





# Shop For Quality in Drugs First

You can afford the best when it comes to Drugs, and you should insist on nothing less. At our prices you can fill all your needs for first-quality drugs and toiletries, and know that you have obtained the best at the smallest outlay.

This is the season of colds and complications. A capable Druggist can do much to aid you in the care of yourself and family. USE THE SERVICES WE OFFER—THEY WILL PROVE HELPFUL!

QUALITY AND SERVICE **CITY DRUG STORE** TELEPHONE 100

## Messenger News

BY ESTELLE WILLIAMS

Forty-one were present at Sunday school. Rev. Tucker of Grady delivered a good sermon. Preaching each first, second and fourth Sundays.

Hereford shoppers Saturday were Taylor Oglesby, Mr. and Mrs. Frank Wildie and children, Mr. and Mrs. S. I. Riggs, Mr. and Mrs. G. W. Wells and son, Louis, Ralph and Hoyt Smith, G. T. Guinn, I. H. Hudgins and children, Mr. and Mrs. Bob Lindsey and baby, L. M. Williams and children.

Mrs. Mae Abbott of Bovina spent the week end with her parents, Mr. and Mrs. G. N. Messenger.

Wilmer Riggs and family who have been in California the past six months, returned to their home here last week.

Mrs. Bob Lindsey and baby who spent last week in Arkansas, returned home Tuesday, Mr. Lindsey going to Amarillo to meet them.

Mr. and Mrs. Frank Osborn and Mr. and Mrs. Homer Sharp and children were dinner guests in the W. P. Walker home.

Junior boys of Messenger school played baseball at Hereford Saturday, winning third place.

## Bippus Items

BY RUTH REESE

**Take Produce to Carl's Gro.** If Shoppers in Hereford Saturday were Mrs. Steve Williams, Mr. and Mrs. Homer Dodson and son, Chester, Rufus Overstreet, Wylie Barnes, G. W. Wells, Johnnie Jones, Violet Bippus and Marvin Morrison.

Henry Griggs, John Lina, Homer Donson called at the C. T. Reese home Sunday morning.

The club met with Mrs. Fortenberry recently.

Chester Dodson is taking treatments in Hereford.

Messrs. and Mmes. Jones and Connally visited in the C. T. Reese home last Sunday.

C. V. Griggs and C. T. Reese made a business trip to Friona last Tuesday.

Ruth Reese called at the M. E. Morrison home Sunday.

Arthur Brooks of Hereford was in this community Friday.

## Ford Doings

MRS. H. M. BENSON

After Sunday school last Sunday Rev. Hyde of Vega, gave a fine sermon. Everybody is invited to worship with us each Sunday at 2:30.

Miss Rachel Shields has had influenza since Tuesday of last week. School was dismissed for the day and her sisters took her to Hereford Sunday where she will remain until able to resume school. School was opened Monday.

Miss Ida Lee Cope is charge.

W. J. ... and family attended the fat stock show in Amarillo last Wednesday.

Mr. and Mrs. A. K. Webster and daughter spent Thursday in Amarillo.

H. D. Hill and family attended services at the Vega Baptist church Sunday night.

Geo. Benson and family, were in Hereford for services at the Baptist church Sunday morning.

The rain and snow Sunday night and Monday were great helps to crops and pastures.

Callers in the Fred Brunson home Sunday were Mr. and Mrs. J. L. Hight, Tom Bassett, W. M. Stewart and family, Mrs. H. Benson and daughter, Mary Lee.

Mr. and Mrs. T. E. Majors were among the Ford visitors Sunday.

Mrs. Dyer and Wayne stopped for a visit with Mr. and Mrs. Harold Wilson Sunday evening on their way home from Vega where they attended a birthday dinner in the home of Mr. and Mrs. Woods.

The meeting to seek federal wind erosion aid was well attended at the school house Friday night.

## Ward News Notes

MRS. WILEY ROBERSON

**Take Produce to Carl's Gro.** If A meeting of the AAA was held Friday night at the school house. Erosion plans were discussed and the first Friday night of each month was adopted for meetings.

Bob Higgins, Lawrence Roenfeldt and Jim Higgins were in Amarillo last Thursday.

The declamation tryout was held at the school house last Friday afternoon.

Mr. and Mrs. Sonny Ledbetter of Vega visited in the Jack Hutson home Sunday.

Miss Mary Snell left Friday for her home in Pampa after a two weeks visit with her brother, G. C. Snell.

Mr. and Mrs. Bill Hutson and Mr. and Mrs. Wiley Roberson were in Amarillo last Thursday.

Rev. Bennie Harrison and Walter Harrison of Hollene visited in the home of their brother, W. R. Harrison, Saturday.

Mrs. C. F. Finley of Umbarger spent Wednesday night in the home of her parents, Mr. and Mrs. Newman.

Rev. Collins of Hereford will preach here Sunday morning at 11:30 and Sunday night at 7:30.

Mr. and Mrs. J. C. Gibbs were in Amarillo last Tuesday.

Mary Louise Dean, Patsy Lou and R. L. Fletcher, Jr. spent last Saturday in the home of Mr. and Mrs. Jack Hutson.

Mrs. G. C. Snell returned home from Gainesville last Friday. She had been visiting there the last two weeks.

Thurmond Williamson of Hereford spent Sunday with Donald and Hicks Roberson.

Mr. and Mrs. Reed Williams, C. W. Humble and Miss Ona Hammer all of Hereford visited in the home of Mr. and Mrs. Jim Lipscomb Sunday afternoon.

Mr. and Mrs. Bill Hutson and Mrs. John Hutson attended the Berger birthday celebration Friday.

This community received a light shower of rain and snow Sunday night and Monday, which was appreciated by all.

LAE club meets next Tuesday, March 19, with Mrs. G. M. Suggs. The lesson will be Hawaiian Islands, with Mmes. Jim Higgins, Suggs and Bill Hutson on the program.

## Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. Frank Weaver and family and Mrs. Annie Corn of Hereford spent Sunday in the Weaver home.

Leonard Gore left Thursday for Flagstaff, Arizona.

Mr. and Mrs. P. H. Gilliland spent Saturday in the Hicks home in Hereford.

Mr. and Mrs. E. E. Joiner of Hereford spent Sunday in the T. L. Vaughn home.

V. Skypala made a business trip to Amarillo Friday.

Mr. and Mrs. G. W. Wilson and daughter were in Amarillo Saturday.

Mr. and Mrs. O. F. Otts and children spent Saturday night with Mr. and Mrs. J. H. Landers.

Mr. and Mrs. Rat Rowe and Mrs. Roscoe Landers spent Sunday with Mr. and Mrs. Guy Lawrence.

Mr. and Mrs. Tom Barnett of Bellville, New Mexico, spent Sunday evening in the Pierce and Gunn homes.

Mr. and Mrs. O. F. Otts and children have moved to Young county.

## SHERIFF'S SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, on the 5th day of March, 1935, by the clerk thereof, in the case of Hettie Cochell versus Lena Harris, No. 2225, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in April A. D. 1935, it being the 2nd day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, Texas, the following described property, to-wit: All of lot number 11 in block 3 in the original town of Hereford, Deaf Smith County, Texas, Levied on as the property of Lena Harris to satisfy a judgment amounting to \$908.61 in favor of Hettie Cochell, and cost of suit. Given under my hand, this 6th day of March A. D. 1935. J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy.

## Easter Items

BY LOUISE FRYE

About one inch of moisture fell in this community Sunday night and Monday morning.

Interscholastic League tryouts at the school house Thursday evening were well attended. Billie Jean Durant and Ray Jameson were entered in story telling, Billie Jean winning. Entered in poetry were Juanita Henry, Maxine Durant, Calolyne Frye, Wilbert Dixon, Brittain Chambliss, Carroll Jameson. Maxine Durant won first place for girls, Carroll Jameson for boys. Annie Mae Smith, Hazel Chambliss and Hazel Henry competed in declamation, Miss Henry winning. Winners will go to Dimmitt Friday for the county meet. Judges were Mrs. Boren and two high school teachers from Dimmitt.

The Jameson family was called to Amarillo Saturday by the death of a nephew, who was killed in a truck accident.

Mrs. Knox and little son of Long Beach, California, arrived Saturday for a visit with her sister, Mrs. Roy Durant.

Miss McClure went to Dimmitt Saturday, taking Juanita Henry, Caroline Frye, Annie Mae Smith, Wm. Dixon and Brittain Chambliss, who were entrants in tennis at the county meet. Misses Frye and Smith won second place in doubles. Hart school won first.

Mr. and Mrs. W. W. Fields and family of Portales spent the week end in the Fred Walton home.

Mr. and Mrs. Thomas who moved to the Fields place the first of the year, moved back to Tulla last week.

Members of the EHD club sold home made candy at the program Thursday. They realized a good profit.

Mr. and Mrs. M. Stiemmons, Mrs. Carl Frye, Patricia and Caloline, and Hazel Chambliss were visitors in the Smith home Sunday.

Mr. and Mrs. Roy Durant had as guests Sunday relatives from Hart, Mr. and Mrs. John Nolan and daughter, Mr. and Mrs. Pat Hardy, Carlie Rae and Charles Frye, Mr. and Mrs. Chris Wegner.

## City of Islands

While Venice is seven miles around, it is divided by the Grand canal in two parts. There are 177 islands.

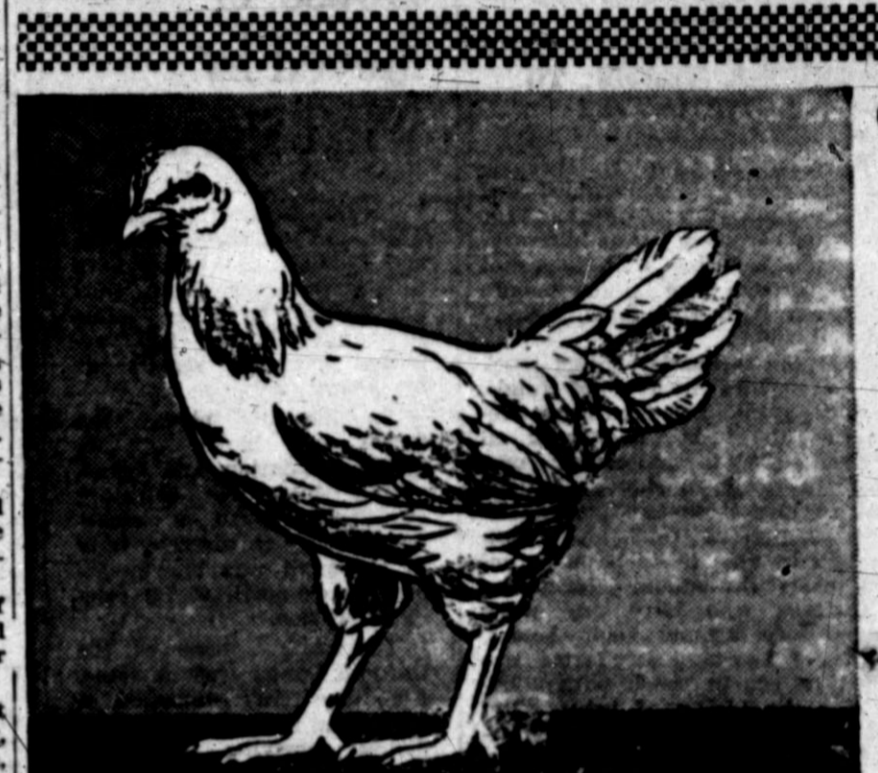
## COUGHS

Don't let them get a strange hold. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

If that monkey trial is mentioned again people may conclude that Tennessee hasn't evolved yet.

To an old man the weather is either too hot or too cold.

FOR JOB WORK, TRY THE BRAND



## Have Chicks Like This at Six Weeks!

EVERY healthy baby chick has the capacity to grow into a big sturdy bird at 6 weeks. Whether or not they develop to the utmost of their ability depends on you.

When you feed chicks on untried and untested feeds, you get uncertain results at 6 weeks. But if you feed your chicks on Purina Starters, then you know that you are bringing out the very best that breeding has to offer. At 6 weeks you have big-framed, sturdy birds, well-developed and well-feathered. There's no comparison between them and chicks fed on ordinary feeds.

Start your chicks on Starters—grow them on Growers. You'll have sturdy chicks at six weeks—you'll have big money-making pullets at 5 months. See us today for your supply of Starters and Growers!



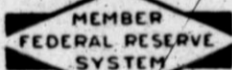
## McLean & Pitman

Grain Company

Phone 1. Buy at Home We Deliver

## THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

## This set for \$11.95

For the month of March only we are offering this trio of useful appliances. Terms as low as 95 cents down and \$2.00 per month on your service bill.



### The Lenox Toaster

Toasts two large slices of bread at the same time.

Finished in highly polished chrome plate.

Four cool turning knobs—non-scratching fibre feet.

Genuine Mica-core Heating Element.



### The Puritan Percolator

Makes two to seven cups of delicious full-flavored coffee.

New improved Never-Drip, easy-pour spout.

Body of heavy gauge, seamless copper—heavily chromium plated inside and outside.

Easy to clean—no cracks, corners or crevices.



### The Imperial Waffle Iron

Heat-indicator shows when the iron is at the correct baking temperature.

Pure die-cast, deep aluminum grids make large, full-size 7 1/4-inch waffles, creased for breaking into halves and quarters.

Heating element is in direct contact with grids, assuring quick, even heat distribution and golden brown waffles.

Texas Utilities Company

## The Lister

The Salvation of the Soil

Lister is the most particular job on the farm—that is why it will pay you to consider these features in the new \$3 three-row McCormick-Deering Lister:

1. Guaranteed to bust middles.
2. Positive power lift.
3. Double chain drive planter.
4. Adjustable from 36 to 44 inch rows.
5. Solid frame disc covers.
6. Adjustable wheels for running sweeps in cultivating.
7. Light draft.
8. A new bottom—IT WILL SHED.

This is an entirely new lister. See it on our floor—or better yet—try it in your own field.

\$205.00

Cash or Terms If Desired.

## Buchanan & Rosson

Hereford

Your IEC Dealer

Friona

## Special Train To All South of '36 Texas Centennial

Plans for a major city project in behalf of the Centennial—the operation of a "Centennial Special" train through the Old South under auspices of the Texas Press Association, are nearing completion. Mr. Martin, chairman of the special arrangements committee, announced.

Carrying about 150 Texas editors, publishers, public officials, business men and women, the "Centennial Special" will visit the Southern States, leaving from Houston on April 25, will visit New Orleans for two days and return to Texas via Little Rock, arriving in Dallas where the train will disband on May 4.

Following is the tentative itinerary: New Orleans, Birmingham, Montgomery, Jacksonville, Savannah, Columbia, Raleigh, Winston, Charlotte, Atlanta, Augusta, Nashville, Memphis, Rock and Dallas.

The trip offers an opportunity for any Texan to enjoy a wonderful vacation trip, seeing one of the most beautiful scenic sections of the United States when it is

at its most beautiful, in the spring and at the same time render a real service by helping to advertise Texas and the Centennial," said Martin. "A remarkably low, all-expense rate has been arranged by the Press Association with the participating railroads, and for the first time in history, women are invited on such a trip."

Col. W. E. Talbot, president of Progressive Texans, Inc., and his organization are cooperating with the Press Association, and will distribute literature advertising Texas resources and opportunities in all of the principal cities visited. Col. Talbot will have charge of the speaking programs at luncheons, dinners and other entertainments tendered the Texans in various cities en route, where more Texas advertising will be disseminated. Martin headed the "New Deal Special," sponsored last year by the Press Association, which was pronounced one of the most successful state advertising ventures ever staged. It visited St. Louis, Chicago, Kansas City, Washington, New York and other large cities.

"Texas has never made any particular effort to interest the Southern States in our resources and opportunities," said Martin, "and we feel that the Centennial offers a splendid opportunity for Texans to pay a good will visit to that section and invite them to our state birthday party in 1936."

## Feed Shortage In Texas Is Relieved Some Says Garner

Recent good rains in Texas, especially in the crop growing sections, are cause for rejoicing on the part of farmers, according to Tully C. Garner, president of the Production Credit Corporation of Houston. Mr. Garner is in Washington attending a conference of regional executives of the Farm Credit Administration including presidents of the production credit corporations, Federal land bank districts in the United States.

In commenting on the recent freeze in the winter vegetable-growing section of South Texas, Mr. Garner pointed out that the damage is to some extent offset by the higher prices being obtained for vegetables.

Production Credit Associations in Texas received approximately 100 applications each working day in January, and closed about 1,500 loans during the month. "An even greater flow of applications is expected in February and March," Mr. Garner declared, "and, from present indications, the volume of loans made by the associations in Texas will be twice as great for 1934."

"The courage and ingenuity with which Texas ranchmen have been meeting the feed shortage this winter has been nothing short of amazing," according to Wright P. Reordan, president of the Federal Intermediate Credit Bank of Houston, who is attending the joint conference.

In each section of the state, Mr. Reordan said, stockmen are resorting to the use of some plant that usually is scorned, but which will keep stock alive in an emergency. West of the Pecos it is sotol, aspiney member of the cactus family which makes palatable food when ground. In South-west Texas the ubiquitous prickly pear is burned for feed. Cattle follow the burners to eat the pear after the spines have been burned off. In the Panhandle and on the Great Plains, soapweed by the hundreds of tons has been ground and many ranchers are grinding and feeding Russian thistles, better known as tumble weed.

"It is in such emergencies," declared Mr. Reordan, "that the true mettle of men is shown. One cannot help but admire the spirit with which our Texas stockmen have set about winning the fight against starvation for their herds."

"The recent rains over much of the range country," he continued, "should help to relieve the situation somewhat and, with green ranges and continued higher prices for livestock, better times for the ranches surely are close ahead."

Sterling C. Evans, president of the Houston Bank for Co-operatives, said that farmers of Texas are realizing more than ever the many advantages of co-operatively owned cotton gins and other group enterprises. "There are now about 150 cooperatively owned gins and some of them have made remarkable records over a period of years of operation," he said. "In 1934 more than twice as many cooperatives of various kinds were organized in Texas than in any two previous years."

The Houston Bank for Co-operatives makes loans to farmer-owned and controlled cooperatives to provide working capital or for the purpose of financing or refinancing the purchase of lease of necessary buildings and equipment.

### DIRE PROPHECIES

What is it that gives prophecies of evil such popularity? Hope springs eternal in the human breast, but it is equally certain that man likes to be frightened and relishes the thrill of menace around him. Else, why the interest with which he reads prophecies of world destruction, why the gusto with which forecasts of world-wrecking wars are swallowed, why the weight given to prophecies of economic upheaval and cataclysm?

The most reasonable answer to this question is that man likes such prophecies because of the joy that he derives from their failure. He is secretly confident of escape from whatever befalls him, and, by that token, he likes to be tricked into believing that the peril from which he will escape is of the direst.

### Our Confidence

The desire of being pitied or admired, often makes the greatest part of our confidence.—La Roche Beaucourt.

### Courage

He is a brave man who is so determined to have faith in the things he believes in that he is not afraid of appearing ludicrous.—John Langdon Davis.

### APOSTROPHE TO A MULE

Doubtless most of us have heard this tale of what a man once said to his mule. We don't know who wrote it so we can't give him credit. But since the "hee-haw" has made his comeback on the farm, as well as in politics we believe our readers will enjoy it. So here goes:

Over the hill trailed a man behind a mule drawing a plow. Said the man to the mule:

"Bill, you are just a mule, the son of a jackass, and I am a man made in the image of God. Yet here we work, hitched up together year after year. I often wonder if you work for me or I work for you. Verily, I think it is a partnership between a mule and fool, for surely I work as hard as you, if not harder. Plowing or cultivating we cover the same distance, but you do it on four legs and I on two, therefore, I do twice as much work as you do."

"Soon we will be preparing for a corn crop. When the crop is harvested I give one-third to the landlord for being so kind as to let me use a small speck of God's earth. One-third goes to you and the rest is mine. You consume

all of your portion with the exception of the cobs, while I divide mine among seven children, six hens, two ducks and a banker. If we both need shoes, you get 'em. Bill, you are getting the best of me, and I ask you, is it fair for a mule, the son of a jackass, to swindle a man—the Lord of Creation—out of his substance?

"Why, you only help to plow and cultivate the ground, while I alone must cut, shock and husk the corn, while you look over the pasture fence and hee-haw at me. All fall and most of the winter the whole family, from baby up, picks cotton and help raise money to pay taxes and buy a new set of harness and pay the mortgage on you. And what do you care about the mortgage? Not a thing, you onery cuss. I even have to do the worrying about the mortgage on your tough ungrateful hide."

"About the only time I am your better is on election day, for I can vote and you can't. And after election I realize that I was fully as big a jackass as your papa. Verily, I am prone to wonder if politics were made for a man or a jackass, or to make jackasses of men. And that ain't all, Bill. When you're dead

that's supposed to be the end of you. But me? The preachers tell me that when I die I may go to hell forever. That is, Bill, if I don't do just as they say. And most of what they say keeps me from getting any fun out of life.



## As Abundant As "OLD FAITHFUL"

With a Gas Automatic Water Heater you can reach for a hot water faucet any minute, any hour of the day and have hot water.

See your gas appliance dealer or your gas company today.

Note:—Gas Appliances are eligible for Modernization Loans under the National Housing Act  
**West Texas Gas Co.**  
Good Gas With Dependable Service

## This Is National First Aid Week!

Stock Up From Our Drug Specials  
FRIDAY AND SATURDAY

25c M'KESSON'S Shave Cream	19¢	\$1 Lucky Tiger Hair Tonic	89¢
DOROTHY PERKINS' Week-End Set	\$1	60c LYSOL Antiseptic	43¢
STATIONERY 24 sheets & Env.	19¢	\$1.50 PINKHAM Compound	\$1.29
35c VICK'S Vapo-Rub	29¢	M'KESSON'S Mineral Oil, quart	89¢
		LIGHT BULBS G-E Mazda, up from	20¢

Syrup Pepsin \$1.20 Size 12¢  
60c Size 43¢

### At Our Soda Fountain

Open Fudge-Sundae, a treat	15¢
MALTED MILK, Always Special (Triple-dip with wafers)	15¢
SANDWICHES, butter toasted	15¢

## BROOKS' DRUGS

"PAY CASH AND SAVE"  
PHONE 99 WE DELIVER

### South Plains

**\$1,000,000**

## Special Train

To the Fort Worth Fat Stock

### Show

This train will leave Amarillo at 7:30 P. M., Canyon at 8 P. M., on Friday, March 15th, returning on the night of March 18th.

ROUND TRIP RATE \$29.00

Including occupancy of Pullman on trip and during stay in Fort Worth. Also including

on Train—Admission Through Fat Stock Show  
Special Million Dollar Girls' Orchestra.

ALL FOR THE ONE PRICE OF \$29.00

Reservations Can Be Made Through Local Santa Fe Ticket Office.

Train Consists of Pullmans, Observation Car, Special Car for Dancing and Buffet Car.

Sponsored by South Plains Merchants.

## FOODS Right in Quality Low in Cost!

Prices Good Friday, Saturday and Monday

FLOUR 48 pounds Sunrise	\$1.65	CRACKERS 2 pounds Salad Wafers	29¢
BAKING POWDER 25 ounces K. C.	18¢	SUGAR 10-pound bag	51¢
SHREDDED WHEAT N. B. C., 2 large pkgs	25¢	MILK Borden's, 4 tall cans	25¢

### SOAP

Super-Suds 2 packages	17¢
PALMOLIVE SOAP 1 bar	5¢
CRYSTAL WHITE Large bar	4¢

### TEA

Orange Pekoe	15c
Green Japan	
Or Gunpowder 1/2 pound Pkg	

SODA Arm & Hammer, 1-lb pkg	8¢	COCOA Hershey's, 1-lb can	12¢
BAKING POWDER Calumet, 16-ounce can	22¢	CAKES Hostess, Coconut, Devil's Food	22¢
MATCHES 6-box carton	22¢	ANGEL SOAP Angel Food, each	25¢
TOILET TISSUE Northern, 3 rolls	17¢	TOILET SOAP Woodbury's, 3 bars	25¢
		Thompson's Seedless RAISINS 4-lb bag 29¢, 2-lb bag	15¢

### CRISCO 3-pound Can 61c

PRUNES Choice medium size, 2-lb pkg	17¢	POST TOASTIES Large pkg	10¢
DATES, Dromedary Or Angel Food, each	14¢	POST BRAN FLAKES Regular size pkg	10¢
KELLOGG'S Rice Krispies Or Wheat Krispies, pkg	10¢	OATS Crystal Wedding, large pkg	19¢

### Two Schilling Coffees

EITHER KIND	30¢
COFFEE Pound	
COFFEE Can	

CANNED GOODS		PRUNES Italian, No. 10 can	29¢
KRAUT Wapco, 2 1/2 can	10¢	Heart's Delight, In Heavy Syrup	
SPINACH Medina, No. 2 can	9¢	PEACHES 2 No. 2 1/2 cans	35¢
Heart's Delight, White or All Green		OVALTINE Large size 57¢, small size	31¢
ASPARAGUS Picnic can	14¢	CLOROX Pint bottle	15¢
CUT BEAN'S, Empson's Green or wax, No. 2 can	10¢	SHOE POLISH Dyanshine, all colors, bottle	17¢
PINEAPPLE Libby's sliced, No. 2 1/2 can	19¢		

### KARO Light or Dark No. 5 can for 31c

## FURR FOOD

FREE DELIVERY PHONE 74

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS



## STEAK



## SHOW BEEF

From Amarillo Fat Stock Show. Try a nice steak or roast for your Sunday Dinner.

FISH Fresh Sea Bass Steaks, pound	28¢
BACON Bacon Ends, pound	26¢
Good Sugar Cured, Sliced Fresh, lb.	29¢
BUTTER Fresh creamery, pound	29¢



### IDAHO RUSSETS

10 Pounds	15c
LETTUCE Crisp heads	5¢
BANANAS Yellow ripe, 2 dozen	25¢
LEMONS Sunkist, dozen	15¢
GREEN BEANS Two pounds	21¢

**Dimmitt News**

MRS. BUCK WOOD

Mr. and Mrs. C. A. Youts of Shawnee, Okla., spent several days last week with relatives here.  
Mr. and Mrs. G. L. Willis of Snyder, Okla., are visiting in the Leland Lee and Claude Morris homes.  
R. H. Crump of Mobeetie was here last week.  
Mrs. Cleve Tate spent last week with relatives in Amarillo.  
Miss Dorothy Maples spent the week end at home.  
Mmes. Claude Morris and Buck were in Amarillo Wednesday.  
Mr. and Mrs. Goodwin Miller were called to Cordell, Okla., Saturday by the death of her grandfather.  
Mrs. Ward Golden visited her parents in Mobeetie last week.  
R. B. Brown spent the week end with Mrs. Boren and Jack. Helen Estes and Ethel Womble were in Amarillo Saturday.  
Misses Ruth and Daisy Crump, Mr. Jack and A. B. Crump of Mobeetie spent the week end in Dimmitt. Miss Deaphne Hutchings returned home with them.

Mr. and Mrs. Lester Cooper spent last week in Lubbock with her parents.  
Miss Blye Ross of Amarillo visited Mrs. Chas. Pyles and Miss Cleste Ross Saturday and Sunday.  
Mr. and Mrs. L. E. Parker visited friends in Hereford Sunday.  
L. G. Manning and Jack Miller were in Amarillo Tuesday.  
Mr. and Mrs. Harvey Youts visited in Lamesa Wednesday.  
Boone Kilgore and family left Monday for an extended visit in Mineral Wells.  
Mrs. Louis Allen of Muleshoe was visiting her husband here Sunday.  
Mrs. R. B. Ezell of Farwell and Mrs. Aubrey Ellison of Bovina spent Thursday in the L. E. and L. D. Parker homes.  
Mr. and Mrs. Leland Lee were in Hereford Thursday.  
Mr. and Mrs. Fred Boswell, Mrs. Carroll Gunter and Miss Wisdom were in Plainview Tuesday.

**Benefits**

Benefits are acceptable, while the receiver thinks he may return them; but one exceeding that, hatred is given instead of thanks.—Tacitus

**Daniel News**

BY MRS. JOE THURMOND

**Take Produce to Carl's Gro.**  
The rain Sunday night and Snow Monday made about three-fourths inch precipitation.  
Mr. and Mrs. Joe Moore and children spent the week end with her parents at Olton.  
Mr. and Mrs. Floyd Tomlinson attended the mother-in-law day at Amarillo last Tuesday.  
Declamation and story telling contests were held Friday. Mrs. Shaw and two senior students of public speaking in Canyon were judges. A number of visitors were present.  
Mr. and Mrs. Ollie Grabbe were in Amarillo Saturday.  
Miss Estelle Allen spent the week end in Amarillo and Canyon.  
Mrs. Charles Grabbe spent Monday night with Mrs. Joe Thurmond.  
Floyd Tomlinson has erected a double garage on his place.  
Mr. and Mrs. Tom McClain were in Canyon on business Thursday.  
Mr. and Mrs. Dave Moore and family spent Sunday at Palo Duro with Mr. and Mrs. H. J. Oglesby.  
Mr. and Mrs. W. J. McClain visited in Hereford with relatives last week.  
Mrs. Boyd Gillispie spent the week end in Hereford with her sisters, Mmes. J. H. Danile and J. C. Allred.

**Dean News**

BY MARY LOUISE DEAN

Messrs. and Mmes. T. P. McCollister, B. R. Fulkerson and children, and Miss Ganda Biggers enjoyed a picnic in the breaks north of Vega Sunday.  
A light rain and snow fell in this area Sunday night.  
Mrs. L. T. Fletcher left Friday for Odessa where she will spend a few days.  
Mrs. Morel and Eldon were in Hereford Saturday.  
Arlie Dean, Mary Louise and Mrs. L. T. Fletcher attended the picture show Wednesday night.  
Erin Streu, J. C. Garrett, Cecil Williams and Dennis Baker hunted rabbits with Arlie Dean Sunday afternoon.  
B. R. Fulkerson went to Roswell Wednesday to visit his father, B. F. Fulkerson, returning home Sunday night. T. P. McCollister accompanied him.  
Mmes. T. P. McCollister and B. R. Fulkerson attended the picture show at Hereford Wednesday night.  
Mr. and Mrs. Perry Lineberger and son, Robert Allen, visited in Oklahoma last week.

**Here and There**

BY MRS. C. E. TICIS

Rain and snow fell here Sunday night and Monday. The moisture will be of help to wheat and pasture lands.  
Mrs. Carl Mangum and children of Plainview were week-end visitors of Mr. and Mrs. K. F. Campbell.  
Mr. and Mrs. L. E. Williams of Floydada spent Sunday in the H. D. Allman home.  
Messrs. and Mmes. J. E. Andrews, Elmer Jones and Haskell Benson were Sunday guests of Mr. and Mrs. J. N. Benson.  
Mr. and Mrs. Joe Nowak went to Plainview Sunday to visit Mrs. Nowak's sister who is very ill.  
Mr. and Mrs. J. E. Springer spent Sunday at Dean with Mr. and Mrs. B. R. Fulkerson.

**Black**

BY MISS NOBLE McLEAN

**Take Produce to Carl's Gro.**  
Snow and rain the first of the week will be of great help to the farmers and stockmen.  
Mr. and Mrs. John Moke have returned from Kansas where they visited their daughter, Mrs. Barnard.  
Woodrow McCrate returned from a visit in Oklahoma last week.  
Mr. and Mrs. Dick Rocky of Muleshoe visited her parents, Mr. and Mrs. H. H. Elmore, here last Sunday.  
J. R. Kimmis of Lark visited his brother, Ervan, here last week end.  
Mr. and Mrs. Jim Black spent the week end in Lubbock with his brother, William Black and wife.  
H. E. McLean and G. E. McCrate were in Amarillo Thursday of last week.  
The social club met with Mrs. W. H. Price Friday, with nine members and three visitors, Mrs. R. E. and Anna Barnett and Mrs. Cecil Vandiver, present. A good program was given and refreshments were served. Next meeting will be with Mrs. F. L. Welch.  
Charley Barnett and family of Muleshoe were Sunday guests in the R. E. Barnett home.  
Woodrow McCrate is visiting relatives in Los Angeles.  
Mr. and Mrs. J. D. Hinds have returned from Arkansas where they visited her sister.

**Historic Tapestry**

The Bayeux tapestry is a large piece of needlework or embroidery on a web of white canvas 214 feet long and 20 inches wide, depicting in a panorama the invasion and conquest of England by William the Conqueror. It is said to have been worked largely by Matilda, wife of the Conqueror, for the bishop of Bayeux, for the cathedral in that town in Normandy, France.

**AMENDMENT PROPOSES A REDUCTION IN SIZE OF TEXAS LEGISLATURE**

Austin.—Reduction in the size of the Texas Legislature and re-adjustment of the ratio in number between the house and senate is advocated in a constitutional amendment proposed by Representative J. Carroll McConnell of Palo Pinto.  
He would change the 80-year-old constitutional specification of 150 representatives and 31 senators to a house of 96 members and a senate of half the number. No county would be entitled to more than two representatives.  
Although many amendments have been proposed, the constitution of 1870 has never been changed regarding the size of the legislature. It provided the senate should consist of 31 members and the house, of that date, 93 members with reapportionments to continue on the basis of one representative to each 15,000 population until the 150 maximum was obtained.  
With population gains, the membership reached the maximum soon after the turn of the century, and now about 40,000 citizens are represented by each member.

**Delinquent Taxes that are PAID NOW**

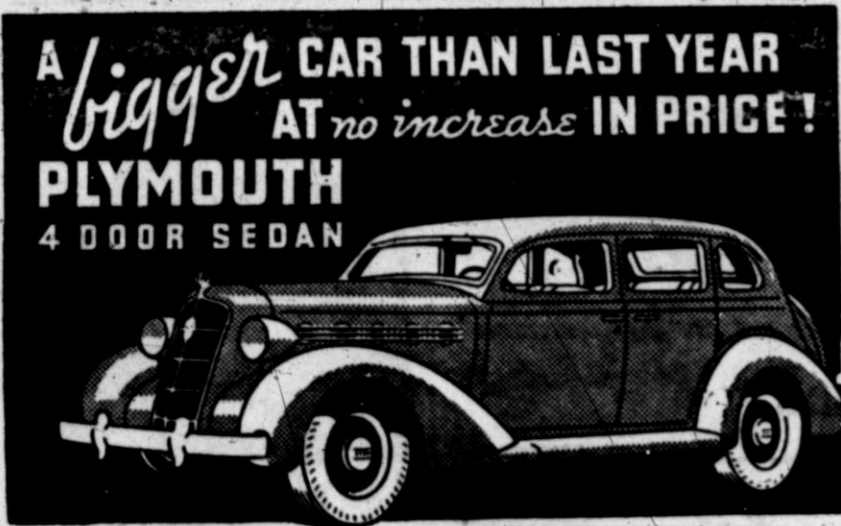
**PAY DELINQUENT TAXES NOW AND SAVE PENALTIES BEGIN FILING UP MARCH 15**

—Assume No Penalty or Interest Charges

Effective March 15th, taxes that are delinquent for years prior to 1934 will be assessed penalties and interest charges, upon a scale that increases steadily thereafter. Taxpayers can save ALL of these added costs by paying their delinquent taxes now.

YOUR COUNTY AND COMMON SCHOOLS NEED THE MONEY!

**John B. Miller - Tax Collector Assesor**



**A bigger CAR THAN LAST YEAR AT no increase IN PRICE! PLYMOUTH 4 DOOR SEDAN**

**Delivered Prices:**

- De Luxe Coupe ..... \$746.00
- Two-Door Sedan ..... \$796.00
- Four-Door Sedan ..... \$831.00

Touring Sedans, both two- and four-door, with built-in trunk, \$20.00 extra.

All fully equipped. No extra charge for spare tire metal tire cover, oil bath air cleaner, tire lock or bumper guards.

**Ireland - Beavers Motor Co.**

**BUSINESS AND PROFESSIONAL DIRECTORY**

**LUNCHES**

**THE CHOCOLATE SHOP**  
Plate Lunches  
Sandwiches  
Cold Drinks, Candles  
Magazines.

**OPTOMETRIST**

**F. M. KESTER**  
Registered Optometrist  
A thorough examination with the newest and most modern instruments and equipment.  
316-B Main Street.

**DON'T Neglect Your Eyes**

**Dr. T. M. Montgomery**  
At Close Drug  
Third Friday Each Month.

**ELECTRICAL**

**GEO. S. McCONNELL**  
Electrical Contractor  
All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.  
Phone 759-W

**LET A WANT-AD Rent Your EXTRA ROOM!**

**INSURANCE**

**INSURANCE**  
**JNO. H. PATTON**  
PHONE 50

**CHIROPRACTOR**

**DR. J. W. HENDRIX**  
Chiropractor and Massour  
109 B Street—Just North of Mother's Park  
Phone 341 for Appointments

**PHYSICIANS**

**DR. T. L. MORGAN**  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 463  
Residence Phone 468

**PRINTING**

**THE HEREFORD BRAND**  
For  
JOB PRINTING  
and  
OFFICE SUPPLIES

**ABSTRACTS**

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
5 per cent Federal Farm Loans.

**IT'S ALLOVER! After 21 Years In Hereford FOX QUILTS!**  
The sandstorms finally got us

**TO OUR MANY FRIENDS AND PATRONS**  
It is with a feeling of regret that we announce our closing after all these years of cordial relations with the good people of Hereford and all the surrounding area.  
But it is so, and in closing we are offering everything in the house for sale at greatly reduced prices. In fact, we are going to dispose of everything—including the fixtures and office supplies—at prices that will stagger you.  
During the past score of years you have always got satisfaction at FOX'S, both in price and quality of goods. We honestly say that these final bargains are the greatest we have ever offered. So don't miss them—it's your last chance.  
**E. D. FOX**  
**HOMER K. FOX**

So we are putting on our **Final Clearance SALE**  
Stock, furnishings and fixtures **MUST GO AT BIG SACRIFICES**  
Bargains of a lifetime in **Women's, Misses', Childrens Men's, and Boys', Clothing Piece Goods and Materials EVERYTHING MUST GO!**  
Sale will begin **Friday, March 15th**  
**DON'T MISS THESE BARGAINS**  
**FOX MERCANTILE CO.**  
HEREFORD, TEXAS

# BUY IN HEREFORD CAMPAIGN!

GLORIFY YOUR

## PERSONALITY

WITH A TRULY INDIVIDUAL PERMANENT—SO MUCH MORE NATURAL AND BEAUTIFUL, AND BECOMING TO YOUR INDIVIDUAL TYPE. WITH EXPERT SKILL WE DESIGN YOUR HAIR-DRESS TO BE MOST FLATTERING—THE STYLE VARIED TO BECOME YOUR HEAD AND FACIAL CONTOUR. YOU WILL BE UTTERLY DELIGHTED WITH THE RESULTS!

### Morene's Beauty Shoppe

#### Morene's Beauty Shoppe Is Popular Rendezvous With Exacting Women of City

Large numbers of Hereford women have become regular clients of Morene's Beauty Shop of Distinction, in its three years of serving the needs of lady in this city.

Located at 221-A, Main Street, the shop is easily accessible. Services offered include Croquignole, Duart and Eugene Permans, scalp treatments, shampoos, wave sets, hair cuts, manicures and facials. The firm has Adele Millar Cosmetics for sale.

Morene's began business in the Close Drug Store in 1932 and removed to the present location a year later. Mrs. Morene Honea is proprietor. Assisting her are Miss Helen Goats, graduate operator, and Miss Annie Mae Johnston, student operator.

Appointments may be made with Morene by calling 107. Prices range from \$1.50 to \$6.00 on permans. Other charges are in proportion. The shop is specializing in Easter permans at this time.

LIST MISPELLED WORDS HERE

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OUR GROCERY SPECIALS

- COFFEE, Schillings', lb ..... 31¢
- COFFEE, bulk, 100 per cent pure, lb ..... 16¢
- SUGAR, 10 lbs ..... 51¢
- SFUDS, 10 lbs ..... 16¢
- Mustard or Turnip Greens, 3 No. 2 cans ..... 20¢
- CRACKERS, 2 pounds ..... 20¢
- SALMON, 2 cans ..... 25¢

LUKEN'S GROCERY

?

MILK IS A CHEEP FOOD

Groceries are higher and going up all the time. The food value of our Grade A Milk is of the highest, and the price is very low.

PRAIRIE DAIRIE

?

BUTTER IS EXCELLENT FOOD

—And CREAM O' PLAINS is excellent butter. Made right here in Hereford from the choicest cream and sold by your favorite grocer, CREAM O' PLAINS is a 100 per cent home product. Always ask for it by name.

Farmers Creamery Association

?

WISE FARMERS

Will see us before buying fuel for planting or for operating farm trucks and equipment. We are wholesalers of gasoline, prepared to take care of any size order. Not only that, but first class fuel can be bought cheaper here because we are independent dealers.

Moore Independent Oil Co.

?

THE THING FOR SPRING

New White Shoes In Kid and Buck For Dress and Sports Ware

- \$1.95
- \$2.95
- \$3.95
- \$5.00

"Your Friendly Shoe Dealer"

D. R. GASS & SON

?

POOR REPAIR SERVICE

Is worse then no service at all. But why take chances when you can be assured of competent work here on any kind of engine? We can do any sort of job and do it right.

BEAMS & MARRS

?

WE WOULD APPRECIATE

—an opportunity of discussing your soil erosion problems with you, as we believe subsoiling is the whole answer. Have had some personal experience and would be glad to give it to you.

M. D. WOMBLE, Implements

?

### \$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

#### CONTEST RULES

This page will be printed each week for 15 weeks, with one or more misspelled words in each ad. \$25.00 in cash will be given to the reader who finds the most misspelled words and places the most pictures correctly in the blank spaces in the advertisement, which has been left for them. Neatness and cleanliness will also be a factor in the selection of the winners. There will be additional prizes of \$10.00 and \$5.00 for the next best entries. Keep all the pages until you have the full-fifteen, then bring or mail them to the Contest Editor, care of the Brand Office. Everyone is eligible to enter except members of the Brand Staff and their families. The decisions of the judges will be final, and no entries will be returned. In placing the pictures in the blank spaces place, for example, Mr. Luken's picture in the advertisement of Luken's Grocery, etc.

COATS RELINED

Send Us Your Coats and Suits.

We can reline the coats, clean, press and mend the suit so that it will look like new when returned to you. See our sampels for Tailor-made clothes.

WEST TAILOR SHOP

?

YOU NEVER NOTICE

—Good and efficient plumbing. But what a contrast when the plumbing goes bad. Like your dentist, your plumber should be consulted twice a year. Its worth the small cost to have the security of knowing the plumbing is in top shape. Call me at 100.

DICK ROUNTREE

?

WHY NOT

—Have a peice or a suit made exactly like you want it? We Can Make It!



?

GOOD FOOD

—Is essential to good health. We serve good meals at all hours. It is seasoned well and attractively served. Come in and see us. When you think of GOOD FOOD think of

HOME CAFE

Oberthier

?

REEL FOOD IS GOOD FOOD

We strive to make our food the best food in town. And you will be surprised at our prices when you consider the quality. We are proud of our service. You will like it. Visit us some time and give us a trail.

DE LUXE CAFE

?

WHY

—Suffer with NEURITIS or SCIATECA when the cause can be corrected by CHIROPRACTIC ADJUSTMENTS?

Ask Our Patients  
PHONE 341

DR. J. W. HENDRIX

?

CHICKS HATCHED EACH TUESDAY

Order now and have early broilers. Our chicks are hatched from the best stock. The eggs are very carefully culled and inspected. We are equipped to do costum hatching—better than your old hens. Eggs recieved Wednesday and Saturday.

HILLSIDE HATCHERY  
Phone 70-W.

?

COIFFURES FOR EASTER

AT SPECIAL PRICES

- Croquignole Permans, \$1.50 to \$6.00
- Eugene Spirals, \$5.00
- And Duart Permans.

ARDELE MILLAR COSMETICS

MORENE'S BEAUTY SHOPPE

?



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS

TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
 DR. WITT LANDIS Editor  
 W. C. NIX Foreman

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.

### FARM CENSUS AND THE WHEAT ALLOTMENT

Figures in the recently completed farm census of Deaf Smith county justify the contention of the county wheat production board late in 1933 when a bitter fight was made to have the county's allotted wheat acreage increased. It was a successful fight, but officials in the wheat section still were not convinced that the county was entitled to the acreage or allotment that were given.

Unofficial figures in this year's census show 1,082 farms in the county. The 1930 census showed 690 farms, 392 less than today. It was upon the 1930 figure that the preliminary acreage allotment was based. County Agent Dewey Reed and J. A. Pitman, wheat board president, and other officials of the group fought hard to get the allowance increased to its present 441,000 acres.

It was only through the assistance of Congressman Marvin Jones that it was ever accomplished. And it was with considerable doubt and misgivings that the wheat section of the AAA granted the increase.

The count in this year's census substantiates the contentions made by alert officials of the wheat board and justifies Congressman Jones' faith in them.

### By Their Words AND OURS

J. G. Greaves in his Portales Valley News foresees an oil boom for his city in the striking of pay in the T. A. Wilmes test 31 miles southwest of Portales. It seems, however, that Editor Greaves is preparing for any eventuality. Witness the following: "If this test proves successful, it is on land adjoining the J. G. Greaves ranch. If it blows in salt water, it is just 45 miles southwest of Clovis and Mac Stanton. Trying to run a newspaper and watch the drilling of an oil well is strenuous work, and has about got us down. Either fu or oil prospects knocked us out, and for two weeks, we have been on the lift."

A professor at Denver says that the average college man is too honest to steal, too proud to beg, too lazy to work and too poor to pay cash.—Tech Toreador.

Editor Graham of the State-Line Tribune at Farwell sees another bad effect of the drought: "Here you are, ladies. Lord Ponsoby of Manchester, England, says the practice of 'stewing in hot baths' is overdone and does not improve a woman's complexion. Probably, at that, the English lord may be right. Might just drink a glass of ice water and call it a day. Anyway, a lot of people are living in apparently good health who have never acquired the bathing habit at all. Some of them live in this community."

Since it's still a safe topic—though not always a sane one—Olin Hinkle discusses weather in the Pampa News: "Admittedly, we folks here in the Panhandle have a wonderful average of fine days every year. You can have better things, however, than so much good weather. Bad weather often brings moisture. Gulf Coast residents demand that Uncle Sam improve his hurricane warning system. But we've learned that, even if you do know a Panhandle fog was on the way, you couldn't do anything about it."

Imagine how a poor editor feels after receiving the following letter: "Please send me a few copies of the paper containing the obituary of my aunt. Also publish the enclosed clipping of the marriage of my niece who lives in Urham. And I wish you would mention in your local column or classified, if it don't cost anything, that I have two bull calves for sale. As my subscription is out please stop the Press as money is too hard to waste money on newspapers." Well, anyway, he was polite to start with and said "please!"—Clipped.

Rabbit drives will not put an end to the rabbits, for there'll be plenty of them to survive the dry weather. But there'll be a lot less rabbits than there would have been with no drives. Someone has suggested that jackrabbits be inoculated with disease germs so that contagious plague would spread among them and kill them out. Not such a bad idea on the surface. But some West Texans have subsisted on jackrabbits in years past, and we may have to do it again some time. People whose food is largely gray rabbit jackrabbit. The writer was not such a large tot when his family lived in Runnels county. There was an awful lot of gray in that country in the early nineties. Looking back over the situation, we often wonder what they made

gray out of. Dried hind legs of rabbits were mighty good those days. Let's kill all the jackrabbits we can, but hope that there will be a few left for emergency rations—just in case we need them.—Herb Hübner, Plainview Herald.

J. W. McFolk, salesman of the Carpenter Paper Company, died last Friday in Amarillo. Mr. McFolk, 69 years old, was well known in Hereford, having been a regular caller at the Brand for years. Funeral services were held Saturday afternoon in Amarillo. Interment with Masonic honors was made in Llano Cemetery. The widow and a daughter, Miss Peggy McFolk, of Los Angeles, survive.

Cecil Guseman and J. A. Pitman were business visitors in Roswell, New Mexico, Sunday and Monday.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 11, 1904.)

"I would like," says a notice signed by B. B. Coston, "very much for the party who got my bridle last Monday during the run-away to return same as I am strenuously in need of it."

Drs. C. P. Estes and G. F. LeGrand had formed a partnership and were holding forth at "commodious" offices in the drug store of Burns & Smith.

Item: "As we go to press we learn that Herron & Coston have sold their grain and feed business to C. C. Ferguson."

Milton Burron had moved to Hereford from Canyon, taking a position with the Hereford Lumber Co.

C. S. Richards had retired from the grocery business, dissolving partnership with C. E. Edwards.

J. A. Williams had announced his candidacy for the office of tax assessor.

An extensive exposition on the culture of broom corn along with the announcement that the Santa Fe was establishing a couple of colonies of Dunkards in Texas and four advertisements comprised page one of this edition.

(From The Hereford Brand, March 13, 1914.)

The H. P. A. Dramatic Club had presented "Tennessee's Partner" at Canyon. In the group making the trip were Mrs. F. H. Oberthier, chaperon; Misses Louise Oberthier, Bessie Snyder and Lota Fuqua, Messrs. Fred Baird, Key and Ralph Henson, Jack Jones, Joe Landrum, Bryan Edwards, Wes Bradley, Perry Wheeler and Jesse Buckner.

Item: "Some boys at Littlefield rigged up an old buggy with sails a few Sundays

ago and went 'buggy planin' across the country to Abernathy, a distance of some 30 miles. Water, Soil, Sunshine and Silos—Our Winning Combination," was the Brand's slogan.

D. L. McDonald has just returned from Ohio and had been interviewed by a Brand "news fakir."

The George Burns drug

store and the Texas Market were undergoing repairs.

E. S. Ireland of Dimmitt had paid up his subscription to January, 1918.

Item: Earl E. Wilson had torn off his thumb nail while playing his cornet.

The Palmer Lumber Company sold 1,040 crown silos during the year 1913.

### DON'T SPANK; CALL THE DOCTOR, CHILD EXPERT SAYS

Baltimore, Mr.—When your child eats all the sugar in the bowl, don't spank him—call the doctor. Mrs. Marion M. Miller, associate director of the Child Study Association of America, advised parents at the tenth anniversary conference of the Baltimore District Child Study Association.

Mrs. Miller said that such a prank should not be placed on a disciplinary plane. She said that if a child displayed excessive liking for sugar a physician should be consulted.

She urged mothers not to make an issue of untidiness. She opposed all corporal punishment. In reply to questions concern-

ing the lying phase of child behaviour, she said truthfulness is a matter of education and not an instinct. She believes effort should be made to discover why the child lies and the cause removed without inflicting punishment.

Dr. Sidonie M. Gruenberg, director of the association, urged parents to allow their children to experiment with money.

She said children first should be given small amounts as extra spending money. As their judgment grew, she asserted, the amounts should be increased to cover such expenses as car fare, shoes, stockings, etc. By the time they are 15 or 16 years old, Dr. Gruenberg believes, they should be capable of managing everything spent on them.

miles east. When near the town, the wind changed from the west to the north and they turned south and "sailed" into Lubbock, another ride of 25 miles, to the utter astonishment of the natives of Lubbock."

YOU GET THE FEED YOU pay for WHEN YOU BUY...

## MERIT EGG MASH



You don't have to worry about getting a good feed when you buy Merit Egg Mash because its high quality never varies. It always contains the same fine ingredients mixed in the correct proportions. That's why it always gets the same profitable results. Be sure you get the feed you pay for by using Merit Egg Mash—the perfect laying ration. It's guaranteed!

West Texas Feed and Seed Co.

Phone 265.

We Buy Produce.

# Brand Advertising Scores Another BULL'S EYE!



The Hereford Brand, Hereford, Texas.

March 8, 1935.

Gentlemen:

For the past eight weeks this store has been putting on an intensive advertising program in The Brand. The results, I think, justify us in letting you know that we have obtained more than satisfactory results.

We are convinced from the response to our consistent advertising that The Brand is read thoroughly and that it reaches all the buying public we might reasonably expect to call our market.

May we compliment the excellent service we have received in preparation of advertising copy and the attractive makeup of the copy as well as the "pulling power" of advertisements in your paper?

Yours truly,

CLOSE DRUG STORE,

(Signed) H. A. Close.

## FREE HOSE--

With Each Pair of Shoes for Ladies Costing \$2.48 or More We Will Give One Pair of Fine Hose

OFFER GOOD ONLY FRIDAY AND SATURDAY

OFFER DOES NOT APPLY TO SHOES ON OUR BARGAIN COUNTER



Spring Blouses Lacy Models

In Whites and Colors

Each ..... \$2.48

## COSTUME JEWELRY



You'll Love This New Jewelry!

BRACELETS — EAR SCREWS AND CLIPS — RHINESTONES AND ANTIQUE-VANITIES AND CIGARETTE CASES



SPROWLS & CRONIN CO.

What We Have Done For Close Drug Store, we can do for YOU, Mr. Merchant!

**WHOOPING COUGH MOST DANGEROUS IN SPRING**

Whooping cough is a disease of the spring and summer months. It is a real problem in households where there are a number of very young children. Statistics show that cases terminating fatally are greater among females than among males. The younger the child when attacked by the whooping cough, the greater the cause for alarm for its recovery. Babies, therefore, should be safeguarded and kept away from persons known to have been exposed to whooping cough. The dangerous malady is spread through contact with the secretions of the nose and mouth, which may come from sneezing, the use of contaminated handkerchiefs, toys, cups, and in fact from any agencies which allow close contact.

There are three or more distinct stages noted in whooping cough. The symptoms of the first or catarrhal stage are similar to the ordinary cold, with an attendant cough. If the trouble is whooping cough, the cough grows worse instead of better as in an ordinary cold. The expulsion of mucous or vomiting commonly ends the attack of coughing.

Pneumonia and convulsions most frequently occur among children who are suffering from malnutrition. There is no communicable disease which exacts a higher toll among very young children than whooping cough.

Whooping cough is a highly communicable disease and the young and poorly nourished should be protected in every way from coming in contact with this infection.

**COURTHOUSE RECORDS**

**Warranty Deeds.**  
 Dallas Joint Stock Land Bank to J. C. Parker, section 12, block K-14.  
 Lola May Rose et vir to J. C. Parker, section 12, block K-14.  
 D. B. Mann et ux to J. E. Hill, section 70, block K-4.  
 Bob McCoy et ux to W. H. Harrah, W 1/2 of section 1, block 3.  
 G. A. F. Parker to Mary Louise Parker, E 1/2 of section 23, township 2N, range 3E.  
**New Automobiles.**  
 C. C. Acker, Dodge sedan, Ireland-Reavers Motor Co., 892-784.

A baby girl was born to Mr. and Mrs. J. W. Parrish Monday at the hospital.

Mr. Burl France and Mrs. Carl Cockrell returned home last Wednesday from Cleburne, where they attended the funeral of their brother, C. G. Smith who was buried there Tuesday, March 5. They were accompanied by Mrs. France's son, Jack.

Mr. and Mrs. M. E. Garrett and daughter left last night for Putnam, Texas, because of the death of Mrs. Garrett's grandmother. Mr. Garrett planned to return Friday night.

**THE CHURCH WORLD**

**First Christian Church**

REV. E. R. McWILLIAMS, Pastor.  
 Church service, communion and sermon, 9:45-10:45.  
 Bible school 10:45 to 11:45.  
 Evening service 7:45. A special invitation to be present on time is extended to all folk in the community. We try to make our services as helpful as possible. We urge you to have a share with us in making these services of worship what they ought to be. Don't forget the hours at which we meet for worship and teaching.

**St. Anthony's Church**

Sunday mass at 8 and 10, religious instruction after second mass. Lenten devotions and benediction at 7:30 p. m.  
 Week day mass at 8 (this Monday at Bovina). Thursday, 6:30. Saturday, convent, at 7. Lenten devotions Tuesday, 7:30 p. m., Thursday at 7 (Stations of Cross).  
 Sunday at 8 in St. Anthony's hall, the two-act comedy, "Sally Lann" is to be played by the Umberger cast. Many Hereford friends will enjoy them with us.

**First Baptist Church**

REV. B. N. SHEPARD, Pastor.  
 Regular Sunday school, 9:45.  
 Church services, 11 a. m.  
 B. T. S. at 6:30, general direct- or Jimmy Allred.  
 Prayer meeting and teachers meeting at 7:30.  
 There was good attendance at BYPU Sunday evening, but not good enough. The meeting is at 7 o'clock each Sunday evening with special programs. Everyone is invited.

**FUNDAMENTALIST BAPTIST**

The new church will be ready to enter Sunday and we are going to have an old fashioned 3rd-day meeting. We are inviting all the Fundamentalist Baptist pastors from Amarillo to Lubbock to be here. We begin at 9:45 with Bible class taught by Mr. Wiley. Preaching at 11, dinner at the church at noon. At 1:30 services will be resumed and will go through the afternoon. All city pastors and churches are invited to attend in the afternoon. All our friends of the rural communities are invited.  
 Coleman Campbell, Pastor.

**COMPARE**

Compare Penney Prices with any you find—merchandise considered—and you will always find a big saving on every item.

**Gay Silk Print**

to bloom under your coat!  
**69¢ yd.**

Brighten up! These colorful prints will do the trick! Medium and small florals, plaids, novelties, multi-colors or monochromes! Wide range of colors! 39" wide! (\*Weighted!)

**OILCLOTH**

New different patterns and colors, yard—

**23c**

**PLAY OVERALLS**

New Suitings and Prints in sizes 2 to 10. See these. Pair

**49c**

**Sanforized! Fast-color Printed Broadcloth**

Low-priced for such quality!  
**39¢ yd.**

No guess-work on shrinkage allowance! When it's Sanforized you cut it to fit! A fine, firm, almost silky quality in smart new plaids, stripes and novelty patterns, 35/36 in. wide.

**BATH TOWELS**

Stock up at **15¢**

Thick, absorbent double terry. A good close weave, unusual at 15¢! Solid pastels in 20 x 38 in. size. Colored borders, 22 x 42 in. size.

**Men's Work Gloves**

Low priced! **49¢ pair**  
 Yellow grain horsehide palm and back. Spanish leather cuff. Values!

**PIQUES**

Patterns that look like silks, yard

**39c**

**SPRING IS HERE!**

Fix up with new Curtains—New Serims and Valles, yard—

**10c — 15c**

**NEW PRINTS**

A lot of new patterns in colorful springtime prints. Yard—

**10c**

**Men's Driver Gloves**

Rare values at **39¢ pair**  
 Pearl colored split horsehide! Lightweight! Soft! Sturdy! Stock up now!

**SHIRTS AND SHORTS**

Dark ribbed shorts and broadcloth shorts—each—

**19c**

**OVERALLS**

A close-out on Reinforced Denim—extra full cut, all the pockets you need—

**69c pair**

**PENNEY'S**

HEREFORD, TEXAS

**Want Ads**

**For Sale or Trade**

FOR SALE: One living room suite and dining table. Mrs. Fred Ross, 403 Roosevelt Avenue. 1p

FOR SALE: Philco radio and 1929 Pontiac coupe in good condition. Barnhart & Shreve Blacksmith Shop. 1p

WILL TRADE used car for a better one and pay the difference. Team of work horses for sale. Henry Hastings. 1p

**USED CARS**

DeLuxe Chevrolet Sedan \$625.00  
 1-1934, six wheel Master  
 1-1923 Chevrolet Coupe \$350.00  
 1-1930 Tudor Ford \$175.00  
 1-1930 Tudor Ford \$175.00  
 1-1930 Chrysler Sedan \$150.00  
 1-1929 Studebaker Sedan \$140.00  
 1-1928 Hudson Sedan \$ 75.00  
 1-1927 Hudson Coach \$ 35.00  
 1-1929 Whippet Coach \$ 50.00  
 1-1928 Whippet Coach \$ 35.00  
 1-1929 3-4 Ton International truck with good tight grain bed, a bargain \$ 75.00  
 1-1926 International Truck \$ 35.00  
**BRUMLEY CHEVROLET CO.**

YOU CAN ADD \$5,000.00 to your estate at an initial cost of only \$12.50, and \$6.25 per month thereafter. Ages 10 to 60 years. E. F. Connell, Elliston Building, East Third Street. 8-4c

FOR SALE: Violin in good condition. Apply Brand Office. 1f

**For Rent**

FOR RENT: One apartment, also lots nice sweet or sour milk at 10c and 5c a quart. Mrs. J. H. Harris. 1p

FOR RENT: Section 62 and E 1/2 of section 61, block B, Bailey county, Texas. Four houses, windmill, cultivated. Give possession, at once. Fred A. Koppin, Littlefield, Texas. 9-2c

FOR RENT: 160 acres cultivated, partly fenced, about 20 miles west of Hereford (SW 1/4 of 12-3-3) on shares or will exchange for residence property Southern California, clear for clear. J. S. Warner, 110 W. Fifth, Santa Ana, California. 8-4c

**Wanted**

WANTED: To buy 50 feet of 2-inch pipe. Notify Brand. 1c

**Lodge Directory**

**HEREFORD LODGE**  
 NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction each Thursday Night. Visitors Are Welcome.  
 J. W. ROBINSON, W. M.  
 EGBERT BRADLY, Secretary

**HEREFORD LODGE I. O. O. F.**

O. L. RUTHERFORD, N. G.  
 No. 478  
 Meets Monday, 8:30 p. m.  
 Visiting Brethren Welcome  
 L. H. FOSTER, Secretary

**HEREKAH LODGE**

Meets Every Tuesday at 8:00 p. m.  
 MRS. EDNA FINOHER, N. G.  
 MISS URSALEE FRIDLEY, Secretary

**HEREFORD CHAPTER, O. E. S.**

Meets Each Second Tuesday Night, 7:30.  
 MRS. JEWEL WOMBLE, W. M.  
 MRS. MYRTLE WITHERSPOON, Secretary

W. O. W.  
 Camp No. 990

C. L. WHITEHEAD, C. C.  
 E. E. FRIDLEY,  
 Financial Secretary.

**Any Time OF DAY OR NIGHT YOU CAN EAT AT**


**IKE'S**

Our doors are never closed. That's just one of our superior services. With our constant service are attractive prices and excellent food in generous portions. You can't beat that combination.

**WHEN BETTER COFFEE IS MADE —IKE WILL MAKE IT!**

**Ike's Cafe**

**ADVERTISING—TODAY'S GREATEST BUSINESS ALLY**



**Strictly a "Profit and Loss" Business Idea!**

You men who buy advertising are not purchasing an indefinite, intangible quantity of white space, type and ink. On the contrary, the commodity you secure for your advertising dollar is a definite item of merchandise from which you expect results in accordance with the money you spend on it.

When you buy a car you expect mileage. When you buy a house you expect comfort. When you buy advertising you expect business.

The value of your car may be judged from the mileage you receive. The value of the advertising, in the volume of business as compared to the amount expended.

Consider your advertising from the "profit and loss" standpoint. Judge it strictly on the basis of results—not on the initial cost. And you'll realize that space in the columns of the Brand-give you more for your money. Here is a tested and proved medium, reaching a greater proportion of buyers—buyers who are seeking news of your merchandise or services, Mr. Merchants.

**THE BRAND—HEREFORD'S MOST PROFITABLE MEDIUM**

The Friendship class of the Methodist Sunday school had as special guest speaker last Sunday Miss Mary Moss Richardson of Canyon. Mrs. Rolson's class and WTSTO ex-students from other churches in town were visitors in the class. Miss Richardson urged the cultivation of a more friendly feeling toward other races, training of children toward war prevention, and the up lifting morality of the citizens of our country.

**FOOD VALUES**

**FRIDAY AND SATURDAY SPECIALS**

- OUR SPECIALS ARE CASH
- COFFEE, Bliss, 1 pound ..... 26¢
  - CRACKERS, Smax Edgemont, 14-oz pkg ..... 13¢
  - CATSUP, large 14-oz bottle ..... 13¢
  - SALAD DRESSING, W. P., quart jar ..... 32¢
  - SOAP, Blue Band, large bars, 6 for ..... 24¢
  - APPLES, extra fancy Winesap, dozen ..... 22¢
  - MATCHES, Rosebud, best grade, carton of 6 boxes 28¢
  - COOKIES, sugar wafers, 1-lb pkg ..... 17¢
  - VANILLA, large 8-oz bottle, Cage's ..... 19¢
  - MACARONI or Spaghetti, Gooche's, Best, 7-oz box 7¢
  - ORANGES, large California, dozen ..... 31¢
  - TUNA FISH, regular 15c size, 13¢, two for ..... 25¢
  - SARDINES, Van Camp's, No. 1 tall can, 3 for ..... 25¢
  - SPUDS, good white, 10 pounds ..... 16¢
  - BANANAS, nice and yellow, 1 pound ..... 6 1/2¢
  - EGGS, fresh country, dozen ..... 17¢
  - SPINACH, Arkansas, No. 2 can 9¢, 3 for ..... 25¢
  - MACKEREL, No. 1 tall can ..... 9¢
  - CRACKERS, A-1 or Saxett, 2-lb box ..... 19¢
  - TOMATO JUICE, California Home, 3 cans ..... 25¢
  - SYRUP, Pure Ribbon Cane, gallon ..... 55¢
  - TOILET TISSUE, good quality, 6 rolls ..... 27¢
  - VIENNA SAUSAGE, regular 10c size, 4 for ..... 25¢

**Weir's Grocery**

Brings Us Your Eggs—Market Price—Buy At Home.

# Interesting News Items From Our Surrounding Communities

## Insure!

AGAINST FIRE LOSS

Don't go along without this protection—  
Call 273 NOW for information.

**HEREFORD INSURANCE AGENCY**

John McLean, Owner.

## The Modern Shopper Says "Charge It"

Realizing the value of credit, she uses current income to meet current expenditures.

Credit is extended by merchants as a shopping accommodation. They realize it isn't always convenient or safe to carry cash to pay for each purchase.

Use Your Credit and  
Pay By the 10th.

**HEREFORD CREDIT ASSOCIATION**

DOROTHY H. ROSS

Local Affiliation of the  
NATIONAL RETAIL CREDIT ASSOCIATION



**ONE  
STANDS OUT**

You can't hide quality—that's why MITY-NICE BREAD stands out as a leader. Judge it by any test, the richness of the ingredients; the expert mixing and baking; the lightness, uniformity and fine taste—and you'll realize why discriminating women favor it.

TRY OUR PIES AND CAKES—FRESH DAILY

**HEREFORD BAKERY**

## Jumbo News Fairview-Palo

BY MRS. J. W. BERRY

This community was visited Monday by a very welcome snow storm. About one-quarter inch of rain fell Sunday night, turning to snow. Between four and five inches fell. The moisture will be very beneficial to pastures and spring plowing.

C. D. Pinckert is recovering from an attack of influenza. Mrs. W. A. Hunter, Mrs. Finis Hunter and Margaret Simpson now have the disease, while Sam Hunter is bedfast with rheumatism. Whooping cough patients are improving and no new cases have been reported.

Terrell Layman of Lazbuddy, son of Mr. and Mrs. M. G. Layman, brought his nine-year-old son who has been suffering from rheumatism, to receive treatment from a doctor in Hereford.

Mr. and Mrs. Clarence Layman of near Muleshoe and Mr. and Mrs. Jack Hunga and two children spent Sunday in the M. G. Layman home and helped their mother, Mrs. Layman, celebrate her birthday.

Mrs. L. A. Matthews left last Thursday for Archer City to be with her mother, who is quite sick. Mr. Matthews left the same night for Fort Worth with a truck load of cattle for market.

Rev. J. R. Sharp, Presbyterian minister from Canyon, came to Jumbo Sunday morning, but was too late to deliver his sermon, as he had had car trouble on the way, and Sunday school had been dismissed before his arrival. He was a dinner guest in the Ullman Hunter home.

Mr. and Mrs. C. Andrew and family visited the Ben Andrew home at Olton last Sunday.

Westway and Summerfield schools came to Jumbo Friday afternoon for an invitation track meet. Exact results were not available, but understand that Westway took most of the honors.

Frank Jones and Charles King took a number of their pupils to Dimmitt Saturday where they entered the preliminary track meet. Jumbo won second place in volleyball.

The monthly community meeting held at the school house last Thursday night was well attended and everyone seemed to enjoy the occasion. The crowd was divided into groups. The men went to the manual training room where they enjoyed dominoes and bridge. The married women gathered in the primary room and put on a program, and the young people were entertained with games in another room. At a late hour the refreshments committee, consisting of L. E. Beck, Frank Jones, Fred Axe served peanut butter sandwiches and coffee to all present. The children had cake and cocoa also.

When it comes to the solution of the problems that affect the mass, people exercise little if any more intelligence today than was in vogue in the days of Abraham. The mass still permits a few to do the thinking for them and for the most part accents its opinions ready made. Too often the portion that does the thinking and offers the opinions for mass consumption is motivated by purely selfish impulses and no enduring order will ever be built on a structure whose cornerstone is selfishness. This is one of the reasons why so many policies we as a nation pursue fail and fly back into our faces.

## Summerfield News

MAUD E. NOLAND

Rev. Paul Collins, young Methodist minister of Hereford, preached here Sunday morning and night. He preached at Rance in the afternoon.

Mr. Chauffener and family of Muleshoe visited their daughter, Mrs. David Bellar, Sunday.

C. H. Churchill has returned from Illinois where he visited relatives and friends.

Mr. and Mrs. Dennison Hill and sons of Ford were dinner guests in the B. K. Greeson home Friday.

Dolores Bellar of Muleshoe visited the Perry McMinn home Sunday.

Mr. and Mrs. C. V. Burges of Westway visited Roy Koker and family Friday.

Henry Gandy visited in the J. R. Oglesby home last week.

The Great Plains and Last Frontier were discussed at the meeting of the club Thursday afternoon when Mrs. B. E. Roberson was hostess. Mrs. L. L. Cannon presided over the business session in the absence of the president, Mrs. B. C. Roberson was a guest. The program was: The Great Plains, Mrs. Curry; Prairie Frontier, Mrs. Saunders; Last Frontier, Mrs. Welty. Next meeting will be on March 21 with Mrs. Ray Johnson.

Perry McMinn and David Bellar attended the banquet of the Continental Oil employees in Amarillo Monday.

WMS will meet Thursday afternoon at the church. All YWA members and visitors are urged to be there.

Mmes. C. R. and D. C. Walsler, J. A. and Chas. Noland and Miss Maude Noland were in Amarillo Tuesday to attend Mothers-In-Law day, accompanying Mrs. Bob Fullwood of Hereford.

B. A. and Asa Atchley hauled feed from Plainview Thursday and Friday.

Roy Coker was called to county court at Farwell Saturday.

Elmer Euler and family of Friona visited the Roy Euler home Sunday.

Joe Story and Chas. Noland were business visitors in Dimmitt on Tuesday.

Summerfield school children played baseball at Jumbo Friday.

Ed Hudson and wife were Sunday guests of Mr. and Mrs. B. C. Roberson.

Four head of Pitman's registered Whiteface cattle were killed by the west bound passenger train last Friday afternoon. He was moving them south and the train struck them, the accident happening near the W. J. McMinn farm.

B. K. Greeson and J. L. Look (inghill) were in Farwell several days last week on business.

Mr. and Mrs. Ray Johnson attended the Stockmen's convention in Amarillo Monday and Tuesday of last week.

Mr. Jarvis of Tulia was here Friday on business.

J. A. Noland and Ky Lawrence went to Plainview for feed Thursday.

Several in this community are ill with mumps.

Ruth Easter and Mary Cox of Hereford spent the week end in the J. A. Noland home.

## Duro Items

By MISS LILA MAE OGLESBY

Farmers are rejoicing over the rain and snow of the first of the week. It will be a big help to wheat. Dust storms have damaged wheat the past few weeks. A number of farmers are working their land to keep it from blowing.

Mr. and Mrs. Alldredge have moved to Dalhart. He has been teaching in Wildorado high school. He resigned to take a government job. Mr. Payne of the Canyon teachers college, has taken his place in the Wildorado school.

Mrs. Ozee, who resided in this vicinity a number of years, was killed in a car-train crash near Amarillo last Thursday. She leaves three children, two boys and a daughter. Mr. Ozee and a daughter were burned to death five years ago just west of Wildorado.

Mr. and Mrs. Dane and children of Daniel were Sunday dinner guests in the H. J. Oglesby home.

WMW meeting to have been held last Thursday was postponed and the program, The Week of Prayer, will be given March 21 at Palo Duro church. Everybody is invited to come and bring a covered dish.

Mr. and Mrs. Alma Moore have returned from their honeymoon trip and are making their home with his mother at Wildorado. Mrs. Moore has returned to school to finish her high school course.

Mr. and Mrs. Buren and family spent the week end with her mother, Mrs. Day of Amarillo.

Mr. and Mrs. O. G. Smith were Sunday dinner guests in the L. A. Smith home at Dawa.

Miss Pauline Mahan spent the week end with Mr. and Mrs. McIntyre of Amarillo.

Dick Allred and H. J. Oglesby made a business trip to Hereford last Monday.

## Indians' Use of Tobacco

Tobacco was found by European conquerors of the Americas being used in the West Indies, Central America and northern parts of South America. It could not be said that all the Indian tribes knew of its use.

## Friona Doings

Friona thronged with out of town visitors and patrons Thursday afternoon at the regular trades day. The day was climaxed by a vaudeville entertainment in the American Legion hall at 8:30.

Friends and acquaintances gathered in sad tribute Thursday afternoon at 3 o'clock to pay last respects to Mrs. F. D. Ballard, a pioneer resident of Farmer county. Mrs. Ballard was found dead at her home by a neighbor Tuesday morning about 9, having suffered an unexpected attack of heart failure. She had no relatives here and arrangements were delayed until the arrival of a brother-in-law, Joe Ballard, and wife from Norman, Oklahoma. Funeral services were held at the Baptist church and the body laid beside that of her husband, who preceded her in death last year.

Basketball fans rose to the occasion and turned out to see the after-season games Thursday evening with real enthusiasm. The high school teams of Friona and Groom offered a tit-for-tat battle to delight and thrill, climaxing in a one point victory of 22 to 21 favoring Friona. The score of the outside teams of Hereford and Friona stood 25 to 27, favoring Friona.

Mrs. C. D. York received a message Thursday of the death of her mother in Panama, Kansas. Mrs. York returned two weeks ago from an extended visit with her parents.

Mr. and Mrs. Charlie Baxter and Wynell June of Elk City, Oklahoma, spent the week end with her parents, Mr. and Mrs. F. S. Truitt.

Miss Rosella Dixon of Texas Tech spent the week end in the home of her parents northwest of town.

The regular session of the Prairie Rustlers Union of the young people's division of the Methodist church was held at Oklahoma Lane Sunday and a number attended from Friona.

The Junior Women's Club is about ready to make definite reports on their latest play. They are rehearsing "Clover Time," a three-act comedy-drama. The cast includes H. T. Magness, Thelma Osborn, Forrest Osborn, Mrs. A. C. Echols, Charlie Hays, Mrs. T. Redfern, O. F. Lange, Ardene Fallwell, Wanda Walker, Gladys Settle, Orman White.

Mrs. Laura Maples of Friona spent the week end with friends and relatives here.

Mrs. Elvin Johnson has returned from a visit in Pampa.

Messrs. and Mmes. V. M. Settle and Clifford Crow attended the funeral services of relatives, the Inham family, who were killed in an automobile accident the first of the week at Shamrock. They returned home Thursday.

Miss Mary Katherine Crawford substituted in the primary department of grade school Monday in absence of Miss Mary Beth Sheeley.

Miss Martha McFarland took

Sunday dinner in the F. S. Truitt home.

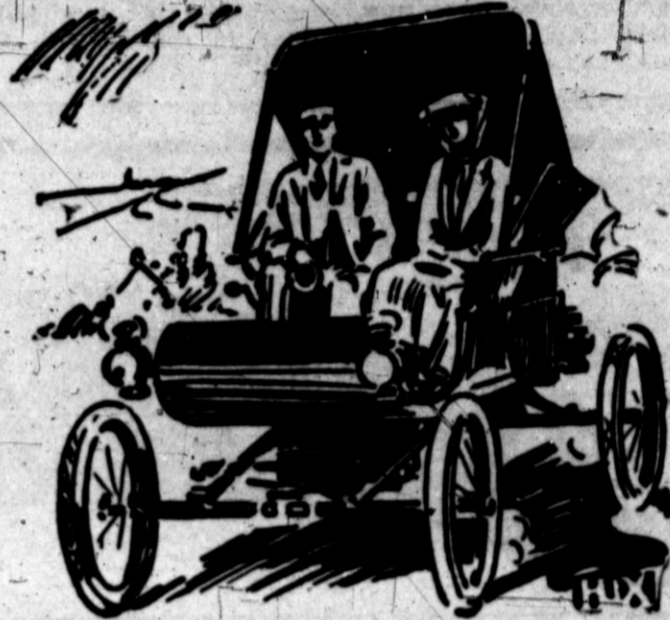
Mrs. Sam Taylor visited her husband in an Amarillo hospital Sunday.

Farmers are rejoicing over the rain and snow which fell Sunday night and Monday.

## BECOMING FREAKS

Dillinger's father and some members of the Hauptmann jury are

going upon the stage which is their right, of course. However, when a person without histrionic ability appears as an actor, he may expect to be rotten-egged to bring him back to his senses, and that should be done in their cases. Of all miserable existences we think the life of a freak in a show is the most revolting and that is about all the above people may look for.



You Wouldn't Ride  
in THIS

How much money would be required to get you to ride down Main Street in this 1902 chariot?

Why, then, use an 1898 house? A modern small car can be bought inexpensively now . . . so can a complete modernizing job for an 1898 house.

Modernizing can so change the appearance of your house that no one can guess its age . . . it will look like a complete new home.

Modernizing is not expensive . . . it adds to the resale value of a property and can be bought on much easier terms than automobiles.

Let us show you pictorially the marvelous changes wrought in old houses . . . inexpensively.

Why then Live..



R. H. KEMP LUMBER CO.

## FREE! STOMACH TROUBLE BOOK

Includes the marvelous Willard Treatment which is bringing amazing relief to all afflicted with stomach trouble. PRICELESS INFORMATION—for those suffering from STOMACH OR INTESTINAL ILLNESS, POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASINESS, HEARTBURN, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID.

Ask for a free copy of Willard's Message. V. are Authorized Willard Dealers.

CITY DRUG STORE

## Profits In Poultry

COME ONLY FROM  
BIG HEALTHY BIRDS

Feed Those Chicks  
PACKARD'S

**BLUE DOT**

ALL-MASH STARTER



PACKARD'S  
BLUE DOT FEEDS

Are made by the Packard Milling Company in Hereford. The feeds are scientifically correct for poultry. And they are for sale at prices you can afford.

Follow the Starter with BLUE DOT Growing Mash and feed BLUE DOT Laying Mash to the grown hens for higher egg production. BLUE DOT Feeds are made from the finest ingredients and are sold at prices that will allow growers to make a profit.

ASK FOR BLUE DOT -- IT COSTS LESS!

**Hereford Poultry & Egg Co.**

BRING US YOUR CREAM, EGGS, POULTRY AND HIDES

## Personality

Personal appearance is something we can't define. We can't buy or sell it . . . it is something that makes one person outstanding and another obscure . . . one a success and another a failure. We should all strive for that type of personality which makes us most pleasing to those with whom we come in daily contact.

Personal appearance has a great deal to do with one's personality. It may be an aid to that type which make for success or it may be an obstacle. Numerous Hereford men and women are finding that when they let Herford Laundry and Dry Cleaning Company take care of their laundry and dry cleaning needs they have a distinct advantage.

Call 298—We Call For and Deliver

**Hereford Laundry & Dry Cleaning Co.**





DON'T MISS  
THESE SAVINGS  
at  
PIGGLY WIGGLY

# Shop here and SAVE

SPECIAL PRICES  
GOOD ONLY  
FRIDAY-SATURDAY  
MONDAY

## ANOTHER SPECIAL SALE OF DEL MONTE GOODS

*Del Monte*  
**"FIND-OUT"**  
*Suggestion*

### DEL MONTE COFFEE

FOR DRIP  
PERCOLATING  
OR BOILING



1 Pound ..... 33¢  
2 Pounds ..... 65¢

### DEL MONTE



Corn  
Canned

### Golden Bantam

12-Ounce  
Can ..... 16¢

### Country Gentleman

12-Ounce  
Can ..... 17¢

### Whole Kernel

12-Ounce  
Can ..... 17¢

BROOMS	Each	39¢
SYRUP	Pure cane, gallon	59¢
ONION SETS	Quart	15¢
VANILLA	8-ounce bottle	19¢
TEA	Vinnedge Orange Pekoe, 1/4 pound	10¢
TOILET TISSUE	Seminole, 3 rolls	23¢
(Enter the Seminole Contest and win a Hupmobile)		
PORK AND BEANS	Phillips, can	5¢
SARDINES	Tall cans, 3 for	25¢
SUGAR	10-pound cloth bag	51¢
BAKING POWDER	50c size	29¢
TUNA	Light meat, 2 cans	25¢

### Great West Flour



24 Lbs. \$1.06  
48 Lbs. \$2.04

## Del Monte CANNED PEACHES



Sliced Peaches  
8-Ounce Can-  
3 for ..... 25¢

Yellow Clings  
8-Ounce Can  
3 for ..... 25¢

PEACHES No. 2 1/2 can, each, halves ..... 21¢

PEACHES No. 1 can, each, halves ..... 15¢

PEACHES No. 2 1/2 can, each, sliced ..... 21¢

PEACHES No. 1 can, each, sliced ..... 14¢

## Look At These Del Monte Prices

Grapefruit Juice	Three cans for	25¢
ASPARAGUS TIPS	Early Green, No. 2 can	23¢
ASPARAGUS TIPS	Picnic medium white, 2 No. 1 cans	35¢
ASPARAGUS TIPS	Medium white, No. 2 can	27¢
PEAS	Early green, No. 2 can	21¢
PEAS	Early green, No. 1 can	14¢
APRICOT JAM	Five-pound can	63¢
PEACH JAM	Five-pound can	63¢
Strawberry Jam	Five-pound can	89¢
PRUNES	2-Pound package	24¢
PIMENTOS	4-ounce can, 3 for	25¢

CHILI SAUCE	Bottle	23¢
RIPE OLIVES	No. 1 can	25¢
RED SALMON	No. 1 can	22¢
CHERRIES	Royal Anne, No. 2 1/2 can	29¢
CHERRIES	Royal Anne, No. 1 can	19¢
FRUIT SALAD	No. 1 can	21¢
PEARS	No. 2 1/2 can	25¢
FRESH PRUNES	No. 2 1/2 can	21¢
APRICOTS	No. 2 can	19¢
CATSUP	14-ounce bottle	19¢
TUNA FISH	No. 1 flat can	22¢

Any  
Variety  
Heinz  
Soup,  
Per  
Can  
**9¢**



MANY TEMPTING VARIETIES  
**HEINZ SOUPS**

## Fresh Fruits and Vegetables

This National Winesap Week

FRESH APPLES	Winesaps, dozen	23¢
LETTUCE	Firm heads, each	5¢
ORANGES	Large size, dozen	29¢
LEMONS	Big and juicy, dozen	17 1/2¢
BANANAS	Firm and ripe, dozen	19¢
CARROTS	Bunch	5¢
BEETS	Bunch	5¢
ONIONS	Bunch	5¢
BEANS	Fresh, pound	12 1/2¢
POTATOES	10 pounds	16¢

## SPRING CLEANING SALE

Palmolive Soap	6 BARS	27c
White Crystal	5 BARS	20c
Super Suds	2 PKGS.	17c
Universal Hard Water Cocoa	6 BARS	27c
Borax Washing Compound	3 PKGS.	8c

**FREE** 20 TOURS OF EUROPE WITH PALMOLIVE—ASK US!

### Del Monte SPINACH



No. 2 Cans  
2 for  
**29c**

### Del Monte Canned Pineapple and Pineapple Juice



SLICED PINEAPPLE	No. 1 can, 3 for	25¢
SLICED PINEAPPLE	No. 2 can, each	19¢
PINEAPPLE JUICE	No. 1 can, each	10¢
CRUSHED PINEAPPLE	No. 1 can, 3 for	25¢
CRUSHED PINEAPPLE	No. 2 can, each	19¢
PINEAPPLE JUICE	No. 2 can, two for	29¢

# PIGGLY WIGGLY

Hereford, Texas

FRANK GYLES  
MANAGER  
PHONE 81



# TEXACO

Welcomes the Lee Avenue Grocery and Its New Proprietor  
**R. R. Jackson**

To That Happy Dealer Organization Which Furnishes This  
Community With

## FIRE CHIEF GASOLINE HAVOLINE OIL

Mr. Jackson will maintain a complete stock of these products and we are certain that the service rendered by him, his son, Clinton Jackson, and O. J. Beene, Jr., will leave nothing to be desired.

# For Quality Foods FILL YOUR PANTRY FROM OUR SHELVES

We Meet Competing Prices On All Groceries.

We not only sell the highest quality, nationally advertised merchandise in the food line, but we do not let any competitor undersell us. Therefore, you can be assured that if you are "shopping" for your groceries you need go no further. Just bring your market basket to the Lee Avenue Grocery.

## We Fill Relief Orders

We are now in a position to handle purchase orders from the relief office and thus furnish food-stuff to relief clients. Just bring your orders to the Lee Avenue Grocery and have them quickly and cheerfully filled.

# LEE AVENUE GROCERY

**R. R. Jackson**

### SIMS

The school has suffered a number of absences due to influenza and chickenpox. School turned out three days during the first part of the month on account of sickness. The incessant wind and dust probably had something to do with this general illness. The fourth and fifth grade students ranked average or above in

the county on reading test given by Judge Humble to all rural school children in these grades. A fourth grade boy, Wilbur Chapman, ranked as one of the best readers in the county.

After the inter-scholastic league meet this school will present several one-act plays in order to dedicate the new curtains. Watch for announcements.



## SOCIETY

### MUSIC PUPILS TO COMPETE IN MUSIC FESTIVAL

Hereford will be represented in the Panhandle Music Festival in Amarillo next week. Miss Thelma McMinn, music supervisor in local schools, is director of the vocal ensemble Thursday, March 21. She plans to take the high school girls quartet, trio, mixed quartet, boys' quartet, grammar school girls' chorus and several soloists.

The girls' quartet is composed of Mary Frances Holder, Elizabeth Spradley, Dorothy Manney and Elizabeth Rice. The trio is made up of Misses Holder Manney and Rice. The boys' quartet is Donald Brotherton, Henry Turner, Jim Kirby and Carl Dean Moutz. Mixed chorus, Misses Holder, Manney, Turner and Kirby.

Some of the soloists are Jack Knox, R. L. Bailey, Elizabeth Spradley, Lillye London, Gertrude London, Ellen Louise Posey. Because of illness, others perhaps will not be permitted to compete. Winners in contest go to Carlsbad, N. M., for the Tri-State Festival April 11 and 12.

### MISS THELMA M'MINN COMPLETES MUSIC BOOK

Miss Thelma McMinn, music supervisor, has received a book, "History of Music," which she wrote after much research. The book begins with the earliest music among the Greeks, coming down through church music, popular music and opera writers of different countries, the old masters, development of the piano, and ending with evolution of the orchestra. The book contains 125 pages and is neatly typed and bound.

Miss McMinn began the work during her senior year while a student in WSTC, Canyon, but not until recently did she have it satisfactorily completed and ready to be put into book form.

### MISS WRENN HOSTESS TO E. & P. WOMEN

Members of the Business and Professional Women's club will attend an inter-club banquet to be given Saturday evening at the Rose Bowl by the Amarillo club. It was decided at a meeting held Monday evening.

The meeting was held at the home of Miss Neville Wrenn. Miss Sayde Rigler was named chairman of a committee to direct plans for attending the district meeting at Shamrock, April 27 and 28.

A program on Women's Place in Public Relations was given with Miss Wrenn presiding. She gave a resume of the topic. Mrs. Pink Gilliland discussed the legal profession from a woman's view; women in aviation was the subject of Mrs. Barbara Landrum; Miss Edah Park discussed finance.

Mrs. A. C. Thompson, accompanied by Mrs. Jesse Stanford, played a violin solo. Miss Lueta Borden gave a vocal solo, accompanied by Miss Ruth Marie Moutz.

### R. & P. W. TO OBSERVE NATIONAL WOMEN'S WEEK

National Business Women's Week for 55,000 "white collar" women opens Monday, March 18. In 48 states, Alaska and Hawaii, 1,400 clubs of the national federation of business and professional women will register their united support of the 1935 national program of the federation, "economic security for all men and women."

The national federation program urges unemployment insurance, old age pensions, repeal of section 213-A of the economy bill (which discriminates against women), election and appointment of women to public office, their re-employment as an aid to private business, promotion of public discussion of social and economic problems.

Governors and mayors have shown their interest in this eighth observance of National Business Women's Week. Mrs. Geline Bowman, president of the federation, will deliver a ten-minute broadcast Tuesday afternoon, March 19, during the Woman's Radio Review of the NBC, 3 to 3:30 CST.

### MRS. RAY JOHNSON HOSTESS TO CLUB

Mrs. Ray Johnson was hostess to members of the Pioneer Study club Tuesday at the O. G. Hill home. A covered dish luncheon was served at noon and a social hour was enjoyed until time for the business session.

Mrs. T. E. Seigler gave an interesting paper on Officers of the Federation, and Mrs. J. M. Gilliland conducted a parliamentary drill.

The next meeting will be held Tuesday, March 26, at the home of Mrs. Wirt Phillips, with Mrs. P. H. Gilliland as co-hostess.

### AT THE STAR THEATRE

The Irish and the English get together in a big way in the hilarious pot-pourri of trial and tribulation that marks "The Winning Ticket," the uproarious comedy-drama revolving about the Irish Sweepstakes that is the Friday afternoon and night show. In this picture you will see Leo Carillo, Louise Fazenda and Ted Healy.

Saturday's picture will be "Great Hotel Murder," featuring Edmund Lowe and Victor McLaglan.

Sunday, Monday and Tuesday's show will feature Dick Powell and Ruby Keeler, the singing sweethearts of 42nd Street, in "Flirtation Walk." And the West Point Cadet Corps and the United States Army as supporting casts. You will hear three new song hits and see plenty of action in this Warner Brothers novel show.

Wednesday and Thursday's attraction will be Ida Lupino and Richard Arlen in a Paramount picture, "Ready for Love." Marjorie Rambeau is also in the cast.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHENAP.

### MMES. ROSSON AND ACKER ENTERTAIN AT BRIDGE

Mrs. S. P. Rosson and Mrs. C. C. Acker were hostesses to a delightful bridge party Saturday afternoon at the Rosson home on McKinley Avenue.

A spring tide was created in the decorations of sweet peas used in the receiving rooms, and clever score pads, tallies and table covers in the St. Patrick colors.

Eight tables of players enjoyed the games of contract bridge and at the close of the games Mrs. H. M. Wiltshire held high score and Mrs. Glenn Weir held low. Each was presented a lovely prize.

A delicious salad plate was served, carrying out the green and white color scheme.

### HIGH SCHOOL GROUP WILL SPONSOR PLAY

A three-act comedy, "A Peach of a Family," will be presented at the high school auditorium on the evening of Thursday, March 28, under the auspices of the high school athletic association.

Directed by Miss Gladys Seigler, the cast is comprised of dramatic students who were in her FERA class before it was stopped. A. J. Schroeter and Miss Ivalia Overhuls play the leads.

### TAX PENALTIES WILL BE IMPOSED AFTER FRIDAY

After tomorrow, Friday, March 15, all delinquent taxes will carry the legal penalties and interest. Today and tomorrow, however, delinquent state and county taxes for the years prior to 1934 may be paid without penalty or interest.

This provision was made by a special act of the legislature. Deputy Collector Pete Murchison reports payment of old taxes has been brisk this week. A last minute rush is expected.

The W. W. club, under the direction of Mrs. C. E. Tice, last week donated 50 green ash trees to the state park, announces M. B. Gillson, park tree man. These trees have been planted in choice locations in the park.

Mrs. Chas. Sullivan is visiting her sister, Mrs. Edgar Johnson, this week. She formerly lived at Endee, New Mexico, but is leaving soon for Thermopolis, Wyoming, to join her husband.

County Judge C. W. Humble will attend the session of the West Texas County Judges and Commissioners Association at Brownwood March 29 and 30. He is secretary of the association.

## WIN A PRIZE In This Big MERIT CONTEST

### CASH PRIZES!

**\$25.00** 1st Prize  
**\$15.00** 2nd Prize  
**\$10.00** 3rd Prize  
**\$5.00** 4th Prize

20 more cash prizes of \$1 each for the next 20 best letters!

### Open to Everybody! Costs Nothing To Try!

Wouldn't you like to win one of these cash prizes? Well, you can. It's easy. All you have to do is write a letter of not more than 200 words on "How Merit All Mash Starter Helps Me Increase My Poultry Profits." Simply tell your own story in your own words. Fine writing isn't essential. It's what you say that counts.

### RULES

- All you have to do is write a letter of not more than 200 words on "How Merit All Mash Starter Helps Me Increase My Poultry Profits."
- You can write as many letters as you like but each one must be written on an official entry blank.
- The contest is open to everyone except employees of Hardeman-King Co. and their families, and you don't have to buy or sell anything to enter it.
- All entries must be in the mail by midnight, May 7th. Send them to Hardeman-King Co., Box 1256, Oklahoma City.

### Get YOUR Entry Blank This Week . . .

See the nearest Merit dealer this week and get your entry blanks. It costs nothing to enter! It's lots of fun to try! And you may win a prize!

## SEASONABLE MERCHANDISE

SUCH AS

### Chicken Supplies

Coal, Oil and Gas Burning Brooders.  
Chicken Feeders and Waterers.

### Lawn and Garden Supplies

Chama Lawn Grass Seeds.  
Vegetable and Flower Seeds  
Vigoro and Loma Plant Food  
Rubber Hose and Sprinklers.  
Garden Hoes and Rakes.

In fact, everything that it takes to care for your garden and lawn.

## STREU HARDWARE CO.

"Home of Service and Quality"

## Look at these FOOD SAVINGS

### Friday and Saturday Specials

SOAP, Blue Barrel, 6 for	25¢
K. C. BAKING POWDER, 25 ounces	18¢
APPLES, gallon	35¢
SYRUP, Brer Rabbit, gallon	58¢
WHOLE WHEAT FLAKES, Kellogg's	9¢
STARCH, large package	22¢
OXYDOL, large package	20¢
SUNBRITE CLEANSER, 6 for	25¢
GRAPE JUICE, quart	31¢
DRAIN KING, 13 ounces	15¢
PINEAPPLE, broken slices, No. 2 1/2, in syrup	17¢
APRICOTS, in syrup, No. 2 1/2	17¢
SODA, 2 1-pound packages	15¢
MATCHES, carton	22¢
COCOA, Mother's, 1 pound	12¢
COFFEE, Bright and Early, 1 pound	22¢

## Texas Market & Grocery

PHONE 333—FREE DELIVERY  
Accounts Here Are Payable On First and Will Not Be Carried.

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## 1935 Master DeLuxe Chevrolet

RIDE IN IT—DRIVE IN IT

A Brand New 15-Plate  
BATTERY

Guaranteed for 18 Months  
\$7.95 and Your Old One  
Let us explain how you can make  
\$2.00 on a battery trade.

FISK TIRES  
At Special Prices

Guaranteed Against Road  
Hazards for a Year.  
It will pay you to ask about our  
low prices on Fisks.

## Brumley Chevrolet Co.

Chevrolet and Oldsmobile Sales and Service.

223 East Third

Phone 740

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## ATHLETIC ASSOCIATION

The Athletic Association met on Monday to talk over some plays picked out for assembly. The play was chosen, and after its arrival the cast will be named. It is believed this play will be the equal of any presented in assembly this year.

The Junior representative, Chas. Wilcox, was absent because of the Fat Stock Show in Amarillo.

## SENIOR HAPPENINGS

There being no student council report, the class began at the last meeting a discussion and vote on the following subjects: A program committee; whether or not the class has two or three nights during graduation; whether or not the class would have an outside speaker for commencement.

The president appointed a program committee consisting of Bill McLean, Mary Frances Holder, Kirby, Aileen Caraway and Clyde Hussey. This committee is to work with Mr. Dillehay in arranging a program.

The class voted to have three nights during graduation, two before the regular commencement. After some discussion on both sides, the class decided not to have an outside speaker. The seniors have decided to work and put on the program themselves.

## BASKETBALL

Well, here we are. We all got home safely, but not very sound. We really had a swell time and you'll have to take it from me because I know. We arrived in Tulsa about 6 o'clock Friday afternoon and the first thing we saw was Mr. Wilson. He was riding up and down the highway waiting for us. We ate part of a cow for supper and was it tough! Mr. Wilson took us to the school house and found our places and delivered us. We re-

turned to the school house and gave Happy a hot game and beat them.

Saturday's game was at 4 o'clock with Channing, which we won by a close score, and this victory qualified us for the finals with Stratford. Well, as you all know, they beat us, but we gave them a good game.

Philleen got clumsy and fell, which put her out of the game for about a quarter, but Mary Turrentine showed up very good while she was playing.

Happy was awarded consolation prize, Hereford second place in district, and Stratford placed first. A Happy girl received the good sportsmanship medal. There were six girls awarded gold basketballs for district star players. Philleen brought one home. Stratford received three, Happy one and Dimmitt one.

## CHIT AND CHATTER

Christine was certainly elated when notice was put on the board that the Tech band was coming. Lucretia seemed to be, too.

Have you noticed a certain red-head with a certain dark little girl? They say this is a common occurrence.

Students sometimes wonder what would happen if LW failed to wait to walk down the hall with Sue.

Louise F is worried because she fears she cannot be Elmo's 'ideal girl' but keep trying, Louise, keep trying.

Doris Lady is seen with a certain ex-graduate and past-graduate. Is it serious, Doris?

## GIRL RESERVES

The Girl Reserves met March 6 and discussed the ideal girl.

From the man's viewpoint the ideal girl is above all things clean in mind and body. As a secondary point comes good sportsmanship. These seem to be the three things that all men desire. Beauty may be desired but is not particularly stressed. Elaborate clothes are viewed with displeasure. Cosmetics should be used with moderation.

So after all, girls, simplicity must be the keynote to attractiveness. This concluded the program so we were dismissed.

Dr. T. L. Morgan is back at his office this week after several weeks of illness following an appendix operation.

## WATCH YOUR HEALTH

A hollow chest, the chicken breast, round shoulders, hunchback and many other similar physical deformities are the direct result of bad posture. Good posture at all times, and during all activities is essential to the development of right attitudes and the maintenance of good health.

Here at school we have every opportunity and an endless temptation to become careless of our posture. We sit on the back of our necks and walk with our head and shoulders looking like an Indian tu-pee from the back. We assume a position, half sitting, half reclining, that would make most amateur contortionist look sick. The deformities which result from bad posture should warn us all to maintain a good posture, no matter what our activity may be.

An article recently published in Hygeia, the health magazine, gives these ten commandments for good posture:

1. Stand tall.
2. Sit tall.
3. Walk tall and chesty, with weight transmitted to the balls of the feet.
4. Draw in your abdomen, pulling it back and up.
5. Keep your shoulders square and high, but not bunched.
6. Pull your chin straight back.
7. Flatten the hollow of your back by rolling your pelvis down and back.
8. Separate your shoulders from your hips as far as possible.
9. Lie tall and flat, sleep tall.
10. Think tall.

## JUNIOR HIGH ENTERTAINS

Thursday morning of last week the Junior High, seventh grade, entertained the student body with several short numbers. Connie Houser gave the first number, a reading entitled 'Studying.' Minnie Dea Smith followed with a song and tap dance. Several had parts in a short geography playlet, the leading character being Virginia Newell and E. B. Posey, Jr. Jack Knox sang 'A Funny Little Man,' and Ellen Henslee, of Central school, sang 'On the Good Ship Lollypop.'

To the high school students: if you do not wish too much competition from the junior high, you had better get to work, because that was a really good program.

## TEXLESS TAXAN

Well, I've given up hoping it will gain. I've started pushing for it to snow now. This wind reminds me of some of those historical days when dragons were dangerous. No wonder they all died. No one but a man can live in this country.

What has happened to Lucretia? Surely her red-flame has not stopped so suddenly. Looked to me as if I were going to have to do something about it, but everything has slowed down. Maybe some of you don't know who her flame was. Jack Dean was it. That reminds me of a piece I saw in the paper. The man told

his wife the public would be shocked at their getting a divorce before anyone knew they were married.

Readers, some day you will learn to come to the things I inform you about. The Tech band was here the other night and they certainly put on a program for about 50 people. A house full could have enjoyed it just as much. From now on when I tip you off about something, try it once and if you don't like it, jump on me.

I just heard Jack Knox sing a song in assembly. I had never thought that boy had a singer's voice on him. When he first came out on the stage everyone laughed to think he would sing a song. He sang about two lines and there was absolute quiet. For an interval after he stopped you could have heard a pin drop, then applause that would make Bing Crosby proud. Keep it up, Jack, we're glad to see you working at it.

From now on there is going to be a rush in this school house. Banquets, themes, parties, tests, programs, and what have you? Some people don't mind it, but my weak brain won't stand it. I've thought so much the last three weeks I am afraid I'll have an explosion at any time.

I noticed Mr. Hudson is giving tea parties in the office now. You should try it once. I heard Herbert Boardman say it is more pleasant outside looking in than inside looking out. Well, undoubtedly Mr. Hudson didn't have sugar and cream for his tea.

Mr. Hudson told me the demerits keep him mad all the time. He said, 'I'm going to get so mad I'll bite the back of my neck some day.' I asked him to inform me about two minutes before—I want to see that.

Well, I'll see what I can do about these wind storms between now and next week.

## FRESHMAN CLASS

We had the usual meeting Wednesday and discussed the old business. Miss Campbell admitted that on the days the basketball team practiced, that she slept 15 minutes later than usual. She seems to be pretty good at sleeping. Someone reported that she walked in her sleep from the library.

We had no new business so we adjourned.

Fat Raiston said a good way to make Francis Hill mad was to give him a doll. He is not a sissy.

Spike Harris seemed to have a very bad cold in the second period study hall, from the noise he made.

Elsie Wilkins and Viola Phillips are keeping their dates to the pep banquet a deep secret. What's the matter, are you ashamed of them?

Nora Jean Russell admitted in Spanish I class that she wanted to become Mrs. Herbert Boardman. Poor Broady!

Henrietta Fritz's gentle flirtations are likely to lead to a dangerous end. Tut, tut, my dear Fritz, we're surprised.

Miss Chambers regards the freshmen as mere children. She doubts that we can even read. Imagine that!

Mildred Hacker and Sonny Marrs are smiling at each other. Who would have thought it?

Spike Harris and Lena Ivy get along surprisingly well together.

Miss McCown said that she ran into a door, but that's too old.

Jimmy Joe Johnson hates admit slips.

The freshman class can boast of one very smart boy—Jack Nicks.

Freshman gossip sure is hard to get these days. Every one is so secretive that they hardly talk. It must be the weather. Chilton Foster hates to deliver papers to Mary Morgan's house because she pours water on him. There's nothing like cold water on a sand-stormy day.

## WHO'S WHO IN HHS

The Courtland, Doss, E. W. Carlyle; foreman, Clinton Jackson; scribe, Francis Harris; banker, L. B. Russell; reporter, Ralph Jennings; sponsor, James Wilson. The F. F. A.; President, Ralph Jennings; vice president, Charles Wilson; secretary, George Jones; treasurer, Roger Brumley; reporter, Billie Robinson; sponsor, B. H. Hopkins.

## Ward Group to Give Play.

A play, 'Clover Time' is to be staged by the Willing Workers Bible class of the Ward Sunday school on the evening of Friday, March 29, at the school building. No admission charge is to be made and everyone is invited.

## Card of Thanks.

We wish to express our thanks and gratitude to our many friends for their kindness and thoughtfulness shown us during our recent sorrow, and for the beautiful flowers.

ip Mrs. Barnhart and Mabel.

Suark photography has proved to be ballistic experts than when a gun is fired the gas leaks past the bullet and emerges from the muzzle before the bullet itself.—Freitag Foster in Collier's Weekly.

## Progressive News

BY OLIVE PERKINS

Mr. and Mrs. Coell Hodges and daughters spent Tuesday in the C. P. Caldwell home.

Mrs. J. C. Ricketts spent last Wednesday afternoon with Mrs. Ira Ricketts.

Mrs. Ray Hershey visited Monday with Mrs. Howard Hershey at Hereford.

The club met with Mrs. Ray Hershey last Wednesday. In spite of the dust storm seven members and one visitor, Mrs. Patterson, were present. Next meeting will be with Mrs. A. S. Higgins.

This community received a light snow and rain Monday.

Arnold Hershey spent the week end with his parents, Mr. and Mrs. Ray Hershey.

Misses Lilla Mae Short, Eunice Caldwell and Ira Jean Ricketts and Mrs. Gilbert Donovan called on Mrs. Jeff Roberson Wednesday afternoon.

A large number attended the play given by the young people Friday night. Visitors were present from Lark, Black, Hereford and other communities. The money will be used to defray the expense of lights and other things at the school house.

Messrs. and Mmes. Arch Conklin and children, and George Conklin visited in the Ray Hershey home Sunday.

F. D. Perkins and Miss Olive called on Mr. and Mrs. Frank Givan at Hereford Sunday afternoon.

Mr. and Mrs. Harie and son of Vega visited the Taylors last week end.

Gilbert and Harold Donovan made a business trip to Amarillo Wednesday.

Messrs. and Mmes. J. L. Park and Gilbert Donovan and daughter visited Mr. and Mrs. Paul

Cavendar at Amarillo Sunday. Mr. and Mrs. Kimmins of Park attended the play Friday night and visited their son, Wayne.

Rev. Shepard preached at Progressive Sunday afternoon. Howard Higgins returned home from the hospital last Sunday.



## A NEW SPRING SUIT

Not new in time perhaps but new in appearance and freshness—once it has passed through the experienced hands of this better, more economical dry cleaning service. One trial will convince you. Make that trial this week by telephoning now for our routeman to stop at your home.

**Carroll & Corbett**  
Phone 111

RAVENWOOD-NIGGERHEAD  
CHANDLER-CANON CITY  
SUNSHINE-MAILAND  
BEST COLORADO COALS  
Sold by Your Coal Dealer

PHONE 13

## CLOSE DRUG STORE

SAVE WITH US

## EVERY DAY DRUG SPECIALS

AT MONEY SAVING PRICES

ALL SPECIAL ITEMS SELL FOR CASH AT THESE PRICES!

- 50c IPANA Tooth Paste 33¢
- 50c Chamberlain's LOTION 39¢
- \$1.00 size ..... 79¢
- \$1.00 Crazy Crystals 89¢
- 100 BAYER ASPIRIN 69¢
- NYAL ASPIRIN 39¢
- 50c VICK'S Nose Drops 39¢
- 85c KRUSCHEN SALTS 59¢
- 55c INGRAM'S Milk Weed Cream 43¢



When sickness comes, two allies stand ready for your call—your doctor and your druggist. Consult your physician, follow his instructions—patronize the drug store that justifies your confidence.

## Nyal Antacid Powder



Relieves heartburn, gastric acidity, sour stomach and dyspepsia. Large jar... 50c

## EASE PAIN



NYALGESIC The Liquid Balm For SPRAINS, STRAINS JUST RUB IT ON RUB OUT PAIN—MUSCULAR SORENESS TWO SIZES 50c — \$1.00

## Ucatone

The new Vitamin Tonic that makes you eat better, sleep better and feel better. Nourishes, strengthens and invigorates—gives you a new lease on life. Large bottle \$1.00

- \$1.10 COTY'S Face Powder 55¢
- 50c Ultra-Coconut SHAMPOO 39¢
- 35c HINKLE'S PILLS 100 for ..... 19¢
- Three Boxes KOTEX 54¢
- 14 Ounces Listerine ANTISEPTIC 59¢
- 35c INGRAM'S SHAVE CREAM 29¢
- AREN'T YOU WISER? To insist on a Doctor's Formula!
- O-D-O-SEPTIC POWDER Corrective Deodorant Soothing Harmless 75c Size .. 59¢

**COLDS**  
**Creomulsion**  
Your own druggist is authorized to cheerfully refund your money on the spot if you are not relieved by Creomulsion.

**TEXACO PRODUCTS**  
Insures better mileage and as your car that extra pep that is needed now.  
**WE WILL BE GLAD TO SERVE YOU!**  
**Texas Service Station**  
GLEN SNYDER

**Your Finest Recommendation**  
**... A GOOD BANKING Connection**  
is through the proper adequate banking connections. Before you sacrifice any more opportunities in borrowing or saving... in devising and selecting a wise course in all financial matters... learn the facts about the helpful protecting counsel we can offer you. Good banking facilities such as we offer mean greatest economy and efficient progress in your business and money matters. You need them as your best recommendation.

Start a Savings Account

# First State Bank

# STAR THEATRE

Hereford, Texas

Thursday

Last Showing of

**'One More Spring'**

Warner Baxter and Janet Gaynor

Friday Only

MATINEE AND NIGHT

**'The Winning Ticket'**

With

Leo Carrillo, Louise Fazenda, Ted Healy. Lots of comedy, pep and horse racing. What would you do if you were to win fifty thousand on a horse race and lost the ticket? See this picture.

also

Chapter Four of **'BUSTLERS OF RED DOG AND COMEDY'** IT'S ALL FOR A DIME! ATTEND THE MATINEE

SATURDAY

TWO BIG SHOWS

From 10:00 a. m. to 6:00 p. m. **TIM MCOY** In a Big Red-Hot Western with **SPECIAL COMEDY**

First 25 Kids Admitted FREE!

SATURDAY NIGHT

From 6:00 p. m. until Midnight

**'The Great Hotel Murder Case'**

WHAT A PICTURE!

Featuring

That Funny Team **EDMOND LOWE and VICTOR M'LAGLEN** It's All for a Dime!

Don't miss a single picture on Fridays and Saturdays. They are real shows and the top prices are always 10c—Cheaper Than You Can Stay at Home!

Saturday Night

MID-NIGHT PREVIEW

Sunday, Monday

Tuesday

FOUR BIG SHOWINGS



**AMERICA'S SINGING SWEETHEARTS**  
A Great Musical Show  
at the West Point Hotel  
Every Friday Evening

**Flirtation Walk**  
A Great Musical Show  
with **DICK POWELL**  
**RUBY KEELER**  
**PAT O'BRIEN**  
at the West Point Hotel  
Every Saturday Night

The picture you have been waiting for.  
**NEWS AND MICKEY MOUSE**

Opening Wednesday, March 20

**'Murder in the Clouds'**

# LOCALS

Miss Inez Clark went to Amarillo Wednesday.

Dow Mercer was in Amarillo Wednesday.

Louis Woodford was in Amarillo Monday on business.

Miss Gladys Seigler spent the week end in Clovis.

Will S. Kerr was in Dimmitt on business Tuesday.

Everett W. Kinney of Plainview was a business caller here on Wednesday.

Mr. and Mrs. Ben Short of Amarillo were in Hereford Tuesday.

Mrs. Perry Graham and daughter of Dimmitt were visitors here Saturday.

Mrs. E. B. Black, Mr. and Mrs. Jim Black visited Sunday in Lubbock with Mr. and Mrs. William Black.

Mrs. Bess Jennings and Mrs. Reed Williams were in Amarillo Tuesday.

Trees need coppers at this time of year. We have it. West Texas Feed & Seed. 1c

Mr. and Mrs. Buford Farmer and Mrs. B. R. Dixon visited the museum at Canyon Sunday.

Saturday, March 16, food and bake sale at Piggly Wiggly. Benefit St. Anthony's. 1c

Mr. and Mrs. J. R. Roden of Friona were Hereford callers Wednesday.

Mr. and Mrs. Arthur Thompson and Mrs. N. E. Gass were in Canyon Sunday calling on friends and relatives.

Miss Mary Moss Richardson, instructor in the college at Canyon, was a visitor in the home of Miss Mattie Swisher Sunday.

Mrs. Ed Allen, Jr., and little daughter of Lubbock arrived Sunday for a visit with her parents, Mr. and Mrs. Mark Hanna.

Miss Beatrice Buchanan, student at Texas Tech, Lubbock, was a week end visitor with her parents, Mr. and Mrs. J. D. Buchanan.

Edgar Johnson of Thermopolis, Wyoming, is visiting his family this week. He was accompanied here by his nephew, Glenn Sullivan.

## Gas Waste Almost Doubled In 1934

The total wastage of natural gas in 1934 in the Texas Panhandle increased 76 per cent over that of 1933 it is apparent from the data supplied by the United States Bureau of Mines, declared Elmer H. Johnson, regional economist for the University of Texas Bureau of Research.

"In 1934 the total production of natural gas in the Texas Panhandle amounted to 876,000,000 cubic feet," Mr. Johnson said. "This sum was 46 per cent greater than for 1933. Of this vast quantity it is estimated that 483,000,000,000 cubic feet were wasted in 1934, as contrasted with a total wastage of 275,000,000,000 cubic feet in 1933.

"Though these figures of waste seem staggering enough, perhaps by converting these quantities of wastage of what is called 'the perfect fuel' into coal equivalent, or its oil equivalent, a more concrete basis for comparison is attained. The amount of wastage of natural gas in the Texas Panhandle alone in 1934 is roughly equivalent to 21,000,000 metric tons of coal, or 84,000,000 barrels of oil; that for 1933 roughly equal to 12,000,000 tons of coal, or 48,000,000 barrels of oil. During the past two years this appalling waste in the order of magnitude of 33,000,000 metric tons of coal is as great as the total estimated reserves of lignite and coal for the entire state.

"Moreover, for January 1, 1935, it is estimated that the wastage in the Panhandle amounted to 1,600,000,000 cubic feet daily or a quantity roughly equivalent to the wastage of 70,000 tons of coal daily.

"Furthermore, quoting a Bureau of Mines statement: 'The current production of natural gas in the Texas Panhandle is about 2,700,000,000 cubic feet daily, of which about 60 per cent is wasted.'

S. P. Rosson and daughter, and Mrs. I. O. Crosthwait and daughter visited relatives in Plainview over the week end.

Sunday, March 17, 8 p. m., two-act comedy, "Sally Lunn," at St. Anthony's Hall. Adults 25 cents, children 10 cents. 1c

Mrs. M. L. Steele returned Friday from a visit with her daughter, Mrs. J. C. McCracken and family, in Lincoln, Nebraska. Mrs. McCracken and little son returned with her for a visit here.

Noel Bryant, Hereford student at McMurry College in Abilene, has been re-elected president of the Wesley Foundation in the Northwest Texas Methodist Conference.

J. W. Blossom of Oklahoma City and E. A. Ford of Amarillo, agents of the Railway Express Agency, were business visitors Tuesday. Mr. Blossom addressed the high school student body at the morning assembly and then talked to an economics class in the afternoon on express rate structure.

Nitrate of soda applied to shrubs and roses right away makes a world of difference. See us for it. West Texas Feed & Seed. 1c

**THE CRUSADING SPIRIT**

Fred E. Sexauer, president of the Dairyman's League Co-operative Association, Inc., recently said that dairy producers may soon find it necessary to again bring into play the crusading spirit with which they have attacked their marketing problems in the past, and added: "Organization can do what the government cannot do because in government, in party politics and in public interest there is no crusading spirit that will carry a project forward. The machinery of the state is not effective because it cannot be placed that spirit of the crusader. That can come only when groups of people so thoroughly believe in what they are doing that the motivating spirit behind them are not selfish, but instead there is a deep desire to do those things which are beneficial not alone to themselves, but to their neighbors, their state and their country."

In those words, Mr. Sexauer gives an excellent picture of the "secret of success" of the farm co-operative movement. The best farm co-ops have always been crusaders; their problems have changed from year to year as old ones were settled and new ones arose, but the crusading spirit was never lost. It was shared by management and members alike—every person connected with the organization, whatever his capacity, worked tirelessly, faithfully and to the utmost in advancing the interests of all concerned.

The crusading spirit that carried the co-ops through five years of depression is the best asset they have in meeting the issues

## QUARTER-MILLION TOURS IN TEXAS, SAYS CONOCO

Popularity of Texas as a Mecca for automobile vacationists from all parts of the country is indicated in a report just released by the Conoco Travel Bureau. According to the report 239,470 travel bureau tourists spent more than \$9,852,480 in this state last year.

It was also revealed that motor travel throughout the United States was unusually heavy during 1934. Hotels, tourist camps, restaurants and many other types of business took in more money from tourists than during any other year since 1929. The bureau supplied detailed trip services to 960,485 vacationists a figure 41 per cent greater than the organizations total for 1933. Statistics also show that travel bureau tourists spent in excess of 40 million dollars while they were away from home.

### Mrs. Sweet Is Visitor.

Mrs. Floyd Sweet of Fort Worth is at the bedside of her brother, Jimmie Williams, who is now at the home of his parents. Jimmie is recovering rapidly and it is hoped he will soon be able to be about. Mrs. Sweet is the former Irene Williams, who until recently lived in Austin.

### C.C.C. Chatter

By "Anson" Weeks

First Lt. S. R. Swaller, 365th Observation Squadron, Air Reserve, has been assigned to the company. He resides in Enid, Okla. He will be assistant to Lt. Wm. C. Lafield, in command since the departure of Capt. Ward R. Miles. Lt. Swaller was formerly a member of the famous 94th (Hat-in-the-ring) Pursuit Squadron.

Sixteen enrollees have been discharged since March 1, due to obtaining work or their presence needed elsewhere. This leaves the strength of the company at 162. It is hoped to have full company strength of 222 in the next enrollment period beginning April 1.

Robert "Gumshoe" Dawson has been detailed as truck driver since the departure of the former driver, Joe Hill.

Mrs. "Dot" McMillian returned

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to Oklahoma City with her parents, who spent a short time here. Axel E. Anderson has returned from a visit to his home at Childress.

Leader Earl Stratton, former mayor of Blum, is visiting his home.

Martin F. Hoge was granted an emergency pass to visit his family at Slaton on account of sickness.

Mr. and Mrs. J. C. Williamson are celebrating the arrival of a son. Mother and son are doing nicely.

Arrangements are being made for a dance to be held in the mess

hall at the camp Friday evening, March 15. Ladies will be admitted free but a charge will be made for escorts. Complete plans will be announced later.

Mr. and Mrs. John W. Parrish are celebrating the arrival of a daughter.

Henry Bialock, socialite of Turkey, visited his home during the week.

Edwin "Field Artillery" Hinnebur is visiting his sister in Oklahoma City.

More than 20 members of the company have signified their intention of leaving the company on or about April 1.

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- The Farm Journal... 1 Yr.
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