored suits. Your choice **\$15.⁸⁷**
 at

Third group of Men's and young men's high grade tailored suits. Your choice at **\$6.⁷⁵**

Boys! Boys!

Quality tailored boys' suits in all sizes and wanted patterns. Good styles. As long as they last.

\$3.75 AND \$4.78

MEN'S TOPCOATS

Late styles, good for several years. An excellent time to buy at the greatest saving **\$10.95**
 you'll find this year.

Boy's O' Coats All-wool in all sizes, patterns **\$3.75**



Rich Fur-Trimmed Coats

The very latest styles, popular materials, all nicely lined and tailored. Rich trimmings. Prices that are less than cost of material.

GROUP No. 1 **\$7.75** GROUP No. 2 **\$10.00**

LADIES' PURSES

One big table ladies' purses, all shapes and wanted styles, each **25c**

BOYS' Sheep-Lined COATS

Heavy sheep pelt, lined with large wombo storm collars. **\$1.98**

Hundreds of Bargains Southern Trading Co.

SUCCESSORS TO

Sprowls-Cronin

Hereford, Texas

NO EXCHANGES REFUNDS "You Know the Quality"

All Purchases Final

Jumbo News

BY LA RUE BECK
 There was an attendance of 45 at Sunday School.
 Rev. W. C. Howell of Dimmitt filled his regular appointments here Sunday morning and night. He took dinner in the C. Andrew home.
 Dr. A. B. Matthews of Muleshoe visited in the L. A. Matthews home, Saturday and Sunday.
 Mrs. Sam Hunter was in Amarillo, Friday.
 Mrs. Lowery Walker and children of Hereford, spent the week with Mrs. L. E. Beck and children.
 Mr. and Mrs. J. H. Jolly of Happy spent Sunday with their daughters, Misses Mildred and Thelma Holly.
 L. A. Matthews and Leon were in Muleshoe Tuesday.
 Mr. and Mrs. L. O. Norman of

Arney visited in the Finis Hunter home, Sunday.
 Mr. and Mrs. Mac Dixon and children and Mrs. Wayne Carthel and children attended church at Arney, Sunday.
 Mr. and Mrs. Ralph Jennings of Plainview, visited in the C. Andrew home, Sunday.
 Finis Hunter was in Oklahoma City, Thursday on business.
 Winston Adams, who has been at Brownfield, returned home Friday. He is now working at Ford.
 Miss Pauline Matthews of Muleshoe, spent the week-end at home.
 Misses Norma and Jimmie Doris Hunter spent the week-end in the J. T. Hartley home at Hereford.
 R. B. Thannish visited his aunt Mrs. Alma Bolling of Canyon, Saturday.
 Mrs. Joe Baker of Post spent the past week with Mrs. S. E. Askren.

Dimmitt News

BY EMILY McLEAN
 The Eastern Star entertained with a basket dinner on Thursday night. A large number attended.
 The Glee Club from McMurry College sang at the Methodist Church Thursday night.
 Miss Mary Cowser, who has been visiting in the home of Mr. and Mrs. Mark Cowser, has returned to her home in Houston.
 The Dimmitt Girls played Vega Saturday night here. Both the A and B teams won.
 Mrs. Rosa McLean, who has been visiting in Lubbock, returned home Tuesday.
 Mr. B. D. Woodlee was a Friona visitor Friday.
 A pie supper was held at the High School Auditorium Friday night. The P. T. A. sponsored it. A large number attended.
 Mr. and Mrs. C. E. McLean were Henrietta visitors this week-end.
 Those attending the show in Hereford Sunday were: Messrs. Harvey Youts, Clint Cox, Claud Morris, Ray Cowser, McCullum, Fred Boswell, and Lester Cooper. Also Misses Marlene Carson, Ouida Burns, and Vera Burns.
 Mrs. Mac Wiggs and son, Bruce of Weatherford are visiting in the home of Mr. and Mrs. Bruce McLean.
 Mrs. S. C. Gunn of Weatherford is visiting in the home of Mr. and Mrs. Wade Dent.
 Mr. and Mrs. Junior Rothwell are the parents of a baby girl.
 Mr. Swain Burkett returned home from Henrietta Sunday, bringing with him his bride having been married on September 22, 1935.
 Mr. and Mrs. Chok Collins are the proud parents of a baby boy born Saturday.
 Mr. and Mrs. Wes Anthony of Big Square visited in Dimmitt Monday.
 Mr. and C. E. McLean will move to Friona the first of next week. They will have positions in the Friona State Bank and Mr. Ester Noble who is now Vice-President will come to Dimmitt and work in the First State Bank.

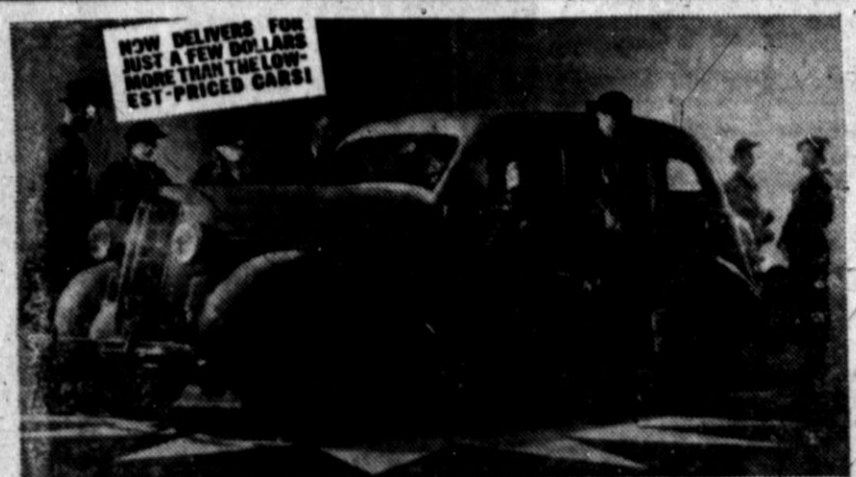
FRIONA NEWS

There will be a party at the school house next Saturday evening. Everyone is invited. The B. Y. P. U. is sponsoring the party.
 Mrs. H. D. Robins and Mrs. Paul Williams spent last Wednesday afternoon with Mrs. Owen Andrews.
 Miss Koma Hyatt, Jack Dale and Wanda Marie Allman spent the week-end in Dimmitt with Miss Hyatt's parents.
 Mr. and Mrs. Ray Robins and family of Canyon spent Sunday in the H. D. Robins home.
 Mr. and Mrs. Owen Stagner and family of Hereford spent last Sunday evening in the Jodie Benson home.
 D. H. Allman underwent an operation last Wednesday morning. He was said to be doing nicely at the last report.
 Mr. and Mrs. Schwartz are moving to Kress this week.
 W. A. Springer, George Albert and Mary Lois attended the play and basketball game in Hereford last Friday night.
 Mrs. J. B. Harlin attended the basketball game at Hereford Saturday night.
 Dawane Orr, who is employed as an engineer in Lamb County spent the week-end with his parents, Mr. and Mrs. J. S. Orr.

Contest Winners

Still more new names appeared in last week's jumbled word contest as interest continued to spread, especially to the rural citizens. Several of them started right out with a bang and appear in this week's list of winners.
 With the time for awarding another grand prize of one week's pass to the Star Theatre at hand and with the contest judge frankly admitting that no sentence has yet been submitted this month to

will receive guest tickets to the Star Theatre Sunday, Monday or Tuesday to see Claudette Colbert in "The Bride Comes Home," an hilarious comedy by the author of "It Happened One Night," with Fred MacMurray, Robert Young, and Edgar Kennedy.
 The winners were Mrs. Toliver Thurmond, Helen Wilder, Route 3, Karl W. Shirley, John R. Willott and Miss Jessie Morris.



"18 TO 24 MILES PER GALLON OF GAS" IN THE BIG, NEW, MONEY-SAVING DODGE "BEAUTY WINNER" OF 1936, OWNERS SAY

HAILED by noted auto editors and famous fashion authorities as the most beautiful car in Dodge history, the 1936 Dodge is already setting economy records throughout the country. Owners are reporting 18 to 24 miles per gallon of gas and savings up to 20% on oil.
 But the new Dodge "Beauty Winner" gives you more than smart styling and amazing economy. It gives you all the things you should demand of a motor car—the "Air-glide Ride"—genuine hydraulic brakes... safety-steel bodies... Balanced Driving Control... and more luxurious, more spacious interiors.
 See this big, new 1936 Dodge today. Drive it. Compare it point for point with any competitive priced within \$500 of Dodge. And remember, Dodge now delivers here for only a few dollars more than the lowest priced cars.

Ireland-Beavers Motor Co.
 DODGE-PLYMOUTH — SALES-SERVICE
 Delivers Now for Just a Few Dollars More Than the Lowest Priced Car

CLOSE DRUG STORE	
Home of 60c Purchase Plan	
Your J. B. B. Store	
\$2.00 Coupon on ASPIRIN TABLETS	10c
\$2.00 Coupon on RAZOR BLADES	10c
\$1.00 Coupon on ICE CREAM CONES	5c
\$2.00 Coupon on COUGH DROPS	10c
50c size MILK OF MAGNESIA	39c
75c size MINERAL OIL	49c
35c size VICKS SALVE	27c
50c size IPANA TOOTH PASTE	39c
50c size PEPSODENT TOOTH PASTE	39c
\$1.00 size WINE OF CARDUI	89c
50c size FAE SHAVING CREAM	39c
25c size KOTEX	17c
20c size KLEENEX	13c
50c size FANCY BRIDGE CARDS	29c
75c size STATIONERY	49c
50c size PROPHYLACTIC TOOTH BRUSH	39c
5 Cakes COLGATE'S SOAP	27c
\$1.00 size OOD LIVER OIL	59c
\$1.00 size CRAZY CRYSTALS	89c
50c size HIND'S LOTION	39c
50c size CHAMBERLAIN'S LOTION	39c

Westway Items

(BY WILMA SKYPALA)
 Misses Martha Ellen Dodson and Emily Minter, Messrs Raymond, Pierce and Bill Oden spent Sunday in New Mexico.
 Mr. and Mrs. Jim Roberson and daughter of Hereford spent Sunday in the Tom Vaughn home.
 Nannette Little, Betty Tom Roe, Gwendolyn Hyde, Wanda Downs, and Vesta Mae Landers spent Sunday in the Stephens home.
 Mr. and Mrs. Roy Coker and family of Summerfield, spent Sunday afternoon in the C. V. Burges home.
 Rev. and Mrs. Patterson and Mr. and Mrs. Tom Roe and family spent Sunday in the J. A. Roe home.
 Mr. and Mrs. R. M. Gunn were called to Oklahoma because of the death of his sister-in-law.
 Mr. V. Skypala made a business trip to Amarillo, Saturday night.
 G. W. Wilson took Mrs. Johnson to Crofton, Sunday.
 V. Skypala and sons visited in Friona, Sunday.
 The Westway Senior Boys won over the Hereford boys in basketball Saturday night. The score was 27 and 25.

CHURCH OF CHRIST

The morning worship begins promptly at 10 on the Lord's day and continues until 12 o'clock. At the night worship service Mr. Wilburn is to speak on the subject: "A High Priest After the Order of Melchizedek." You are urged to attend both the day and night service. A new class was begun this past week for the men of the church. Emphasis is placed on every phase of the work of men in the church. The class is to meet each Tuesday night at 7:30.

CARD OF THANKS

We wish to express our sincere appreciation for those who contributed to the Silver Tea last Sunday afternoon, those who took part in the program and to those who attended. It was with the cooperation of these that the tea was a success, and we feel deeply indebted to them.
 American Legion and Legion Auxiliary

About 100 Tons of **Higera Feed**
\$5 PER TON At the Rick
 2 Miles West of Friona
O. G. TURNER

Fox Cleaners AND HATTERS
 HOMER FOX
 Phone 111 In by 3, Out by 6
 We Meet All Advertised Prices in Hereford.

Quick! Don't miss these FOOD VALUES!

THEY'RE GOOD FRIDAY SATURDAY AND MONDAY

Mayonnaisse, Relish Spread, Thousand Island	NUCOA, Double Your Money back guarantee	21c
BEST FOODS, 8 oz. jar	RAISIN BRAN, Skinner's, 2 pkgs.	25c
Macaroni, Spaghetti, and Egg Noodles	SOAP, Crystal White, 5 giant bars	18c
SKINNER'S 2 pkgs.	COFFEE, Break O' Morn, lb.	15c
SCHILLING'S COFFEE 1 lb. can	26c	
PALMOLIVE SOAP, Bar	MACARONI and SPAGHETTI, Beech-Nut, 16 oz. pkg.	14c
SOAP FLAKES, Crystal White, 5 lb. box	COLOROX, Qt.	21c
DRANO, Cleans, and opens drains, can	COFFEE, Break O' Morn, lb.	15c
WHITE KING GRANULATED SOAP, large box		30c
WHITE KING TOILET SOAP, 3 bars		13c
A PLUS HEALTH SOAP, 3 bars		13c
SALMON, Alaska Pink, 2 tall cans	CALIFORNIA PRUNES, 3 lb. Cello. pkg.	15c
TOMATOES, Three No. 2 cans	GRAHAM CRACKERS, N. B. C., 1 lb. pkg.	17c
CUT GREEN BEANS, Three No. 2 cans	GRAHAM CRACKERS, N. B. C., 2 lb. pkg.	30c
LIBBY'S FAMOUS FOODS		
Libby's Crushed or Tidbits, PINEAPPLE, Two 9 oz. cans	Happy-Vale, Small White, LIMA BEANS, No. 2 cans, two cans	23c
Libby's White Tips or All Green, ASPARAGUS, Picnic Can	PEACHES, Libby's, No. 2 cans, two cans	25c
APPLE BUTTER, Libby's, 26 oz. jar	BARTLETT PEARS, Libby's, No. 2 1/4 can	19c
BEST SUGAR 10 lbs.	FLOUR RED STAR 48 lb. sack..... \$1.50	TEA Lipton's Orange Pekoe, Green Japan, Gun Powder.
49c	24 lb. sack	1/2 lb. can 20c
	95c	1/2 lb. can 30c
All its goodness locken in and you get the key	SNOWDRIFT, 3 lb. can	TEA BAGS Pkg. of 8 for 9c
49c	SNOWDRIFT, 6 lb. can	MARSHMALLOWS , Edward's, 1 lb. Cello. bag
97c	45c	CHERRIES, Red Pitted, No. 10 can
	25c	ITALIAN PRUNES, No. 10 can

BACON

BACON, Pound 25c

PEANUT BUTTER, Bulk, 2 lbs. 25c

LARD, Pure Pork, bulk 2 lbs. 25c

PORK CHOPS, End cuts, lb. 22c

PORK ROAST, Pound 19c

DRESSED HENS

FRESH FISH and OYSTERS

HOT BARBECUE

APPLES

Washington Winesap APPLES, Extra Fancy, doz. 19c

Carrots, Turnips and Tops Mustard Greens, large bunches 3 BUNCHES, for 10c

ORANGES, Calif. Sunkist, med., doz. 21c

Home Grown, SPUDS, Red, 10 lbs. 12 1/2c

FURR FOOD
 WE DELIVER PHONE 74 WE BUY GREASE, EGGS, HIDES

SOCIETY

ESS. B. F. GUTHRIE, Society Editor Phone 374-J

Miss Ruth Marie Mountz Bride of Buford Crosthwait

On Saturday evening, Feb. 22, at the home of Mr. and Mrs. Carl Mountz, their daughter, Ruth Marie became the bride of Mr. Buford Crosthwait. The impressive rites were spoken at 9:30 o'clock by the Rev. B. N. Shepherd, pastor of the First Baptist Church, the ring ceremony being used.

Only those close to the young couple were gathered in the living room, when unattended, they descended the broad staircase and stood before the officiating clergyman to pledge themselves to each other. Only music that finds tolerance within the heart accompanied the solemn words of the minister and that music was an most audible benediction with note of beauty all its own.

Following the ceremony, a love wedding cake was served with punch, the couple leaving immediately for Dallas and other Central Texas points. On their return, they will be at home in the Cummings apartments.

For her marriage, the bride wore her going-away costume, a blue spring tailleur with gray fox collar. A close-fitting hat and other accessories were in gray. Her corsage was of pink roses. One of the city's better known younger musicians, the bride's more recent work was done in the Amarillo College of Music. She was graduated from the local high school in 1933 and during the past year she has been a teacher of piano here. The groom is a son of Mr. and Mrs. I. N. Crosthwait. He is employed with the Rosson Implement Co. as mechanic, and is a member of the city fire department.

Present for the wedding were the parents of the couple, Mr. and Mrs. Carl J. Mountz and Mr. and Mrs. I. O. Crosthwait; Mrs. Frank Daniels of Plainview, sister of the groom; Mrs. Frank Lambert, grandmother of the bride; and Miss Lueta Borden.

BAY VIEW CLUB HAS INTERESTING PROGRAM

Drawing on Latin America's abundant sources for inspiration, the Bay View Club's program Thursday afternoon was a fascinating study of Mexico and South America, with Mrs. Parker bringing the opening number "Men, morals, and Manners of Mexico."

Mrs. Parker discovered much of beauty in this "ancient cradle of America" to which she said one-fourth of the U. S. once belonged. A land of romance, old when the Norsemen came, and with a fabulous mineral wealth, it was shown as a land of the rich and the abjectly poor; a land whose rulers were ever a law unto themselves. She gave the high lights of Mexican political history, bringing out the obscure brighter side of the somber story with brief reference to the achievements of outstanding individuals. Juarez, the Lincoln of Mexico; Diaz with his 35 years of real development; Zapato, the hero of the peons; all served to brighten the Mexican picture as did also the statement that begging and looking wretched is an art in Mexico.

With the "Five Ancient Cultures of Mexico," Mrs. Dowell gave the background of the Mexican as he is today. She wove in the romance with which time tinges the things of a distant yesterday, presenting the facts of Mexico's advanced civilization at the time of Christ on earth, telling of the Northern tribes that came as early as 113 B. C. and developed an extensive agriculture. She said that in 1606 civilization was on an exceedingly high plane and offered the revealing fact that no major culture originated with the Aztecs; that they were primarily warriors enjoying a civilization produced by their ancestors.

A review of Gordon MacCreagh's book "White Waters and Black" given by Mrs. Jones, changed the setting to South America. The thrilling story of the eight men, each a scientist in his own field, on their adventurous journey to and up the Amazon was graphically portrayed, the geography of the country and the character of the native peoples adding their touch of interest.

The program might well have been termed a program of laughs as guests and hosts vied with each other in presenting mirth-provoking stunts. One particularly thrilling was G. W. Brumley's demonstration of how to drive a Chevrolet car. A quartette of stringed instruments furnished a delightful musical program. Messrs. Smith, Biggs, Kucker and Young playing.

Hot tea with cookies and apples was served. The class numbers 40 members and is taught by Earl W. Wilson.

CHRISTIAN ENDEAVOR SOCIAL

The Christian Endeavor society of the Christian Church spent a pleasant social evening Thursday in the church parlors. A program of games was the entertainment provided, many being new to the group and therefore of special interest. A refreshment plate of hot gingerbread with whipped cream and cocoa was served.

GUESTS AT COLONIAL TEA

Mrs. L. N. George and Mrs. A. O. Thompson were guests of a colonial tea given by the Twentieth Century Club of Amarillo Friday afternoon at the home of Mrs. Frank Wolflin. The affair is an annual event with the club.

Try First to Buy in Hereford.

MRS. HARDWICK HONORS LONDON BRIDGE CLUB

The London Bridge Club was entertained by Mrs. Charles Hardwick, Thursday afternoon, two tables of players finding pleasant diversion in the games. A pretty Washington's Birthday suggestiveness was shown in gay red hatched tallies. High score was won by Mrs. Charles Brooks. An innovation for the traveling prize awarded it to the player who succeeded in taking a trick with the deuce of trumps.

The patriotic motif was carried further in the attractive refreshment course of angel food cake, with red, white and blue icing; red and white candy cherries; cherry jello; and coffee.

Mrs. Vines was a club guest. Members present were Meses; Emmett Milburn, Ernest Medkief, Sherman Morgan, Nelson McWright, Lee Morgan, Charles Brooks, and J. T. Gilbreath, Jr.

JUNIOR BAY VIEW CLUB

A business meeting of the Junior Bay View Club was held Thursday evening with Mrs. J. W. Witherspoon. Following the business program, the evening was spent socially. A refreshment plate of cake and coffee was served.

Ancient House of Worship

The oldest house of worship known in the southern part of the United States, a temple that may have been constructed by the ancient Mound Builders, was unearthed by the Tennessee Valley Authority archeological survey in a mountain valley 30 miles from Norris Dam.—Literary Digest.

Victoria Celebrates

The City of Victoria, center of widespread cattle industry, will join the Texas Centennial celebration parade on April 15, when it will review its colorful history with a field mass and pageant. The mass will commemorate a mass held on the banks of the Guadalupe River on April 15, 1869, which was presided over by Alonzo de Leon, who was searching for La Salle's settlement.

Roses and Oil

Tyler, planning a great Centennial year celebration for this com-

ing October, is the center of one of the world's greatest rose-producing sections. It is also in the same section with the world's greatest oil field. Smith county, of which Tyler is the county seat, produces one-third of the world's commercial supply of roses.

A WANT AD WILL SELL THAT COW!

Constipation

Mr. Constipation causes you Gas, Indigestion, Headaches, Bad Breath, Pimples, Itchy Skin, get quick relief with ADLERIKA. Thorough in action yet entirely gentle and safe.

ADLERIKA
CITY DRUG STORE

MARCH SALE OF AUTOMATIC GAS WATER HEATERS

A Trade-In Allowance on your old Heater. A discount for cash.

Gives More Hot Water on Less Gas than your old Heater.



WATERGAS CO.

I AM THE FOUNDATION OF PROSPERITY

I am the lifeblood of business—the buying medium of millions of customers.

I keep the industries of the nation at work, providing employment for everyone.

I am the wheel of finance, providing a steady flow of income to the worker, the merchant, the manufacturer, and back again to the worker.



I AM CREDIT
PAY BILLS PROMPTLY

HEREFORD CREDIT ASSOCIATION

DOROTHY H. ROSS
Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

WIVES ENTERTAINED BY BUSINESS MEN'S CLASS

Members of the Business Men's Class of the Baptist Sunday school entertained their wives with a tacky party at the church Thursday evening. Hosts and guests for the most part were in

Definition Contest PRIZES

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

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

GRAND PRIZE

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

A Full Weeks Pass to the Star Theatre

RULES

- Ten jumbled words, along with their definitions, may be found on page 1. The words have been selected at random from advertisements by local merchants in this issue.
- The contestant must first unjumble the letters, forming them into the word whose definition is given. Then find in which advertisement it appears.
- List the word and the ad in which it was found in the space provided in the accompanying entry blank.
- The word may appear in several ads, but only one need be listed.
- After all words are found, compose a clever sentence of not more than 30 words, using all the contest words in their proper sense, one time only, and write it in the space provided. Remember, cleverness counts!
- Sign your name clearly.
- Bring or mail your entry to the Brand so that it will reach this office not later than noon Tuesday following the appearance of the contest.
- This contest is open to everyone with the exception of the employees of the Star Theatre and Hereford Brand and members of their families.
- If you soil the entry blank, make out another on a piece of white paper.

ENTRY BLANK

I have found the following words that apply to the definitions on Page 1 in the following ads:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

My sentence containing these words and of not more than 30 words is:

My name is _____
My address is _____

PENNEY'S

FEBRUARY
Leap Year
BARGAINS

a once-in-4-years opportunity
February, 1936, gives you an extra day... and Penney's gives you three days of extra values! You won't have another opportunity to celebrate Leap-Year until 1940... so celebrate the savings way... eat your share of the Penney Bargains!

LUX TOILET SOAP. Only 500 bars at this special price	5c	Men's High Grade DRESS SHIRTS Excellent Quality, sizes 14-17	69c
Manufacturers Close-Out of DRESS PRINTS High Grade	10c yd.	Men's Covert Cloth WORK SHIRTS in Tan and Grey, all sizes	39c
Mill-End Remnants of Higher Priced SCRIMS AND CURTAIN GOODS	7c yd.	Men's Suspender Back OVERALLS Quantity Limited—Only Small sizes	49c
Mill-End Close Out of Short Lengths Bleached MUSLIN	9c yd.	Boys' Blue and Striped OVERALLS Sizes 2 to 16 years. A Real Savings at	25c
Belle Isle PILLOW CASES Size 42x36 Inches. A value	12 1/2 c ea.	Boys' Tan and Grey Covert Cloth Work Shirts Sizes 10 to 14 only	29c
Waldorf TOILET TISSUE Specially Priced for Savings	4 rolls for 19c	Men's Solid Leather DRESS OXFORDS A New Shipment and a Real Value at	\$2.29
Ladies Fast Color HOUSE FROCKS "Another if it Fades"	49c	Men's Arch Support BOOT SHOES Made in Old Mexico. A Special Purchase	\$3.98
Children's Rayon PANTIES and BLOOMERS Sizes 2 to 16 years	15c	Men's SHIRTS and SHORTS Well Made and Specially Priced at	19c
3 lb. COTTON BATTS Size 72x90. A Real Savings	37c	LEGION Double Edged RAZOR BLADES Men, Savé on this Item. 25 Blades for	25c
Ladies' HANDKERCHIEFS Stock up at This Low Price	5 for 10c	Hinds HONEY and ALMOND CREAM with Free Attachable Dispenser	41c
9-4 Unbleached SHEETING An Excellent Quality	19c yd.	Ladies' Rayon Taffetta SLIPS An Outstanding Value at the Price	39c

Shop Penney's Today! See what you can save. Our mammoth Cash Buying power brings you added savings and you never have to worry about the quality as we handle nothing but the Highest Quality Merchandise and pass the savings on to you.

PENNEY'S

W. C. PENNEY COMPANY, Incorporated

HEREFORD

TEXAS

Try Your Skill!
It's Fun and Educational

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 36

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM Editor

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

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

THE CHARMAID STUDIO MAKES ITS DEBUT HERE

The Charmaid Studio came into being in Hereford yesterday afternoon with the selection of the title for the new beauty shop opened recently by Miss Verna Culpepper.

The title was selected by three judges following a contest of two weeks and in which 86 suggested titles were submitted. The winner, who is to receive a \$5 permanent wave for her efforts, was Mrs. H. F. Marrs.

MRS. JENNINGS IS NEW BEAUTY SHOP OPERATOR

Mrs. Bess Jennings of Lubbock, former owner of the Star Beauty Shop here, returns today to form a partnership with Mrs. Walter Seed at Bobbie's Beauty Salon. Her friends here are glad to learn of her return.

BAPTIST YOUNG PEOPLE TAKE PART IN CONTEST

The stewardship declamation contest of the Baptist Young People of District 9 will be held at Wayland College in Plainview Saturday, starting at 10 o'clock. All winners of the Tierra Blanca Association will be present for the district contest.

"CARAVAN ON WHEELS" VISITS CITY SATURDAY

Announcing itself with music, the Electrolux "Caravan on Wheels" visited Hereford last Saturday while making a tour of the North Texas Plains under the direction of W. A. Robinson of the Williams Hardware Company of Amarillo.

ADULT HOME EC CLASS TO MEET ON THURSDAY

The first meeting of the adult home economic class, under the direction of Miss Rhita Jean Sullivan, met Friday, with a great amount of interest shown. The group set Thursdays at 4 o'clock as the regular meeting time for the class.
Planning and buying foods for the family group was the subject selected for the discussion today. Anyone interested in home-making is invited to attend these sessions.

Mr. and Mrs. O. W. Hester and small daughter, Ann, of Amarillo, spent Monday and Tuesday here visiting Mr. and W. F. Gillis.

Mrs. Mary Palmer left today for Los Angeles to spend several months with her sister, Mrs. Belle Hodges.

For Sale—Special for Friday and Saturday, eight Concord grapevines for \$7.00. Peach trees, 25c and up. See J. F. Ward or phone 250-W.

AN EXTRA ROOM! TRY A WANT AD!

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 26, 1915)

As in 1905, the lead story in this issue of The Brand had to do with "Oceans of Water" waiting to be brought up for the benefit of man. Twenty-six irrigation were in operation, adequately caring for some 3,000 acres.

F. H. Oberthier, of the light plant, was being thanked for his kindness in having the light plant whistle blown each morning at 7 o'clock. A sort of alarm clock, you know.

Rat Jowell was home from Kansas, where he bought 30 head of pure bred Hereford cows and heifers—tops from a large herd.

Saturday and Sunday from seven to eight inches of snow fell here, followed by rain.

John Zinzer bought 70 130-pound hog, fed them 70 days

having volunteered in June, 1917, and served throughout the war, the last five months as a commissioned officer.

Believing that the suppression of crime is one of the major problems of our state and nation, I pledge myself, if elected, to a vigorous prosecution of crime and to the enforcement of law throughout the district, without fear or favor and without regard to political expediency. I realize that a public office is a public trust, and if elected it will ever be my purpose to serve faithfully and always to be true to the trust reposed in me. I expect to see as many of you as possible before the primary and personally to solicit your support. I ask your consideration of my candidacy, and assure you that I shall sincerely appreciate your vote and influence.

Sincerely,
Perry T. Brown
Farwell, Texas

Want Ads

For Sale or Trade

FOR TRADING or selling any kind of stock, see I. V. Flowers, 113 South Main St., City. 6c

FOR SALE: A milk producing cow feed that you will like. Green Pasture Sweet Feed at Hudson's Grocery. 6c

BRAND NEW Chevrolet, no mileage, to sell or trade at a discount. Interested parties come to Brand office. 7c

FOR SALE OR TRADE: Beautiful six-acre tract of land, facing new highway, near 25-Mile Avenue. This would make a fine poultry or truck farm. Ideal for building. See J. M. Murchison, owner. 1c

FOR SALE: Nice stucco store building on Harrison Highway, 25 miles west of Hereford. See C. R. Smith. 1c

FOR SALE: Underwood No. 5

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

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

For District Attorney: JAMES W. WITHERSPOON (Re-Election) PERRY T. BROWN

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

For Sheriff, Tax Assessor and Collector: J. C. ALLRED J. O. NEWELL H. M. (Mack) BEACH

For County Commissioner, Precinct No. 1: JIM CARROLL P. J. (Jack) ROSE (Re-election) S. O. WILSON

For County Commissioner, Precinct No. 2: T. W. ROBERSON (Re-election)

For County Commissioner, Precinct No. 3: H. D. CULPEPPER (Re-election)

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

For County and District Clerk: L. H. FOSTER

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

on ground maize, supplemented with cottonseed meal, and they had an average gain of 2 pounds per day.

Night Policeman Ross heard voices coming from a private home. The voices were pleading with some imaginary god—or perhaps Lady Luck—that the baby needed shoes. Ross stepped in to see if he could help. He did—the six who were trying to provide shoes helped the city treasury some "fifty plunkers".

The Brand was printing a new year book for the Mothers' Club.

Annie Fitzhugh Parker and Mabel Jowell were back in the fourth grade after an absence because of illness.

James Robinson had topped the Fort Worth hog market—receiving \$7.10 for a load. N. A. Armstrong, Floydada,

Standard typewriter, good condition. See R. V. Miller at Brand Office. 1c

For Rent
FOR RENT: Four room furnished apartment, March 1. Inquire at Brand office. 1

Wanted
SALESMAN WANTED: MAN WANTED for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today. Rawleigh Co., Dept. TXB-352-8A2, Memphis, Tenn. 1p

WANTED TO TRADE: Clear Amarillo property for improved land shallow water. Must be available to electricity. No agents. M. C. Hancock, Box 1446, 820 Parker Street, Amarillo. 4c

WANTED: Folks who appreciate a palatable, milk-maker cow feed to call at Hudson's Grocery for Green Pasture Sweet Feed. 6c

Hidden Beauty for Your Hair

LET US HELP YOU TO FIND IT



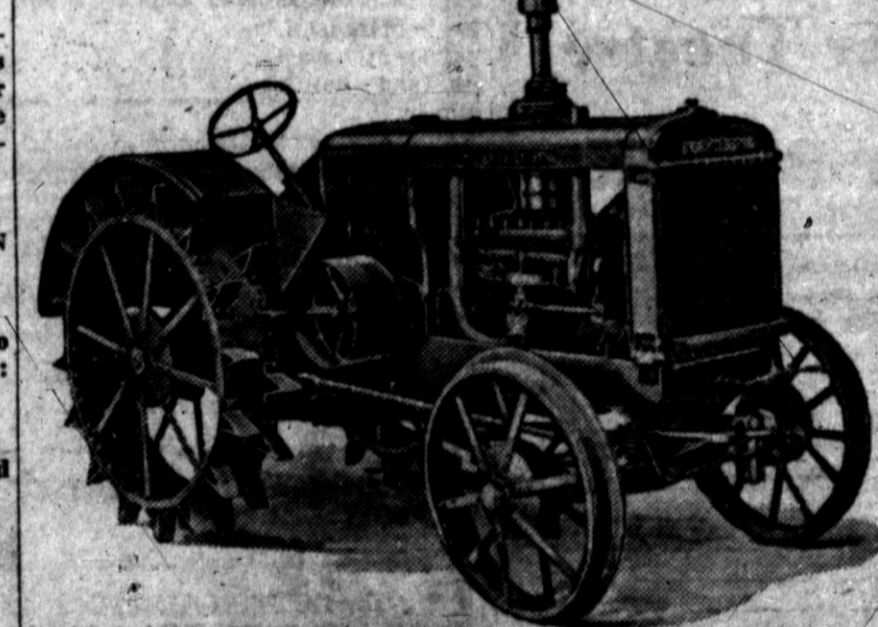
Personality in your hairdress! Add new youthfulness to your hair with a Permanent Wave. One of our expert operators will be glad to show you how it will improve your appearance. It's a new low price. Call Us About It.

WE ARE EQUIPPED TO GIVE YOU THE BEST OF SERVICE IN ALL LINES OF BEAUTY WORK.

The Mode Beauty Shop

McCORMICK-DEERING WK-40

—International Harvester's New 6-Cylinder, 4-Plow Tractor—Designed to Operate on Gasoline, Kerosene, or No. 1 Furnace Distillate.



The new Model WK-40 fits in toward the top in the modern McCormick-Deering line of 12 farm tractors, supplying smooth, 6-cylinder power for the operation of 4-furrow plows and other large farm tools. It offers an unusual combination of flexibility, ease of handling, efficient operation, and long life. It operates successfully on low-priced fuels, such as kerosene and No. 1 furnace distillate. In its design use has been made of new-type oil seals and efficient air cleaner, oil filter, and fuel strainer to guard against grit, dust, and water.

We invite our customers to visit our store and inspect this new tractor. You will find many interesting features of design in this latest product of International Harvester engineering and manufacture.

Rosson Implement Company
S. P. ROSSON

Mr. and Mrs. Barnard Hicks Mrs. Hicks underwent an operation last Friday for Temple where she is reported doing nicely.

Children's Good Will Clinic

A large number of Deaf Smith and Castro county children have received benefits from our Good Will Clinic. This Clinic is for children 13 years of age and under. Bring your children who are in need of Health Service to the Good Will Clinic. No charges will be made.

This offer is extended to these children every week and is a permanent offer.

Office Hours—6 to 8 P. M., Monday, Tuesday, Friday

Drs. Perkins and Lee
Phone 246 710 N. Main St.

Stock-up SALE of Quality FOODS

Sugar 10 lb. cloth bag	52c
POST TOASTIES Package	11c
OATS, Pawnee, large package	17c
RICE, 3 lb. package	19c
BRAN FLAKES, Red & White, package	9c
NUCOA, pound	19c
POTTED MEAT, 6 cans	24c
Soap, Palmolive, 3 bars	14c
SOAP, P. & G. or Red & White, 6 bars	24c
OIL MOP, Good One	50c
CABBAGE, Solid heads, pound	2 1/2c
TOMATO JUICE, C. H. B., 3 cans	15c
BABO, 2 cans	25c
KRAUT, No. 2 cans, 3 cans	25c
Spuds, No. 1 White, 10 lbs.	12 1/2c
TOMATOES, No. 2 can, 3 for	25c
PEAS, Cypress, No. 2 can, 3 for	25c
PEANUT BUTTER, quart jar	25c
PEAS, Concho, No. 2 can, 2 for	25c
OLIVES, quart jar	35c
PRUNES, gallon	29c
Flour Western Beauty, 48 lb. sack	\$1.59
MUSTARD, TURNIPS OR SPINACH, No. 2 can, 3 for	25c
SALMON, Pink, 2 cans	25c
ORANGES, Sunkist, dozen	19c
PEACHES, Sliced, or halves, No. 2 1/2 can, 2 for	25c
Broom, 5 sewed, good quality	49c
RAISINS, Brimfull, Cellophane Wrapped, 4 lbs.	28c
SPAGHETTI OR MACARONI, 1 package and balloon	8c

\$1.00 for Your Old Iron

... with a purchase of a new automatic WESTINGHOUSE iron

- ITS automatic thermostat always gives you the same constant heat.
- ITS sloping handle prevents fatigue.
- ITS beveled edge irons under any button.
- ITS automatic thermostat gives you more economy because it cuts off when the desired heat has been reached... whether you are ironing finest silks or heaviest linens.
- ALL of these features will make your ironing easier.



\$6.95 less \$1.00 for your old iron
TERMS—5c down \$1.00 per month

TEXAS UTILITIES COMPANY



QUALITY MEATS

Whether you're buying a roast for Sunday dinner—or ground steak for two on Monday night—you'll find that the quality of every meat we sell is the very highest, our service the finest, and our prices low.

Texas Grocery AND MARKET

PHONE 363 WE DELIVER

The Hereford Civic Chorus will meet next Tuesday night instead of on Monday night, Miss Mattie May Swisher announced. The meeting will be held at the First Methodist Church.

SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

Miss Addine Hastings To Be Bride of Newton Gilliland

One of the lovely events which have brightened the week's social calendar was the 1 o'clock colonial bridge luncheon given Saturday by Mrs. J. T. Gilbreath, Jr. to announce the approaching marriage of her sister, Miss Addine Hastings, to Mr. Newton B. Gilliland.

Blooming pot plants in colorings of red, white and blue established the color tone and lent attractiveness to the rooms, lovely under the mellow glow of softly-shaded lamps. White linens were used for the tables. The cocktail service was of rock crystal, the plates centered with a blue star. Surmounting each glass was a tiny white satin "peace" flag, its staff secured in the accompanying slice of lemon. The red tomato cocktail added the remaining color note. Centering the tables were tall white candles in blue holders, each rising from a nest of sweet peas. On each plate, a small roll of white paper tied with the chosen colors bore at the top the words "Peace Treaty"; across the center, "Addine and Newton"; and near the bottom a tiny seal with the words "Seal of Love". Combined place cards and tallies were seasonally suggestive.

The menu included creamed chicken, buttered new potatoes, pear and cheese salad, log cabin beans, radish roses, celery curls, olives, hot rolls, white cake, colonial brick cream and coffee.

For the games there were three tables of players, high score going to Mrs. Sherman Morgan. Guests of the delightful function were: Miss Addine Hastings, honoree; Misses Helen Lemoine and LaVerna Womble; Mrs. Harold Bennett and Clem Spear, all of Amarillo; Mrs. G. F. Tomlinson of Tulsa; Mrs. Henry Hastings; Mrs. Martin Gilliland, Frank Cogdell, J. M. and P. H. Gilliland, Dave Alexander, Reed Williams, Fred Brown, Sherman Morgan, and Jack Wright.

BRIDGE PARTY AT HAROLD CLOSE HOME

Mrs. Harold Close was hostess of a lovely bridge afternoon Friday, three tables of players enjoying the courtesy extended. Following the games, a plate lunch with colonial brick cream, chocolate cake, and coffee was served. The guest list included Mrs. Ferguson, Hill, Travis Dameron, Rockwell, Guthrie, Mathers, Wayland, Davis, Mercer, Kerr, Donald and Miss Lobdell.

Mr. and Mrs. Walter Fincher of Tulsa were here last week-end visiting their daughter, Mrs. George Suges, Jr.

Now is the time to plant shrubs and roses. Don't delay. See J. F. Ward or phone 250-W.

NOTICE TO MERCHANTS

A requisition signed by the secretary of the Fireman's Club must accompany every purchase made by members of the club. The club will not be responsible for any purchases made in its name but not accompanied by said requisition.

Signed FIREMAN'S CLUB

PIONEER CLUB MEETS WITH MRS. O. G. HILL

Mrs. O. G. Hill was hostess to the Pioneer Club Tuesday afternoon with Mrs. Ray Johnson assistant hostess. An excellent attendance added interest to the meeting.

The afternoon's study centered around Ellen Glasgow as a representative of present-day American literature. Two numbers were given. "The Life and Works of Ellen Glasgow" was given by Mrs. Ireland. She gave a comprehensive story of the author's life in its relation to the work she produced. A prolific writer, her own life training and environment was shown to be reflected in the characters she reveals in the pages of her books.

Mrs. Earl Phillips took one of Miss Glasgow's books "The Sheltered Life" for her study. She analyzed carefully each of the three divisions of the story, showing how the first and second parts are fundamental to the third just as human life develops from the imaginative sphere of childhood to the illusions of old age. The two numbers were an illuminating window opened upon the life and literary achievements of this popular author.

Cherry pie with whipped cream and coffee was served.

SUMMERFIELD CLUB OBSERVES ARBOR DAY

The Summerfield Study Club's meeting last week was held on Friday and took the form of an Arbor Day observance which was extended to include the entire community.

The event began with a noon-day dinner, a most elaborate meal served in the school auditorium. Preceding the tree planting, an appropriate program was given, with "The Eyes of Texas" sung by the assembly as the opening number. A play, "The Month of February" gave a scene from the life of the average American family in its struggles with the inevitable round of events that crowd the February calendar. Other numbers were Naming the Trees, a chorus; a talk on Arbor Day—its purpose and observance, by Mrs. Ray Johnson, The Texas Centennial, by Mrs. B. E. Roberson; Venetian Love Song, a piano solo, by Mrs. Welty; Legend of the Blue-bonnet, Miss Viva Mae Thomas, vocal solo; Bluebonnet Time, by Miss Ruby Thompson.

Each grade planted a tree, the first grade choosing the cherry tree in honor of George Washington.

BIRTHDAY DINNER HONORS MRS. ASKREN

Following a long-established custom of birthday observance among a group of close friends, the birthday of Mrs. S. E. Askren was the occasion of a lovely all-day celebration Tuesday. A covered dish luncheon was enjoyed at noon, the elaborate menu including a beautiful birthday cake sent by Mrs. A. Lowther who was unable to be present. The afternoon was spent socially with needlework and knitting as an accompaniment.

Enjoying the day's pleasures were Mrs. Cunningham, Ramsey, Cochell, Vanderburg, Elliston, Marra, Spear, Henry Wilson, W. B. Dameron, and Miss Lillie Hostetler.

MRS. M. WHITMAN HONORED BY PLEASURE HOUR CLUB

A delightful meeting of the Pleasure Hour Club, Thursday had for its hostess, Mrs. Criss Renfro, the occasion honoring Mrs. Mace Whitman, outgoing president, with a lovely handkerchief shower. Bridge was enjoyed, high club score going to Mrs. Bill Smith, second high to Mrs. Boyd London, guest high to Mrs. W. H. Russell. A refreshment course included a delicious English custard and chocolate cake with nut filling.

Club guests for the afternoon were Mrs. Pat Lawhon and W. H. Russell, Mrs. Jimmie Robinson being a guest for the tea only. Club members present were Mrs. Boyd London, Dick Dickerson, Harry Lomas, James Wilson, Owen Stagner, Roy Jewell, Ralph and Bill Smith, Mace Whitman, and the hostess.

DISTRICT C. E. MEETING SCHEDULED FOR TUESDAY

The Palo Duro district Christian Endeavor League will convene in Hereford Tuesday evening March 3 at the Christian church. The district comprises Happy, Tulsa, Canyon, Amarillo, and Hereford and the attendance is expected to be around 125 persons. The visitors will present the program, a recreation hour will be enjoyed, and a refreshment plate will be served by the hostess society. Miss Elinor Pierce and Clifford Kester are in charge of local arrangements.

PRESBYTERIAN CHURCH TO OBSERVE PRAYER DAY

The World Day of Prayer, Friday, February 28, will be observed at the Presbyterian church with an all-day meeting. A covered dish luncheon will be served at noon and a program for the afternoon will follow.

The World Day of Prayer offering in the United States helps to maintain missionary work among migrant children, Indian American boys and girls in government schools, and the women's union Christian colleges in the Orient.

MRS. GEORGE TO SING AT FEDERATED SESSION

Mrs. Ardelle George has been invited to sing on President's evening of the Seventh District Texas Federation of Women's Clubs which convenes in Lubbock March 30-31.

Mrs. George's number will be one of only two musical numbers appearing on the program.

DINNER HONORS MR. MRS. B. R. FULKERSON

Mr. and Mrs. B. R. Fulkerson and family were honored with a lovely dinner party Sunday, the event being in the nature of a farewell before the family's leaving for Roswell, N. M. to make their home.

A bountiful noonday dinner was enjoyed and the afternoon spent in visiting. The Fulkersons are leaving the latter part of the week.

ATTEND REUNION AT BROWNFIELD

Mr. and Mrs. W. J. Smith and family went to Brownfield Saturday to attend a family reunion held the following day.

The occasion celebrated the seventy-fifth birthday of Mrs. Smith's father, Mr. F. E. Walters. It featured an elaborate noonday dinner at which 36 persons were seated. All the children of the home except two, the grandchildren, and one great grandchild were present. Mr. and Mrs. Smith returned Sunday evening.

Mr. and Mrs. Ira Cochell and their son, Darrell Cochell, of Quitaque visited Mrs. Hettie Cochell from Sunday until Tuesday of this week.

Mr. and Mrs. Earl Wilson went to Fort Sumner, N. M. Sunday afternoon remaining until Monday with Mr. and Mrs. Sam Steele. They were accompanied home by their daughter, Lucretia, who had spent the preceding week in the Steele home.

Starter and Baby
CHICKS
CUSTOM HATCHING
Hillside
Hatchery
S. Main St. Phone 61-W

Suit Yourself
DURING **SUIT WEEK!** Popular Store
20% Discount ON ALL NEW SPRING
Printzess Coats and Suits
MORE BARGAINS
CREPE and WOOL DRESSES
Values Up to \$3.75 Special \$1.75
Values Up to \$10.75 Special \$7.50
NEW SPRING
CREPE DRESSES
\$10.00 and \$12.50 VALUES
Specially Marked at \$7.50
Large High Grade New Spring Stock for Your Approval!
See Our New INFANT'S GIFT LINE
Printzess Apparel
Exclusive in our Garment Department

Announcing
The formation of a partnership, effective today, for the operation of **BOBBIE'S BEAUTY SALON**, between Mrs. Walter Seed and
Mrs. Bess Jennings
Mrs. Jennings, of Lubbock, was formerly owner of the Star Beauty Shop here. She is accomplished as a beauty specialist and will be remembered for her excellent work. She brings with her some
New Equipment
That will make **BOBBIE'S** one of the most complete shops Hereford has ever had.
Mrs. Irene Johnson and Miss Zedie Rule will remain as operators. We invite you to visit us when you seek beauty treatment.
Bobbie's Beauty Salon

"Pep Up" Your STOMACH
Stimulate Appetite
Relish Your Food
Are you one of the vast number of sufferers who drag through life, feeling "half sick," run-down, sluggish, without appetite or zest for the good things of life—all because of a stomach, bowel and kidney condition which may easily be relieved by a good mild tonic, stomachic stimulant, laxative and mild laxative? If you are, don't suffer any longer without trying **Williams S.L.E. Formula**, which is bringing blessed relief and added joy of living to so many people.
The Prescription of a Former Army Doctor
Williams S.L.E. Formula is recommended from the prescription of a former army doctor who used it in his private practice for many years. Experience has taught army men to seek fundamental principles. These principles have been carried out in the development of Williams S.L.E. Formula. There are many medicines which you might take. What you want is something that will do its intended work quickly, efficiently, effectively—and that is what you get in a bottle of Williams S.L.E. Formula. The first bottle must produce results or your money back.
Old and Young Enjoy Life More
Take Williams S.L.E. Formula also for indigestion, nausea, loss of weight and anorexia, when a mild tonic, laxative, stomachic, tonic and diuretic is needed. You'll like its quick, pleasant action. Being a liquid it is easily assimilated and starts to work almost immediately. Because it is a highly concentrated solution, only small doses are required, therefore it is very economical. Get a bottle today. Try it under the money-back guarantee. See for yourself what a magnificent help a good medicine can be.
On Sale at
(Dealer's Name)
WILLIAMS FORMULA
CLOSE DRUG STORE

USED CAR SALE
1 — 1935 Ford Tudor Touring Sedan
2 — 1935 Ford DeLuxe Coupes
1 — 1934 Chevrolet Coupe
1 — 1932 Pontiac Coupe
Several Cheaper Cars
SPECIAL FINANCING RATE
ON ALL 1935 and 1934 MODELS
Hereford Motor Company

HARDWARE
PRICES are DOWN!
SALE EXTENDED
Because of the delay in moving to our new location at 219 Main Street and because of the great interest shown by the people of this area we are
EXTENDING OUR
Gigantic Clearance
Thru Monday & Tuesday
FEATURING Dishes AND GLASSWARE FROM 20% TO 50% OFF!
FEATURING Low Prices ON EVERY ARTICLE IN THE HOUSE
FEATURING Stoves AT THE GREATEST Saving EVER OFFERED HERE
FEATURING Unusual offers on all stock, ranging from 50% off on all DuPont paints and enamels to 10% off on bicycles. This includes EVERYTHING with the exception of windmills, pipes, well supplies, wire, nails and ammunition.

A Success
—Because we have met the demands of the people for savings on items they need; because they have been able to purchase fine merchandise they have wanted for some time at prices they can afford to pay; because no merchandise has been held back.
SAVE
Don't Delay
We extend our thanks to those who already have made this Clearance Sale a success and urge all those who have not witnessed these real values to come in this week-end. If it's dishes, aluminum, stoves, lamps and shades, electric goods—anything in the hardware line—you want, it's a **BARGAIN!**
SAVE
Streu Hardware

Black

By MRS. H. L. McLEAN
Another light snow fell here last Tuesday night followed by a sandstorm which did great damage to the wheat the farmers have left.
Noble McLean of Lubbock spent several days last week with her folks here.
Miss Ada Childs and Miss Bran-

non of Friona spent Wednesday night with Lucille Hays.
Mrs. T. L. Welch and Mrs. Jess Hinds attended council meeting at Friona, Saturday afternoon.
Mrs. Dave Galloway and children are on the sick list with colds and sore throats.
Grandma Ray is improving after a three weeks illness.
Cecil Vandiver, wife and baby spent Saturday night and Sunday in the Charley Noland home

at Summerfield.
Ernan Kimmins made a business trip to Farwell, Saturday.
Mr. and Mrs. Tom Presley were shopping in Hereford, Saturday.
Maxine and Margot McLean and Juanita Welch spent the week-end in Hereford as guests of Mr. and Mrs. Verner Melugin.
The social club met with Mrs. Ray Price, Thursday with ten members present. Arrangements were completed for the making of

books for the coming year. The next meeting will be with Mrs. W. H. Price, March 5.
Mr. and Mrs. L. E. Beck and children spent Sunday in the W. L. Hall home in Hereford.
W. A. and Uiman Hunter were in Amarillo, Thursday on business.
L. A. and Lawrence Matthews were in Amarillo, Wednesday.
Mr. and Mrs. Wilford Taylor of Umbarger, spent Thursday

night in the F. L. Pinkert home.
Mr. and Mrs. Ed Wilmoth and son DuWain, and M. L. and Virginia Simpson and Lurleen Dixon were Canyon visitors, Saturday.
Mr. and Mrs. Doyle Adams and daughter, Helen Louise spent Friday night in the W. W. Adams home.
Mrs. Jessie McGinnies visited in the C. D. Pinkert and A. F.

Harget homes in Hereford, Friday and Saturday.
Mrs. M. L. Simpson and Margaret were in Amarillo, Monday.
Charles McGinnis spent the week-end in the C. D. Pinkert home, at Hereford.

Dawn Items

By VIVIAN BOWERS
Only a few attended Sunday School, Sunday.
Mr. Lester Galley visited in the Dawn Public School, Wednesday. The Agricultural Association met Friday night at the school house and the following officers were elected for the coming year: Mr. Alfred May, President; Mr. J. F. Hickman, Vice-President; Mr. R. Jeff Roberson, Secretary and Treasurer and Mr. Lester Galley, Mr. E. V. Holman and Mrs. J. R. Roberson, Program Committee. The rest of the evening was spent socially. At a late hour, refreshments of cocoa, coffee and cake were served to about sixty.
Mr. and Mrs. Baker Womble spent Sunday, visiting in the Carl Williams home.
Miss Leta Smith of Daniels spent the week-end in the L. A. Smith home.
Mr. and Mrs. Howard Hershey and family were dinner guests in the home of Mr. and Mrs. Walter Galley, Sunday.
Several people of this community are on the sick list. Miss Syble Smith, who has pneumonia is in the Hereford Hospital. Everyone hopes for her speedy recovery.
Miss Aleene Caraway spent the week-end with home folks.
Mrs. Lester Galley visited in the Joe Greer home all day, Wednesday.
Miss Vivian Bowers spent last week in Canyon visiting with Misses Ines and Alma Miller.
Mr. Tandy Legg attended the teachers meeting in Hereford, Saturday.
Mr. Otto Smith called in the L. A. Smith home several days last week.
Mr. and Mrs. N. E. Miller stayed in the L. A. Smith home the past week.
Miss Mary L. Chambers spent the week-end in Pampa, visiting friends.

Progressive News

By OLIV'S PERKINS
On account of the dust storm last week, the club did not hold its regular meeting. The next meeting is to be an all day session and the hostess will be decided upon later.
Roy and Howard Hershey were in Amarillo on business, Saturday.
Mrs. John Counts and daughter from Fort Sumner, New Mexico came in Saturday for a visit with her daughters, Mmes. Orin Russell and Lynn Powlson and families.
Mrs. Ray Hershey spent Saturday with her daughter, Mrs. Arch Conklin at Hereford.
Mr. and Mrs. Harle from Vega, spent Sunday with the Taylors.
Glenn Ricketts spent the week-end with Mr. and Mrs. Luke McRayner.
Wayne Neel is sick with a bad cold. Mrs. Roy Wagner and D. Y. Edwards are both improved from their late illnesses.
Ben and Donald Conklin spent Saturday with their Grandparents, Mr. and Mrs. Ray Hershey.
Orin Russell made a business trip to Amarillo last week.
Mr. and Mrs. C. C. Bowman, William, Virginia and Miss Lilla Short, spent Sunday with Mrs. O. E. Boyer and family at Hereford.
Miss Odessa Cockrell spent the week-end with Miss Ira Jean Ricketts.
Mr. and Mrs. Emmett Blakemore attended the Pipe Organ recital at the Methodist Church and the Silver Tea at the State Park, Sunday afternoon.
Mr. and Mrs. Fred Oberthier from Hereford called in the F. D. Perkins home, Sunday afternoon.
"Quo Vadis"
"Quo Vadis" is a Latin phrase which is literally translated as "Whither Goest, Thou?" These are the words addressed to Peter by the Lord when the former was about to forsake Rome.

TEXAS CENTENNIAL CELEBRATIONS

Get Ready Week!

CLEAN-UP! PAINT-UP! PLANT FLOWERS AND LAWNS! GET RID OF UNSIGHTLY RUBBISH! BEAUTIFY YOUR PREMISES BEFORE OUR MILLIONS OF VISITORS ARRIVE IN TEXAS!

"Buy a New Pontiac ATTEND THE Centennial Celebrations OVER THE STATE

We have several new Pontiacs on display now. You won't be disappointed for PONTIAC asks no odds of any car at any price.

See Us Now

Norton MOTOR CO.

Governor Alled's Proclamation!

To early Americans, the word "Tejas" means friendship. Today the word "Texas" still means friendship, and more. It means opportunity, a land of fabulous natural resources, of rolling ranges, of loamy black farmlands, of unsurpassed climate, and BEAUTY.

This year, Centennial Year, Texas is entertaining millions of visitors from every part of America. They're coming to see the Texas they've heard and read about. They will travel every part of our state. The favorable impression Texas and Texans make will result in a priceless asset for the Lone Star State.

Let each of us do everything possible to see that our visitors not only remember Texas as an empire of friendly people but as a land of BEAUTY, as well. This can best be accomplished by each citizen seeing that his or her premises is free from unsightly rubbish, made attractive with flowers or green lawns. In brief, let us all cooperate to the end that visitors will be impressed with the cleanliness and beauty of Texas as well as with our far-famed reputation for friendship.



James Allred Governor of Texas

CELEBRATING

THE GREATEST CLEANER



White King Granulated Soap, White King Toilet Soap and A Plus Health Soap — a combination that can't be beat.



PIGGLY-WIGGLY

ALL OVER THE WORLD

MILLIONS TO VISIT TEXAS THIS YEAR!
Celebrations Will Bring Vast Crowds Into State!
If early indications are a criterion, a goodly portion of the population of the United States during 1936, Centennial Year, will be visiting Texas. Since announcement of this year's big, state-wide show, inquiry has been coming in by the thousands. Statisticians now estimate that more than 12,000,000 people will attend the Centennial and it is reasonable to expect that more than half of these will be from other states.

Texas is on parade! Millions of citizens from other states have accepted our invitation to see and know Texas! They'll be traveling through every part of the state!

The impressions our guests take home with them will depend upon individual Texans! Clean premises! Growing lawns! Colorful flowers and landscaping! New paint! All these efforts by individual citizens will make the impressions favorable to your town and to Texas!

Join in this state-wide crusade for a cleaner, more beautiful Texas! Let's every one of us do our part!

TRAVEL TEXAS Know Your State

Make your plans to attend the various celebrations over the state. You'll find Texas offers every vacation pleasure — and it's all right here in your own state. See the calendar at right. Write the Chamber of Commerce at the various cities for information on events you are interested in.

TEXAS CENTENNIAL 1936

Let's CLEAN-UP PAINT-UP and be Ready for them VISIT THESE INTERESTING CENTENNIAL CELEBRATIONS

- March 2 through May 3, Revised to February 15.
- MARCH 24 — SAN ANTONIO — Celebrations from Independence Day to date of Fall of the Alamo.
 - MARCH 2 — HOUSTON — Independence Day celebration at site of old capital of Texas Republic.
 - HUNTSVILLE — Ceremonies honoring Independence Day and Sam Houston's birthday.
 - BRENNHAM — Historical celebration at Washington-on-Brazos.
 - GOLIAD — Texas Centennial Stamp Celebration.
 - MARCH 7-11 — SAN ANGELO — Stock Show and Rodeo.
 - MARCH 12-22 — FORT WORTH — Southwestern Exposition and Fair Stock Show.
 - MARCH 17 — CRYSTAL CITY — Spinach Festival.
 - MARCH 27 — GOLIAD — Political Field Mass.
 - APRIL 24 — SEGUIN — Historical Pageant and Music Festival.
 - APRIL 4 — BELTON — Texas Literary Parade. (At which 100 Texas writers representing 100 years of Texas will review literary achievements at Mary Hardin-Baylor College.)
 - APRIL 6 — PLATYVIEW — Panhandle Fair Dairy Show.
 - APRIL 10 — EDNA — Educational Fair.
 - APRIL 10-11 — JOPLINGTOWN — Agricultural and Cultural Fair.
 - APRIL 13-21 — EL PASO — Schools' Centennial — Portraying the History of Texas.
 - APRIL 15 — RAYMONDVILLE — Texas Cattle Feasts.
 - APRIL 15-21 — HOUSTON — San Jacinto Association Celebrations. (Ten-day festival, parades, banquets, concerts, and patriotic events, including Catholic field mass of great national importance.)
 - APRIL 14-15 — SINTON TAYLOR — San Antonio County Celebration.
 - APRIL 15 — VICTORIA — Field Mass and Pageant commemorating a mass held on the banks of the Guadalupe in 1819 by Alonso de Leon.
 - APRIL 17 — KINGSVILLE — Historical Celebrations. (In heart of world's greatest cattle domain, Rio King Ranch.)
 - APRIL 20-24 — SAN ANTONIO — Fiesta de San Jacinto. (Gay festival of San Jacinto. Revival of Texas parade, April 24.)
 - APRIL 21 — PARIS — TEXAS in the Making Pageant. (Cast of 65.)
 - ELGROVE — Centennial Pageant and Celebration.
 - BOWIE — Centennial Folk Festival.
 - APRIL 21 — BIG SPRING — "Rose Windows" Contest.
 - APRIL 22 — CROCKETT — "Texas Under Six Flags" Pageant.
 - APRIL 23-JUNE 2 — VERNON — Historical and Industrial Review.
 - MAY 1 — SAN MARCOS — Centennial Pageant.
 - MAY 13 — DEL RIO — Historical Celebration.
- For cities beyond May 3 write State Headquarters TEXAS CENTENNIAL CELEBRATIONS 11111, Texas

Attending the Centennial? Start Making Your Financial Plans NOW!

Millions of people will attend the Centennial this year. Will you be one of the lucky people. Start a savings account with us today in preparation of attending the different celebrations over the state.

First State Bank



BEAUTIFY Your Home WITH POT PLANTS
HEREFORD FLORAL CO.

REAL SERVICE FOR MOTORISTS
Whether you intend to attend the Centennial Celebrations or not — your car probably needs a complete overhauling to get the dust out of your motor and a check made on your car valves and bearings for **SPRING DRIVING**
BEAMS and MARRS MACHINISTS

SCREENS KEEP AHEAD OF THE FLIES
REPAIR AND REPLACE YOUR WINDOW AND DOOR SCREENS NOW!
R. H. Kemp Lumber Co.

First Call
To the people of Hereford and the surrounding territory, who are going to travel Texas this year — We invite you to stop in at our station for some of that good CONOCO gasoline and oil.
WASHING AND GREASING — OUR SPECIALTY
CONOCO SERVICE STATION
RUFUS SEWELL. PHONE 500

Brooks' DRUGS
PHONE 99 HERFORD TEXAS

Specials for This Week-End

BOST Tooth Paste 4oz. Size... 31¢	30c HILL'S Cocaine Quinine... 21¢	Perfection Tissues 200 Sheets 2... 23¢
BROMO QUININE 50c size... 39¢	LIFEBUOY Soap... 3-17¢	ENO SALT 9oz. Size... 93¢
Petrolag All Numbers \$1.25 Size... 84¢	FOUNTAIN SPECIALS 15c Sandwich 15c Malted Milk Both for... 25¢	Station COD LIVER OIL Full Pint... 59¢
Theatrical Cold Cream 1 lb. 59¢	JUMBO Banana Split Triple Dip... 13¢	Princess Pat ROUGE 55c Size... 42¢
MODESS 'Certain-Safe' 12 in Box 17¢	FROSTED COCA COLA, Tall Glass 10¢	Complete-Luxon COLD OINTMENT 4-oz. Size... 42¢
Lemon-Castle SHAMPOO 6-oz. Size... 39¢	FROZEN FUDGE SUNDAE Really Good... 15¢	Fletcher's Casteria 4oz. Size... 26¢
Kruschen Salts 7oz. Size... 47¢	CARAMEL NUT SUNDAE A New One... 15¢	"Pine-Tree" TOILET TISSUE 3 for 13¢
Breathex For Colds Special Price... 47¢	DRUGS SUPPOSITORIES... 19¢ SYRUP OF FIGS... 37¢ Keller's... MOUTH WASH... 49¢ ORLIS, Full Pint	Odo-Septic Antiseptic Powder 6-oz. Size... 43¢
VICK'S Vapo-Rub 35c Size... 24¢	TOILETRIES COLD CREAM Perfection, 4-oz... 33¢ LAVENDER Lotion, 6-oz... 39¢ HAIR TONE Valentine, 6-oz... 39¢	Bismadine FOR Indigestion 5-oz. Size... 50¢
Yeast and Iron 100 Tabs 69¢	EXTRA VALUES 10c VELOUR Powder, Full... 2-11¢ BORIC ACID Crystals or Powder, 1lb... 33¢ CAMPORATED Oil, 5-oz. size... 19¢	Essence MINERAL OIL Full Pint... 49¢

CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

CHAPTER II

Treachery.

Garth followed Miss Ramill in under the monoplane's wing. He did not offer to hand the girl up into the cabin or help ship the steps. Women's rights did not include courtesies in return for insults.

He cast off the trail mooring line and swung aboard with the coiled rope and his rifle. As the plane drifted clear, the breeze swerved its head off from the shore. Huxby paused a moment to jerk out a question: "Route?"

For answer Garth pointed west-erly. Huxby set the propeller

whirling with a self-starter. With rapidly increasing headway the plane skimmed out on the smooth river.

Rifle between knees, Garth settled down upon the cockpit seat at the pilot's elbow. Huxby was first to speak. When the plane soared above the west bank of the great river, he leaned closer to shout a repetition of his question, "Route?"

Even to a man who had spent years in the North, this view of the sub-arctic landscape was a puzzling maze. On the ground Garth would have had slight trouble retracing the course he had followed in and out of the wilderness. From the air, everything looked different. For all his flying experience, Garth could not as he expected strike a beeline. Al-

though he knew the general direction of his find, he was unable to guide the plane as the crow flies.

At his sign to bank, Huxby frowned but brought the plane around in a wide curve. Very soon npriver from the refueling station, Garth sighted the small swamp stream on which he had begun and ended his trip into the unknown. This was a familiar point of departure. From it he again directed the pilot to the westward.

Somewhat under an hour later, the swamps and low ridges ended at the upheave of an eastward thrust mountain range. A near view of the barren peaks caused Garth to twist the course about on a sharp angle to the southward. Those mountains had not appeared any too familiar. The difficulty of finding landmarks recognizable from the air had not lessened. For days on his trip in and out, he had traveled through dense forests of spruce that shut off all wide views, even of the mountains.

The westward rise of the country had by now forced the plane up another thousand feet. Higher slopes ahead called for still more altitude. The jagged skyline reared a thousand feet or more higher than the plane. Huxby started to climb. Until within a mile of the savage cliffs he ignored Garth's advice to lessen the angle. Then, as the plane swept past an out-jutting peak on the right, Garth signed towards the gap between it and the main mass.

The highest point of the pass was more than half a thousand feet lower than the plane. Huxby pushed the stick forward and shot down for the gap on a long slant. The monoplane soon drove in between the towering precipices and steeply pitched side slopes of the immense cleft. A little more, and the cleft crooked to the north. The plane banked around the turn. Below the bend the cleft had widened in the neve of a glacier. Farther down the expanse of snow-ice pinched into a narrow gulch. The gulch ran down into a deep mountain-rimmed valley. Down the rough bed tumbled a stream of milky glacier water.

Garth noted moving dots on the tundra and white specks up on the rocky slopes above them. But Huxby saw neither the caribou nor the mountain sheep. He had at once spotted the lake in the valley bottom. He angled on down as if to plunge into the silvery sparkling ripples of the lake. The monoplane swooped above the upper shore and drove on towards the foot of the lake at full speed. Garth pointed to the intake from the glacier stream and signed for a descent.

The plane nosed down so steeply that the pontoons went under. Fortunately the craft was almost foolproof. She bobbed up without plunging to the bottom. Huxby taxied shoreward against the current from the stream and the thrust of the down gulch breeze.

Garth stood up to pilot the pilot. A clump of spruces stood a few yards in from the water-smoothed ledge on the right bank

of the stream mouth. Huxby obeyed the signal to shut off the motor. As the propeller ceased to spin the plane glided in between the banks of the outrushing stream.

Uncoupling the line as he went, Garth ran out on the right wing. From the overhang he leaped down on the shelf ledge and bounded along it to the nearest spruce. The plane had already lost its headway and was starting to drift backwards in the swift outswirl of the stream.

The line tautened as Garth whipped it around the tree trunk. To make doubly safe he used the last foot for a pair of half hitches. He knew what would happen if the plane should drift free with no pilot aboard.

Snubbed fast, the monoplane swung to the near bank and lay with the right-hand float snug against the polished waterline of the ledge. Huxby came out on the wing and jumped off to peer down the glassy slope of the rock at the pontoon.

"Not so bad," he admitted.

"I had the place picked out," Garth replied. "The rock is very slick. There'll be no need of fenders during our few hours' stay."

The engineer pilot shoved his goggles up on the front of his helmet. "How's that? 'Picked out,' you say. Been around airplanes, have you?"

"I know how rough stone will chafe a boat," Garth replied. "Your floats are a kind of canoe. Can you get Mr. Ramill and his daughter ashore by way of the wing?"

Miss Ramill called from the cabin: "Why didn't you pick a decent landing place, Vivian? We never can get ashore up this smooth sloping rock. The steps are no use. You'll have to make a gangway for Dad and me."

Garth vaulted upon the wing and walked along it to the fuselage. The girl leaned from the big rear window of the cabin. "Give me your hand," Garth said. "I'll swing you up on the wing."

He knelt above her on the cabin roof and reached down. Her lips curled in a contemptuous smile.

"If that's the best you can do, I'll stay right here. I've no wish to go bathing."

"In that case, get out of the way. Your father wishes to see my prospect. I'll not waste time building a needless gangway."

She was the heiress of millions and had been reared in prodigal leisure. Never had she been treated so cavalierly as by this buckskin-clad prospector. She turned to her fiancé.

"Vivian, you heard the insolent fellow!"

Huxby grasped the wing tip to pull himself up. The girl's father spoke over her shoulder: "Stay where you are, Vivian. We're here to look at Garth's mine. He has agreed to help Lillith and me ashore. If she prefers to remain aboard, she may do so."

The girl looked both surprised and angered. She drew back into the cabin. Her father thrust out his head from the window to look up at Garth.

"Won't it be more than you can manage? I weigh over two hundred."

For reply, Garth reached down. The portly millionaire hung in Garth's grasp almost like a dead weight. Yet Garth swung him bodily up and around on the wing.

He led the limping gentleman out to the far end, near the tip, and lowered him down upon the top of the ledge. Before he could follow, Miss Ramill called out to him: "Come back for me. It should be safe enough. You did not drop Dad."

Garth looked up the gulch, smiled, and went to swing the girl out of the window. Up on the wing she clutched his shoulder as if to steady herself. Her scarlet-smudged lips curved in a patronizing smile.

"You're wonderfully strong."

"More knack than muscle."

"Both. It was simply marvelous how you lifted Dad without losing your balance."

Out near the wing tip Garth drew his arm free from her clasp, caught her by the elbows and lowered her into Huxby's upthrust hands.

She looked up and smiled. "So nice of you, old dear. Now, if you'll fetch a cup, I'm dying to try a drink of this delightful-looking milky water."

"The dying would be more apt



Phillips 66

INSTANT FLOW
prevents winter damage to motors

The first few minutes of motor operation in cold weather are crucial. If the oil in the crankcase is stiff or sluggish, your motor is subject to excessive friction, ages fast, gets loose and noisy.

Protect your motor car investment with instant-flowing Phillips 66 Motor Oil. It is absolutely our finest quality, 100% pure paraffin base. Practically free of carbon. Guaranteed to remain perfectly fluid at temperatures 50° below freezing.

Phillips 66 MOTOR OIL 30
in cans... refinery-sealed

Here's a fact so important to your pocketbook that we repeat it in bold-face type:

While the choke is out, your gasoline is being consumed 5 to 15 times faster than normal.

Hence the biggest everyday saving you can make in your gasoline bill is to use a motor fuel which requires the least possible choke... which starts cold motors instantly and warms them up fast, even in freezing weather.

And that is a perfect description of Phillips 66 Poly Gas—the extra high test gasoline which costs nothing extra.

Into every drop of this livelier gasoline, the scientific POLYMERIZATION process crams an added supply of heat units. These extra B.T.U.'s—as engineers call them—blaze into action with split-second speed. They humor cold motors. Warm them up so fast that coughing and sputtering are practically eliminated. Improve acceleration and power. And with the aid of Tetra-Ethyl Lead, make carbon and compression knocks fade right out of the picture.

Why not save the drain on your battery and gas tank? Treat your car and your purse to the quickest winter starting and the longest winter mileage you've ever had. Get a trial tankful of Phillips 66 Poly Gas... **GO EASY ON THE CHOKE...** then just feel that difference.

Phill-up with Phillips for Instant Starting

to follow your drink," Garth replied. He sprang down beside her father. "Your milk is rock-flour ground off by the glacier. It is apt to be a dangerous drink.

There's clear water where we're going."

He caught up his rifle and set off aslant the easy upslope from the lake shore. The others followed after him, picking their way between the scraggy branches of the spruce trees. Before long the trees dwarfed down to timberline scrub.

(Continued Next Week)

Drive In
—and let us
Service Your Car
with **TEXACO**
Gas, Oils and Greases

Texas Service Station

LOW
One-Way Rail
FARES
Every Day

2c Per Mile
Good in Coaches and
Chair Cars

3c Per Mile
Good in All Classes of
Equipment

Also Low Round-Trip Fares With Liberal Privileges.

NO SURCHARGE IN PULLMANS
These low fares apply anywhere on the Santa Fe and throughout the South and West.

Call **J. E. BEYER**
Agent
Hereford, Texas

Or Write **T. B. GALLAHER**
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Amarillo, Texas

Your Financial Fortress

Through wars and business panics, this bank has stood strong as the Rock of Gibraltar to give protection to the savings of its depositors. We're proud of our record, thankful that our founders laid down sound policies as the foundation of this great financial institution. Because of the character of this bank, individuals and commercial institutions are placing their banking business in our hands.

The First State Bank

Beware Coughs from common colds That Hang On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

Only One Low Priced Car is FIRST in Everything That Counts ...TERRAPLANE

JUST COMPARE THIS with THIS

Terraplane alone among all popular low priced cars gives you this:

- Full 115-inch wheelbase.
- 195 inches over-all length.
- Most power—88 or 100 horsepower—with freedom from vibration at all speeds.
- Body all of steel, with seamless roof of solid steel.
- Most inside room—145 cubic feet—more leg and shoulder room, and widest rear seat.
- Completely new style—best insurance of the investment value of your car.
- The only rear opening baggage and tire compartment on 5 and 6-passenger models that can be had in any low priced car without extra cost. Spare tire lies flat inside.
- Duo-Automatic Hydraulic Brakes (patent applied for), two braking systems operating automatically from one brake pedal. And a third braking system from the easiest operating parking brake in the world.
- Extra deep "V-type" windshield—for added beauty and wider vision.

In every other popular low priced car this is what you get:

- 2 to 6 inches less wheelbase.
- 5 to 12 1/2 inches less over-all length.
- 3 to 18 less horsepower than Terraplane's 88—and not nearly as smooth.
- Body only partly of steel—or steel body with "soft-top."
- Less inside room—less shoulder and leg room—narrower rear seats.
- 1935 styling, changed only in details. Far more likely to be out of date by 1937.
- No rear opening baggage and tire compartment, except in cars where trunk models are available—at considerable extra cost. Spare tire mounted outside on all other models.
- Single main braking system—either hydraulic or mechanical—without complete reserve braking system and without Terraplane's type of easy acting parking brakes.
- Nothing like Terraplane's deep "V-type" windshield in any other low priced car.

The list of Terraplane advantages doesn't stop with those listed here. There's greater ruggedness, proved by owner mileages of 125,000, 150,000 and more. Greater economy, too, certified by thousands of owners' statements... emphasized again just the other day in the Los Angeles-Yosemite Economy Run when a Terraplane averaged 23.95 officially certified miles per gallon over a tough 352 mile stretch on mountain roads.

And dozens of other features... all at a price down with the lowest for the model you want. Come in and see and drive a Terraplane.

\$595 and up for De Luxe Models, f.o.b. Detroit. Standard group of accessories extra.

SAVE... with the new HUDSON-C. I. T. 6% Time Payment Plan... low monthly payments

FOX MOTOR CO.

HEREFORD, TEXAS

BUILT BY HUDSON—TERRAPLANE, 8888 AND UP; HUDSON SIX, 8718 AND UP; HUDSON SUPER STRAIGHT EIGHT, 8796 AND UP. F. O. B. DETROIT

SILVER TEA GIVEN BY LEGION AUXILIARY SUNDAY AFTERNOON

By MRS. B. F. GUTHRIE
The Silver Tea given by the American Legion Auxiliary at the State Park club house Sunday afternoon was largely attended, 175 persons registering during the receiving hours.

The building was seen to advantage, furnishings having been secured for the occasion and the entire interior presenting a home-like and attractive appearance. The dining room was especially pleasing. A lace covered tea table was centered with a bowl of

crimson roses placed between tall candles in the same vivid color. A similar decoration ornamented the buffet. Tea with cookies was served. Mmes. F. H. Oberthier, H. G. Conkright, H. T. Ross, Walter Spradley, F. M. Kester, and Dave Alexander pouring, two serving at each hour.

For the programs which were arranged in groups of three, the guests were grouped in the large reception room. The address of the afternoon was given by the Rev. John Thorns of the Presbyterian Church. A thoughtful discourse, it emphasized the value of unified community endeavor and the importance of high standards in community life. An excellent and pleasingly varied musical program was given. It included ensemble numbers by Ralph Smith's orchestra and the high school girls' glee club directed by Miss Thelma McMinn; vocal solo numbers by Mmes. Homer Fox, Ray Coneway, B. M. Wiltshire, Carl Mounitz, and Miss Genevieve Eberle; violin solos by Mrs. Alvin Thompson and Miss Hertha Baer; readings by Mrs. D. W. Hawkins and little Miss Barbara Ann Burney.

An atmosphere of perfect hospitality characterized the event from the warm welcome extended at the door to the final tour of the rooms, members of the Auxiliary serving as hostesses. A sufficient fund was raised to make a substantial payment on the dishes yet needed, plates and cups and saucers having already been donated by S. E. Rosson. The Auxiliary feels that the State Park club house is now launched on a career of community usefulness and expresses the hope that this auspicious beginning is the forerunner of a successful campaign to adequately furnish this attractive and much-needed community center.

Joe Strother Gives Recital

The organ recital given Sunday afternoon at the Methodist Church by the Rev. Joe Strother, pastor of the Dimmitt Church and organist of note, is said to have been a notable musical event. Those who can best appreciate organ music are enthusiastic over Sunday's program.

The Civic Chorus assisted Mr. Strother, giving several selections on the program. Among them were a choral arrangement of "Going Home," large from "New World Symphony" by Dvorak, and a solo "Peace I Leave With Thee" by Varley Roberts, sung by Mrs. Carl Mounitz. Mrs. Jesse Stanford was accompanist for the Chorus.

Hereford Has 10 Shirley Temples

Two young ladies, four-year-old Jacqueline Newell and six-year-old Marian Borden, tied in the Star Theatre's Shirley Temple impersonation contest on the stage Tuesday night and each were awarded similar prizes, a Shirley Temple doll. The crowd that almost packed the theatre applauded the two so evenly that judges could not select one as the winner over the other. Little Miss Newell sang in true Shirley fashion, while Miss Borden sang and tap danced.

Five-year-old Gloris Brown won the next prize, a three-week theatre pass, with an original reading; Mary Estelle LeGrand, six, was awarded a two-week pass on her singing and dancing, and Barbara Ann Burney, six, read her way into a one-week pass. Ten young girls took part in the contest. Others who did very nicely but failed to win one of the five prizes were Ouida Kathleen Hudson, Mary Alice Frazier, Cornelia Ann Bateman, LaVerne Reese and Barbara Oris Gilbreath.

E. S. Ireland was a business visitor in Amarillo on Tuesday.

TO THE VOTERS OF DEAF SMITH COUNTY

In announcing my candidacy for County Judge and Ex-Officio School Superintendent of Deaf Smith County I fully realize the responsibility of efficient and faithful service.

I believe my experience as a city manager of a municipality the size of Brownwood, Texas, (almost 20,000 population) for nearly five years and at Denton, Texas, are equal in size and with problems of a similar nature that especially qualify me for the office of County Judge.

I have had experience as a school teacher and as judge of the Denton City Court.

It will be my desire and effort to render faithful and impartial service in all county and school matters and to cooperate with the school boards, teachers and pupils in building up the rural schools to the greatest possible efficiency.

I believe the County Judge should cooperate with the commissioners court in all their efforts for the betterment of farm to market roads by keeping in touch with Federal Authorities that our part of the money will not be spent in other counties.

I believe the County Judge should be able to furnish the

Commissioners Court with reliable information of all county affairs when they desire it, that they may act intelligently and for the best interest of the county.

I believe Federal Highway No. 60 should be paved through our county by the State Highway department immediately and if elected I will put all the influence of the County Judge's office and my own experience behind completing this road at State and Federal expense.

I have lived in Deaf Smith County almost nine years and always supported the movements of progress when they were sound. I do not believe in the reckless spending of money for any enterprise but get the value for every dollar spent.

I believe in keeping the tax rate at the lowest possible figure which is consistent with efficient county management.

I will greatly appreciate your

support and if elected will try to merit your confidence with honest service rendered.

Respectfully,
H. V. HENDREN

Mr. and Mrs. J. H. Ward were business visitors in Dumas and Sunray the past week.

Mrs. Edgar Johnson spent the past week in Albuquerque with her parents.

Assembly of God Church.
"A place with a welcome."
One block north of high school, Rev. W. A. McCann, pastor.
Sunday school, 2:45 a. m.
Owen Noel, superintendent.
Morning message at 11.
Christ's Ambassadors, 6:30 p. m.
Evangelistic services, 7:30.
Prayer meeting, Tuesday, 7:30.
Bible Study, Friday, 7:30.
Glenn Weir was an Amarillo visitor on Tuesday.

1901 1935
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
E. B. Black Co.
Hereford, Texas

Star THEATRE
HEREFORD
MATINEE EVERY DAY

HER BEAUTY DECIDES
THE FATE OF WORLDS!

THURSDAY
FRIDAY
Bargain
Matinee
Each Day

CECIL B. De MILLES
"THE
CRUSADES

with
LORETTA YOUNG
HENRY WILCOXON
Ivan Keith - Katherine DeMille
C. Aubrey Smith - Joseph Schildkraut
— a cast of 12,000 — A Paramount Picture

SATURDAY
10¢ EVERY-
ONE! 10¢

Clarence E. Mulford's
HOPALONG CASSIDY in
"BAR 20
RIDES AGAIN

with
William
Boyd and
Jimmy
Ellison

also
"Call of the Savage"
and Cartoon Comedy

They call each other names
— not nice one's, either—
every step of the way—to
the altar.

believe it or not...IT'S LOVE!

A gorgeous
Wants her own way!
Chanelle
COLBERT
"THE BRIDE
COMES HOME"
FRED McMURRAY
Robert Young

Written by the same guy
who wrote "It Happened
One Night"—and, just as
good, too—

To Mrs. B. F. Marrs—
Goes the \$5.00 permanent wave, her suggested title for this shop being adjudged the most fitting by three outside judges. Mrs. Marrs' suggestion was

The Charmaid Studio

And thus is this beauty studio dedicated to the aid of charm—its operators trained for this purpose.

Do not be satisfied with your beauty work until you have tried Hereford's newest and finest shop.

THE CHARMAID STUDIO
VERNA CULPEPPER

PANTIE BLOUSES
New Shipment of lovely Linen and Silk Crepe Blouses, \$1.95
32 to 42 sizes

Also a Shipment of
CHILDREN'S ANKLETS
in Rollins. Sizes 6 1/2 to 10 1/2.

NEW SPRING SUITS, COATS
and dresses are arriving daily—the last work in fashion!

NATIONAL LINES EXCLUSIVE
See Our
BARGAIN DRESSES
\$12.75 Values \$2.95
\$16.75 Values \$4.95

59¢ to \$1.00
FASHION DRESS SHOPPE

SOCIETY

BRIDE-ELECT HONORED WITH SHOWER SATURDAY

Honoring Miss Ruth Marie Mounitz, bride-elect of Buford Crosthwait, Mmes. Acker, Dyar, Rosson, A. O. Thompson, Ferguson, and Stanford were hostesses of a bridal shower Saturday afternoon, the home of Mrs. Rosson welcoming the guests.

The bride was seated and presented with a lovely corsage by little Miss Mary Ann Acker. Two program numbers were given, Miss Genevieve Eberle singing "O Perfect Love" and Miss Lueta Borden giving toasts to the bride and groom. The shower was introduced when at a sudden cry of "fire!", a miniature fire company, very lifelike in real helmets and leather coats, dashed into the room, the fire wagon brimming over with gifts with which they surrounded the bride. Hurrying in and out with more and more packages, the shower became a veritable deluge of beautiful gifts. The jolly amateur fire boys were little Miss Mary Ann, Katherine, and Helen Acker; Joan Rosson; and Barbara Ann Burney. The lovely array of gifts provided a real pleasure for the guests as well as for the honoree.

A refreshment plate of sandwiches surmounted with tiny flags, macaroons, potato chips, cookies, cherry mints, and tea was served to about 100 guests.

MASONIC CHAPTERS HONOR WASHINGTON'S BIRTHDAY

The annual Washington's Birthday celebration of the Masonic lodge was held jointly with the Eastern Star chapter at the lodge hall Thursday evening.

With Harold Close as master of ceremonies, a number of short talks preceded the principal address of the evening which was that of Attorney W. J. Fleisher of Amarillo. Mr. Fleisher was introduced by Attorney J. W. Witherspoon and gave a detailed history of the development of Masonry in Texas. Other speakers were Wes Bradley, district deputy grand master, and Grant Fuller, who spoke on DeMolay work. Mr. Fuller stated that at the recent Father and Son banquet, thirty eligible boys had expressed their readiness to become members should a DeMolay chapter be organized. Mrs. Mac Womble, district deputy grand matron, was introduced and responded briefly.

Other program numbers were a play, "Diogenes Pausanias," presented by members of the Pioneer Club—a vocal solo by Mrs. Wiltshire; and a Spanish dance by Miss Lueta Borden. An elaborate plate lunch with chicken sandwiches, potato chips, a variety of salads, pickles, cherry pie, with whipped cream, and coffee was served. Several members of the Eastern Star from Borcherds

ASBESTOS

RAISINS
4 lbs. 29c

COCOANUT
Lb. Pkg. 19c

SUGAR
10 lbs. 49c

CRACKERS
2 lb. Box 17c

FLOUR
Gold Medal, 48 lb. sack \$1.00
FLOUR
Gold Medal, 24 lb. sack 94c
PINEAPPLE,
No. 2 1/2 can 18c
TOILET TISSUE,
Fort Howard, 3 rolls 19c
BABY FOOD,
Heinz, 3 cans 25c
SOAP,
P & G, 5 bars 19c
POSTUM,
Large size 43c, small size 24c
CHERRIES
Red Pitted, No. 2 can, 2 for 25c
PEACHES,
Del Monte, 2 cans 35c
PEANUT BUTTER,
Quart Jar 28c
BAKING POWDER
Can 5c
SYRUP, Ribbon Cane, East Texas, No. 5 can 34c

BEST FOODS

8 oz. RELISH, MAYONNAISE or 1000 ISLAND 15c
16 oz. RELISH, MAYONNAISE or 1000 ISLAND 27c
8 oz. SALAD DRESSING 14c
16 oz. SALAD DRESSING 23c
32 oz. SALAD DRESSING 38c

MUSTARD
Qt. Jar 12 1/2c

MACKEREL
3 Cans 25c

LAKE FISH
10 lb. Kit \$1.00

KRAUT,
No. 2 1/2 can 10c
SALAD DRESSING,
Worth's, quart jar 29c
CAKE FLOUR,
Kellom's, pkg. 26c
CORN FLAKES,
Kellom's, pkg. 10c
BEANS,
Cut, No. 2 can, 3 for 25c
MELO,
Large size 17c
HYPRO,
Quart 17c
SANI FLUSH,
Small size, 3 for 25c
JELLO,
Any Flavor, 3 pgs. 19c

The New NUCOA
Pound 21c

Fresh Fruits & Vegetables

CABBAGE,
Pound 2 1/2c
CARROTS,
3 bunches for 10c
CELERY,
Bunch 12 1/2c
CAULIFLOWER,
Pound 7 1/2c
LETTUCE,
Large Firm Head 5c

SPUDS,
10 lbs. 12 1/2c
ORANGES,
Pack 49c
LEMONS,
Dozen 29c
NEW POTATOES,
3 lbs. 25c
BANANAS,
Lb. 5 1/2c

PIGGLY WIGGLY
ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY