

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th Year—Number 3.

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Mrs. J. W. Cox Victim of Fire; Home Burns

Gasoline Blaze Result of Clothes Cleaning; Condition Grave.

Condition of Mrs. J. W. Cox was still critical late Wednesday, said attendants at the hospital where she is a patient. Mrs. Cox suffered severe burns in a gasoline fire at her home near Summerfield last Friday afternoon.

She was cleaning clothes on the back porch with gasoline. Because it was cold out of doors she took her work inside, thinking she had turned out all fires.

But the gasoline caught fire. In an attempt to save the house Mrs. Cox picked up the tub and started for the door but slipped and fell, spilling the flaming liquid over herself and throughout the room.

Frankie, she tore the clothing from her body and wrapped herself in a quilt to smother the flames then ran outside, calling for help. A passing truck driver rushed her to Hereford for medical attention.

Mr. Cox was working in a field some distance from the house and arrived too late to save anything. The house, windmill, well house and chicken house all burning up. The house was the old McMillan place, two miles east of Summerfield.

Mrs. T. C. Canfield, a daughter, and C. T. Cox, son, of Plainview arrived Friday night. Mr. and Mrs. Lonnie Nance of Amarillo, Morris Nance of Plainview and Mr. and Mrs. Wiley Nance of Kinney were also here. The Nances are brothers.

Work Is Resumed On Highway East

Construction on Highway 24 east of Hereford was resumed by relief laborers Tuesday morning after a layoff of 10 days. A crew of 40 men, two trucks and two teams reported to Engineer Cooper Dewey Tuesday.

Most of the men are being used in the cattle pen. Others are driving trucks and some are working the cattle after it is dumped on the road.

The cattle strip has progressed to a point nine miles east of the city. A single course is being applied. Relief labor and highway department supervision are being used in this construction.

Hog Law Vote Saturday.

Precinct Four's hog law election will be held Saturday with voting boxes at Fairview, Ford, Sims, and Biggs schools. Only land owners will be allowed to vote.

The 1934 poll tax receipt will be returned to land owners before they will be eligible to vote.

President's Birthday Ball Wednesday Will Help Young Cripples

Arrangements Completed for Celebration Here; Carter Building To Be Scene of Party; Funds Will Assist Local Children.

During the past year a dozen or more crippled children from this county have been given medical and surgical treatment. And outside of incidental expenses, this county has not paid a cent of the cost.

But it will be different after next Wednesday night when people of Hereford and the surrounding area dance at the President's Birthday Ball. Seventy per cent of the proceeds will be kept to spend on local children. The remainder will go to the national organization.

The dance will be held at the Carter building on South Main. Another building will be used to handle the overflow crowd. Business and Professional Women are handling advance ticket sales. The charge is one dollar for couples or single.

Prentice Rossen is head of the

COUNTY FOURTH IN AAA PAYMENTS

Figures released last week reveal that only three counties in the Panhandle district received more benefit payments from the AAA than did Deaf Smith in 1934.

Ochiltree county, the biggest producer of wheat in Texas, led the parade with benefits totaling \$490,264. Hall county was next with \$422,000, and Collinsworth third with \$410,701.

Deaf Smith county's total was \$398,124. This figure includes 1934 allotment payments that have been made.

March 15 Final Income Tax Day

Income tax returns of persons required to file them must be in the collector's office at Dallas before midnight of March 15. Several changes have been made since last year.

Both husbands and wives must now sign the joint returns. Either may prepare and acknowledge the returns, but the signatures of both must be affixed. Further, the new form 1004, which is a pink slip, must be executed and submitted together with the income tax return. Failure to do this will result in an arbitrary charge of \$5.

Taxpayers are urged to file their returns at the earliest possible time and avoid the rush conditions that prevail during the final days of the filing period.

AGRICULTURE POLICIES WILL BE AIAED IN COMMUNITY MEETINGS

Agricultural policies of the county will be worked out at a series of meetings to be held this week and next by the Community Agricultural Associations. Meetings were to begin this morning and will be completed next Thursday.

The councils in the communities will be organized at the meetings and new officers for the year will be elected. Other matters to be considered are the 1935 corn-hog contracts, measuring of wheat lands and the 1935 compliance papers, farm record books.

B. H. Hopkins, agriculture instructor, and Dewey Reed, county agent, will attend all meetings. They will distribute the record books and confer with farmers on bookkeeping methods.

The schedule of meetings follows:

- Thursday, January 24, Bippus, 7-30 a. m.; Friday, January 25, Sims, 10 a. m.; Ford, 2 p. m.; Ward, 7-30 p. m.
- Wednesday, January 23, Hereford, 2 p. m.
- Thursday, January 31, Fairview, 10 a. m.; Dawn, 2 p. m.

Presidents of the community associations are: Bippus, J. W. Kirby; Dawn, H. H. Miller; Fairview, L. L. Womble; Ford, Mal Stewart; Hereford, George Bruney; Messenger, L. H. Woodford; Sims, B. E. Kinney; Ward, Jim Lipscomb; Westway, Paul Mathers. All farmers are urged to attend.

Another Rabbit Hunt Scheduled Friday at Vega

"We've just begun to fight," announced Dr. O. H. Loyd of Vega in telling of another rabbit drive the Kiwanis Club of Vega is sponsoring for tomorrow. Not content with more than 13,000 rabbits killed in a drive southwest of Vega a couple of weeks ago, Loyd and his cohorts are moving to a more thickly populated area.

This time the drive will cover an area lying just southwest of that covered by the other campaign. Everyone from everywhere is invited. Instead of trying to close in on a spot the hunters will advance in a straight line.

Experience has proved rabbits do not run very far and there is less danger in an advancing line. Hunters will go with the wind instead of against it, regardless of the way the wind is blowing.

Hunters will meet in Vega and Adrian at 9 o'clock. The drive is to get under way before 11 o'clock.

Many Hereford residents and worlds of farmers from the north part of the county will join in the drive. Most of the area to be covered is in Deaf Smith county.

A drive at Hart last Tuesday netted 3,000 rabbits when about 100 farmers gathered for a campaign of slaughter. Bad weather cut the number of hunters down considerably.

Season's Coldest Spell Hits Sunday

Coldest weather of the season was recorded here last Sunday and Monday when the mercury plummeted to zero. The low mark was recorded early Monday.

The cold came on the wings of a fast north wind shortly after noon Sunday. The temperature began to fall and continued its rapid descent until midnight. From that time until daylight zero was the figure. It became warm again late Monday, and Tuesday was quite balmy.

Wednesday dawned cold with the temperature down around 12 degrees. No moisture came with the cold.

FRIONA CAGE TEAMS WILL PLAY WHITEFACE CREWS HERE FRIDAY

Friona's high flying Chieftain and the girls cagers from that city will be guests of the high school basketball teams at the gym here Friday night.

Coached by Russell Morris, former star with the West Texas Buffaloes at Canyon, the Chiefs are conceded to be a formidable foe. In fact, they held the powerful Canyon Freshmen to a close victory on the Canyon floor last Friday evening.

Tom McCollum allows as how his Whitefaces are coming along fine and is figuring on giving the Indians a scrap for their lives. As for the dope on the battle, there is none. And Coach James Wilcox's feminine team is gathering steam with every contest. They've conceded an edge.

Game time will be 7:30. Admission will be a quarter. At both previous home games the house has been packed to the rafters.

WILDORADO SATURDAY FOE AT GYM

Wildorado's boys and girls basketball teams will come here for games with the local high schoolers Saturday night. B. H. Hopkins announced this morning. Arrangements for the game were completed by telephone. Wildorado will fill an open date on the Hereford schedule.

New suits for both the boys and girls arrived yesterday and the Whiteface teams will make their first appearance in the new maroon and white flery Friday evening when they play Friona.

FERA Classes Will Continue Another Term

Retain Same Teachers for Next Semester; Meeting Monday.

Adult education courses will be continued here after February 1. That announcement was made yesterday by Miss Lillie Hostetter, director of the FERA school. The present period ends with January. The new period will begin February 1 and last probably four months until the first of June.

Persons now enrolled in the classes and others interested in the work are asked to attend a meeting in the district court room next Monday evening at 7:30. Plans will be outlined and any suggestions as to changes and courses that might be added will be discussed.

All teachers now conducting classes will be retained. Faculty of the school is composed of Mrs. John Boling, Miss Ella Broadwell, Miss Frances Dameron, Mrs. Nelle Culpepper, Miss Gladys Selger, Beryl Witherspoon and Mrs. Ralph McCullough.

Subjects being taught are economics, history, shorthand, typing, Spanish, dramatics, literature, electricity, mechanical drawing, bookkeeping and English. Total enrollment in all classes is 150.

FERA classes have been conducted here since late in 1933. They were suspended during the summer but have run concurrently with the public schools the remainder of the time.

Sheriff's Cash Register Stolen

About a year ago someone broke into the sheriff's office with intent to rob, but the cash register stuck when a key was pressed and the marauders left without money. Last night they did not make the same mistake.

Robbers took the cash register from the sheriff's office. They broke in a window of an adjoining office. Nothing else was stolen. More than \$25 in cash was in the register.

Not content with that, the thieves or thief apparently the same ones—knocked a sign out of the east door of Rockwell Bros. & Co. lumber office. They took an adding machine, apparently believing it to be a cash register.

The machine was found in the yard smashed to smithereens. "The robbers apparently were not familiar with the building industry or they would have known better than to look here for money," John Olson, manager, observed.

Magazine to Use Chorus' Picture

A picture of the Hereford Civic Chorus will appear in an early edition of the National Music Clubs Magazine. Miss Mattie Mae Swisher, director, received a request for the photograph this week.

A program with an organist will be given by the chorus sometime in February, the date to be announced later. Rev. J. O. Strother will be at the organ.

Regular rehearsal will be held next Sunday afternoon at 3:00 o'clock at the church. All members of the chorus and any new singers who are interested will be welcomed.

Income, Expenses Higher For 1934

Debits Paid, Park Site Bought; Balance Is Increased.

More money was taken in, more was spent and more was left on hand at the end of 1934 in the county than was the case the previous year. The financial report for the past year, compared with 1933 figures, is published in this edition.

To begin with, 1934 was started with a smaller balance on hand than was 1933. It was \$17,167.96 as compared with \$22,394.69 the year before. Almost every item of income was greater. Principal increase was, of course, in tax receipts with \$62,581.71 collected, as against \$36,500.31 the year before.

Total receipts came to \$105,293.98 whereas the total for 1933 was \$83,393.59. At the end of 1934 the county had \$20,768.64, and a year ago the balance was \$17,167.96.

Concurrent with increased income, expenditures climbed. The park site was bought at a cost of approximately 10,000. Then there was \$19,924 and some cents paid on debts as compared with a mere \$10,000 in 1933. About \$10,000 was on the hospital bonds, which were refinanced so as to save the county about \$30,000 in the next 15 years.

About \$5,000 was spent for new road machinery and other equipment. None was spent for this purpose in 1933. County road maintenance expenditures were increased from \$13,000 in 1933, to \$19,000. Other expenditures went up accordingly.

"Although expenditures went up," Judge C. W. Humble pointed out, "we are still living within our income and getting lots of debts paid. We are proud to say Deaf Smith county's budget is balanced."

Whitefaces Add Canyon's Scalp In Cage Battle

Starting off in high gear and staying that way long enough to get a safe lead, Tom McCollum's Whiteface cagers bagged another court victory last Friday night by beating Canyon, 22 to 17.

Coach Cleve ones' quintet made a magnificent rally in the final verse, but a seven point deficit at the half proved too much for them to overcome.

Although he left the contest in the fourth quarter because of foul, J. D. Clayton was big scorer with four field goals and a charity toss for nine. L. B. Russell was second with four from the floor, all in the opening canto.

Taylor, fast Canyon forward, counted seven for his side and Elliston made a half dozen. It was the second straight win for the homelings on their own floor. They lost to Tulia a couple of weeks ago on the latter's court.

Crippled Children Group Is Selected

C. W. Humble, county judge, has been appointed chairman of the county's Crippled Children's Committee by the Texas Society for Crippled Children. Appointment was made by H. H. Abbott, Austin, executive secretary.

Humble has chosen as his committee the following: Glen Weir, American Legion; Elia Alkman, Business & Professional Women; Mrs. Bill Smith, Legion Auxiliary; Mrs. Alex Thompson, federated women's club; B. N. Shepard and F. R. McWilliams, ministers; F. W. Dodson, rural schools; Prentice Rossen, Lions; C. H. Dillehay, city schools.

It will be the work of the committee to locate crippled children and arrange to take them to clinics. As has been the practice in the past, children will probably be sent to the regular clinics held by the American council.

During the past year more than a dozen children have been sent from here to the Amarillo council and all have been hospitalized at no expense. Three were sent to the clinic December 17, one of whom was given a major operation and the others braces and treatment. It is planned to give a portion of the proceeds from the President's Birthday Ball to the Amarillo Council to assist in paying for this attention.

Girl Cagers Vanquish Canyon Sextette Friday

With the same control of the situation they have shown from the start of the season, the girls team of Hereford High continued their victorious ways last Friday evening by downing Canyon's lussies, 25 to 19.

Amassing a 22 to 5 lead at half time, the Hereford first stringers left game to their less experienced substitutes during the closing frame. After seeing their amazing lead melt away, they were rushed back in the fray with but minutes to play and quickly racked up three points while holding the enemy safe.

Schmitz, Canyon forward, led the scoring with 12, ten of which came in the last half. Smith made eight for the winners and Arthur made seven.

MONEY, MEDICINE WILL BE DISCUSSED BY CLASS

Monetary system of the United States will be discussed by Harry Fritz and Travis Dameron at the next meeting Monday evening of the adult economics class at the court house.

Dr. T. L. Morgan and Miss Eva Virdon, hospital superintendent, will discuss social medicine at the Tuesday night meeting.

John Olson led a talk on the Federal Housing Act at the session last Tuesday. Mrs. J. J. Boling is instructor of the class.

Tax Penalty Exemption Is Put In Force

Current Taxes Due This Month; Poll Levy Is Required.

Delinquent taxes may now be paid without penalty or interest. A concurrent resolution adopted Tuesday by the legislature and signed by the governor made the law effective at once.

The law remitting penalty and interest was originally scheduled to become operative February 9. It was passed at the special session last fall.

State and county taxes are affected under this law. Numbers who have wanted to pay taxes recently, according to Pete Marchison, deputy collector, were unwilling to pay penalty and interest if by waiting they could avoid it.

Taxes for 1934 will become delinquent after this month if not paid. Only on taxes prior to 1934 is the remittance law effective. Commissioners urge early payment if the county is to avoid issuing warrants to take care of current expenses.

Poll taxes are also due. While this is not an election year, there will likely be voting upon prohibition and local option laws as well as several proposed constitutional amendments. Both men and women are required to pay poll taxes and unpaid poll taxes are liens upon property.

Automobile license fees are not due until February 1, but they must be paid between that date and April 1. No extension of time is likely to be granted on payment of these fees, according to authorities.

Tax payments thus far have been only fair, Marchison reports. He expects a substantial increase in delinquent payments with the removal of penalty and interest, however. There will be the usual rush at the end of the month on payment of current taxes, he pointed out.

Propose Cattle Swap at Cannery

Although the cattle buying program has ended, relief officials are working on a proposal to continue operations of the caming plant at Amarillo. It is the plan to slaughter and process cattle on a 50-50 basis.

Owners of cattle who want meat may deliver the animals to the packing plant at Amarillo, under the plan, and half the meat will be turned back to them, the relief organization keeping half as toll. Owners of animals would not be required to furnish any material or money.

In order to find out if the plan will work, officials need to know how many cattle will be available for February and March under such arrangement.

For this reason cattle owners of Deaf Smith are requested to get in touch with Walter Pickett, relief administrator, or Dewey Reed, county agent, and let them know how many animals to expect.

Chisels Find Favor With Local Farmers

Chiseling is growing popular with Deaf Smith county farmers who are ever on the alert for ways and means to conserve rainfall and prevent blowing of soil.

The chisel is a new implement invented and tried with success last year by an Oklahoma farmer. It can be made by any blacksmith and replaces the point and moleboard on the ordinary lister.

Blacksmiths here are turning out several sets per day. Prices range from \$1.75 upward per chisel, depending upon its length and the amount of work and metal necessary.

It is a piece of metal about three inches wide, a half to three quarters inches thick and of sufficient length to plow a foot to 18 inches deep. It attaches to the lister beam, replacing the point and plow part of the lister.

The chisel conserves moisture by breaking the topsoil and penetrating the hardpan, thus allowing every drop of rain to soak in instead of flowing away.

Two factors enter into the prevention of wind erosion. First great flakes of hardpan are thrown to the surface as air flows; these the wind cannot carry away. Then the moisture absorption makes the soil much more cohesive after moisture has fallen. Further, the chisel does not pulverize the soil into the fine dust so susceptible to the winds.

Numbers of farmers here started using chisels last fall after learning of them through wide publicity given by newspapers and farm magazines. Taylor & Reed and John L. Jacobsen, blacksmiths, are retailing the implements in Hereford and they estimate more than 50 sets are in use in the immediate vicinity.

The chisel is used either before or after any type of planting. It is cheaper than the lister because it does not make ridges or furrows to be leveled. Farmers also report it quite successful for use in summer fallowing wheat land as the benefits of moisture conservation and erosion prevention accrue just the same.

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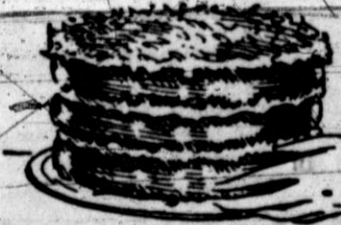
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Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. & Addison Hunter spent last Monday night in the home of his sister, Mrs. M. L. Simpson.

Mrs. G. H. Brookes visited last Tuesday evening with Mrs. F. Axe while her son, E. T., and Mr. Axe attended a farmers meeting at the Jumbo school house.

Mr. and Mrs. Charles S. King and son, Gerald Gene, were Sunday guests of his sister, Mrs. Geo. Ward and family of Hereford.

S. M. Hunter has been sick the past week with influenza, but is able to be out again.

Mrs. Trinita Boothe and sister, Miss Kathleen Hardy, have been recent victims of mumps.

G. D. Spencer was a Sunday guest in the L. E. Beck home.

Mrs. Mildred Bailey and Miss Louise Goats spent Monday night in the F. H. Dyer home. A birthday supper was prepared in honor of the birthday of Mary Jean and was enjoyed by those present.

Norma Hunter was also a guest. Owing to the extreme cold morning the patrons were unable to bring their children to school, and no school was held Monday at Jumbo.

Mrs. Jessie McGinnis and son, Bill, called Thursday night in the W. W. Adams home.

Mr. and Mrs. H. C. Baird and daughter, Mary Ann, and Miss Virginia Nix of Hereford, Mr. and Mrs. Ullman Hunter and twin daughters and Frank Jones were Sunday guests in the J. W. Berry home.

L. A. Matthews and family called Thursday evening in the J. C. Stork home.

Mrs. Belle Oxford and son, William, spent Monday in the L. E. Beck home.

M. L. Simpson and family were Sunday guests in the I. H. Spratt home in Hereford.

Mr. and Mrs. Finis Hunter and daughters entertained the teachers, Mrs. and Mrs. C. S. King and Gerald Gene, Mildred Bailey, Miss Louise Goats and Frank Jones at a splendid supper last Tuesday evening after which the rest of the evening was spent in playing dominoes and 42.

Mrs. Mildred Bailey and Miss Louise Goats spent Thursday night in the J. C. Stork home.

Mr. and Mrs. A. C. Flowers and son, Jack, were Sunday guests in the L. C. Baggett home.

Jumbo community was well represented at the picture show in Hereford Sunday afternoon as J. C. Parker gave complimentary passes to all Jumbo people for the performance. Thanks, Mr. Parker.

Mrs. Mildred Bailey's room had charge of the chapel program Friday afternoon. Two one-act plays were given with several individual numbers made up a very interesting program. Much interest is being taken in these chapel programs, as each time a number of visitors are present.

A number of Jumbo ladies gathered at the home of Mrs. Finis Hunter last Thursday and quilted a quilt for her. Each brought a covered dish for luncheon.

Tuesday night County Agent Wayne Thomas met with the farmers at the Jumbo school house to discuss the relief program for the coming year. A community committee consisting of Messrs. F. G. Randall, chairman; L. E. Beck, vice-chairman; and J. J. Wilder, secretary, and a boys' 4-H committee was appointed, with F. J. Axe chairman and F. L. Pinckert and M. L. Simpson, assistants.

Erskine Jones took the junior basketball boys to Happy last Tuesday, where they played the Happy junior boys. The score was Happy 18, Jumbo 13. Wednesday the senior boys went to Hereford and played the second team, the score being Hereford 15, Jumbo 25. On Thursday the senior and junior boys and girls teams played Westway, the scores being senior boys, Westway 5, Jumbo 22; junior boys, Westway 21, Jumbo 23; girls, Westway 2, Jumbo 32. The teams and coaches were proud of their victories.

Mr. and Mrs. Edwin Mauk entertained a number of friends in their home with a chili supper Saturday night, after which bridge was played until a late hour.

Luther Lee Beck received high score, Mrs. Ullman Hunter low. Those enjoying the evening were Messrs. and Mrs. W. C. Nix and Wes Brady and families and Lee Renfro of Hereford; Messrs. and Mrs. H. C. Baird and family, L. E. Beck and son, Luther Lee, and J. W. Berry, and Mr. Frank Jones of Jumbo.

AT THE STAR THEATRE

Friday's picture, for afternoon and night the Viennese musical "The Night Is Young," featuring Ramon Navarro and Evelyn Laye. The picture is based on a story by Yiel Baum. Music lovers have a treat in store when they hear the song hits of this picture. Supporting in the cast are Una Merkel, Edward Everett Horton and Donald Cook.

Saturday, matinee and night, will show Phillips Holmes, Edward Arnold and Mary Carlisle in "Million Dollar Ransome." The story by Damon Runyon is packed full of romance, intrigue and suspense.

A Columbia picture, "The Captain Hates the Sea," will be the attraction for Sunday, Monday and Tuesday. This is a comedy of laughs, mix-ups, heart-breaks, romance and surprises. Featured in the cast are Victor McLaglen, John Gilbert, Allison Shipworth, Wynne Gibson and Helen Vinson.

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

Messenger News

BY ESTELLE WILLIAMS

Take Produce to Carl's Gro. at Messenger, Jan. 18.—Rev. Burnett of Gallup, N. M., preached here Sunday. Preaching each first and second Sundays.

Lewis Ralph and Hoyt Smith who have been visiting in Oklahoma since Christmas, returned home Wednesday.

James Wilson, who has been attending school at Hereford, started to Messenger school Monday.

H. L. Agee took his son, Elden, to Amarillo to have a growth removed from his eye. Mr. Fanning went as far as Hereford with them.

W. A. Whitson and Quince Williams were in Friona Monday on business.

Arthur Hart and Mr. Wilson have been in Colorado the past week on a deer hunt.

Those in Hereford Friday were Charley Brown and family, W. A. Whitson, Quince Williams, Preston and Marlan Hart and Fred Pitman.

Quince Williams spent Monday night and Tuesday in the W. A. Whitson home.

Those on the sick list are Mrs. Hart and son, Harold, Nola Faye Smith and Wanda Jean Short.

G. W. Wells, J. B. Overstreet and Quince Williams were among those in Hereford Monday.

Mrs. G. W. Wells and son called at the Williams home Friday.

Those in Hereford Saturday were Mr. and Mrs. Clayton Woolter and children, Ben Bates, Mr. and Mrs. Fred Pitman and children.

Mr. and Mrs. G. W. Wells and children and Mrs. E. C. Mackie of Hereford were in Amarillo one day last week.

Leo Beaser and Bill Shafer called at the L. M. Williams home Tuesday.

Ben Bates spent Saturday night and Sunday in the W. A. Whitson home.

Jean Maur is here visiting her sister, Mrs. Fred Collett.

Tom and Raymond Annen of Nazareth and Genevieve and Estelle Williams were guests in the W. A. Whitson home Friday.

Mr. and Mrs. L. E. Ware spent Friday night with her mother and family, Mrs. L. M. Williams. They also visited his brother, Forrest, at Friona.

Mr. and Mrs. Cecil Guseman and daughter, Mr. and Mrs. J. A. Pitman and daughter spent Sunday in New Mexico.

Choose Your Foods Carefully BE SURE OF QUALITY, TOO

FRIDAY AND SATURDAY SPECIALS

SUGAR	10-pound cloth bag	50¢
SYRUP	W. S., gallon	54¢
OATS	Crystal White, large	23¢
SOAP	BIG 4, 5 bars	14¢
BEANS	Cut Stringless, 3 No. 2 cans	26¢
PICKLES	Sour mixed, quart	15¢
SPUDS	10 pounds	15¢
TOMATOES	3 No. 2 cans	25¢
GRAPEFRUIT	6 for	16¢
APPLES	Winesap, dozen	25¢
CORN FLAKES	Package	10¢
COFFEE	W. S., 1-pound jar	33¢

WE ARE PAYING—

Heavy Hens, cash	11¢	Trade	12¢
Eggs, cash	20¢	Trade	22¢
Cream, at present		Trade	28¢

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Half-Ton Chassis	5390
With Cab	490
With Cab and Pick-up Body	515
With 6 ft. Panel Body	630
With 7 ft. Panel Body, 125 in. wheelbase	667
With 6 ft. Canopy Top Express	615
With Station Wagon Body	720

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Rural School News

WESTWAY

Mid-term examinations were given last week. There is an appreciable decrease in the percentage of failures this year over last in the high school. High school is adding a course in typewriting.

A debate club has been organized under guidance of Miss Dodson. Members are Herman Tedford, Wayne Little, S. J. Cook, Pauline Edwards and Wanda Downs.

They are studying the Inter-scholastic debate question in regard to public ownership of utilities. Out of these members our representatives will be chosen. Later it is planned to hold a debate here with another school, to which the public will be invited.

In an effort to broaden the pupils' horizons and fit them for citizenship, Westway school is fostering extra-curricular activities. One in music, this being introduced in primary grades through the rhythm band and playing of records. Upper grades have organized a harmonica band. Group singing is held once a week. Twenty will comprise a chorus to enter choral singing in the county contest. Fifth grade pupils are correlating picture study with language work. Story telling, declamation, music memory, arithmetic, extemporaneous speech and ready writers are other contests in which pupils show great interest.

School visitors last week were Mrs. Landes, Newton and Little. Westway school is glad to have Harold and Kenneth Rudd from Spring Lake as new pupils.

Due to illness, exchange of plays by Summerfield and Westway schools has been postponed until further notice.

Outclassed in size and age, the Senior boys lost in basketball to Jumbo 22 to 5. The game was more

interesting than the score indicates. Our boys had possession of the ball most of the time and outclassed the visitors in passing but lacked scoring ability. Junior boys lost 23 to 21 to Jumbo Juniors. Westway girls lost to Jumbo by a decisive score.

HEISELMAN

The first and second grades have just finished making vegetable posters. They made a man out of a squash, a tomato, turnip, some corn, potatoes and celery. He looks like a real man.

Jack Redder was absent three days last week because of illness. The first grade is very proud of their new readers, received last Friday.

Leatrice West received the prize last Friday for making the most stars in the good health contest.

Pupils have finished making window decorations for the month. They made pictures of people and animals who live in the far North.

MESSINGER

Regular practice is being held at the school on the three-act play, "The Blue Bag." The cast is: Antop, Wilson Wylly; George, Lewis Smith; Chattanooga, Jewel Busell; Cindy, Mrs. Coleman; Obadah, Mr. Coleman; Allan, James Coleman; Enid, Marie Smith; Jim, Mr. Agee; Molly, Mrs. Agee; Letty, Myrtis Wylly; Bill, Ralph Smith. The play is directed by Bob Lindsey, Jr., principal, and will be presented in Messenger, Bippus and Westway, also Friona. A hen-pecked husband, dumbbell maid, and a young couple eloping add zest and laughter to the persistent search for the Blue Bag—and there is four of them.

Marion Hart withdrew from school last week to attend Hereford high school. James Wilde who has been attending St. Anthony's in Hereford, entered the fifth grade.

Students and faculty have concentrated since last week on Inter-scholastic League preliminary elimination. Each pupil is required to try-out in all events. The principal field of activity on the playground has been in tennis tournament which is being played off in brackets.

During the season's thickest and storm at the school last week, Bob Lindsey, teacher, had to strike a match to see an Algebra problem on the board—believe it or not.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

The pastor has recovered from his illness and was here Sunday and Sunday night.

Mr. and Mrs. Deaver and family spent last week end with Mr. and Mrs. Robertson in Amarillo. The school has been taking mid-term examinations the past week. H. J. Oglesby was in Hereford on business last Monday.

The WMS met last Thursday afternoon with Mrs. Cecel Allred. Mr. Rogers has recovered from an attack of influenza.

Mr. and Mrs. L. Price and family and Mrs. Roberson of Vega were Sunday guests in the Pleas Brown home.

H. J. Oglesby recently found where a yearling belonging to T. E. Seliger had been butchered in his field. Farmers here are on the lookout for these thieves, and was beside them if caught.

Jas. Dyer has been suffering an attack of mumps since last Thursday.

Mr. and Mrs. Heaton have recently moved to Ford Community. Bud Heaton of Ford is working for Dick Allred.

Dick Allred made a business trip to Hereford last Monday. Louis Lee of Ende, New Mexico, visited in the L. C. Moore home last week.

Jack Moore has returned from a trip to Ende.

Mr. and Mrs. Cecel Allred made a trip to Hereford last Monday.

Mr. and Mrs. Keller and family have moved from Greer to this community, and we are glad to welcome these people here.

Westway Items

(BY WILMA SKYPALA)

Mrs. Josephine Skypala of UMBARGER is spending a few weeks in the V. Skypala home.

Mr. and Mrs. J. L. Hyde made a business trip to Mulshoe Saturday.

Mr. and Mrs. Leslie Vaughn spent Sunday in the T. L. Vaughn home.

Mr. and Mrs. Roscoe Landers spent Sunday night with Mr. and Mrs. Rat Roe.

Mr. and Mrs. V. Skypala and daughter made a business trip to New Mexico Saturday.

Mr. and Mrs. J. L. Hyde spent Friday night in the J. W. Hyde home.

Mr. and Mrs. J. H. Landers spent Monday evening with Mr. and Mrs. Guy Lawrence at Walcott.

The Ott family is on the sick list this week.

Rev. Campbell of Hereford will preach here next Sunday afternoon.

NOTICE TO CITY TAXPAYERS

City property taxes will become delinquent if not paid on or before January 31. If the split payment plan is adopted the first half must be paid this month. The commission urges early attention of all taxpayers to this obligation.

The City Commission.
By C. J. Faddock, Mayor.

Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

Mr. and Mrs. M. B. Stone visited in Hereford over the week end.

Mrs. Morel and Eldon Harris were Hereford shoppers Saturday. Mr. and Mrs. T. P. McCollister entertained a party both Tuesday and Wednesday.

Mr. and Mrs. Arlie Dean attended the show in Hereford Wednesday night.

Mr. and Mrs. W. L. Weaver and Vincent and Elsie Friemel attended a birthday party at Westway last Thursday night.

Mr. and Mrs. Arlie Dean and Mrs. L. T. Fletcher attended the

Firemen's dance at Hereford last Thursday night.

A blizzard blew up Sunday freezing a number of pipes that night. Clem Friemel and family took Sunday dinner with Mrs. Huckert in Hereford.

Miss Louise Dean spent Thursday night with Mrs. Morel and Miss Mary Louise Loyd.

Miss Loyd turned out school at noon Wednesday on account of the storm.

L. T. Fletcher returned to the Arlie Dean home Friday night.

Mr. and Mrs. Arlie Dean and Louise were in Hereford Saturday. Mr. and Mrs. B. R. Fulkerson were Hereford shoppers Saturday.

Mr. and Mrs. Arlie Dean and Louise, Mrs. L. T. Fletcher and children attended the show at Hereford Friday.

Winter Service! FOR YOUR CAR

Drive in today and let us check your car for anti-freeze, winter-weight Texaco Oils and Greases. Don't take a chance of freezing up.

Texas Service Station

GLEN SNYDER

Have You Ever Tried to Sell a Rent Receipt? Build One?

You Are Paying for a House, Why Not

R. H. KEMP LUMBER CO.

GRANT A. FULLER, Manager.

HEREFORD

TEXAS



NOTICE: Friendly Builders' Hour now on the air on Friday Night at 9:30 P. M. Tune in on WFAA, WOAI or KFPC. It's Good!

WRECK!

Have you seen the New Car Wreck at Brumley Chevrolet Company's? It's the worst you have ever seen. Come look it over.

Brumley Chevrolet Co.

HELP

Yourself By Bringing Us Your Produce!

WE PAY TOP CASH PRICES FOR ALL THE CREAM, POULTRY, EGGS, HIDES THAT WE CAN GET.

AND LOOK WHAT WE SELL JUST-RIGHT Feeds MERIT FEEDS

STOCK SALT, SEED, GRAIN, COAL

West Texas Feed and Seed Co.

Phone 265.

We Buy Produce.

Proper Lighting

IS IMPORTANT TO

GOOD HEALTH!

Weakened or strained eyes can cause a number of general health troubles.

Proper lighting is really one of the major home problems today. For the young student nothing is more important than proper lighting for reading or study.

One of the major advancements in proper student lighting is the new "student lamp" that is on display in our showroom. Come in today and let us explain just how this light is better.

TEXAS UTILITIES CO.

SAVE YOUR PURCHASE RECEIPTS FOR THIS LUNCHEON SET!



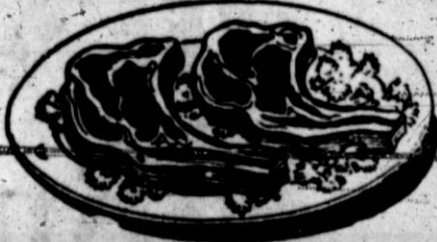
Twenty Dollars worth of grocery receipts and only 98 cents buys this beautiful 19-piece set of dishes. Come in and ask us about them.

PRICES GOOD FRIDAY, SATURDAY AND MONDAY

PICKLES Whole, sour or dill, quart jar	16¢	PEAS Le Grande Early June, No. 2 can	12¢	PRUNES Italian, in syrup, No. 2 1/2 can	12¢
PORK and BEANS Phillips' Delicious, medium can	5¢	PUMPKIN Libby's Fancy Custard, No. 2 can	11¢	PEACHES In heavy syrup, No. 2 1/2 can	18¢
CUT BEANS 3 No. 2 cans	25¢	PINEAPPLE Hillsdale Half Sliced, No. 2 1/2 can	19¢	SYRUP Brer Rabbit Pure Cane, No. 5 can	29¢

Fruits — Vegetables

LETTUCE Crisp, head	2¢
CABBAGE Firm heads, pound	3¢
SPUDS 10 Pounds, Red or White	15¢
APPLES Winesap, medium size, dozen	20¢
BANANAS Yellow ripe, 3 pounds	20¢



ROAST 12c

Cut From Choice Baby Beef

Made in our market from Selected Beef Cuts	
CHILI No. gristle, 1-pound brick	18¢
ARMOUR'S Small Sugar-Cured, Half or Whole	
HAMS Cheaper than salt bacon, pound	21¢
BACON Armour's Star, machine sliced, pound	31¢
Veal Chops and	
CHOICE STEAKS Pound	18¢
CUTLETS and Shoulder Steaks, pound	15¢
FISH, OYSTERS, AND DRESSED POULTRY	

SNOWDRIFT

6-Lb. Can	98c	3-Lb. Can	52c
-----------	-----	-----------	-----

SOAP, Palmolive 3 bars	14¢	SOAP Camay, bar	5¢
SOAP CHIPS Crystal White, 5-lb box	32¢	OATS Crystal Wedding, large pkg	20¢
SOAP P. & G., 5 Giant bars	20¢	POTTED MEAT Armour's, 2 cans	7¢

Coffee Schilling's 31c

VIENNA SAUSAGE Armour's, 2 cans	15¢	DATES Dromedary, 2 pkgs	25¢
COCOA Hershey's, 1-lb can	12¢	GRAPE JUICE Church's, pint bottle	15¢
MILK, Borden's Tall Can 6c, small can	3¢	MARSHMALLOWS Angelus, 1-lb pkg	21¢

FLOUR Sunrise 48-lb bag \$1.73

Lipton's Orange Pekoe, Green Japan TEA or Gunpowder, 1/4-lb pkg	21¢	Heart's Delight, Fancy Red SALMON No. 1 tall can	19¢
SUGAR 10 pounds	52¢	MATCHES 3 boxes	11¢
SOUP Phillips Tomato, can	5¢	TOILET TISSUE Charmin, 4-roll box	23¢

PRUNES 1 pound Dried 7c

25-Pound Box	\$1.49	White House Pure Apple JELLY 2-pound jar	21¢
CORN FLAKES OR BRAN FLAKES Jersey, pkg	10¢	MUSTARD French's, jar	11¢
LYE Hudson, 3 cans	25¢	CATSUP Beechnut, large bottle	19¢
CLOROX Pint bottle	15¢	SALAD DRESSING Miracle Whip, pint jar	21¢
BIRD SEED French's, 2 pkgs	25¢		

FURR FOOD

FREE DELIVERY

TELEPHONE 74

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS AND FEED.

A DRESS CLEARANCE WORTH TALKING ABOUT!



Old Man Winter is here. Attire yourself in one of these Smart Fall Dresses; sheer Wools, Crepes, Carioca, Canton and Rough Crepes, Satins. Was \$16.95 to \$19.75. **\$8.75** Was \$9.75 to \$16.75. **\$6.00** Was \$8.75 to \$12.75. **\$5.00** Was \$6.95, now **\$3.00** Was \$5.95, now **\$2.00**

While they last. When you see such value-savings, you'll buy two or three.

A few more Fall Coats now going at less than we paid. Suede Capes and Rig Jackets Regular \$9.95, now **\$5.00**

Tog yourself in a beautiful Dance Frock for the President's Ball, January 30.

FASHION DRESS SHOPPE

Progressive News
BY OLIVE PERKINS

In spite of cold weather, 52 were at Sunday school and to hear Rev. Manney preach Sunday afternoon. Messrs. and Misses. Leonard Widener and Paul Cavender and daughter spent Sunday in the J. L. Park home. Mrs. Cavender and daughter remaining for a longer visit.

Mr. and Mrs. Orpha Click and son of Lubbock spent several days last week with his parents, Mr. and Mrs. J. L. Click.

Mrs. C. P. Caraway of Hereford visited Mrs. H. Benson Thursday night.

Mrs. C. C. Bowman is greatly improved from a recent attack of appendicitis.

Owen Neal received a letter from Mr. Brubaker stating his wife passed away at Virdin, Illinois, December 15. She had been in ill health more than a year and died from the effects of a stroke.

Mr. and Mrs. Clarence Botts have moved to the Russell place north of the school house.

Mrs. Neal invited Clyde's room at school and other friends to help him celebrate his birthday Saturday. The dust storm kept most of the children at home.

Mr. and Mrs. Chas. Green and family returned Thursday from a seven weeks' visit with his parents and other relatives at Bowling Green, Kentucky.

Mrs. Paul Cavender and daughter of Amarillo are visiting her parents, Mr. and Mrs. J. L. Park.

David Boyer has gone to New Mexico looking for work.

Mr. and Mrs. Otis Hedrick announce the arrival of a son last Tuesday. This is their third child. Estelle Counts is helping in the home.

Mr. and Mrs. Ray Hershey and Miss Lilla Short spent Saturday in the Howard Hershey and Arch Conklin homes in Hereford.

Mr. and Mrs. Ira Ricketts visited in the W. A. Ricketts home in Hereford Tuesday.

Luke McBrayer and family called in the Ira Ricketts home Wednesday night.

A. S. Higgins and family, Misses Lilla Short and Evelyn Arseneaux and Wayne Kimmins were Sunday evening guests in the Ramey home at Hereford.

A birthday dinner was given at the Garrett home Sunday honoring Augusta Gregory, Cecil Boyer.

Five ladies braved the dust storm Wednesday to attend the club meeting at the home of Mrs. C. P. and Miss Eunice Caldwell.

Nancy Ann Garrett, Jake Gregory and Mrs. Garrett, all of whom have recently had birthdays.

Mrs. Paul Cavender and daughter and Mr. and Mrs. J. L. Park

called in the Hershey home last Thursday.

Mr. and Mrs. Harle of Vega are visiting the Taylor home.

Mr. and Mrs. Ira Ricketts and children spent Sunday with Mr. and Mrs. Claude Ricketts at Hereford.

The intermediate Sunday school class enjoyed a party at the school house Saturday afternoon. Lemonade and cookies were served.

Mrs. Dan Jackson of Olton is visiting her sister, Mrs. Charles Green.

The community enjoyed a party at the school house Saturday night. Forty-two and other games were played.

Ward News Notes

MRS. WILEY ROBERSON

LAE club met Tuesday, of last week in the home of Mrs. G. M. Suggs. An interesting program on India was given by Mrs. Roberson, Mrs. Lipscomb and Mrs. Bob Higgins. Refreshments of apple pie, whipped cream and coffee were served to ten members and Mrs. Lowery Fletcher and two children of Odessa. Next meeting will be with Mrs. Morel, February 5.

Rev. Hornbeak will preach here Sunday morning.

The snow and rain failed to

reach us Sunday and only a dry norther came which ended in zero weather Monday morning.

Mrs. Sartini spent the week end in Vega with her sister, Mrs. Sonny Ledbetter.

Mr. and Mrs. Snell spent Sunday with Mr. and Mrs. Adrian near Bippus.

Mrs. G. M. Suggs spent Friday afternoon with Mrs. Fred Moreman.

Mr. and Mrs. Bob Higgins had as guests at Sunday dinner Mr. and Mrs. Jack Hutson, Bob Cawthra, Mr. and Mrs. Wiley Roberson, Donald and Hicks, and Misses Davis and Oxford.

Mrs. Frank Silvers called on Mrs. Suggs Thursday afternoon.

Mrs. Morrison and Marvin of Bippus spent last Wednesday with Mr. and Mrs. D. C. Snell.

Mrs. Suggs' Sunday school class entertained with a 42 party at the school house Thursday night.

Mrs. Sartini spent Thursday night with Mrs. Bill Hutson.

Henry Hastings of Hereford called in the Suggs home Wednesday.

Mr. and Mrs. Jim Lipscomb were Sunday dinner guests in the Sank Ramey home at Hereford.

Mrs. Bob Higgins called on Mrs. Jim Higgins in Hereford Thursday.

Mrs. Wiley Roberson spent last Thursday afternoon with Mrs. Jeff Roberson near Dawn.

Cold Wave Coming

DRIVE IN TODAY AND LET US CHECK YOUR BATTERY. EXPERT BATTERY SERVICE RECHARGING EXIDE BATTERIES

FULLWOOD BATTERY AND ELECTRIC STATION

SAVE Here!

Friday and Saturday Specials

SOAP, P. and G., 6 for	19¢
PORK and BEANS, 4 for	25¢
OATS, Crystal Wedding, large pkg	23¢
SOAP CHIPS, Blue Barrel	31¢
CORN FLAKES, 2 for	19¢
APRICOTS, in syrup, per can	10¢
COFFEE, Maxwell House, 1 lb	31¢
APPLES, gallon	25¢
SOAP, Kirk's Hardwater Castile, 6 for	25¢
CRACKERS, 2 pounds	10¢
GRAHAM CRACKERS, 2 pounds	22¢
SYRUP, gallon 61¢, half gallon	33¢
PINEAPPLE, Broken slices	18¢
JELLO, all flavors, 3 for	18¢
VANILLA, Tasty, 8 ounces	15¢
MATCHES, carton	23¢

OUR QUALITY MEATS

BEEF ROAST, per pound	10¢
HAMBURGER, fresh ground, 2 pounds	15¢
CHILI, fresh home-made, pound	15¢
STEAK, round, loin or T-bone, pound	15¢

Texas Market & Grocery
PHONE 353—FREE DELIVERY

We Say Again...

Let Us Check Your Battery and Radiator

If your battery could not stand the gaff of the weather last Sunday, or your radiator froze up, you know what we mean when we say you should let us see that these things are in good shape.

IT MAY GET COLD AGAIN—SEE US AT ONCE

Willard Battery Station

Phone 284

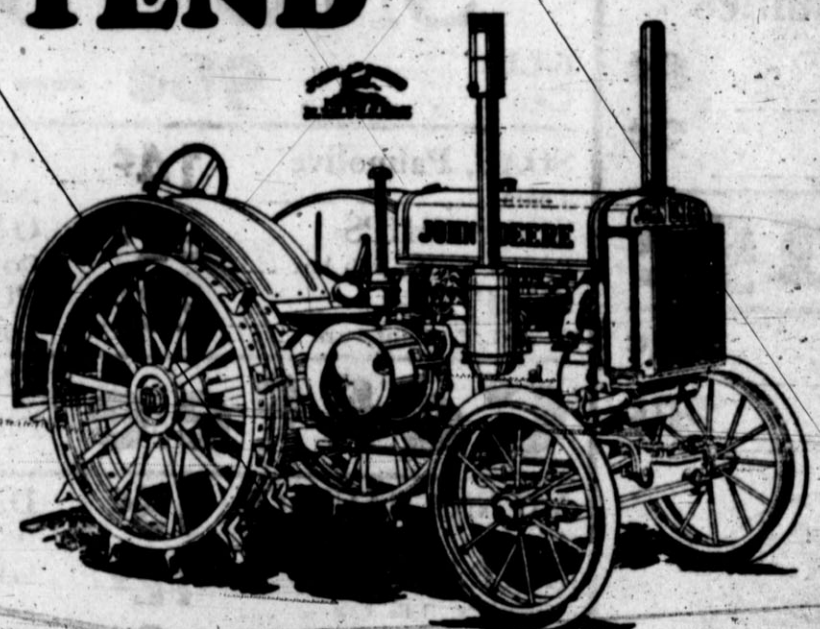
313 North Main

YOU ARE INVITED TO ATTEND

FREE

John Deere

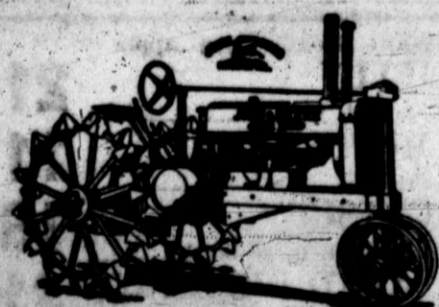
Tractor Day



Under the Direction of Practical Tractor Men WILL BE HELD AT

1 P. M.

Thursday, January 31
Carter Bldg., Hereford



LEARN ALL ABOUT THE NEW JOHN DEERE GENERAL PURPOSE TRACTORS

As this is a short, practical course, we suggest that you be there early and get the benefit of all the instructions and demonstration.

See and Hear--

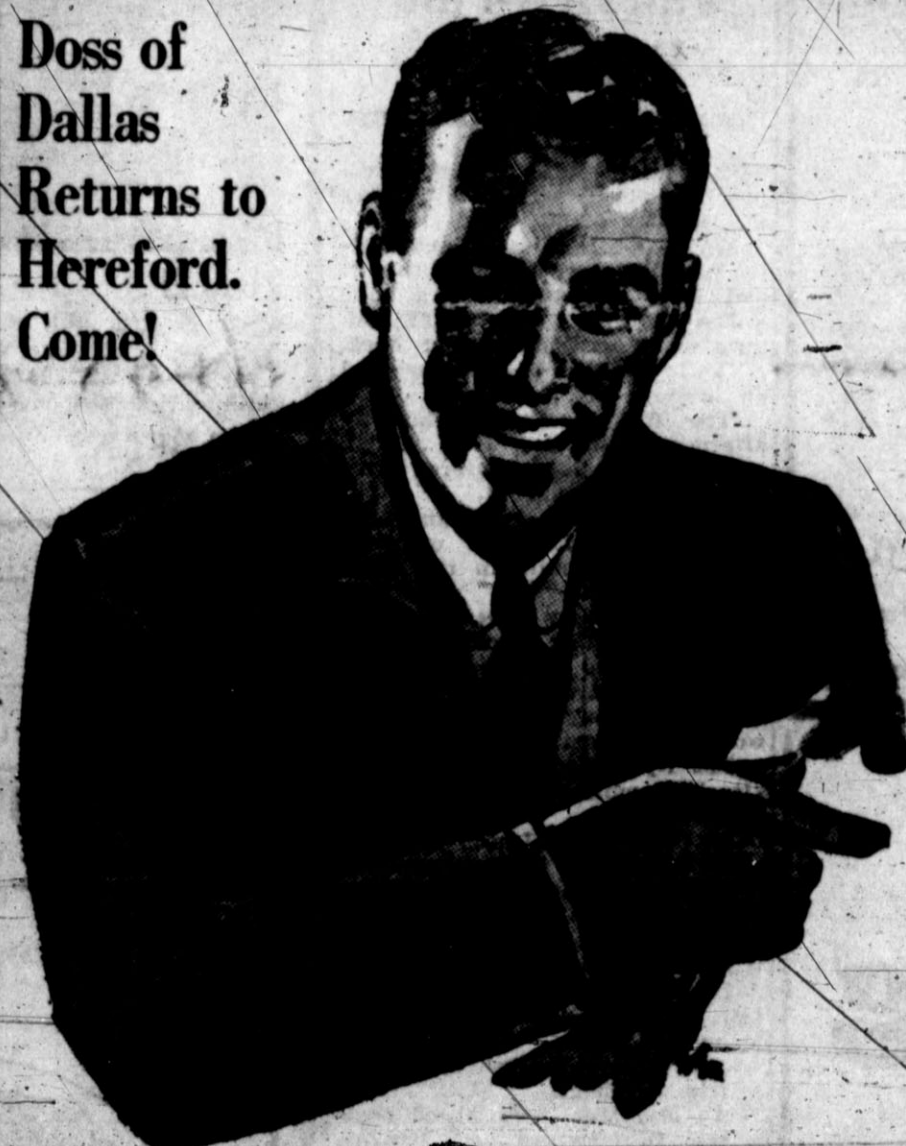
The New Power Farming Picture--

"Partners"

—A Full Hour of Entertainment and Education.

Kerr Hardware Co.
Hereford, Texas

Doss of Dallas Returns to Hereford. Come!



Now Folks!

The big event your have been waiting for is now a reality. This store seldom has sales, but when we do everybody knows just what to expect. This time bigger and better than ever before, a stupendous store-wide sale on everything. BUY MERCHANDISE NOW FOR WINTER, SPRING AND SUMMER AT THE STORE OF

Sprowls & Cronin Co.

HEREFORD, TEXAS

Sale Starts Friday, January 25, and Runs EIGHT BIG SELLING DAYS, AND CLOSES SATURDAY, FEBRUARY 2. See Our Big Two-Page Circular for Prices and Details.

Do Not Let Bad Weather or Roads Keep You Away

Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. - If G. R. Willis and Miss Allie Mae Willis returned to their home in Snyder, Oklahoma, Monday after a several days visit with Mrs. Leland Lee and Mrs. Claude Morris.

Miss Thelma Holly spent the week end with Miss Koma Hyatt.

Mrs. Andrew Murphy and son and Mrs. Vernon McCoulogh of Muleshoe were Dimmitt visitors Tuesday and Wednesday.

Mrs. Carroll Gunter and Miss Stella Harmon were in Amarillo Wednesday.

Mr. and Mrs. L. D. Parker made a business trip to Lubbock Thursday.

Mr. and Mrs. Fred Bigwell are visiting relatives in Brownwood. Finis Webb of Lamesa spent several days in the H. C. Webb home this week.

Mr. and Mrs. C. C. Reynolds, of Hart, were Sunday guests of Mr. and Mrs. Charlie Harris.

Mr. and Mrs. Leland Lee were in Amarillo Thursday. June McCowan made a business trip to Plainview Saturday.

Mr. and Mrs. Raymond Wilson visited in the home of his parents in Tulsa Thursday night.

Sandy Youts of Shawnee, Oklahoma, is spending several days in the Elmer and Harvey Youts homes.

Miss Elfreda Murphy spent the week end with her parents, Mr. and Mrs. W. A. Murphy.

Mr. and Mrs. Geo. Barnett and little daughter of Lubbock spent the week end with Mr. and Mrs. Andrew Elder.

Mr. and Mrs. L. G. Manning were Plainview visitors Sunday. Mrs. Sam Gilbreath was hostess to the London Bridge club last Thursday afternoon at the home of Mrs. Raymond Ricketts.

Mrs. Byron Shipley won high score and Mrs. Marion Benton won low. Delicious refreshments were served to Misses Marsh Collins, Meade Halle, Goodwin Miller, Tom Bice, Byron Shipley, Marion Benton, Raymond Ricketts and the hostess.

Dan Boothe of Plainview spent last week with his parents while recovering from mumps.

Mr. and Mrs. Cullen Butler made a business trip to Raton, New Mexico, last week.

Mr. and Mrs. Ray Shetty and Mr. and Mrs. Goodwin Miller visited relatives in Portales, New Mexico, Sunday.

Mr. and Mrs. A. R. McCowan are spending the week with relatives in Irick, Oklahoma.

Mr. and Mrs. Bob Henkete are visiting her mother in Sayre, Okla. Woodson Brown and Carl Kemp spent the week end in Plainview.

Mr. and Mrs. Hugh Watts spent the week end with friends in Tulsa. Daphne Hutchings visited relatives in Amarillo last week.

G. L. Music moved his family from Post to this city last week. He will be permanently located here.

Mr. and Mrs. E. A. McCollum have returned from an extended visit with relatives in South Texas and Oklahoma.

Mmes. Ray Shetty and A. R. McCowan and June were in Plainview Wednesday.

Mrs. Ray Cowser entertained the members of the Tres Mesa bridge club with a bridge breakfast at her home Friday morning. A lovely breakfast was enjoyed and the remainder of the morning was spent at bridge. Present were Mmes. I. G. Manning, Tom Bice, Claude Morris, Raymond Wilson, Buck Wood, Harvey Youts, Goodwin Miller, Marsh Collins and the hostess.

Dimmitt high school basketball girls went to Canyon Saturday night and won a victory over the Canyon girls.

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 8th day of January, A. D. 1935, by the Clerk thereof on a judgment rendered in said Court on the 31st day of July A. D. 1934, in favor of plaintiff, United Fidelity Life Insurance Company, against the defendant, W. C. Fallwell, in Cause No. 2170 on the docket of said Court, and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's Sales on the first Tuesday in February, A. D. 1935, it being the 5th day of said month, at the Court House door of Deaf Smith County, Texas, in City of Hereford, the following described property situated in Deaf Smith County, Texas, as follows:

Lots No. One (1), Two (2), and Three (3), in Block No. Five (5), of the Whitehead Addition to the City of Hereford, as shown by the map or plat of said addition duly recorded in the Deed Records of Deaf Smith County, Texas.

Levied on this 8th day of January A. D. 1935, shown to be the property of the defendant, Beulah Fallwell to satisfy a judgment in the sum of \$673.63, principal, interest and attorney's fees, as well as costs of suit, for indebtedness owing on Certificate No. 186 and mechanic's lien contract for improving Fifth Street abutting said property, decreed foreclosure of special agreement and mechanic's liens against defendants, W. C. Fallwell, and wife, Beulah Fallwell, as first and prior liens.

Dated at Hereford, Texas, this 8th day of January A. D. 1935. JOHN B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy.

Easter Items

BY LOUISE FRYE

There were 45 at Sunday school and church in spite of the bad weather. No services were held Sunday evening.

Mr. and Mrs. Albrecht announce the arrival of a new son January 12.

The Hereford Lions Club gave a very enjoyable program at the school here Friday evening. Jess Stanford did most of the roaring and was assisted by Ray Coneway.

Vocal solo, Mrs. Ray Coneway; quartet, Mmes. Acker, Mountz, A. C. Thompson, Conaway; reading, Marlin Gilliland; vocal solo, Mrs. Mountz; violin solo, Mrs. Thompson; Reading, Miss Shields; quartet, Lydia E. Pinkham's own select group. Mrs. Jesse Stanford was pianist. Mr. and Mrs. George Brumley accompanied the party.

Mmes. Geo. Chambliss and Carl Frye gave a surprise dinner honoring their daughters' birthdays, Hazel and Caroline. The young peoples Sunday school class were guests.

It looks as though if something is not done to some of the fields a few more winds like we had the past week will completely ruin them.

E. H. Medley went to San Angelo Friday, returning Saturday. He took Ben Medley down to enter school the next semester.

Send \$1 for the next 5 months of THE ATLANTIC MONTHLY

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

Send \$1. (mentioning this ad) to The Atlantic Monthly, 5 Arlington St., Boston

FLOWING WITH THE CURRENT OF

Business!

This strong bank is endeavoring to aid in the return of better times. Each officer and member of this organization is at your service, ready and willing to aid you in any and every possible way. Feel free to come in and discuss anything that we may be able to help you on. Whether you are a customer of this bank makes no difference—we are here to serve you at all times.

The First State Bank OF HEREFORD



WE INVITE YOU TO VISIT OUR STORE AND GET ACQUAINTED!

Drug Values

CORRESPONDENCE STATIONERY	JERGEN'S CASTILE SOAP
24 Sheets 19c	1-lb Bar Special 29c
Fitch's Dandruff Remover Shampoo and Oil \$1 Value for Only 69c	Krank's Lemon Cleansing Cream Regular \$2.50 Size 99c
Focusing Flashlight 3-Cell Complete 79c	McKesson's Milk of Magnesia Full Pint 39c

PHONE 99 Brooks Drugs PHONE 99 WE DELIVER "PAY CASH AND SAVE"

AN OPPORTUNITY TO OWN A HOME



On Terms That Make Their Purchase Possible

We have secured the listings on 30 Hereford homes through a nationally known loan company. Many can be purchased on payments lower than current rates. Sizes from the smaller homes to one suitable for the largest family. See us today.

C. R. SMITH & SON



Floor and Table Lamps

We have a nice selection of these lamps. In a good variety of bases and shades.

A new lamp this year is the Student Lamp that features "indirect lighting," is a good reading lamp that will not injure the eyes, at the same time giving more illumination that was possible from the old type lamp. Come in and see these today.

STUDENT LAMP

Featuring the New Indirect Lighting \$8.00

STREU HARDWARE CO.

When Purchasing Gas Appliances—

—first look for this Blue Star Seal of the American Gas Association's Testing Laboratory. If you do not find it—beware!

Gas Appliances are eligible for Modernization Loans under the National Housing Act.



This Great American Servant symbol is the identifying mark to be found on the windows of gas appliance dealers who offer at least some BLUE STAR Seal approved gas appliances.

CHOOSE CHEVROLET FOR QUALITY AT LOW COST

\$465

\$560

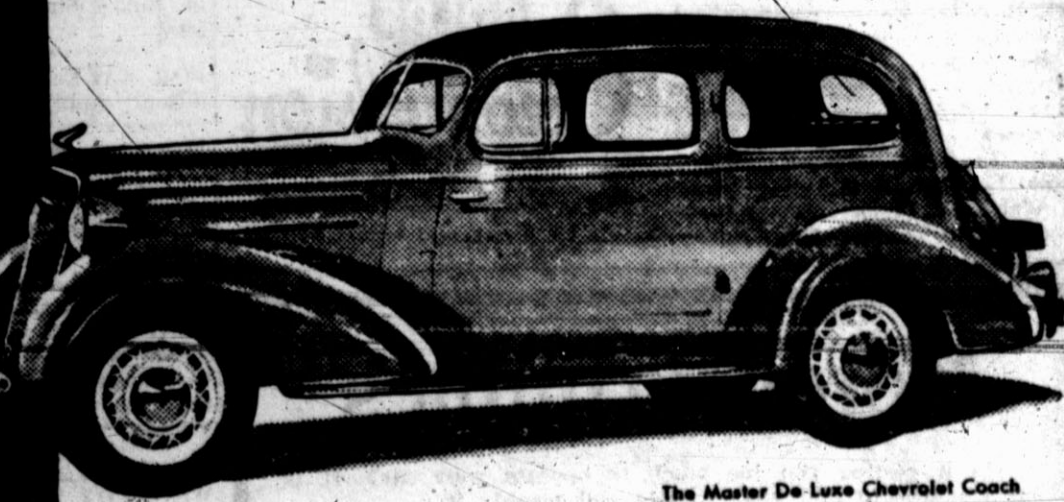
THE GREATEST PERFORMERS that ever bore the Chevrolet name . . and the MOST ECONOMICAL to operate and maintain

BE PREPARED for a real thrill when you take the wheel of a 1935 Chevrolet. These new Chevrolets are faster on the getaway than you'd be willing to believe if you didn't actually see and feel their abilities. They are equally impressive in power—speed—smoothness of operation—and driving safety. Most surprising of all, this new performance is accompanied by an entirely new economy of operation. Your Chevrolet dealer cordially invites you to drive one of these cars . . . and prove its greater performance . . . as your earliest convenience. We suggest that you see him—today!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN Compare Chevrolet's low delivered prices and easy G. M. A. C. terms. A General Motors Value



The New Standard Chevrolet Coach



The Master De Luxe Chevrolet Coach

CHEVROLET for 1935 Brumley Chevrolet Co.

323 East Third St.

Phone 740

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

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

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Per Year.
Other, \$2.00 Per Year.



IF UNCLE SAM WOULD DO IT

One of Hereford's truly great needs is a building in which indoor athletic contests, dramatic productions, poultry shows and all such events can be held. For the past two Friday nights there have been basketball games in the high school gym. About one-third of those who wanted to see the games were able to get inside the building. Every year the Tri-County Poultry Association puts on a show that is rapidly becoming West Texas' outstanding event of the kind. And every year those sponsoring the show have to work and worry day and night to find a place in which to hold the show. A building of the kind suggested would solve the chicken show problem. Then church organizations have their basketball, indoor baseball and volley ball teams which have to take what they can get in the way of a place to play. Such a building with a stage at one end and regular seats in the balcony could have chairs placed on the main floor when attractions of the stage are offered. Only through funds from Uncle Sam could such a building be financed. Perhaps it could not be done at all now. But it is still a good idea.

SOCIETY

PIONEER CLUB MEETS AT PHILLIPS HOME

Mrs. Wirt Phillips and Mrs. J. B. Jones were hostesses to the Pioneer Study Club Tuesday at the home of Mrs. Phillips. A program on "Immortal Music" was given. Roll call was answered by naming a musical composer. Mrs. Jones gave an interesting study of Mozart, after which Mrs. G. A. F. Parker, as guest artist, entertained the club with piano selections from Mozart. The biography of Franz Schubert was ably given by Mrs. J. E. Beyer. Members present were Misses H. G. Cookwright, Beyer, A. A. Foster, Burl France, Carl Gilliland, J. M. Gilliland, Bob Higgins, P. S. Ireland, P. H. Gilliland, Jones, Ray Johnson, F. M. Keister, F. L. Lucas, H. D. Reed, Jack Rose, J. W. Spradley, T. E. Seigler, Bess Turrentine, M. D. Womble and the hostesses. Mrs. Parker was a guest of the club. The next meeting will be at the home of Mrs. Arthur Thompson.

SHOWER FOR MISS DOROTHY FULLWOOD

Honoring Miss Dorothy Fullwood, bride-elect of Mr. Charlie Noland of Summerfield, Mrs. Percy McMinna entertained at her home in Summerfield with a lovely miscellaneous shower Friday, January 18. Mrs. McMinna was assisted by Mrs. Mildred Walsler and Miss Maude Noland. A short program was given, consisting of solos, entitled, Mr. and Mrs. Is the Name, and Pop Goes My Heart, by Miss Vendell Brooks. Reading, Matrimonial Tantrum, by Mrs. McMinna. Duets, Love in Bloom, and Hands Across the Table, by Misses Ruby Thompson and Oleta Bowling, and a reading, Back Seat Drivers, by Miss Beatrice Lawrence. After the program two little bell boys, Ralph Fullwood and Brady Lookingbill, presented many beautiful gifts, which Dame Fortune had left in a large decorated pink and white wagon. The bride's chair was also decorated in pink and white which carried out the color scheme. Punch was served by Misses Ruth Lookingbill and Maud Noland. Mrs. Mildred Walsler presided over the guest book. Registering during the afternoon were Misses E. H. Fullwood, J. B. Jones, Mrs. Wirt Phillips, Robert Bayless, R. A. Fullwood, J. C. Cummins and A. J. Walker. Misses Vendell Brooks, Catherine Fullwood, Helen Ruth Barber, Thelma McMinna and Beatrice Lawrence, all of Hereford. Misses L. H. Lookingbill, T. E. Welch, Frank Lookingbill and Miss Juanita Welch of Black; Misses O. B. Roberson, Lee Curry, Guy Walsler,

L. B. Lookingbill, Louie Huckert, Lewis Jay, David Beller, B. K. Green, D. C. Walsler, Ky Lawrence, B. C. Roberson, J. L. Lookingbill, Andrew Behrens, L. L. Cannon, W. L. Huntley, C. R. Walsler, Asa Atchley and B. E. Roberson; Misses Christine Atchley, Maud Noland, Dollye Welty, Eva Green, Ruby Thompson and Oleta Bowling, Summerfield. Miss Ruth Lookingbill of Amarillo, and the hostess, Mrs. McMinna.

DOROTHY FULLWOOD WEDS CHARLES NOLAND

Miss Dorothy Fullwood and Charles Noland were united in marriage in Clovis, New Mexico, on Monday morning, January 21. The impressive ring ceremony was read by Rev. C. R. Campbell, pastor of the First Methodist church. The bride was attractive in a frock of navy blue crepe, with matching accessories. Accompanying this young couple to Clovis were Mr. and Mrs. Frank Lookingbill, Miss Maud Noland, Messrs. Joe Story and Mike Huckert. Mrs. Noland is a daughter of Mr. and Mrs. R. A. Fullwood. She is a graduate of Hereford High school and has been employed for the past three years as bookkeeper for her father at the Fullwood Battery and Electric Station. Mr. Noland is also a graduate of the Hereford High school and attended Texas Technological College in Lubbock. The couple left for a honeymoon trip to San Antonio and other South Texas points. They will make their home in Summerfield.

SURPRISE BIRTHDAY PARTY GIVEN MRS. PATTON

Friends and neighbors surprised Mrs. N. M. Patton on Monday, January 21, with a covered dish luncheon honoring her birthday. Many gifts from her children and friends were received. A beautiful tribute was paid Mrs. Patton by Mrs. E. B. Black in the prayer offered before lunch. The afternoon was spent in visiting. Those attending were Misses J. O. Newell, John Cunningham, H. H. Hawkins, E. B. Black, John Patton, George Stambaugh, A. H. Filsberg, J. D. Cursinger, J. W. Beene and Smith McLeRoy; Misses Ruth Elliston and Cecelia Guse-

COLDS
Creomulsion

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

Motor Troubles

Is it costing you too much to operate your car? It is our business to find your trouble and remedy it.

It takes more gas and oil to operate a car that is not in good condition, and this extra expense saved will soon pay the cost of re-conditioning.

It will surprise you how little it will cost to have your car put in good condition by our expert mechanics.

Our Work is Fully Guaranteed.

Ireland-Beavers Motor Co.

301 East Third Street. Phone 323

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 22, 1904.)

Opening of the St. Louis World's Fair attracted the attention of the editor, and most of the First-page of the Brand was given to descriptive matter concerning the coming event.

Dr. and Mrs. R. H. Gough, Mr. and Mrs. M. F. Garrison had left Hereford, moving to Cleburne where they expected to make their homes.

Guy Gamble and James Cardwell, both well known in Hereford, had opened a new general mercantile store in Texico.

J. H. Head had been in town from his ranch in Castro county, visiting the family who were here for school benefits.

Ladies of the Christian church had given a lunch, the previous Saturday, clearing over \$30.

G. W. Orr, B. C. Roberson, Will Anderson, R. M. Hardester and Charles Roberson took their shotguns, went into only two fields

and killed 63 jackrabbits. This happened at Boon.

Harvey Cash had sold his four-section ranch in Castro county to G. W. Hill, Comanche county ranchman.

Era Norton was leader of a very interesting Christian Endeavor program the previous Sunday.

(From The Hereford Brand, January 25, 1914.)

The political pot seemed about to boil over. New candidates included R. W. Baird, sheriff; H. L. Morel, treasurer; J. S. Wyche, assessor; H. F. Mitchell, assessor; J. O. Jenkins, treasurer.

Misses Lillian Bennett, Roberta Nance, Harriette Shirley, Ruth Ricketts, Bertha Dameron, Frances Dameron, Madeline Barnett, Grace Lucas; Messrs. Earl Wilson, L. Carlyle, Elmer Dameron, Claude Ricketts, J. C. Burkhalter, Calvin Lucas, C. Estes and Guy Lucas were members of a merry hay-ride party to Sulphur Park.

Raf Jowell had sold to Midland

stockmen 10 head of white face bull calves, consideration \$3,000.

W. H. Fuqua, Amarillo; R. J. Kibbe, R. N. Mounts, J. H. Weems, D. F. Ashbrook, W. S. Higgins and E. B. Posey were elected as a board of directors for the First National Bank. Higgins was also chosen president, Posey cashier.

E. Renfro had sold his 320 acre irrigated farm to a Mr. Souers of Colorado for \$22,680.

Mr. and Mrs. John McLean had entertained a party of young people at dinner. John and his wife worked a trick on the guests, permitting each to prepare a specified part of the meal.

Hereford Church, of Christ had just placed 50 new seats in the church building.

Everett Dent, Delina Rayzor, Ray Williams, Cyril Smith, Mary Lee Fuqua, Ray Brasill, Ruby Whaley, Commodore Wheeler, fourth grade pupils, were in bad with school authorities. They were reported tardy, some of them twice, in one week.

New Trucks Stylish As Passenger Cars

Even trucks have gone stylish. Buchanan & Rosson have received the 1935 model half-ton International and have it on display. Like the swanky passenger cars, it has looks as well as utility.

A variety of body models are available for this speedy, strong vehicle. It has a 78 horse power six cylinder engine and will travel at high speeds. Bodies can be obtained in worlds of different colors.

Rural Teachers to Meet

Rural teachers of the county will meet Saturday afternoon at 1:30 in the office of the county judge. Curriculum studies, Inter-scholastic League activities and general school affairs will be discussed.

NOTICE TO DOG OWNERS

All pet dogs are required to carry the city license tag. Owners are notified that the fee may be paid and tag obtained at the city tax collector's office. It is unlawful for dogs to roam at large without the license fee being paid, and this regulation is to be strictly enforced. By Order of the City Commission. Eva Skelton, Clerk.

Commissioners In War Council On Rabbits

Jackrabbits are being talked about today—county judges and commissioners from Oldham, Castro and Parmer counties are meeting with the Deaf Smith county court today to discuss ways and means of doing away with rabbits.

Visiting officials were to be guests at noon of the Deaf Smith county group at a luncheon. The meeting opened at 10 o'clock and will last through the afternoon. Other matters of mutual concern to the counties will be discussed.

Name Elaine Newell In Tech Beauty Race

Miss Elaine Newell of Hereford, a student at Texas Tech, is one of a group of girls from whom the school's eight beauty queens will be selected.

From the list of John La Gatta, nationally known artist, will choose the eight most comely and their pictures will grace the beauty section of La Ventana, college year-book.

M. T. Hagar will preach on "The Mark of the Beast," at the county court room Friday evening. Services will begin at 7 o'clock. There will be sacred music and singing.

MRS. CECIL JONES HOSTESS TO CLUB

The Jolly Femme club met last Thursday at the home of Mrs. Cecil Jones. The club was reorganized and plans for the new year made.

The next meeting will be on Thursday, January 24, with Wanza Gilliland as hostess.

Refreshments were served to Wanza Gilliland, Ruby Long, Wilma Webb, Frances Dixon, Anita Gentry, Lennis Bohanon, Shirley Hales, Marylyn Gentry and the hostess.

PAUL BARNETT WEDS PAMPA GIRL

Announcement has been made of the wedding in Clovis Sunday, January 6, of Paul Barnett to Miss Carole Baker of Pampa. Mr. Barnett, son of Mr. and Mrs. Ralph Barnett of Hereford, is graduated of Hereford high school. He attended WTSTC and Texas A. & M. He is assistant chemist in the Magnolia laboratories at Pampa. The couple will make their home at Pampa where Mr. Barnett has been employed the past two years.

Want Ads

For Sale or Trade

FOR SALE: Seven dining room chairs and two rockers. D. M. Rayzor. 2-2c

AUCTION SALE: Cavalry Park Sales Pavilion, Clovis, N. M. Every Monday. Bring your livestock, anything you wish to convert into ready cash. Good sales always assured. Ray Barber, Auctioneer. 1p

REPOSSESSED Home Bargains: If you can pay rent you can purchase a home on our budget plan. Small cash or trade as first payment, and immediate possession. Ralph Barnett. 2-2c

CASH and 1929 Ford coupe for later model Ford or Chevrolet coupe, wanted. Ralph Barnett. 2-2c

FORECLOSED FARMS, in fruit and grape belt of Arkansas, for sale on easy terms. Any size farm desired, and all BARGAINS. Ralph Barnett. 2-2c

FOR SALE: Fine cedar chest, cheap. Call at Brand. 3-1fc

FOR SALE: Rhode Island cockers and S. C. White Leghorn cockers. M. L. Simpson, Hillside Hatchery. 1dh

GOOD 22-34 IHC tractor to trade for Farmall. Buchanan & Rosson. 3-2c

FOR SALE: Jack's Shoe Shop. J. C. Copeland. 1p

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

For Rent

FOR RENT: One bed room. J. F. Ward, Phone 250-W. 1c

Lost and Found

LOST: Girl's white gold Bedford watch. Reward. Return to Norma Jean Foster, B. & W. Cafe. 1p

Wanted

WANTED: To rent small house, duplex or apartment. Must be modern and furnished. Call the Brand. dhtf

WANTED: Used car in good condition, prefer Chevrolet. Parmer's Grocery. 1p

WANTED: Thieves who stole my cash register to return same. Jno. B. Miller. 1c

BUFF ORPINGTON eggs wanted for setting. Bring to Star Barber Shop, Star Theatre Bldg. 1p

COUGHS

Don't let them get a strangle 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.)

NOW! Penney's Semi-Annual Clearances!

SILK DRESSES

\$2.00

A clear-away of a lot of silk dresses in plains and printed. These are values you will appreciate. Mostly flat crepes in styles for the miss as well as the women.

Coats

Thrifty Priced—Only \$5.00

Many of these coats can be used for spring as well as right now. Assorted materials and colors in charming styles. Tans, browns, greens, grays, blues and blacks. This is quality at a price that will quickly clear this group. Don't delay in getting yours.

Yes! Full Fashioned PURE SILK HOSE

Chiffon or Semi-Serviced 44c

Many women who've always paid high prices for stockings find these marvelous money-savers! Lovely sheer chiffons with silk foot top! Sturdy semi-service weights with mercerized top and sole! Range of new colors! Sizes 8½-10½! There'll be a rush for these!

Boys' Unions

Closing out of a real union while it is still cold weather—

39c

Rayon Hose

Excellent for real service. Plenty of school and every day wear in these, 3 pairs—

50c

Men's Overalls

A close out on heavy 220 denim, low back overalls. Full cut, triple stitched, cold water shrunk. Stock up at the clearance prices—

55c

Blankets

4 pounds, 72 x 84. Not less than five per cent wool. Satin bound edges. Colors rose, gold, blue, green, orchid. Buy a supply while they last. Clearance price—

\$2.00

SHEETS

Real feature values—only Two for \$1

Just look at the price—and then stop to realize that's all we're getting for this good, long-wearing sheet! This is your chance to save—stock up now!

ARFS. 42 x 36 19c

Pillow Slips

Belle Isle 10c

Regular 42 x 36 inch size... of well-known Belle Isle muslin. A value!

New Prints

A close out of these at a price you have not heard about. Yard

6c

Rush to Penney's for these MENS' SOCKS

Patterned Colors! Low Priced! Four Pair 30c

Specialty woven socks of rayon plaited on cotton. Made for dress-up wear and great for service. Cotton top, heel and toe. Smart winter patterns and colors 10-12 Plain socks, also, 10c

Every household needs this Brown Sheeting

It's a great bargain at only 15c yd.

Real 79¢ brown sheeting—make it up into sturdy sheets, or for other household uses! It's better than any other kind of fabric—and it's so inexpensive at Penney's!

PENNEY'S

J. C. PENNEY COMPANY

BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

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HAVE YOU TRIED EATING AT THE

DeLuxe Cafe

WE FEATURE

REGULAR DINNERS - GOOD COFFEE

Best Foods Always—Real Service

For Regular Customers Meal Tickets at a Saving. Come In and Give Us a Trial.

Located First Door West of Woodford Service Station

L. H. WOODFORD, Owner. MRS. CECIL GUSEMAN, Manager

DeLuxe Cafe Offers Good Food, Service

Operated by Mrs. Cecil Guseman, the DeLuxe Cafe, located next door to the Woodford Service Station, is fast becoming one of Hereford's most popular eating establishments.

Regular dinners are a feature of this cafe, and the price for one of these meals is surprisingly low. Catering not just to transient trade but also to local people—the DeLuxe Cafe is most anxious to have local people try their foods and service.

Mr. Woodford, owner of the cafe and service station, stated today that in order to make their prices even more attractive, meal tickets enabling customers to save even more money were to be offered for sale in the near future.

In addition to the regular noonday and evening meals, an attractive sort of combination or club breakfasts are also featured. Good coffee and the best of foodstuffs are served at all times, service is as good as any in the city. In fact customers of the DeLuxe will be pleased, if they can be pleased, said Mr. Woodford.

If you have not already eaten at the cafe do so today. You are sure to find the quality of foods and the service offered will meet with your approval.

At the Woodford Service Station Conoco products are featured. The location of the station and cafe is at First and Main Streets.

SPECIALS

Trade With Us and Get Quality for Less!

No. 1 Spuds, 10 pounds	15c
SUGAR, 10 pounds	50c
SAIT, 5 pounds	7c, 5 pounds
LYE, 3 cans for	25c
TOILET TISSUE, per roll	4c

LUKEN'S GROCERY

\$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

Better Cleaning Service

We are better equipped now than ever before to give you the finest of cleaning and pressing service. We also do quality repairing of all kinds. Prices are most reasonable on all branches of our service.

WEST TAILOR SHOP

Good For Health!

You'll like the refreshing goodness of Prairie Dairie Milk and Cream. It's chock full of vitamins, and good for kiddies and grown-ups, too.

PRAIRIE DAIRIE

CONTEST RULES

This page will be printed each week for fifteen 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. 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.

Did Your Pipes Freeze?

Did that last cold spell freeze you out of house and home? If you are having winter plumbing troubles, give us a ring and we'll get your plumbing back in order and do it quickly and at low cost.

DICK ROUNTREE

BUY Cream O' Plains Butter!

Cream Plains Butter is made from cream produced right here at home. It's made at home, too, by people who understand how to make GOOD BUTTER.

Farmers Creamery Association



We really are proud of the woodwork service we offer. We make special order custom built furniture of all kinds, and we specialize on furniture repairing of all kinds. We are equipped to serve you better.

W.D. MRAYZOR WOODWORK

YOU CAN'T GO WRONG WITH CONOCO

Your car will start easier and run better when it is filled with that good Conoco Gasoline. We handle all kinds of anti-freeze and winter-weight Oils and Greases.

WOODFORD SERVICE STATION

HOW ABOUT A HOME COOKED AND SERVED DINNER?

Best Foods Served—Near Home Style Give Us a Trial Today.

HOME CAFE
Oberthier Building

QUALITY MERCHANDISE REASONABLY PRICED

We handle nationally known lines of clothing and dry goods for every member of the family. You'll find our prices in keeping with the high quality of the goods we sell.

D. R. CASS & SON

You Can Save Money

We offer gasoline of high quality at prices always lower than the current market prices at other stations. You can save money every day of the week by leaving us supply the needs of your car.

Moore Independent Oil Co.

DEPENDABLE Repair Service

We specialize on the kind of repair service for your car that will give satisfaction. We also do acetylene welding of all kinds, too. Give us your next repair job and find out just how good we'll do the job for you.

BEAMS & MARRS

Safeguard Your Health

Diet is most important in the preserving and maintaining of your health. Come in and let me explain just how I can help you keep fit at all times.

DR. G. W. HENDRIX

The New Maytag 31

We think the Washing Machines we have to sell are the best on the market. When a better one is manufactured we are sure Maytag will be the maker. Come in and see the new Maytag 31, on display now.

M. D. WOMBLE, Implements

Individual Service

We give permanents and other beauty treatments that are suitable to you individually. Come in and let us explain to you just how we are able to give satisfaction to each individual customer at no extra cost.

MORENE'S BEAUTY SHOPPE

WE HAVE SETT THE RED HEN

Will have the first hatch off early in February. Place orders now for early chicks, all indications point to a high broiler price.

HILLSIDE HATCHERY
"Custom Hatching a Specialty"
Phone 70-W.

YOU CAN PREVENT COLDS

QUALITY AND SERVICE

BY FOLLOWING THESE SIMPLE PRECAUTIONS:

1. Dress Warmly and Keep Dry
2. Consult Your Doctor Regularly
3. Use Only Time-Proven Remedies

CITY DRUG STORE

We maintain at all times a most complete stock of proven remedies. Come in today and take that precaution that may mean the health and welfare of yourself and family.

TELEPHONE 100

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SCHOOL CALENDAR

January 25—Frisson vs. Hereford basketball game.
 January 31—F. F. A. Father and Son Banquet.
 February 2—Tulla vs. Hereford basketball game.
 February 8—Girl Reserves' Social.
 March 8—Pep Club Banquet.

HI-Y CONFERENCE

The Northwest Texas Older Boys Conference for 1935 is fast becoming a reality. Definite time and place are March 22-24, at Lubbock.

HI-Y boys are looking forward to the above date with eager anticipation. Never yet has anyone of them attended a conference at which he failed to enjoy himself or from which he failed to return a better boy and richer in experience. The Older Boys' Conferences are always successful in every detail. They improve as their number increases too. This year's conference should be the best and most profitable yet. It will be that is practically a certainty. The only thing uncertain about it is the number of boys who will attend. It takes boys to make a conference.

These conferences have been named HI-Y Conferences on the basis of a large amount of misinformation. True, it is that HI-Y boys always attend them, but they are more to be considered hosts than guests. The conferences are planned especially for boys—not any boys, but all boys. The more boys who attend, the better the conference. Any association that wishes to profit by the conference would do well to send delegates to Lubbock March 22, Sunday school classes, churches, social clubs and secret organizations are invited to send any number of delegates to the conference. A guaranteed benefit is unconditionally offered. Those wishing to send delegates or to attend themselves need only to see Mr. Hudson and make proper arrangements, pay the small registration fee and prepare to profit by a wise investment. Mr. Hudson will appreciate early applicants in order to avoid last minute complications. Every HI-Y boy joins in the cordial invitation to attend the conference at Lubbock with them. Join the HI-Y boys in their annual good time and worship meeting, and further the development of the right kind of American youth!

CUSTOM

How many things do we do and say in the name of custom? In Japan it is considered an impudence to inquire as to the health of a man's wife; here it is almost a breach of etiquette, merely showing an interest in our friend. Here it is unpardonable to leave one's spoon in the cup; in Hungary, everyone uses the same bowl and many use the same spoon from which to drink liquid. In either case, the recognition of custom has no effect on the object involved. It does not alter the health for someone to ask about it; neither does it improve the taste of coffee or tea to leave the spoon in the cup. Many times, no doubt, all of us have reflected upon the tommyrot of society and wondered what could be done about it.

Our very lives are governed by society. Society commands and we obey. Very often we rise up in what we consider righteous indignation and protest against the bondage of society and custom, but we invariably obey the dictates of society. We say we do it because it is the custom, but there is a far deeper and more substantial reason than that. In reality we obey society purely out of courtesy and common sense—courtesy for others and common sense to protect our own rights.

Though many customs seem unnecessary and foolish on the surface, the great majority of them are based on pure old common sense. The recognition of the fact that most of the customs against which we revolt are actually our protectors and the preservers of the common good, whether conscious or unconscious, cause all of us to obey them to the letter, in spite of our seemingly honest protests.

The exercise of common sense produces courtesy. Thus, when we do something in the name of custom, we usually extend courtesy to others and further the protection of our own interests. The only danger to avoid is that of being completely controlled by custom rather than acting on our own initiative and controlling custom. This does not mean a revolt of any sort. It merely states the necessity of being bigger than custom and of exercising a will sufficiently strong to keep us standing on our own feet. Either custom dominates us or we dominate it. The only way to become the master and not the servant of custom is to exercise a combination of common sense and will power.

TEXLESS TAXAN

You can talk about your champion football teams, but I have real news. If nothing serious happens, the champion basketball teams, boys and girls, are going to belong to Hereford. Folks, did you see the game between the Whitefaces and Golden Sandies? Well it was a pip. Lots of folks came of course to see Harlow, Bufkin and the rest; but by the end of the first quarter they were staying to see the best basketball team in the Panhandle beat Amarillo.

Hereford has a well organized, efficient, sound, hard working girls team, and do they click? Their actions are just like clock work. There isn't one outstanding player, each girl individually contributes her abilities. The two teams have got one idea in mind this year, and that is to become recognized, and they have a good start.

It has been a long time since Hereford has had a championship team. If they get the championship this year, everyone will say "She has a championship team." Not one-tenth of those who say "We even saw a game, yet they claim their part. Why not come out and show the team you are for them and really want to put your name rightfully on the 'we' list?"

Students, how many of you like the idea of library fines not depriving one of his report cards whenever he or she, at the end of six weeks, has a fine? It has its good points and its bad points. The fact that students can receive our cards is fine, but then many forget they have violated a library rule and just let the fines run until Miss Crawford has to remind them of it. One has to pay the fine regardless, but if he were not given the report card until the books are clear he'd step around and rustle the money. Some parents like to see their kids' report cards, although it does look like a Christmas card.

Everyone is waiting patiently for the dates, January 21-23, to be over. That is when everyone reveals his knowledge of the past semester. Many imagine how they would like the outcome to be, and the teachers can imagine how it will be. O why must they let their imagination run wild?

I read in a paper that schools in Los Angeles have done away with home work. It is a pity one cannot tip HHS teachers that the era-er thing is useless. Maybe they think some one following that rule from what is put down on paper.

In another paper I learn that girls use too much makeup. We are not bothered about that here, but red fingernails have become a fad. Look at Jane McKee's.

Have you noticed the smile on Mr. Wilson's face lately. He's had the privilege of giving 10 red demerits to two little fellows last week. He is a very mean man.

The old proverb about "absence makes the heart grow fonder" has failed to work. Herbert tried it. He didn't know that too much absence makes the heart forget. Now he has to get acquainted again.

The weather looks to be fair this week end, but look out for about 4 o'clock. Reports cards issued. Sorry, but the wrong bird told me the weather last week and I missed.

GLEE CLUB

The Glee Club is in full swing again—in practice for the spring festival some time in March. For their chorus number, the Glee Club has been practicing "May Morning." The boys' quartet, consisting of Carl Dean, Mount, Jim Kirby, Charles Wilson and Henry Turner, is practicing on "Sleepy Hollow Tune," while the girls' quartet consisting of Mary Frances Holder, Elizabeth Spradley, Dorothy Manney and Elizabeth Rice, is practicing "One Fleeting Hour." The trio number is a religious piece, "Sweet is Thy Mercy." Those girls in the trio are Mary Frances Holder, Elizabeth Spradley and Dorothy Manney.

There will probably be two or three solos entered in the festival, but these numbers have not been announced as yet.

Miss McMinn is going to write soon for some information concerning the spring operetta, so, fellow students, keep your ears open

A SCHOOL ASSET

Mr. Bernard H. Hopkins was born in Kentucky. He came to Texas in 1911. In 1925 He was graduated from Texas A. & M. In 1929 Mr. Hopkins came to Hereford and has been teaching here since. He teaches agriculture and is business manager for the football and basketball teams.

Mr. Hopkins believes that HHS has a great chance in the future, if she will continue to do as well as she has done in the past in athletics and other school activities. In the six years he has been in Hereford Mr. Hopkins has done much to improve the school activities and many outside interests also. We all hope that the future holds good for him.

COWHANDS

Three new pledges, Eddie Line, Charles Spradley and Jimmie Joe Johnson, were brought into the Cowhands at the January 15 meeting. They received a hearty hand. After the business was over they were entertained by several boxing matches. R. D. Sewell and the place is not definitely deter-

Jerry Jowell had it around and around. O. J. Beene and Lannie Line put up a good match, and Clinton Jackson and Jerry Jowell fore each other up. Mr. Wilson and Francis Harris ended the night by doing some good eye-black. It seems as if most of the Cowhands are rather pugilistically inclined.

The meeting was brought to a close by greeting the new members with the hot hand.

The Cowhands had a party Saturday night, January 19.

FFA

To start the meeting off right J. B. Caraway and Ray Nunn warmed up by the watch dog with three licks each. This is the penalty for first offense of not having their pins. If any of our readers want to know whether Jack Owens can swing the paddle, ask Ray or Johnny. At 7:25 Mutt Vaughn came straggling into the meeting, and as a result received a warm reception of five licks, one for every five minutes he was late. We had several new members, Billie Smith, Jim Kirby, Buster Brady, R. D. Sewell and Ashborn Reese. We now take pleasure in welcoming these new members and hope they like the FFA. We finished the business pertaining to the father and son banquet to be held January 26 at 8 o'clock. The place is not definitely deter-

mined. Ask Roger Brunley if it pays to get ready to go home before the business is concluded. This brought Jack some more business.

We had one visitor, Donald Brotherton, who was welcome. R. Jennings selected a committee for each of our objectives, and Billie Roberson, Forrest Hill and Geo. Jones were selected for a committee on fifth objective of our district, state line. Ralph also selected R. A. Daniel, Charles Wilson, Roger Brunley, Jack Dean and Ralph Jennings for a committee to fix the initiation for new members. This will take place the first meeting after the banquet, or first Thursday in February.

HAVE YOU NOTICED

Jean Mhlard wearing "specs." Jack Dean, the red-head, is back in school. Ralph Jennings and Aline Bell are still that way. The new way Helen Seed is wearing her hair. It is like Garbo or Hepburn? L. B. Russell wearing a necktie usually, and wearing a diamond ring. O. J. Beene and Elizabeth Spradley going to the show. Billie Jo Roberts' smile. Oh, yeah? Clinton Jackson's likeness for Spanish and a certain "park her." Ruth Easter's likeness for bat-

teries. Maybe it is because the battery man has a son.

Mary Virginia Eberle's quietness.

Viva's Weatherbrook wearing "specs." The pep club yelling at the basketball games. Boy, what a treat Wayne Evans' manly voice.

FRESHMEN

The Freshman class did not have a regular class meeting Wednesday. They studied for exams. The next class meeting will be rather important. Several announcements will be made concerning the contest sponsored by the Student Council. The yell song committee also will report from their activities. It is evident from the studious looks on the Freshman faces that they are going to break records on the mid-terms.

PEP CLUB

The Pep Club met in the auditorium of HHS Thursday night at 7:30. We had a report from Lillie Cobb, chairman of the banquet committee. A definite date, March 8, has been set for the banquet. At the next meeting the members will vote on the bids from the churches. No definite place has been decided upon. After we discussed the business Mary Holder played the piano and we practiced songs to sing at the basketball game.



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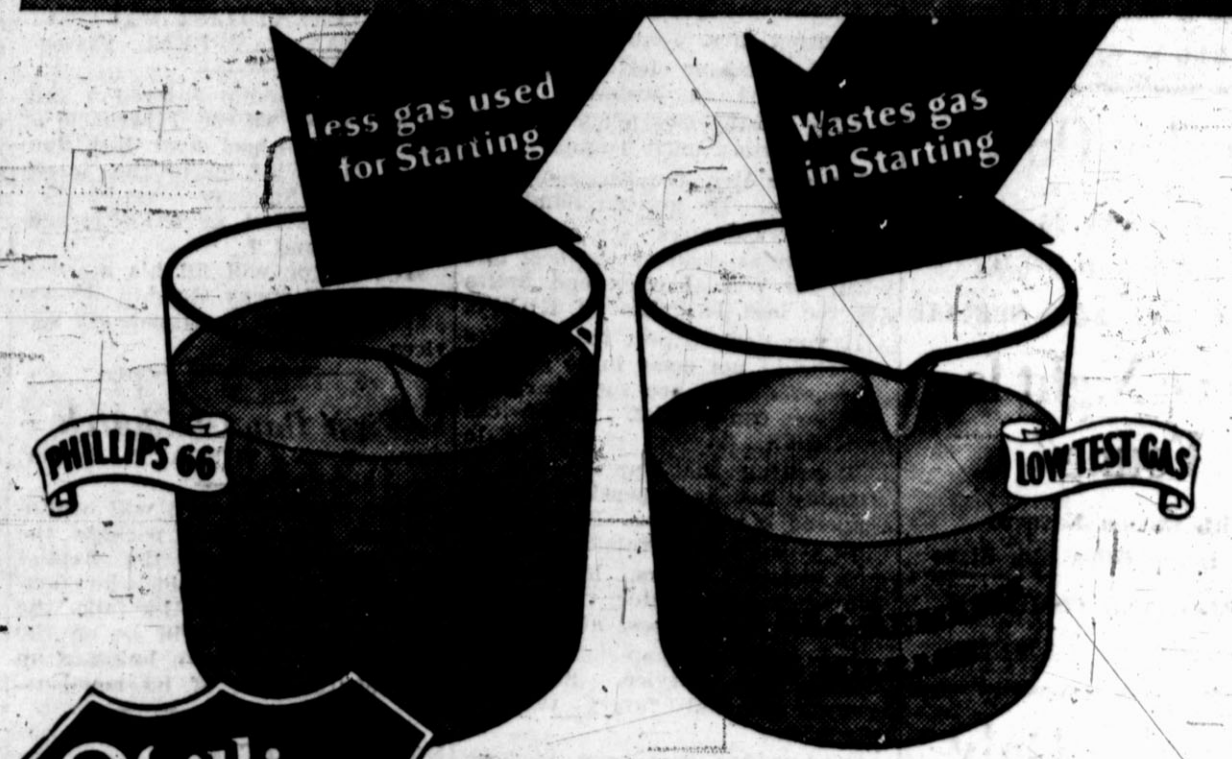
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AREN'T you amazed to learn that your motor performance is protected against climatic changes by Phillips 66 costs nothing extra. So your motor performance is protected against climatic changes by Phillips 66 costs nothing extra. So your motor performance is protected against climatic changes by Phillips 66 costs nothing extra. So your motor performance is protected against climatic changes by Phillips 66 costs nothing extra.

**NEW WATER GRADE AND EASY STARTING
PHILLIPS 66 MOTOR OIL 30"
In Case of Rainy Season
JANUARY GRAVITY (or high-test motor) 67.3⁺ ANTI-KNOCK RATING 70 OCTANE**

INSTANT STARTING

Interesting feature. After the social hour refreshments of popcorn and home made candies were served. Mr. and Mrs. Earl Dyer and children spent Friday visiting with Mrs. Dyer and Wayne. Farmers have been busy since Wednesday of last week burning weeds and repairing fences, also plowing wheat land in an effort to save some of the wheat. Most of it-blown out in the high wind. Mrs. A. K. Webster and Luna have been on the sick list since returning home from Temple. Mrs. Dyer and Wayne were Saturday afternoon visitors with Mrs. Hardy Benson. Thirty-four states will have 130 women legislators this year. A fur coat some times brings the wolf to the door.

RAVENWOOD-NIGGERHEAD CHANDLER-LANON CITY SUNSHINE-MAITLAND BEST COLORADO COALS Sold By Your Coal Dealer

It's Time To Stop Doing Your Own Washing

**Our New Low Price
Makes It Possible**

Your good judgment will tell you that it's time you stopped all this bother and worry of laundry work done by washing machine once you've seen how inexpensively and expertly we can do your washing. Prompt, reliable service, also, is our specialty. You can safely trust us with your most treasured linens—knowing that they'll be returned to you beautifully ironed and in perfect condition. Modern women are saving themselves all the fuss and inconvenience of wash-days at home—now that our prices for quality are so reasonable.

20 lbs. . . 60c
WASHING MACHINE SERVICE

Other Service Proportionately Low In Price.

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AND DRY CLEANING CO.**

DEAF SMITH COUNTY, TEXAS

Comparative Statement Showing RECEIPTS and DISBURSEMENTS of All County Funds During the Years Ending December 31, 1933, and December 31, 1934.

	1933	1934
Balance, beginning of year	\$ 22,394.69	\$ 17,167.96
RECEIPTS		
Fax Collections	\$ 36,500.31	\$ 62,581.71
Jury Fees and Fines	186.65	218.50
Motor Registration fees	15,896.25	17,695.79
Gasoline Tax Refund	567.65	1,468.38
Rental, County Property	1,428.85	1,549.62
Hospital Revenue	3,068.95	3,846.39
Depository Interest	191.92	180.31
Sale Investment Securities	4,724.97	5,974.70
Come from Investments	533.72	491.20
Issue, Sale, Time Warrants		9,900.00
Sale of Property		125.00
Miscellaneous Receipts	294.32	815.37
Insurance-Hail Damage		447.01
Total Receipts	\$ 63,393.59	\$105,293.98
Total Receipts Plus Beginning Balance	\$ 85,788.28	\$122,461.94
DISBURSEMENTS		
Salary, Jury, Baliffs	5,517.00	3,846.00
Salary, County Officials	12,637.86	12,976.34
Stationery, Office Supplies	1,745.73	2,365.67
Building Maintenance	2,661.91	3,473.27
Road Maintenance	13,376.33	19,428.71
Boarding Prisoners,		
Laundry	785.02	383.55
Charity and Relief	1,265.94	501.41
Health and Sanitation	664.00	312.45
Agri. and Livestock Dept.	1,241.35	2,367.28
County's Public Library	2,091.53	2,435.12
Hospital Operating Cost	6,248.68	6,498.49
New Highways, Rt. of Way	3,385.70	3,492.01
Investment in Securities	2,053.64	
Bonds and War. Retired	10,056.85	19,924.70
Interest and Insurance	4,377.49	7,253.41
New Equipment, Rd. Mac.		4,699.48
Miscellaneous Expenditure	511.29	1,432.71
Purchase State Park		9,615.20
Total Disbursements	\$ 68,620.32	\$101,639.30
Balance At End of Year,		
December 31	\$ 17,167.96	\$ 20,768.64
OUTSTANDING INDEBTEDNESS		
January 1, 1934		
Bonds	\$ 50,000.00	\$ 65,397.00
Time Warrants	15,397.00	9,900.00
Total	\$ 65,397.00	\$ 75,297.00
Retired During Year:		
Bonds	10,000.00	19,924.70
Time Warrants	9,924.70	
Balance, December 31, 1934:		
Bonds	40,000.00	55,372.30
Time Warrants	15,372.30	
Investment Securities		
Owned	\$ 682.30	

Summerfield News

BY MRS. GUY WALSER
Take Produce to Carl's Gro. ti
Last Friday morning Mrs. J. W. Cox was cleaning some clothing in his on the back porch. Getting cold, she came in and turned on the fire. Believing the fire out, she put a tub containing gasoline on the stove. The gasoline caught fire, and thinking to save the house she picked up the tub and started out doors, slipped and fell, spilling the gasoline and causing fire to spread quickly. Her clothing caught fire. She pulled off her clothing, wrapped a quilt about her body and ran out, calling for help. A passing truck driver stopped and took her to town to a doctor. Mr. Cox was in the field and by the time he got to the house, others had come too late to save anything. Windmill, well and chicken houses all burned. Mrs. Cox is in the hospital at Hereford and doctors say if no complications arise she will soon recover. Mrs. T. C. Canfield, a daughter, and C. T. Cox, a son, of Plainview came Friday night to be with their mother. Mr. and Mrs. Lonnie Nance and family of Amarillo, Morris Nance of Plainview, Mr. and Mrs. Wiley Nance of Lockney, brothers of Mrs. Cox, were here over Sunday. The sandstorms of the past week did a lot of damage to late wheat. Mr. and Mrs. Emmett Blakemore of Progressive spent Tuesday in the A. J. Blakemore home. B. K. Olin Greenson and Ray Euler were in Amarillo Thursday. Mrs. Jay Sanders and children visited Thursday night and Friday in the Louie Huckert home. Rev. Weathers filled his appointments Sunday morning and night. Mrs. Weathers accompanied him. Mrs. O. B. Robertson was hostess to the Study club Thursday of last week. After a short business session, Mrs. Ray Johnson led the lesson on The Far West, discussing the Oregon Trail or the Trail of Home-seekers. The Acquisition of Oregon was discussed by Mrs. J. B. Sanders. Next meeting will be with Mrs. L. L. Cannon, Mrs. Sikes leading. Mr. and Mrs. Marvin Sinder and children of Wayside spent Friday with Mr. and Mrs. Ben Wilhelm. Misses Vivia Mae Thomas and Lucille Scott of Canyon spent the week end in the Thomas home. Miss Ruth Lookingbill of Amarillo is visiting her parents, Mr. and Mrs. J. L. Lookingbill. S. D. Bellar and family of Muleshoe spent Sunday with Mr. and Mrs. Perry McMin and Mr. and Mrs. Jenks Bellar. A lovely shower was given Miss Dorothy Fullwood, bride-elect, Friday afternoon at the home of Mrs. Perry McMin. Public speaking class did not meet Wednesday on account of bad weather, but will meet Friday at 3:30.

Ford Doings

MRS. H. M. BENSON
A norther brought zero weather Sunday afternoon and kept most of the people at home. No Sunday school was held. Mrs. H. D. Hill spent Monday afternoon with Mrs. J. S. Garrett. Miss Rachel Shields, Ida Lee Cope, Mr. and Mrs. Geo. Benson, T. R. Langley and family were supper guests in the Phillips home Saturday night after the rabbit drive. H. D. Hill and sons were in Hereford Monday. Mr. and Mrs. Bob Orr took their son, Elvis, to Amarillo last Wednesday and had a splinter removed from his hand. Blood poison was narrowly averted. Mr. and Mrs. Geo. Benson went to Clarendon Friday, returning home Sunday afternoon. J. E. Hill and T. E. Majors of Hereford were in this community several days last week looking after their wheat farms. Mrs. Bill Bernhardt and children went to Hereford Saturday afternoon. Friends of Gracie Johnson will be pleased to know she is now a freshman in Lubbock college. Floyd Benson returned Sunday from Fort Stockton to look after his wheat farm here. A. K. Webster and family were in Carson county Sunday. Tom Bassett and Fred Brunson went to Amarillo Sunday, returning home Monday. Cold weather cut down school attendance Monday. Rev. L. E. Goodwine will preach here Sunday. Herman Larson took supper with Ted Langley Friday. Mr. and Mrs. Joe Phipps went to Hereford Friday, visiting en route with Mr. and Mrs. F. W. Brunson and family. The club social at the school house Friday night was a success. Games were played and music by the young people was another interesting feature.

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ABSTRACTS

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5 per cent Federal Farm Loans.**

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Chiropractor and Masseur
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A thorough examination with the newest and most modern instruments and equipment.
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At Close Drug Third Friday Each Month.

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All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.
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Phone 13 CLOSE DRUG STORE Always At Your Service

Registered Druggist OUR WEEKLY SPECIALS

LADY ESTHER CREAMS 55c Size 47c	Martha Washington Chocolate Candies DeLuxe, Lb. \$1 Plain, lb 80c Fresh Every Week	10c Size POND'S CREAMS 29c 75c Size for 59c \$1 ASPIRONOL 79c
50c LISTERINE 45c 50c DR. WEST Toothbrush 39c 75c LISTERINE 69c	50c PEPSODENT Tooth Paste 37c	50c HIND'S CREAM 55c Size for 47c \$1.10 size 93c 60c ASPIRONOL 39c
Syrup of Pepsin 60c Size for 49c \$1.20 Size for 98c 50c CASTORIA 33c	50c VICK'S NOSE DROPS Small Size 30c 25c KOTEX 17c	50c BLACK DRAUGHT Syrup 25c and 50c 60c MENTHOLATUM 40c
25c GLAZO 19c Nail Polish	50c ELIZABETH ARDEN DU BARRY TOILETRIES \$1.00 CRAZY CRYSTALS 93c Also 80c Size	25c EX-LAX Also 10c Size 35c VAPO-RUB 29c 75c Size 60c
25c PENETRO 10c \$1.10 Coty's Powder 89c 50c Milk Magnesia 39c 70c Bathing Alcohol 39c	50c Mineral Oil 39c \$1 Wine Cardui 89c 30c Mentholatum 27c 25c Johnson Baby Powder 16c	55c Woodbury Face Cream 40c 50c Williams Shave Cream 30c 75c Bayer Aspirin 60c 25c Bayer Aspirin 23c \$1.50 Lydia Pinkham \$1.30

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Exceptional Bargains Every Day In Standard Drug Goods.

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THURSDAY, JANUARY 24

Last Showing of

"It's a Gift"
With W. C. Fields

Friday Only

JANUARY 25

MATINEE AND NIGHT

ANOTHER BIG 10c SPECIAL

"The Night Is Young"

With Ramon Navarro
And a Dozen Other Big Stars

SERIAL AND COMEDY

ATTEND THE MATINEE

Saturday Only

MATINEE AND NIGHT

"Million Dollar Ransom"

With
PHILLIPS HOLMES
MARY CARLISLE
EDWARD ARNOLD

And One of Those Funny
Saturday Comedies

IT'S ALL FOR A DIME!

Sunday Matinee

Sunday Night

AFTER CHURCH

Monday and

Tuesday Nights

JANUARY 27-28-29

4-BIG SHOWINGS-4

IT'S FLOODING THE COUNTRY WITH A TIDAL WAVE OF RIOTOUS LAUGHS!



NEWS-MICKY MOUSE

Wednesday

JANUARY 30

ANOTHER BIG

BANK NIGHT

With Special Picture

"East River"

COMING FEBRUARY 3-4-5

"Broadway Bill"

LOCALS

A. J. Schroeter was ill Monday. Fresh Radio "B" Batteries at RICE'S. 1c

John Coffee was in Lockney Wednesday on business.

Yes, we have jacks. Also pumps. At RICE'S. 1c

Mrs. Melvin Wilkinson of Friona was here Monday.

Miss Mildred Shelton of Kress is visiting Mrs. John Coffee.

J. A. Buckner left Wednesday for Missouri on business.

Miss Ivalip Overhauls was ill from Saturday until Tuesday.

Mr. and Mrs. Joe Brorman have a new son. He arrived Sunday.

Brunswick tires are not "the best," but as good as the best and with our special week end prices are the best bargains. At RICE'S.

If you don't expect to buy tires you should not come in to get our prices, for they are such bargains that you can't resist. Brunswicks at RICE'S. 1c

Repairing that injured tire is probably not as expensive as you supposed it would be. Better bring it to RICE'S for examination. 1c

Model T timers, horns, coil points, gaskets, motor valves and oversize piston rings, at RICE'S.

Our customers appreciate RICE'S Instant Tire Service. Steam is always up and "every tube is vulcanized." 1c

A daughter was born Wednesday afternoon to Mr. and Mrs. Frank Zinser.

Mr. and Mrs. Elmer Maples announce the arrival last Saturday of a son.

Lama Beavers left Tuesday for Detroit. He will bring back a new truck.

Mr. and Mrs. James C. Cox visited Sunday in the home of her mother, Mrs. J. A. Buckner.

Lucy Lee O'Dell, daughter of Mr. and Mrs. Charles O'Dell, has pneumonia.

Mrs. C. H. Dyar attended a church meeting in Amarillo Wednesday.

Rev. E. R. McWilliams of the Christian church, was in Amarillo Wednesday.

Mr. and Mrs. R. J. Richardson were in Amarillo Tuesday evening on business.

County Attorney John Coffee attended court in Plainview last Thursday, Friday and Saturday.

Mr. and Mrs. E. S. Ireland and family visited Miss Elizabeth Ireland in Lubbock Sunday. She is a student at Tech.

Duane Orr went to Lubbock last week where he took an engineering position with the state highway department.

Mrs. P. A. Turnbow has returned home after spending three days in an Amarillo hospital last week. She is much improved.

Johanna WaNell, a seven and one-half pound daughter, arrived at the home of Mr. and Mrs. J. D. Burkett Tuesday afternoon.

Artie Baker, Lockney banker, was here Monday on business. He is working on government credit for his irrigation pump business.

Our special week-end tire prices were so popular that we have decided to continue them for this Friday, Saturday and Monday. At RICE'S. 1c

Mrs. J. P. Whittington of Longview visited Sunday in the home of her grandfather, D. R. Gass. Mrs. Whittington is visiting her parents in Canyon.

Mr. and Mrs. James Witherspoon and Miss Gladys Seigler were in Clovis Sunday. Mrs. Witherspoon returned Tuesday, her husband remaining in Farwell where district court is in session.

Clay Ridgway, manager of the Kerr Hardware Store, had a major operation at the hospital Tuesday afternoon. His condition today was good. Dr. T. L. Morgan reported.

Mrs. Ora Reece, formerly of Lubbock, took charge of the Hereford telephone office January 16, succeeding Mrs. Iva Cocanougher as chief operator. Mrs. Reece was connected with the firm at Lubbock.

Miss Edna Wheeler underwent an appendix operation at the hospital Monday and is reported getting along "nicely," according to reports from attendants. She is employed at Morene's beauty shop.

Mr. and Mrs. William C. Daniel of Texhoma, Oklahoma, spent Sunday and Monday in Hereford visiting Mr. Daniel's brother and sister, Artie Daniel and Mrs. W. H. Russell. They were enroute home from a trip to the Pacific Coast.

KERR TO HOLD TRACTOR SCHOOL NEXT THURSDAY

A John Deere tractor demonstration and school will be held next Thursday afternoon at the Carter Building by the Kerr Implement Co., local distributors, aided by John Deere factory representatives.

A talking picture, requiring an hour to screen, will be shown. Will Kerr says. Titled, "Partners," the film was made in the factory and shows how tractors are built and tested. From the factory the cameraman takes his audience into the field to see the tractors at work. Woven into the picture is a story of boy and father and how they became partners on the farm.

"We invite every farmer to be out guest and we want the boys particularly," says Kerr. "The demonstration will be in the hands of men thoroughly familiar with tractors and they will demonstrate latest developments in implements."

First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, Superintendent. Morning worship, at 11. This is young people's day in the church and young people will assist in the services. Christian Endeavor, 6:15 p. m. Evening worship, 7:15. Tuesday evening, 6:45, supper and study following.

FUNDAMENTALIST BAPTIST

COLEMAN CAMPBELL, Pastor.

The membership enjoyed a talk by Mr. Willey on the Tabernacle at the Sunday school hour last Sunday. He will teach the lesson again next Sunday. Sunday school at 9:45, preaching at 11 and 7. The pastor will fill his appointment at Westway Sunday. Everyone is invited to attend all services.

First Baptist Church

REV. E. N. SHEPARD, Pastor.

Rev. E. N. Shepard will continue next Sunday and perhaps the next the history of the Baptist church in Hereford, which he started two weeks ago. His talks the next two Sundays will be on the goal of the church in building up the spiritual life of its members.

BAPTIST CIRCLE MEETS WEDNESDAY

The Royal Service Circle of the Baptist church met in joint session with the Good Cheer Circle Wednesday at the home of Mrs. H. G. Conkright. Devotional was led by Mrs. Harry Whitchurch. Mrs. E. W. Young, accompanied by Miss Ruth Marie Moutz, sang "Sweet Gallilee." Interesting papers on Palestine and Jerusalem were given by Meses. Arthur Thompson, Wirt Phillips, Frank Lambert, Mrs. Gene LeGrand, Roy Thompson, Prayers, Meses Lambert, B. N. Shepard. Following an interesting meeting, refreshments were served to Meses. Metcalf, Roy Hastings, F. Lambert, J. L. Fung, R. E. McCullough, Artis Daniel, F. E. Bowe, A. Powellson, Gene LeGrand, Roy Thompson, Arthur Thompson, E. W. Young, John Harvey, Harry Whitchurch, Wirt Phillips, H. G. Conkright and Miss Ruth Marie Moutz. The organization will meet next with Mrs. Artis Daniel.

St. Anthony's Church

Sunday masses, 8 and 10. Instruction in religion after second mass. Benediction, 7:30 p. m. Week day mass at 8, Saturday, 7 at convent. Thursday, 7 to 8 p. m., Holy hour.

The church unity octave services, January 18 to 25, conducted by Rev. Richard Arit, have been very well attended. Two lectures remain. This evening the subject is Where Do We Go from Here? and the concluding talk is entitled A By-product of the Church.

A young people's club, the Antonians, was organized Sunday and meetings of a religious, educational, social nature are to be conducted twice a month in St. Anthony's hall.

BIRTHDAY PARTY HONORS

MRS. CLAYTON

Mrs. J. J. Clayton was honored with a quilting at her home on her birthday, Tuesday afternoon. The quilt was a gift from her daughter, Mrs. D. L. Rutter. Mrs. Clayton received other gifts.

Refreshments of holiday and ice box cookies were served to the following guests: Meses. G. P. Owen, Tom Vaughn, Ed Mosley, John Robinson, Lee Ott, Jess Lindsey, C. C. Cook, Lee Hoppin, I. V. Flowers, Naylor Nickerson, H. E. Hershey, Rutter and the honoree.

Mexican Program Is

Lions Club Feature

Atmosphere distinctly Mexican prevailed at the Lions Club luncheon yesterday as the program was devoted to making Lions accustomed to Mexico City, scene next summer of the international convention.

Senor G. M. Hudson addressed the group in mixed Spanish and English, and Senora Hudson sang Spanish songs. Both were attired in native costume. Then Meses. Alex Thompson and Carl Moutz sang "Spanish music in English."

A group of visitors from Panhandle campaigned for Ralph Randall of that city for district governor. They were Jim Meekney, A. N. Hales and F. E. James. The latter made a short talk.

Francis H. Gott, inspector for the National Park Service, was inducted as a new member of the club. Poll Parrott of Amarillo and Howard Triggs were visitors, as were Joe Reynard, Meses. A. A. Foster and Arthur Thompson.

THRIFT SALE Buy more Save more

FRIDAY AND SATURDAY SPECIALS

OUR SPECIALS ARE CASH

- CRACKERS, A-1, 2 lbs ----- 19c
- PINEAPPLE, No. 1, Tid Bits, 9c, 3 for ----- 25c
- SPUDS, 10 pounds ----- 15c
- PEACHES, gallon tins ----- 35c
- COFFEE, Brimfull, glass jar ----- 31c
- RICE, bulk, 3 pound bag ----- 18c
- SALMON, Brimfull, No. 1 tall can ----- 12c
- SOAP, Economy, large 14-oz. bar, 6 for ----- 24c
- DATES, 2 pound package ----- 25c
- MACARONI or SPAGHETTI, 2 boxes ----- 9c
- VANILLA WAFERS, bulk, lb pkg ----- 17c
- SUGAR, cloth bag, 10 pounds ----- 51c
- RICE, full grain, bulk, 3 lbs ----- 18c
- POMATO JUICE, Campbell's, 3 cans ----- 25c
- MILK, 3 large or 6 small cans ----- 19c
- PORK and BEANS, Phillips, 4 cans ----- 19c
- BEANS, stringless, No. 2 can 11c, 2 for ----- 21c
- PICKLES, quart mixed ----- 14c
- MIXED VEGETABLES, No. 2, Phillips ----- 11c
- CATSUP, White Swan, large bottle ----- 15c
- CANDY, Kisses, quart for ----- 9c
- CORN, Yellowfield, No. 2 can ----- 10c
- PRUNES, dried fancy, 5-lb box ----- 47c
- GRAPEFRUIT, Texas seedless, nice size ea. ----- 4c
- APPLES, 163 Winesaps, dozen ----- 21c
- CARROTS, bunch 4c, 3 for ----- 10c
- BRAN FLAKES, Jersey, large box ----- 10c
- ONIONS, dried, 3 pounds ----- 10c
- MATCHES, carton ----- 25c

FRANK'S CASH GROCERY

Phone 117 FRANK RICHARDS, Proprietor. We Deliver Brings Us Your Eggs—Market Price—Buy At Home.

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Ambulance Service—Day or Night Hereford, Texas

Specials For Friday and Saturday

CHERRIES	Red pitted, 2 cans -----	25c
TAMALES	Ratliff's, 2 cans for -----	25c
OVALTINE	50c size -----	32c
OATS	Large Crystal Wedding -----	22c
LYE	Hooker, 3 cans for -----	25c
MEAT	Sandwich Spread, 3 for -----	20c
CRACKERS	2-pound box -----	17c
CRACKERS	Graham, 2-pound box -----	22c
SUGAR	10 pounds -----	51c
COCOA	Mother's, 2 lbs 19c, 1 lb -----	19c
JELLO	All flavors, 3 packages -----	19c
MILK	3 large or 6 small -----	32c
BAKING POWDER	K. C., 50c size -----	32c
SOAP	Large bars yellow, 5 for -----	19c
GRAPEFRUIT	Juice, No. 2 can -----	10c
CORN FLAKES	- Jersey, package -----	10c
BRAN FLAKES	Jersey, package -----	10c
PRUNES	No. 2 1/2 can, in syrup, 2 for -----	23c
SYRUP	TOY TRUCK FREE WITH EACH CAN Log Cabin, medium can 45c, small -----	23c
PORK and BEANS	Swift's, 4 cans -----	25c
RAISINS	4 pounds -----	29c
SYRUP	Pure Mississippi Cane, gallon -----	59c

Two Schilling Coffees

Identical in quality and flavor but each specially prepared for its purpose. You'll know coffee satisfaction. Either Kind, pound ----- 31c

8 Cans for 75c

LEMONS, dozen ----- 23c
 GRAPEFRUIT, 5 for ----- 19c
 SPUDS, 10 pounds ----- 15c
 CABBAGE, pound ----- 3c
 ONIONS, Spanish Sweet, 5 pounds ----- 19c
 APPLES, large Roman Beauties, per box \$1.98, dozen ----- 32c
 CARROTS, 3 bunches for ----- 10c

PIGGY WIGGY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager. BUY AT HOME