

# The Hereford Brand

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THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, FEBRUARY 21, 1935

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## Ward, Dawn, Hereford Plan Farmer Found Dead at Home

### IRL PLAYERS WILL MEET FRIONA

Renewing their feud with Friona, the girl cagers of Hereford will make their last appearance of the season on the home court tonight. The game will start at 7:45.

Twice this season these lasses have met. In the first encounter, played here, Hereford won by a score of 27 to 25 on a last minute field goal from the middle of the court. The second meeting resulted in a tie, 28 to 28, at Friona.

Another special contest will be played between the two teams next Tuesday evening in Friona. The district tournament for girls will be played in Tulla the following week end, and these games are being played to raise money for expenses in going to the tourney. Admission will be 10 and 25 cents.

### T. F. Reid Dies at Canyon Sunday

Theodore F. Reid, 90 years old, the father of Mrs. George Ann of Hereford, died early Sunday at his home in Canyon. A resident of the Panhandle for 34 years, Mr. Reid was well known throughout the area. He leaves four sons, 21 grand-children and four great-grandchildren.

Funeral services were held Monday afternoon at the Canyon Presbyterian church. Rev. Charles Dickey, pastor, spoke the rites. Burial was at Canyon.

Masonic burial rites were conducted at the grave and K. E. Black, Lee Foster, W. C. Black, Fred Litchford, Guy Harp and Dan Sanders were pallbearers.

Mr. Reid held membership in the Presbyterian church, the Confederate veterans of the Civil War, Children surviving are E. W. Reid, Dallas; W. M. Reid, Jackson, Tenn.; S. E. Reid, Amarillo; T. M. Reid, Canyon; Mrs. Quinn; Mrs. J. W. Lottland, Beaumont, and Mrs. Fred Rees, Long Beach, California.

### STATE WILL SURFACE HIGHWAY IN HEREFORD

Bids of contractors for a triple topping of asphalt on the mile of Highway 33 in the city of Hereford, will be received by the State Highway Commission on March 10, according to word from Austin.

The caliche roadbed, 50 feet wide, with concrete curb and gutter, has been built during the past year by relief labor. The topping will make it a complete job.

### \$25,000 in Wheat Checks Received Here Past Week

Two shipments of wheat checks were received last Friday and Saturday. In the deliveries were 204 checks representing more than \$26,000.

There were 101 checks for second payment of the 1933 allotment, representing \$7,064.60. They came last Friday. The others, coming Saturday, were for the first 1934 payment and totaled \$18,999.20. The checks are being delivered.

### Corn-Hog Men Must Sign New Contracts At Once

Only a few days remain for raisers of corn and hogs to sign contracts in the 1935 reduction program, declares Dewey Reed. Those eligible who wish to sign may do so by calling at the office.

Through Wednesday 238 contracts had been completed. Of these 231 were old contracts. The remaining seven were new contracts. There were 376 contractors in 1934.

### STATE SCHOOL OFFICIAL VISITS IN DEAF SMITH

Byron Dixon, assistant state superintendent for this district with headquarters at Childress, is a visitor here this week. He will finish calling at the rural schools today and visit the city schools Friday.

### Friday, Tuesday, Wednesday Are "War" Days

Unrelenting war on jackrabbits continues in this area with two more drives coming up within the next few days. Tomorrow Ward will renew hostilities with a drive and next Tuesday, February 26, Dawn will go after the long eared pests.

Both campaigns are to be sponsored by the community agricultural associations. And in both instances visiting hunters will be treated to food and coffee at the noon hour.

Everyone who attends these drives is asked to bring along his own cup to drink coffee from. "We would like to furnish cups," Wiley Robertson said, "but it is likely there will be too many on hand for that."

At 10 o'clock Friday the Ward battle will start at the Wesley store 10 miles north of Hereford on 25-Mile Avenue. At noon the hunters will eat barbecue from a couple of hives donated for the purpose. Fred Moreman, president of the sponsoring body, says only shotguns will be used. Children under 14 will not be allowed, nor will dogs. Captains for the various groups will be named later.

Dawn's drive next Tuesday will be conducted in the same manner. Due to the location of Dawn on the main highway, hunters from a wide area are expected. Sandwiches and coffee will constitute the Dawn dinner.

A. T. Frye, president of the Dawn association, announces there will be group leaders named and each will be given a definite area to cover with his party. Alfred May, vice president, and Mrs. Jim White, secretary, will assist in directing the hunt.

Gathering place for the Dawn drive will be the general store at that place. Firing will begin at around 10 o'clock. Rabbit population of the Dawn area is estimated at 7,500 head per square mile in the infested portions where there are feed and shelter.

### Lions Sponsor Drive Here Wednesday

More rabbit warfare will take place right in Hereford's backyard Wednesday afternoon at 2:30 when a drive will be sponsored by the Lions Club to clear the state park site of the pests. Numbers of new trees recently set out at the park have been destroyed by rabbits, and this drive is to remove the menace.

Captains of the campaign are John B. Miller, Arthur Thompson, Bernard Hicks and Mont Baker. The drive will originate at the bridge on 25-Mile Avenue west of the golf course and will work east. Shotguns only will be used. Dogs and children will not be allowed. Streu and Kerr hardware stores will have ammunition at the starting point which will be sold at cost.

### Friona to Have Drive Friday

Still another drive this week will be held at Friona. It will be an all-day affair tomorrow, to begin at the Elmer Euler farm a mile and a half southeast of Friona. It is to start at 10 o'clock.

Lunch will be served at noon and everyone from everywhere is invited.

### Community Agriculture Body Will Meet Tonight

A meeting of the Hereford Community Agricultural Association will be held this evening at 7:30 in the county court room, announces O. L. Rutherford, president.

An entertainment will be given by members of the Lions Club. On the regular program are Miss Lillie Hostetler, who will speak on community organization. Tracy Major on work center; S. O. Wilson, soil conservation; George Brumley, community interests.

### Singing Convention Sunday

Semi-annual Castro County Singing Convention will be held next Sunday, February 24, at Friona. Every one is invited to attend and bring lunches. There will be lots of hot coffee, but the visitors must furnish cups. Several visiting quartets are expected.

### SCHOOL CENSUS WILL START MARCH 1

Annual school census of the Hereford school district will begin March 1. Lem W. Carley has been appointed enumerator, announces Jesse Stanford, president of the school board.

All children who will be between the ages of six and 18 on next September 1 are to be registered, whether or not they will be in school. Parents are urged to get in touch with Carley or Superintendent of Schools if there is a change in their children's names.

State apportionment of school funds is based on the count in this census and money is allotted for every one counted. Last year there were 881 scholastics in the district and a slight increase is expected in this census.

### Youths Arrested At Raton After Car Theft Here

Two youths, said to be Hereford boys, were arrested last night in Raton, New Mexico, with a new automobile stolen Saturday night from the showrooms of the Framley Chevrolet Co. Word from Raton indicated they were apprehended breaking into a filling station.

Breaking a back window in the Brumley building, the thieves entered and drove the machine out the side door. It was brand new Chevrolet sedan.

It was not known if the boys would be returned here or held on charges in Raton. They will also be liable to a federal charge of crossing the state line with stolen property.

### Jackson Guilty, Spencer Freed

Onias Jackson was found guilty in District Court yesterday of theft of property of less value than \$50. He was fined \$200 and sentenced to 90 days in jail by a jury. Jackson was charged with theft exceeding \$50 in the indictment, but the jury found the property of less value.

An indictment charging Bob Spencer with false swearing was quashed yesterday afternoon on motion of the defense.

### Wheat Measuring About Half Through In County

Measuring of wheat lands in the county is about half completed, says Dewey Reed. Numbers of farms on which wheat tracts are not properly staked are being passed up by the supervisors. Farmers will have to arrange with supervisors to have the measuring done.

Stakes must be at least three feet high and substantial enough to stand until the Federal inspector comes for the check up. Further, the stakes must be visible from one to the next.

### D. C. WHITE, INSURANCE AGENT, IS NEW RESIDENT

O. C. White, formerly of Olton, is a new resident of Hereford. Mr. White and his family are making their residence at 408B West Fourth Street.

Mr. White is a representative of the Southwestern Life Insurance Company, of Dallas, one of the state's oldest insurance firms. For the present the new agent is making his office at his residence.

### STANFORD HEADS PWA PLANNING GROUP HERE

Jess Stanford this week was named chairman of the county PWA planning board. County Judge O. W. Humble is secretary. This pair will represent the board at meetings of the regional group.

Other members are Wiley Robertson, Chas. J. Paddock, N. E. Gass, B. H. Hopkins, O. H. Dillehay, E. S. Ireland, A. O. Thompson, Glenn Weir, George Muse, Harry Frits and Vern Witherington.

### Jose, Partner Fail to Get Suits

Jose Gonzales is languishing in the county jail. Jose lost a partner, but he is not in jail. He escaped from officers and other pursuers.

It all happened Monday morning at the Sprawls & Cronin store when Jose and his partner tried a fast one on John Biggs, a clerk in the store.

Jose entered alone with a large box under his arm and asked to be fitted with shoes. Free back to the shoe department after Jose had set the box down near the front of the store. John was intent on fitting the shoes when he heard the front door open, and glancing from behind the seats saw Jose's partner.

Well, sir, Jose's partner, thinking John unable to see him, quickly took three of the firm's finest suits from a rack and put them in Jose's box then started for the door, leaving the box where it sat. John saw what happened though, and started in pursuit of Jose's partner, but the latter got away. Jose, however, did not escape as John had him penned up.

So Jose is in the bastille and Jose's partner is being sought. Jose says he is from Tahoka.

### LAUNDRY INSTALLS NEW IDENTIFYING MACHINE

An identifying machine has been added this week to the equipment of the Hereford Laundry, announces W. L. Ayers, owner. This machine, Ayers points out, does away with mistakes in marking clothes and will thereby eliminate possibility of clothes being lost.

"The machine also increases our efficiency by at least 20 per cent in time saved in marking clothes and sorting them after they are washed. This saving we are passing on to the customers in reduced prices," Ayers said.

### C.C.C. Chatter

By "Anson" Weeks

Leader Thomas S. Sexton, who enrolled in the company from Dallas, was honorably discharged the past week to accept employment under the State Park Board as a stone mason. It is a well earned promotion and all his friends in the company, although sorry to lose him, extend congratulations.

Captain L. Cooper, sub-district executive officer, was a visitor at the camp Sunday. He was accompanied by Mrs. Cooper.

Leader C. R. Morgan, mess steward, did himself proud Sunday by serving a really rip-roaring dinner—individual T-bone steaks with all the trimmings. All the boys were loud in their praise as were the 21 guests of different members of the company.

Park Superintendent H. T. Trigg received notice a few days ago of the purchase of a new model 105 two-stage portable compressor. It is one of the latest models and it is understood it will be used to great advantage in quarrying the stone needed for the concession building and bath house.

Another welcome addition to the park equipment is the transfer of a dump truck from Palo Duro Park. This truck was one transferred to Palo Duro from this park when the need of transportation was less acute. This gives the park its full quota of two stake-body and four dump trucks.

M. B. Gilson, foreman in charge of tree work at the park, reports the loss of a few trees lately, destroyed by rabbits eating the bark at the base.

Enrollee William L. Timms was called to his home at Thornton, due to the death of a member of his family.

Thomas F. Altman is expected to return Tuesday from St. Anthony's Hospital in Amarillo where he underwent an operation. He is reported recovering rapidly.

Lt. William C. Laidlaw visited Camp Palo Duro Monday.

Assistant Leader Noble and Enrollee Holman from Palo Duro Camp are temporarily attached to this company to operate and care for the tractor and grader being used on the road system of the park, under the direction of Foreman Barrett.

## WHITEFACES TO OPEN DISTRICT TOURNEY IN AMARILLO FRIDAY; MEET VEGA IN FIRST CONTEST

### ALL GAMES AT BADGER GYMNASIUM; FINALS ON SATURDAY

Friday morning at 9 o'clock in Amarillo, the Whitefaces will open the District One basketball tourney by meeting the champions of Oldham county, likely Vega, a team they have beaten twice this year.

In the bracket with the Whitefaces are Oldham, Sherman, Farmer, Dallam and Castro counties. The other bracket consists of the champs from Swisher, Armstrong, Moore, Randall, Hartley and Potter counties.

If Hereford wins the first game, the local lads will meet the champion of Sherman county, likely Stratford, in the second round, at 3:15 Friday afternoon.

Semi-final and final games will be played at the Badger gymnasium, Frank Kirtbrough, coach of Amarillo College, and Davis Hall will do the refereeing.

Tulla and Amarillo are favored teams, both having beaten Hereford, Tulla twice and Amarillo once in two tries. The Sandies were champs last year, beating the Whitefaces in the final game. The Hornets and Sandies are in the same bracket and only one can reach the final.

### Income Tax Man Coming March 1

Ralph Kenniston, deputy internal revenue collector of Amarillo, will be in Hereford Friday, March 1, to confer with local citizens on income tax matters. He will be at the postoffice all day to assist taxpayers in filing income tax returns correctly.

Several important changes affecting the filing of returns are embodied in the Revenue Act of 1934 and Kenniston will explain all these points. He is to be here from 8:30 to 5 o'clock in the afternoon.

A single person whose income in 1934 was \$1,000 or more must file a return, whether or not that person has dependents. A married person who drew \$2,500 during 1934 must make a return.

Because of exemptions there may be no tax assessed, but the return must be made. Tax for failure to do so is \$5.00 and will be enforced, Mr. Kenniston said here Monday.

### Masons, Eastern Stars Will Hold Banquet Tonight

Bishop E. Cecil Seaman of the Amarillo Episcopal Diocese and a prominent Mason, will speak tonight at a Washington program of the Hereford Masonic and Eastern Star Lodges. The gathering will be at the Baptist church, beginning at 7:30 o'clock.

"Washington as a Man, Mason and Churchman" will be the subject of Bishop Seaman's address. Other numbers, including a short play, will be on the program. All Masons and wives and Eastern Stars and husbands are invited. A turkey dinner and everything that goes with it will make up the banquet.

### Whitefaces Lose to Amarillo and Beat Vega Teams

Their third loss of the season and by far the worst of the lot was suffered by the Whiteface cagers at the hands of the Golden Sandies in Amarillo last Friday night. The score was 36 to 28.

For the first three periods the Sandies had everything their way, but the Whitefaces pulled themselves together to count 15 points to Amarillo's seven in the final frame.

A small measure of consolation was gathered by the Doves by virtue of the fact that one of their number, L. B. Russell, was high scorer with 15 points.

Saturday night a pair of contests with Vega here resulted in victories for the locals when the boys won 40 to 9, and the girls 32 to 19.

### STATE OFFICIALS VISIT DEAF SMITH PARK TODAY

Plans for the state park here are being discussed today by officials from the state office at Austin. In the party of state men are R. A. Lane, architect; J. T. Hale, procurement officer, and Francis H. Gott, state inspector. The men arrived this forenoon and were to be at the Hereford Park the remainder of the day. Building and improvement plans as well as construction now under way were to be inspected by them.

Capt. T. C. Harry of Fort Sill, Oklahoma, district CCC Commander, was at the park yesterday, paying an official visit to CCC Company 1862.

## Erosion Main Problem Says County Group

### AGRICULTURAL COUNCIL MEET SATURDAY; TO NAME OFFICERS

Control of erosion by wind is the biggest problem of agriculture in this county, conferees agreed at the first meeting last Saturday of the county agricultural council. The meeting opened at the court house in the forenoon and was completed with a luncheon given at noon by the chamber of commerce in the Methodist church.

"Unless we find means to stop the loss of soil, principally through blowing, we will not have any land left to farm," was the opinion expressed by George Brumley, one in which all present concurred. There were 43 present at the meeting.

Frank D. Seaman of Amarillo, district agent, led the discussion of projects which the organization might sponsor. There is a strong probability of 4-H club work for boys being revived. At least 30 youngsters are ready to go into it.

"Now is a good time to realize the benefit of conserving feed," Hanna pointed out. "In a year of feed shortage we discover the advantage that might have been ours had we used trench silos in the years of good feed crops. A silo of this kind will keep feed indefinitely."

The problem of non-resident land owners who allow their fields to blow, thereby damaging that of neighbors was discussed. Legislation forcing landowners to till lands properly and take steps to prevent wind erosion is the best solution to this question, it was agreed. Legislators will be urged to sponsor laws giving counties authority to enforce regulations.

Election of officers was deferred until organization is more nearly complete. Membership of the council is made up of officers of the community agricultural associations and representatives from the farm loan committees and reduction control associations.

County Agent Dewey Reed presided at the luncheon. B. H. Hopkins, chamber of president, County Judge C. W. Humble, Mrs. Seth Holman, Miss Lillie Hostetler and members of the sound were speakers. The German band of the high school furnished music.

Attending the luncheon were Alfred May, Mr. and Mrs. A. T. Frye, Mrs. J. M. White, J. W. Kirby, C. M. Brown, Fred Collett, Troy Stambaugh, George Messenger, O. L. Rutherford, John Paetzold, George Suggs, H. H. Miller, A. G. Harris, Jim Lipscomb, John Morris, C. S. Perrin, C. W. Humble, B. L. Kinsey, George Brumley, Pink Gilliland, Mrs. R. G. Coleman, Miss Lillie Hostetler, Earl Wilson, Mal Stewart.

Mrs. Bess Turrentine, Mrs. Fred Saltzman, Mrs. G. C. Hartman, B. H. Hopkins, Dewey Reed, Mrs. Seth Holman, R. M. Doss and DeWitt Lands.

### Chorus to Begin Easter Practice

Next recital of the Civic Chorus will be "The Crucifixion," in observance of Easter, announces Miss Mattie Mae Swisher, director. Practice for this and numbers to be sung at Amarillo during the Music Festival will be started at once, she said.

There will be sessions next Sunday afternoon at 2:45 and Monday evening at 7:15 to begin work on the numbers. Miss Swisher urges new and old members to be present at the sessions in the Methodist church.

Last Sunday's singing with an organ recital by Rev. Joe Strother of Dimmitt was well attended. It was held at the Methodist church in the afternoon.

### City Fire Loss Earns Insurance Rate Reduction

A fire insurance credit of nine per cent was granted Hereford Monday by the state department of fire insurance. The credit is determined by fire loss during the past year.

Because of the low ratio of loss, attributed to efficient work of the fire department, all insurance policies written during the year beginning March 1 will require nine per cent less premium than during the past year.

It is estimated that approximately \$3,000 will be saved in insurance premiums to Hereford property owners this year through the credit.

### Pitts to Address Lions

Judge E. L. Pitts of Lubbock, district governor of Lions Clubs, will speak to the Hereford Club at the luncheon next Wednesday. Pitts is county judge of Lubbock county.

## Highway Construction Sought by Road Group

### A \$50,000,000 Construction Program of Roads, Streets and Grade Separations for Texas Has Been Presented to the Finance Committee of the United States Senate by Highway Advocates as a Sound Way to Employ Part of the Huge Federal Public Works Funds, Col. Ashburn, of Houston, manager of the Texas Good Roads Association, says.

There are 975 projects on the Texas list; Colonel Ashburn said, including 75 underpasses or overpasses, 26 eliminations of dangerous highway intersections, 650 federal aid or secondary roads and 200 within cities or towns.

Aside from their revenue-producing power and enhancement of community values, highways gave more employment last year, dollar for dollar, than any other type of public work, employing some 1,000,000 men, Colonel Ashburn stated. Texas needs highways for her Centennial in 1936, he added.

### TENNIS CLUB TO NAME OFFICERS NEXT WEEK

Officers of the tennis club will be elected at a meeting to be held next week, announces Urline Streu. Net enthusiasts have already started playing and have access to the high school courts in the forenoon and after 6 o'clock.

Streu has asked that persons interested in playing get in touch with him so they can become members of the club. A dozen have already enrolled.



# The Whiteface Roundup

NEWS OF HERFORD HIGH SCHOOL

### SENIOR AMBITIONS

No goal is too high for a Senior. At least that is the idea one would acquire by reading the aims of those persons who hope to graduate this year.

"My highest ambition," says Lily May Sikes, "is to grow to the majestic height of six feet. I also desire to be instrumental in making it compulsory for American people to eat out of labor saving paper plates with their fingers."

Avis Mathews wants to be a famous school teacher who can teach Spanish like Miss Rigler, quote Shakespeare like Miss Crawford, know the disputes of my ancestors like Miss Carlisle and be able to prove everything like Mr. Wilson.

Euth Smith wants to be a leader in some great big place—Singing Sing, maybe.

Doris Lady wants to take a course in exterior decorating—you know, facials, manicures and the like.

Virginia Bowsher wants to be a tall, slender platinum blond. We wish you luck, Virginia. You will probably turn out to be one of those "dyed-by-her-own-hand" variety blonds.

Christine Fincher intends to own a dog farm. She has one dog now of a nice silvery color. He sits on a shelf when he isn't hanging by his neck, and his name begins with an H.

Jim Kirby wants to see the world, "just like my brother did." It probably won't be long, since very thing just naturally looks rather small to you.

### YOUTH

Dr. Frank Crane. Youth is not a time of life—it is a state of mind. It is a matter of ripe cheeks, red lips and supple knees; it is a temper of the will, a quality of the imagination, a vigor of the emotions it is a freshness of the deep springs of life.

Youth means a temperamental predominance of courage over timidity, of the appetite for adventure over love of ease. This often exists in a man of fifty, more than in a boy of twenty. Nobody grows old by merely living a number of years; people grow old only by deserting their ideals.

Years wrinkle the skin, but to give up enthusiasm wrinkles the soul.

Worry, doubt, self-distrust, fear and despair—these are the long, long years that bare the head and turn the growing spirit back to dust. Whether seventy or sixteen, there is in every being's heart the love of wonder, the sweet amazement at the stars and the starlike things and thoughts, and the undaunted challenge of events, the unflinching child-like appetite for what next, and the joy and the game of life. You are as young as your faith, as old as your doubt, as young as your self-confidence, as old as your despair.

In the central place of your heart there is a wireless station, so long as it receives messages of beauty, hope, cheer, grandeur, courage and flowers from the earth, from men and from the infinite.

### SENIOR HAPPENINGS

Several things of interest were brought to the Seniors' minds in the last class meeting. Among the facts and objectives discussed were the time for Student Council reports; lettering for Council pennant, measurements for caps and gowns, new program committee report, and finally the first order of rings.

After discussion, the class decided to give up to four minutes of each class meeting to a report of the work of the student council. The Senior representatives to the council brought up the fact that the lettering for the pennant was to be selected soon. All suggestions for lettering were asked for. The council is a student representative group, and the Seniors are behind them 100 per cent.

Mr. Hudson arrived in time to give the class a talk on the measurements for caps and gowns. Naturally the question of whether one is to graduate or not, enters. Measurements are to be taken shortly.

The class decided not to have a one-act play for assembly, but to put on entertainment of a different type, which will be both varied and interesting.

The rings are here. Twelve of them arrived and were received amid shouts and hurrahs. The next order will arrive soon.

### FOOTBALL BANQUET

Mothers of the '34 football boys honored their sons with a lovely banquet Tuesday evening, February 12, at the Christian church.

As guests, Mrs. L. V. Rogers, Mrs. E. H. Smith, Mrs. Kuper, John Biggs and Hershel Young, who provided music throughout the evening. The room was arranged with two long tables decorated with red and white. Carnations, favors, menus and tomato cocktail.

After all had found places at the table C. H. Dillehay gave the invocation. Everyone was seated and enjoyed tomato cocktail, a delicious plate lunch and ice cream and cake. The color scheme of maroon and white was carried out through the menu.

S. P. Rosson as toastmaster made a short talk, then called on Coach McCollum, who, as usual, had very little to say, but his few words were impressive. He called attention to the football boys who would not be back next year, and with a word of encouragement introduced the football team of 1935.

Last but not least he introduced the incoming captain, J. D. Clayton, R. A. Daniel and Wilburn Benge. Each gave a word to the incoming and outgoing teams.

The next number was given by an honored guest, W. H. Russell. He gave some valuable information to the football boys of the 1935 team. He also praised the mothers of the football boys for standing behind the boys and just being "mothers."

Another guest of honor of the evening was Jesse Stanford, who gave an inspirational and peppy talk on sports and congratulated the mothers for the way they had shown their appreciation of the boys.

The next speaker was one of Herford High's students and football players, Bill McLean. In behalf of the football boys, he expressed appreciation and respect to the mothers.

The toastmaster asked for some of the mothers to say a few words. Mrs. McLean was called on and made the statement that they were just playing the silent part of mothers.

The 1934 captains, Buddy Sowell, expressed his regrets that he would not be on the field next year. He also expressed his appreciation to the boys who worked with him this year for their cooperation.

Rith Smith, in behalf of the girls present and who would not be back next year, expressed regrets that they would not be on the side lines yelling for Herford High.

The Lydia Pinkham quartet entertained with two conical numbers.

### HY-Y

The Senior HY-Y club is busily engaged planning two of its most important annual events, induction ceremony for new members and the Northwest Texas HY-Y conference to be held at Lubbock. Date for the conference is March 22-24 at noon. Tentative dates for the induction ceremony is the last Thursday in February, the 28th.

This induction ceremony will be held in the gym and everyone is invited. HY-Y is putting forth an honest effort to make the program effective and beneficial. All cooperation and interest will be appreciated.

As for the conference, all boys between 15 and 20 years are eligible. Organizations of any sort are invited to send delegates. Mr. Hudson will be more than glad to give information and assistance to all who desire to go or to send delegates.

### POPULAR SAYINGS

Mr. Dillehay: As you have been told before—and so much for that. Mr. Hudson: If you don't stop the short circuit back there you are liable to develop internal combustion in the office.  
L. W. Carlyle: Why don't you love me?  
Lillie Cobb: You little shrimp.  
Mr. McCollum: Now this course is easy but it is not a snap.

### TEXLESS TAXAN.

How are you feeling now, that three weeks exams are drawing near and we had a change of weather?

Students, a week ago misfortune fell upon two of our classmates when death came into their family. We want to express our deepest sympathy to the Cox sisters, Lola and Mary. Now is a time to show what a true friend each of us can be. Let us give them every encouragement we can and be at their service always.

Just how many of us know the definition of a smile? Many come to school and report to classes with a frown. Look up in Webster the definition of it, and then apply it. Let's all start coming to school with a smile and let that smile be sincere and for all. The best way to get along in life and in school is to smile. Do you know that when you smile you are working 13 muscles less than when you frown?

Elizabeth Spradley is looking for a bodyguard who weighs 300 pounds. Will someone please weigh WW and either increase or decrease his weight, which ever the case might be?

Have you noticed L. W.'s lip? But when that happened it made him very unhappy because it will be quite awhile before it gets well. It worries him as how he is going to tell his girl good night and make it effective.

Met Iky Knox going home the other night and she seemed in an awful rush. Asked her where she was going and she replied "to a lecture." I was unrounded—a lecture at 1 a. m. She replied that I didn't know her mother.

Freshman: Please, dad, may I go out tonight?  
Sombore: Dad, can I go out tonight?  
Junior: I am going out tonight, dad.  
Senior: Tell the old man to leave the door unlocked.

### SOPHOMORES

President Daniel called a meeting Wednesday of last week for the council representatives to bring up their business. The class was told that suggestions for the pennant lettering offered for the best assembly program was to be altogether individual work. A new idea with which the council is concerned is the school's entering inter-scholastic activities. This was not fully discussed.

Mr. Wilson wanted information concerning the play the Sophomores plan to give soon, but he was told this was a secret and no publicity was wanted on this subject. After the business had been discussed, Daniel wanted to know if anyone had any good jokes to tell. No answer except laughs.

Miss Wrenn, a sponsor, was absent and her presence was missed considerably.

### WHO IS WHO IN FOOTBALL

In 1926-27 Herford's football team scored 279 points while the opponents scored 136. Those were the days before Coach McCollum came to Herford. From 1928 to 1934 Herford scored 1,061 to 392 has lost since 1928 only 17 games and have tied five. During these seven seasons the boys have done remarkably well. They have won district one championship four years of the seven Coach McCollum has been here. In this time they have played for regional title twice, the highest a class B team can go in football, and of these two times they have played they tied for, honors with Olney and were defeated by Iamesa.

Herford has won three regional titles and one district title. In 1934 they were defeated by Olney in the regional title game.

James Bell and Billy Smith traded positions. This change makes James reporter and Billy sergeant-at-arms.

The club will sponsor a cowboy band program in the near future.

### TRACK TATTINGS

The flying feet of Herford's trackmen have been digging up quite a few clods around the track during the last week. It looks as if the boys are getting some real horse power in those legs which codes no good for rivals.

In the sprint department, Meade Smith, last year's district champ, tops the list for dashes. Francis Harris also out for dashes, expected to show some fast stuff, also.

Jim Kirby, the famous blond, is out for high jump and hurdles. Roy Hastings will probably pole vault and do the low hurdles. L. W. Carlyle, world's future boxing champ, is going to handle the vaulting pole. Billie Patton, Elmo Hicks, Donald Hicks, Ray Nunn, Harvey Nunn and Louis Hagar have not decided in which event they will participate, but are valuable members.

All who intend to take part in the class track meet must come out before that event. After basketball season, the track team will be strengthened by members of the basketball squad.

### ATHLETIC ASSOCIATION

The Athletic Association met February 3 to discuss candidates for the belt line. It was decided to turn their names in at the office as they were not eligible for the belt line.

James Bell and Billy Smith traded positions. This change makes James reporter and Billy sergeant-at-arms.

The club will sponsor a cowboy band program in the near future.

### GOSSIP

Francis Harris seems to have uncanny methods in Canyon. Black eyes often result from such behavior, Francis.

H. D. Blythe seems to be going blonde.

Can you imagine L. B. Russell's favorite flower—the Lillie. We wonder why Sue V has gone track-minded.

O. J. Beene seems to be improving. What 'bout this Geneva Sue?

### GIRL RESERVES

An intensely interesting program was given by members of the Girl Reserve Club at the regular meeting last Wednesday. The subject was "Charm." Adeline Schumacher and Joyce Davis gave some splendid examples to prove that true charm comes from naturalness. "Simplicity is the key note to attractiveness." Never try to assume the manners of others, as it will seem a mere affectation. Do not try to strut the other girl's line. It may be clever and she can use it successfully, but you had better get one of your own. Be sure an individual is not just one of the crowd.

Miss Spradley sang "Stars Fall On Alabama," accompanied by Miss Fincher.

### COUGHS

Don't let them get a strangle hold. Fight them quick. Coughs and colds help 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 Croom's. (adv.)

### FREE!

To the first three new customers calling at the HELP YOURSELF LAUNDRY next Tuesday morning we will give a washing without cost.

### HELP YOUR SELF LAUNDRY

701 East Third N. E. Savage

### BUSINESS AND PROFESSIONAL DIRECTORY

#### LUNCHES

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

#### OPTOMETRIST

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

#### DON'T

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

#### ELECTRICAL

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

LET A WANT-AD Rent Your EXTRA ROOM!

#### INSURANCE

**JNO. H. PATTON**  
PHONE 50

#### CHIROPRACTOR

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

#### PHYSICIANS

**DR. T. L. MORGAN**  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 462  
Residence Phone 463

#### PRINTING

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

#### ABSTRACTS

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

Look at the new low prices

Prove the greater operating economy

and as for the performance

# DECIDE WITH A RIDE

### CHEVROLET

**CHEVROLET** has always specialized in giving extra value. But never before has Chevrolet offered such big and outstanding values as these fine Chevrolets for 1935. The New Standard Chevrolet . . . powered by the improved Master Chevrolet engine . . . setting a new high in Chevrolet performance, stamina and reliability. And the new Master De Luxe Chevrolet . . . beautifully streamlined . . . longer and notably lower in appearance . . . the Fashion Car of the low-price field. Here, indeed, are values that excel all previous Chevrolet values. You

can see the low prices . . . the lowest ever placed on cars of such high quality. You can prove the greater operating economy. For tests show that the new Chevrolets give even higher gasoline and oil mileage than did last year's models. And as for performance . . . well, there's only one thing we ask you to do . . . decide with a ride! You will experience getaway—power—and smoothness so extraordinary that you will be happy to confirm the wisdom of the statement: Choose Chevrolet for quality at low cost. May we suggest that you drive one of these new Chevrolets—today?



The New Standard Chevrolet Coach



The New Master De Luxe Chevrolet Coach

#### THE NEW STANDARD CHEVROLET

**\$465**

AND UP. List price of New Standard Roadster at Flint, Mich., \$445. With bumpers, spare tire and tire lock, the list price is \$20.00 additional. Prices subject to change without notice.

#### THE NEW MASTER DE LUXE CHEVROLET

**\$560**

AND UP. List price of Master De Luxe Coupe at Flint, Mich., \$540. With bumpers, spare tire and tire lock, the list price is \$20.00 additional. Prices subject to change without notice. Knees Action optional at \$30.00 extra.

# CHEVROLET for 1935

CHOOSE CHEVROLET FOR QUALITY AT LOW COST

# Brumley Chevrolet Co.



# AMAZING Food Values

Friday, Saturday & Monday Here

DON'T MISS  
OUR BIG  
SALE OF  
DEL MONTE  
PRODUCTS!

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

THIS STORE  
IS HERFORD  
Headquarters for  
DEL MONTE  
GOODS!

## Del Monte

### CANNED PEACHES

SLICED PEACHES 8-ounce can, 3 for	25¢
YELLOW CLINGS 8-ounce can, 3 for	25¢
PEACHES, HALVES 2½ can, each	21¢
PEACHES, HALVES No. 1 can, each	15¢
PEACHES, SLICED No. 2½ can, each	21¢
PEACHES, SLICED No. 1 can, each	14¢

### DEL MONTE GOODS

PRUNES 2-pound package	24¢
PIMENTOS 4-ounce can, 3 for	25¢
APRICOTS No. 2 can	19¢
CATSUP 14-ounce bottle	19¢
TUNA FISH No. 1 flat can	22¢

### DEL MONTE

Canned  
Corn



#### Golden Bantam

12-Ounce  
Can 16¢

#### Country Gentleman

12-Ounce  
Can 17¢

#### Whole Kernel

12-Ounce  
Can 17¢

## Look At These Del Monte Prices

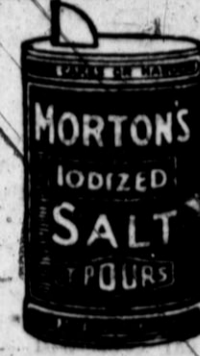
GRAPEFRUIT JUICE Three cans for	25¢	CHILI SAUCE Bottle	23¢
ASPARAGUS TIPS Early Green, No. 2 can	23¢	RIPE OLIVES No. 1 can	23¢
ASPARAGUS TIPS Picnic, medium white, 3 No. 1 cans	35¢	RED SALMON No. 1 can	22¢
ASPARAGUS TIPS Medium White, No. 2 can	27¢	CHERRIES Royal Anne, No. 2½ can	29¢
PEAS Early Green, No. 2 can	21¢	CHERRIES Royal Anne, No. 1 can	19¢
PEAS Early Green, No. 1 can	14¢	FRUIT SALAD No. 1 can	21¢
APRICOT JAM Five-pound can	63¢	PEARS No. 2½ can	24¢
PEACH JAM Five-pound can	63¢	FRESH PRUNES No. 2½ can	21¢
STRAWBERRY JAM Five-pound can	89¢		

## Folger's Coffee

1 Pound 32c 2 Pounds 61c

DON'T MISS THE FOLGER'S DEMONSTRATION

Free Coffee all day Sat.



Morton's Salt  
2 Boxes 15c

## Great West Flour

48 Pounds \$2.04 24 Pounds \$1.06



Wheaties  
2 Boxes

25c

Bisquick  
Large Box



32c



SOFTASILK CAKE FLOUR

Per Box 29c



Blue Barrel Soap Flakes

FIVE-POUND  
BOX 33c

BLUE BARREL SOAP 25c

SIX LARGE  
BARS

## Fresh Fruits and Vegetables

GRAPEFRUIT Six for	23¢
ORANGES Extra large, dozen	29¢
LEMONS Sunkist, large, dozen	19¢
POTATOES Ten pounds	16¢
APPLES Winesaps, dozen	23¢
BANANAS Pound	6 1/2¢
LETTUCE Head	5¢
CABBAGE Green, pound	4¢
CARROTS Bunch	5¢

### Del Monte SPINACH

NO. 2 CANS  
TWO FOR

29c



### Del Monte Canned Pineapple and Pineapple Juice



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

Sugar 10-Pound Cloth Bag 51c  
Sorghum Gallon Pail 64c

THIS IS PURE COUNTRY MOLASSES

PORK AND BEANS Phillips, can	5¢
CRACKERS Two-pound box	17¢
BAKING POWDER K. C., 25c Size	18¢

# PIGGLY WIGGLY

Hereford, Texas

FRANK GYLES  
MANAGER  
PHONE 81



**Progressive News**  
BY OLIVE PERKINS

Mrs. Ray Hershey visited Mrs. Howard Hershey at Hereford last Thursday.

Mrs. Luke McBrayer and daughters spent Tuesday with her mother, Mrs. Ira Ricketts.

Rev. Manney preached Sunday afternoon. Next Sunday Rev. Randall will preach here.

Mrs. Schulz, who has been caring for Buddy Donoyan, returned to her home Saturday.

F. D. Perkins and Miss Olive spent Sunday with Mr. and Mrs. F. H. Oberthier in Hereford.

Miss Eunice Caldwell entertained the young people at a Valentine party last Friday. The house was decorated with red and white crepe paper hearts. After an enjoyable evening playing games, refreshments of punch, cake and fruit salad were served.

Miss Eunice Caldwell spent the week end with Miss Beatrice Lawrence at Summerfield.

Mr. and Mrs. Ward of Hereford, called in the Ray Hershey home Sunday evening.

Miss Lilla Short spent Friday night with Miss Evelyn Arseneaux.

Delbert Conklin spent several days last week with his grandparents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. C. P. Caldwell visited relatives at Summerfield Monday and Mr. Caldwell took part in the rabbit hunt.

Mr. and Mrs. Luke McBrayer and daughters visited her parents Sunday afternoon.

Mr. and Mrs. Clyde Russell and son, Robert, of Whittensburg, are visiting their parents, Messrs. and Mrs. Ira Ricketts and W. C. Russell.

Miss Short entertained Miss Augustine Gregory and Wayne Kimmins and Millard Gregory Sunday evening at lunch in the Hershey home.

Mrs. Ricketts gave a party for her Sunday school class at the school house Saturday afternoon. Refreshments of cake and fruit salad were served.

**Easter Items**  
BY LOUISE FRYE

There was an attendance of 37 at Sunday school, in spite of the disagreeable weather.

The EHD club met with Mrs. Geo. Chambliss Thursday afternoon and reorganized. The following officers were elected: President, Mrs. Chambliss; vice president, Mrs. Bruton; secretary and treasurer, Mrs. Walton. Six new members. During the social hour refreshments were served to Meses. U. G. Randal, T. N. Jameson, Bruton, Maxwell, Greene, Homer Henry, Fred Walton, C. W. Frye and Mrs. Chambliss. Next meeting is to be with Mrs. Bruton, February 28.

Carroll Jameson fell early Monday morning, breaking his arm. He broke the same arm last fall while cranking a car.

Carl Frye made a business trip to Tulsa, Oklahoma over the week end.

Aubrey Epperson and Emerald Smith visited Sunday in the Claude Smith home at Westway.

Mrs. Roy Durant and children visited Saturday night and Sunday with relatives at Cleon.

Mr. and Mrs. Henry Smith took their baby to Amarillo Wednesday for a foot operation. They returned Sunday and feel that the operation will be a success.

The young people had a candy pulling Friday evening at the C. W. Frye home, with Caroline as hostess.

Annie Mae Smith, Ray and Carroll were out of school Monday because of sickness.

Emerald and Annie Mae Smith and Carolyn Frye and Aubrey Epperson attended the play at Frio Saturday night.

**BILL WOULD BAN COWS FROM STATE HIGHWAYS**

Austin.—Roaming livestock on highways, the reported cause of numerous automobile accidents and fatalities, would be prohibited from fenced state routes by a bill introduced by Senator W. K. Hopkins from Gonzales.

Owners permitting livestock to graze on highway embankments and roam on state thoroughfares would be subject to a fine up to \$200 in the absence of a statewide stock law, many counties have obtained local enactments to protect and human resources not as menace.

**KVP HEAVY WAXED PAPER**

Wrap your next picnic lunch in KVP Heavy Waxed Paper and see how much more tempting it is when picnic time comes! It will be exactly as fresh and tasty as when it left your kitchen.

**THOSE TEMPTING PICNIC LUNCHES—**

Another KVP Product

**Dimmitt News**  
MRS. BUCK WOOD

Mrs. Jno. Burson of Silverton spent several days last week with her daughter, Mrs. Carroll Gunter. Goodwin Miller was an Amarillo visitor Thursday.

Mrs. Robert Gollehon and Mrs. Ted Wood made a business trip to Hereford Tuesday.

Miss Ruby Denney returned to her home in Bovina recently after a several weeks visit in Dimmitt.

Mrs. Rosa McLean, Miss Emily McLean and Miss Margaret Cooper spent the week end with relatives in Lubbock.

Mr. and Mrs. I. B. Brooks of Hereford were in Dimmitt Thursday.

Mrs. B. D. Woodlee and Mrs. Arthur Headley were in Amarillo Friday.

W. H. and Houston Hull made a business trip to Raton, N. M., last week.

Mr. and Mrs. Raymond Wilson and Miss Mafy Bell Carroll were in Amarillo Thursday.

Mr. and Mrs. John Flannigan and Mr. and Mrs. B. D. Woodlee spent Sunday with Mr. and Mrs. I. B. Brooks in Hereford.

Harvey Youts and Pat Dean made a business trip to Plainview Monday.

Mmes. E. B. Boren, Ernest Hartman and Homer Newton, and Jay Hastings were in Lubbock Friday.

Mrs. W. J. Laman of Plainview spent Sunday night with Mrs. Jno. Gladman.

Mr. and Mrs. Raymond Wilson and Miss Mary Bell Carroll attended a birthday dinner in Tulsa Sunday.

Mrs. Carroll Gunter visited in Lubbock Saturday.

Mr. and Mrs. Claude Morris entertained members of the Trese Mesa bridge club last Wednesday night. The Valentine scheme was attractively shown in decorations and refreshments. Present were Messrs. and Meses. Raymond Wilson, Marsh Collins, Ray Cowart, Curtis Tate, L. G. Manning, Goodwin Miller, Buck Wood and the host and hostess. The club met February 20 with Mr. and Mrs. Goodwin Miller.

Mr. and Mrs. Edgar Ramey and Mrs. O. B. Trimble went to Lub-

**Ford Doings**  
MRS. H. M. BENSON

The rabbit drive in this area was postponed Saturday, due to the cold weather and so much illness among the people. Dr. Loyd reported at the Ford store Saturday morning.

A. K. Webster and family were Sunday visitors in the V. F. Glenn home. Mr. Glenn is suffering an attack of influenza.

Mr. and Mrs. Stewart, Mildred and Melvina were dinner guests in the Geo. Benson home Sunday.

Mrs. Joe Phipps has been suffering from throat trouble the past week, and consulted a Hereford doctor Wednesday.

A. J. Sanford and A. K. Webster were in Amarillo and Carson county Wednesday.

Mrs. H. D. Hill and sons spent Thursday afternoon with Mrs. T. R. Langley.

Miss Nancy Ann Garrett attended a party at the Caldwell home in Progressive community Saturday night.

F. W. Brunson is recovering from an appendicitis operation at the Hereford hospital.

A small daughter W. O. Phipps of Sims was overcome with monoxide gas while driving home from Hereford with her father in a truck last week. They happened to be near the J. S. Garrett home when her condition was noticed. The child was taken to the house

**When - - - - -**

**When the garage door drags**  
**And the pergola sags,**  
**And the back steps are aflopy**  
**The down spout leaks**  
**And the floors all creak,**  
**And the sweet peas need a prop**  
**When a little paper and paint**  
**Would make a room look new,**  
**And you wonder how in the world**  
**You can get it all attended to!**

**JUST PHONE US**  
**R. H. Kemp Lumber Co.**

**LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS**

**SPECIALS**  
FRIDAY AND SATURDAY SPECIALS

<b>GRAPEFRUIT</b>	Dozen .....	<b>25¢</b>
<b>HOMINY</b>	Wapeo, two No. 2 cans .....	<b>15¢</b>
<b>COFFEE</b>	Satisfaction, fresh ground, pound .....	<b>19¢</b>
<b>POTATOES</b>	10 pounds .....	<b>15¢</b>
<b>JELLO</b>	Any flavor, 3 packages .....	<b>20¢</b>
<b>KELLOGG'S</b>	Cereals, any kind, package .....	<b>11¢</b>
<b>SUGAR</b>	10 pound cloth bag .....	<b>51¢</b>
<b>PEAS</b>	Concho, two No. 2 cans .....	<b>25¢</b>
<b>CORN</b>	Sunny Field, three No. 2 cans .....	<b>28¢</b>
<b>MARSHMALLOWS</b>	One-pound package .....	<b>17¢</b>
<b>OATS</b>	Cup and Saucer, Dinner Plate or Bowl, package .....	<b>29¢</b>
<b>BEANS</b>	Green, two No. 2 cans .....	<b>17¢</b>
<b>MUSTARD</b>	Quart Jar .....	<b>17¢</b>
<b>SPINACH</b>	Wapeo, three No. 2 cans .....	<b>25¢</b>
<b>SUGAR</b>	Powdered, two packages .....	<b>15¢</b>

**CARL'S Cash and Carry GROCERY**

and Mr. and Mrs. Garrett gave first aid, restoring the child to her normal condition.

Mr. and Mrs. L. M. Benson and children attended Sunday school and church at the Vega Baptist church Sunday.

Mr. and Mrs. Ted Langley, Norma Jo and Dorothy were Saturday visitors with Mr. and Mrs. Wilson.

Rev. L. E. Godwin will fill his regular appointment at Ford next Sunday. Everyone is invited to Sunday school and church at 2:30.

Miss Hilda Straufus was a recent visitor in the home of Mrs. Ted Roebeck. The baby of Mrs. Straufus has not been well.

Mr. and Mrs. H. Wilson visited the Hardy Benson home last week.

Tom Basset has been helping John Whitsett with some cattle he sold last week.

**Lollypop and Courage**  
A chemist has discovered that a slight variation in the glucose content of the blood makes all the difference between cowardice and courage. Instead of whistling in the dark, it would be more scientific to eat a lollypop.

**Check Your Insurance Needs**

Fire Insurance Premiums Will Be LESS After MARCH 1, 1935.

Call Us About Your Insurance PHONE 273

**HEREFORD INSURANCE AGENCY**  
John McLean, Owner.



**Stronger Than Ever**

On January 1, Southwestern Life filed with the Insurance Department at Austin the strongest financial statement of its history. In condensed form it appears below.

During the past year, the Company GAINED MORE THAN FIFTEEN MILLIONS Insurance in force, and increased its surplus by more than \$200,000.00. Southwestern Life has \$1.29 of assets for every dollar of net liability.

**Gain Since 1929**

While its reserve liability on all policies has increased only 31% during the past five years, the Company's capital and surplus (held for the additional protection of policyholders) have increased 45%.

**Condition of the Company December 31, 1934**  
**32nd Annual Statement**

ASSETS	LIABILITIES
First Mortgage Loans on Texas Real Estate \$16,034,235.19	Legal Reserve on All Policies - - - - - \$36,559,998.31
Home Office Building - 1,500,000.00	Reserve for Interest and Premiums Paid in Advance - - - - - 424,913.42
Other Real Estate - 1,380,019.00	Reserve for Taxes - - - - - 81,000.00
United States Government Bonds - - - - - 2,110,734.78	Reserve for Sundry Liabilities - - - - - 319,010.77
Bonds Guaranteed by U. S. Government - - 2,285,852.76	Investment Reserve Fund - - - - - 250,000.00
State of Texas Bonds - 953,226.24	Surplus Funds Held for Additional Protection of Policyholders:
Texas Municipal and County Bonds - - - 4,601,840.26	Capital Stock \$2,000,000.00
Cash in Banks - - - 871,634.55	Unassigned Funds - - 4,803,515.54
Interest and Rents Due and Accrued - - - 1,320,123.35	<b>6,803,515.54</b>
Loans to Policyholders 11,782,418.68	<b>To Balance Assets - \$44,438,438.04</b>
Net Premiums in Process of Collection - - - 1,598,353.23	
<b>Total Assets - - - \$44,438,438.04</b>	



**Added Security No Increase in Cost**

The Company operates under the Registration Law of Texas. Securities are deposited with the Insurance Commissioner of Texas, the market value of which is greater than the net liability to all policyholders.

As evidence that the required deposit is maintained, the Insurance Commissioner is required to sign the following certificate on every Southwestern Life policy:

**"THIS POLICY IS REGISTERED, AND APPROVED SECURITIES EQUAL IN VALUE TO THE LEGAL RESERVE HEREON ARE HELD IN TRUST BY THE COMMISSIONER OF INSURANCE OF THE STATE OF TEXAS."**

**LIFE INSURANCE IN FORCE . . . \$273,485,209.00**

*The Company Back of the Policy*

**SOUTHWESTERN LIFE INSURANCE CO.**  
HOME OFFICE - DALLAS, TEXAS

Hereford Representative

**O. C. WHITE**  
406B West Fourth Street

C. F. O'DONNELL  
President



**Jumbo News**

BY MISS J. W. BERRY

Take Produce to Carl's Gro. if Mrs. Ellis Mick and son of near Muleshoe spent the week end in the home of her parents, Mr. and Mrs. M. G. Layman.

Mr. and Mrs. Noel Andrew and children of Herford, and G. D. Spencer were Sunday guests in the C. Andrew home.

County Agent Wayne Thomas met with a number of farmers at the C. C. Hunter home Monday to give instruction on land contouring.

George Ward and family of Herford spent Friday night in the C. S. King home.

Mr. and Mrs. Laban Galloway and Mary Ruth were guests in the home of her parents, Mr. and Mrs. W. F. Mayfield, south of Dimmitt. The Mayfield family returned home with them and attended BYPU at Jumbo Sunday night and sang a number of convention songs.

Miss Mary Ann Baird was a Sunday guest of LaRue Beck.

Mr. and Mrs. W. E. and Busta Jergens and Grandmother Helen McHaffey of Portales called last Thursday in the W. W. Adams home.

Mr. and Mrs. W. L. Hall and Edna of near Herford spent last Thursday night in the M. L. Hardy home.

J. C. Stork and family were Sunday dinner guests in the Pete Stork home near Nazareth.

Jumbo Presbyterian Auxiliary met last Tuesday with Mrs. L. E. Beck. Mrs. M. L. Simpson gave the first chapter of the study book, February 26 the meeting will be with Mrs. Ullman Hunter and election of officers will be held. All members urged to be present.

Mrs. Mildred Bailey Miss Louise Goats, Wm. Hacker and Wilburn Axe were entertained at Sunday dinner in the Bob Axe home.

Jumbo basketball teams went to Dimmitt Saturday where they entered the county tournament, but were defeated by Dimmitt teams.

Mr. and Mrs. F. J. Axe entertained members of the Presbyterian Auxiliary and families in the Axe home Friday night with a 42 party. Owing to bad weather, only a few attended. Cookies, cocoa and coffee were served to Messrs. and Mrs. U. G. Randall, Ullman Hunter, L. E. Beck, J. W. Berry and the host and hostess.

Several ladies met at the M. L. Hardy home Thursday and quilted out two quilts, one for Mrs. Buck Wood, the other for Mrs. Truitt Boothe of Dimmitt. Mrs. Hardy served a turkey dinner to the workers. Present were Mrs. E. S. Ireland and mother, Mrs. Bell, W. L. Hall and daughter, Edna, C. W. and Truitt Boothe, Buck Wood, C. I. and L. E. Beck, F. L. Pinckert, Laban Galloway, Pat Hardy, W. A. Hunter, Jessie McGinnis and J. W. Berry.

Mrs. Mildred Bailey entertained a number of young people Thursday night with a Valentine party. Invited guests met at the school house and found a map which some pirate had left. Wilburn Axe and Louise Goats were chosen leaders. The map led to various places before the treasure was found, which was in the home economics hall, which was decorated in colors of the season. Games were played, Tincy Andrew and Frank Jones winning Heart Toss, LaRue Beck and Jack Woolery received high in Game of Hearts. Other games were played. Refreshments were served to LaVelle and LaRue Beck, Lucille and Billie Dyer, Alma Ruth and Pauline Andrew, Florene and Virgie Stork, Clara Jo Nell, Nella Harrell, Louise Goats; Chas. King and Mildred Bailey, Wm. Hacker, Robert Pinckert, Wilburn and Anderson Axe, Luke and James Beck, Lawrence Matthews, M. L. Simpson, Winston Adams, Lloyd Neill, Lonnie Andrew, Chas. McGinnis, Jack Woolery, Chas. King and Gerald Gene King.

L. A. Matthews went to Fort Worth last Thursday, returning home Saturday.

Mr. and Mrs. H. A. Field of Amarillo spent Sunday in the Chas. King home.

Mr. and Mrs. Lent Merrett, south of Dimmitt, spent Saturday in the P. H. Dyer home.

**Friena Doings**

Take Produce to Carl's Gro.

A number of Friena citizens were out of town Monday attending a mass meeting in Farwell. This meeting was called for the purpose of perfecting plans for a future PWA program in the county.

The Farmer county basketball tournament closed Saturday evening, having been held three consecutive days at Friena. During this time about 20 games were played. Some remarkable competition and fine sportsmanship were displayed by all the teams and the Saturday evening finals were hard fought, bringing the Friena teams to a close victory over Oklahoma Lane boys and Bovina girls.

Mr. and Mrs. T. E. Seigler of Herford were business visitors in Friena Monday.

Miss Lantina Lamm was in Amarillo the first of the week.

The friends of Mr. and Mrs. Raymond Maples regret to lose them, but wish them every success in their new home in Pampa. Mr. Maples has employment there.

Mrs. Gaston Beach of Shamrock who has been visiting her sister, Mrs. Fat Hughes, the past two weeks returned home Monday.

Miss Alice Guyer of Farwell spent the week end with her parents, Mr. and Mrs. J. A. Guyer.

Mr. and Mrs. F. M. Osborn spent Sunday in the W. C. Osborn home.

Mr. and Mrs. Bob Clements and children visited in Shellytown Sunday.

Messrs. and Mrs. Fat Hughes and F. O. Griffith were in Amarillo Monday.

Sam Taylor has been in an Amarillo hospital since last Wednesday where he underwent an operation.

Elvin Johnson of Pampa visited here over the week end.

Mrs. S. H. Osborn and little sons, Miss Martha McFarland and Mrs. Pete Thomas were in Clovis Friday afternoon.

Young people of the BYPU enjoyed a Valentine party Thursday evening in the C. D. York home.

People of the Friena community were delightfully entertained Sunday at the Methodist church by the high school chorus.

Miss Gladys Settle left for Amarillo Monday to attend a beauty show.

Mr. and Mrs. W. H. Guyer and small sons left last week for their new home in Salido, Colorado.

P. L. Neu and C. F. Broadwater returned last week from a short trip to Hope, Arkansas, and points in Eastern Texas.

The Friena Chamber of Commerce had a record attendance at their regular meeting Monday evening. They enjoyed a banquet at a local cafe.

Mrs. W. C. Norwood is on the sick list this week.

Miss Mabel Wimberley of Canyon was a Friena visitor last week.

Friena was well represented in the contests at Amarillo Friday. Fordst Osborn took second place in boys' declamation, and Miss Mildred Hughes placed third in girls' declamation.

Meaning of "Mush"  
Traveling in Alaska by dog sled is called mushing because mush is the Eskimo word used by the driver in starting the dog team.

**Summerfield News**

MAUD E. NOLAND

Rev. Weathers filled his regular appointments here Sunday. Several visitors heard his two interesting sermons.

Miss Dorothy Harris of Oklahoma Lane and L. G. Harris of Farwell spent the week end with their parents, Mr. and Mrs. W. G. Harris.

Asa Atchley is ill with the mumps.

Several from this community attended the chorus in Herford Sunday afternoon.

Miss Viva Mae Thomas of Canyon visited home folks here over the week end.

Messrs. and Mrs. B. C. and I. E. Roberson and children have returned from Wichita Falls and points in Oklahoma.

Due to bad weather Saturday the rabbit drive was postponed until Tuesday.

YWA met with Miss Alla Faye Lance Monday night.

Several from this community attended the show in Herford Monday night. Mr. Parker gave Summerfield people passes.

Summerfield and Vega played ball at Herford Wednesday night, Summerfield winning, 31-30.

J. W. Cox, Jr., returned home Thursday from Amarillo. He has been ill at the home of his uncle, A. D. Nance, here.

J. W. Cox and J. A. Noland returned Sunday from Floydada where they had been visiting relatives.

BYPU entertained with a party at the school house Friday night. Games were played and refreshments of sandwiches and cocoa were served to about 30.

Miss Oleta Rowling spent Friday night with her parents in Amarillo.

Mr. and Mrs. E. H. Fullwood and Mrs. R. A. Fullwood of Herford visited in the Chas. T. Noland home Sunday.

Mr. and Mrs. D. R. Roberson of Amarillo spent Saturday in the B. C. Roberson home.

The YWA box supper was a success last Thursday night. Each box was sold for 25 cents, all bringing \$6.75. Games were played and enjoyed.

Messrs. J. A. and Chas. T. Noland and Miss Maudie Noland attended the sewing machine demonstration in Amarillo Wednesday.

Ray Johnson has gone to Tulsa, Oklahoma, on business.

Mr. and Mrs. Cecil Lookingbill and son, John L., of Tulsa spent the week end in the J. L. Lookingbill home.

The man who pities himself in wasting sympathy upon the undeserving.

**Messenger News**

BY ESTELLE WILLIAMS

Take Produce to Carl's Gro. if Mrs. L. M. Williams and Estelle visited school and attended the Lincoln program Tuesday afternoon.

R. L. Howard left Monday for Oton to be at the bedside of his mother who had a stroke of paralysis in December. She died Tuesday at 12 o'clock.

The rabbit drive and barbecue was attended by many from Herford, Bippus, Walcott and Westway communities. About 1,000 rabbits were slain, which will save quite a few acres of wheat.

Messenger womens club met with Mrs. R. R. Russell February 14 in an all-day meeting. A quilt was finished for Miss Jewel. Lunch was served at noon. The next meeting will be with Mrs. J. A. Hart, who will give a demonstration on crepe paper flowers. All interested are invited.

Mrs. Bob Lindsey and baby, and Mrs. R. J. Coleman were Herford shoppers Friday.

Mr. Davis and family and Mr. and Mrs. Maroon all of Pampa were dinner guests of Mr. and Mrs. W. A. Whitson last Sunday.

Among the Herford shoppers Monday were G. W. Wells, Mr. and Mrs. W. A. Whitson and son, Mr. and Mrs. L. M. Williams and daughter, Alva Ellison, Mrs. P. C. Short, R. J. Coleman, Homer Sharp and Wilson Wylie.

W. R. Beck of Clovis was in this community Tuesday.

**ESTRAY NOTICE**

Taken up at the farm of the undersigned, living about 10 miles west and 1 1/2 miles north from the town of Herford, the following described animal known to be estray, viz: Jersey steer, three years old, branded F on left hip. If not legally proven by the owner thereof within Twenty Days from the date hereof I will proceed to Estray the same in accordance with law.

PAUL RUDD, Taker Up.  
Herford, Texas, this 6th day of February, 1935. 5-3p

**NOTICE OF SALE**

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said Court on the 18th day of August, 1934, in favor of Kansas City Life Insurance Co., a corporation, one of the Defendants, against A. Taylor, Plaintiff, and D. G. Webb, and G. W. Webb, Defendants, personally, and a foreclosure of Deed of

Trust Lien against Plaintiff and said Defendants, above named, and also Elsie E. Webb and J. N. Riggs, Defendants, in Cause Number 2162, on the Docket of said Court, entitled, A. Taylor vs. Kansas City Life Insurance Co., et al, and to me directed and delivered, I did on the 4th day of February, 1935, at 1:15 o'clock, P. M., levy upon the following described tract and parcel of land situated in the County of Deaf Smith, State of Texas, and all interest of the Plaintiff and Defendants, D. G. Webb, G. W. Webb, Elsie E. Webb, and J. N. Riggs therein, described as follows:

The South-East one quarter (S. E. 1/4) of Section No. 51, Block K-3, Certificate No. 1828, Wells, Wells and Sanders Original Grantees, containing 160 acres of land situated in Deaf Smith County, Texas, and on the 5th day of March, 1935, the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the Courthouse door of Deaf Smith County, Texas, I will offer for sale and sell at public auction, for cash, to the highest bidder, the above described land and all interest of the said A. Taylor, D. G. Webb, G. W. Webb, Elsie E. Webb and J. N. Riggs in and to the same to satisfy the judgment rendered in said cause, costs of Court, and of sale.

Dated at Herford, Texas, this 4th day of February, 1935.

J. B. MILLER, Sheriff,  
Deaf Smith County, Texas.

**NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE**

By virtue of an order of sale issued out of the District Court of Potter County, Texas, 108th Judicial District, on a judgment rendered in said court on the 23rd day of February, 1934, in favor of American Central Life Insurance Company, a corporation, and against Pearl S. Jackson, in the case of the American Central Life Insurance Company, a corporation, vs. J. W. Gordon, et al, No. 10,623A in said court, I did, on the 1st day of February, A. D. 1935, at 11:45 o'clock, A. M., levy upon the

following described property, situated in the County of Deaf Smith and State of Texas, as the property of said defendant, to-wit:

All of Section No. 64, Block No. K-5, patented to John Frey by Patent No. 526, Volume No. 37, and described by metes and bounds as follows: Beginning at a mound, the Northwest corner of Survey No. 63, by virtue of same certificate; Thence north 1900 varas to a mound; thence east 1900 varas to the Northwest corner of Survey 57, same block; thence north 1900 varas to mound; thence west 1900 varas to the place of beginning.

and on the 5th day of March, 1935, being the first Tuesday in said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the court house door of Deaf Smith County, Texas, in Herford, Texas, I will offer for sale at public auction, for cash, all the right, title and interest of said defendant in and

to said property, to satisfy said judgment.

Dated at Herford, Texas, this 1st day of February, A. D. 1935.

J. B. MILLER, Sheriff of Deaf Smith County, Texas.

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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,  
8 Arlington St., Boston

**Delco Owners**

We Now Offer You Service—Parts—Repairs

We are now the authorized service shop for the complete line of Delco Light Products. See us for anything in the line from tuning up your Delco Light plant to a complete overhaul or supplying new Delco Light Batteries or a new all-electric Delco Radio, Delco Electric Iron, Delco Vacuum Cleaner or other appliance.

**Willard Battery Station**

**CLOSE DRUG STORE** SAVE WITH US

PHONE 13

**YOU ALWAYS SAVE HERE**

<b>Pepsodent</b>	BAYER'S ASPIRIN	69¢	\$1.00 Size
and	BAYER'S ASPIRIN	23¢	<b>Crazy Crystals</b>
<b>Ipana</b>	FITCH'S SHAMPOO	\$1.19	89¢
TOOTH PASTE	MILK OF MAGNESIA	39¢	Chamberlain's
50c Size	DR. WEST'S	19¢	Lotion
<b>37¢</b>	ARMAND'S	69¢	
<b>Lady Esther</b>	HAIR OIL	39¢	
CLEANSING CREAM	VITALIS	79¢	
	BATHING ALCOHOL	39¢	
	MINERAL OIL	59¢	50c Size 37¢
	MINERAL OIL	89¢	\$1.10 Size 73¢
	WINE CARDUI	89¢	50c Size
	SYRUP PEPSIN	98¢	VICK'S
	SYRUP PEPSIN	49¢	Nose Drops
	CASTORIA	34¢	
	MILK OF MAGNESIA	39¢	
	KRUSLEN	69¢	43¢
	EX-LAX	19¢	VICK'S SALVE
	KOMPO BILE SALT	39¢	50c Size 29¢
	KOMPO BILE SALT	79¢	50c Size
	WITCH HAZEL	39¢	JERGEN'S
	BLACK DRAUGHT	19¢	Lotion
	LUCKY TIGER	43¢	
	LUCKY TIGER	79¢	
	WOODBURY'S	44¢	37¢
			25c Size
			<b>Penetro</b>
			SALVE
			19¢

**SHOP HERE**

WE HAVE MANY MORE BARGAINS ON DISPLAY

Specials Are Cash Only!



**Meet Mrs. Manager**  
Her Bank Helps Run Her Household

Mrs. Home Manager is a wise budgeteer. She knows just how much goes out each month, and she has budgeted the family income so that it covers all the necessities, the luxuries that she can afford, with a little each month for the family reserve of savings. A checking account enables her to keep track of every item of outgo, with convenient receipts in the form of cancelled checks for every bill paid.

**First State Bank**

**Black**

BY MISS NOBLE MYLAN

Rev. Linley of Bovina will preach here Sunday, morning and night. Everybody invited.

Mrs. Thos. Stone and daughter of Amarillo were guests of Mrs. Tom Presley Friday.

Mr. and Mrs. G. E. McCrate were business visitors in Amarillo Tuesday.

T. L. Welch and family, Messrs. and Mrs. Tom Presley, Verner Melugin, Mrs. H. L. McLean and daughters attended the program at the Methodist church in Friena, given by the glee club, Sunday night.

Rhea boys played Black Friday afternoon, Black winning.

Jim Black and Verner Melugin were in Herford Monday.

Mrs. Bob Fullwood of Herford, Mrs. Chas. Noland and D. C. Walser of Summerfield were visitors in the home of Mrs. Cecil Vandiver Friday afternoon.

Maxine and Margot McLean and Juanita Welch spent the week end in Friena to attend the basketball tournament.

How nice when all of us old fellows get a pension for the young folks to come and live with us.



# The Hereford Brand

Published Every Thursday. Our Slogan—"More People—More Farms"  
 HEREFORD, DEAF SMITH COUNTY, TEXAS  
 TELEPHONE 30

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

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### NOTICE TO PUBLIC

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

### ITINERANT MERCHANTS

A bill that would curb the activities of the itinerant merchant who is represented as preying on Texas cities during the busy season, has been presented at Austin. It is in the hopper and something will be heard of it further before the session of the legislature closes.

Wandering retailers who set up temporary business establishments in towns when the pickings are good then take flight and—sometimes—leave their creditors and competitors to hold the sack, would have some restrictions thrown around them for the protection of the public. Whether sentiment is sufficiently crystallized to justify the passage of a law is questionable. We have so many laws already that another might not be of any value. But academic discussion does not make the fact less prominent that the itinerant merchant is a real problem to taxing bodies, to established mercantile establishments and to business in general.—Floyd County Hesperian.

### By Their Words AND OURS

Probably no city and few newspapers try harder than do Amarillo and the Amarillo papers to promote good will in and do things for the surrounding area. The writer came from there and knows whereof he speaks, and being no longer a resident, feels free to say this is true.

Most people would probably be surprised to learn how much is spent in actual cash by the Amarillo News for news from the surrounding country or how much the chamber of commerce has spent and does spend to foster a good feeling in neighboring towns and communities. No one realizes more than the people of that city that its prosperity depends upon the prosperity of the surrounding territory.

All this leads up to the fact that so many people complain about Amarillo's selfishness and lack of regard for its neighbors. Persons in Hereford have actually told the writer they believed Amarillo News discriminated against this place in publishing news. Another case in point is the following excerpt from a column in the Moore County News of last week:

"I am positively certain that Potter county is not the only gas producing county of the Panhandle and yet they seem to be stepping to the front as dictators of the policies of the entire Panhandle on the gas subject. Their interest of course is the continued growth of Amarillo, yet I wonder if they could not gain a lot of good will and at the same time maybe get a little better understanding of the situation as a whole if they took time to make a few friendly visits over the territory and found out just how their ideas would affect some of their neighboring counties and the people who live in them, instead of just listening to a few who own property in other counties and make their homes in Amarillo, some of whom sell gas to major pipelines. At any rate while protecting the interests of the 98 per cent of the people of this Panhandle, it would not be a bad idea for their representatives to make their statements plenty clear so that they would not be misunderstood, as the good will of the whole 100 per cent of these people of this Panhandle would be a mighty good insurance policy for the growth and prosperity of Amarillo."

Texas has about as much use for an industrial commission as a gule driver in the army has for religion. In the face of the tax situation in this state at the present time, and prospects of further tax increase, even cash bonuses would not tempt industries to locate within our borders. It will be a big task to hold on to what few industries we already possess.—Graham Crackers, State Line Tribune.

Some banks, in reducing interest paid on deposits, also have reduced interest extracted on mortgages.

In brief, idle money means lower interest rates all around.

This has been an unusual holiday season in the world of money. Circulation failed to rise to anything like sensational heights. And check velocity—sometimes called the barometer of prosperity—

continued to decline. Yet retail trade increased considerably over the past year.

Maybe people and corporations have decided to "lay away" or hoard—until personal security or business security becomes more apparent.

The trend is world-wide, except in England—where trade and securities have continued advancing in an orthodox manner.

Postal savings banks still pay per cent—but banks are making a determined effort to force that rate down to one of one and a half per cent.

Bankers say the government cannot afford to pay two and one-half per cent from banks where it deposits postal savings.

Life insurance premiums, also, are rising because insurance companies can find few profitable investments for their large stores of cash.

The increase in premium rates of the largest life insurance company for 1935 will be six and one-half per cent.

### CONSERVATION OF ALL OUR RESOURCES

(By President Roosevelt.) We think of our land and water as life-giving assets to be directed by wise provision for future days. We seek to use our natural resources not as a thing apart, but as something that is interwoven with industry, labor, finance, taxation, agriculture, home, recreation, good citizenship. The results of this interweaving will have a greater influence on the future American standard of living than all the rest of our economies put together.

Not much romance in Hollywood where love making is done by professionals.

Happiness consists not in having much, but in wanting little.

We always feel cheap when the barber discovers that we have cut our chin.

To be remembered, forget-yourself.

Savings deposits in nation rise 2.5 per cent in year.

# A LONG TIME AGO IN HEREFORD

(From the Hereford Brand, February 19, 1904.)

Organization of the Farmers' institute (much like today's county agricultural council) had just been completed. It was organized for the purpose of cooperative seed buying and promotion of economically sound farming with aid from the A. & M. College.

A government bulletin on cultivation of timber lands in the Plains region was published. A forerunner of the shelter belt, perhaps.

News item: "The young man who disappeared two weeks ago with the mules and wagon belonging to J. L. Underwood were overtaken this week . . . at Pottsboro."

Three cars of prospectors (prospective immigrants) had arrived in Hereford during the week.

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To be remembered, forget-yourself.

Savings deposits in nation rise 2.5 per cent in year.

E. W. Harrison was offering spring suits for men at \$8.50 and up.

Rat Jowell announced his candidacy for the office of sheriff and tax collector. He had held the post previously.

"A new postoffice had been organized in the Southern part of Odham county to be known by the name of Vega."—News item.

Dr. W. E. Robertson, Hereford mechanical dentist, had installed a fine lot of new dental appliances.

"The war between Russia and Japan has nothing to do with the price of groceries, declared an ad. of John A. Johnson, groceryman."

(From the Hereford Brand, February 20, 1914.)

Mrs. L. R. Brady had paid "the handsome sum of \$600" for a

young Hereford bull from Missouri.

Will A Miller of Amarillo had been in the city soliciting subscriptions to a deep oil test near Canyon.

L. H. Sprait had accepted a position with the Fox Mercantile Company.

L. Baskin, acting president of the chamber of commerce, had appointed a committee composed of Geo. Stambaugh, D. R. Gass and F. H. Oberthier to take up the matter of a contemplated overall and shirt factory that an Illinois firm wanted to build here.

"Attorney Elmer Dameron goes this week to attend the Pro convention at Fort Worth as a delegate from Deaf Smith county."

G. A. F. Parker had been confined to his home a week with an attack of whooping cough.

### HISTORY REPEATS ITSELF

As everyone knows, cotton production in the Southern States was practically at a standstill during the dire days of the war between the states. The price of cotton skyrocketed and fortunes were made—running the blockade. In 1865, the price was still high—50c per pound for some qualities—and the Southern soldier hurried home after Appomattox to plant a crop. Some 2,000,000 bales were picked and ginned.

The following year was one of crop failure and consequent curtailed production. But in spite of this, the price of cotton was disastrously low. The explanation is simple: in the face of a greatly reduced supply of our cotton during the war, the people of India, Egypt and Brazil saw an opportunity for them to step in and take our place to a major degree in filling the world cotton needs and with the ma-

terial increase in their production these three countries had practically taken over the markets which America had considered her own. The fact that cotton is a world crop and that conditions in any cotton producing country cannot control for long the world market for cotton was forcefully demonstrated: "Stay Laws" to soften the effects of mortgage foreclosures had to be enacted in many Southern States, and it took the South the better part of a quarter century to regain its position in the cotton markets of the world.

Today, in 1935, we find in many respects, that history repeats itself. Again we have a curtailed American crop, and again we find world markets more or less indifferent to American cotton. Again the explanation is simple: foreign growths, stimulated by the "plow-up" and "acreage reduction" restraints of production and artificial price boostings policies in the United States, have gained in their production by leaps and bounds, and spinning centers which formerly have been considered good markets for American growths are now buying substantially increased quantities of the cottons of Brazil, Uganda, India, Egypt, Persia and Peru. Despite the reduced American crop, the supply of world cotton is at least equal to the world demand, and artificially high priced American cotton can find few buyers

outside this country. This situation is especially serious to the major cotton producing area of the United States—the Southwest. For many years practically 90 per cent of the Southwestern crop has been grown for export markets. With those markets closed—for the business-like reason that buyers in them can get their cotton for less money somewhere else—the Southwestern cotton farmer is thrown upon the horns of a dilemma: if he produces more cotton than is allotted to him by his government, he is penalized by heavy taxation; if he cooperates in our National cotton policy and takes advantage of the immediate benefits afforded him by the government cotton loan plan, helps to maintain an artificially high price which ultimately 50c for him the markets in which his commodity must be sold. There is only one way out: frank recognition of the fundamental fact that cotton is a world crop, an adjustment of tariff barriers to permit the free exchange of foreign commodities for our cotton and a determined willingness to meet price with price. That is the way the cotton markets of the world were finally restored to our grandfathers, and in that way, and that alone, can the American cotton farmer again regain the markets he must have to dispose of his major cash crop.—Anderson, Clayton & Co.

# Look at these FOOD SAVINGS

### Friday and Saturday Specials

- SOAP, Blue Barrel, 6 for . . . . . 25c
- POTTED MEAT, three for . . . . . 10c
- VIENNA SAUSAGE, two for . . . . . 15c
- SALMON, Red . . . . . 19c
- SALMON, Pink, 2 for . . . . . 25c
- BAKING POWDER, Calumet, 1 pound . . . . . 23c
- PIMIENTOS, 7-ounce tin . . . . . 12c
- PRESERVES, 1-pound jar . . . . . 21c
- MATCHES, carton . . . . . 22c
- WASHING POWDER, Gold Dust, 6 for . . . . . 18c
- SOAP, Castile Hard Water, 1 foot . . . . . 12c
- COFFEE, Peaberry, 1 pound . . . . . 19c
- RAISINS, 4 pounds . . . . . 29c
- KELLOGG'S WHOLE WHEAT BISCUIT, 2 for . . . . . 23c
- RICE, whole grain, 5 pounds . . . . . 29c

Texas Market & Grocery  
 PHONE 353—FREE DELIVERY

### ADVERTISING—TODAY'S GREATEST BUSINESS ALLY



Strictly at  
 "Profit and Loss"  
 Business  
 Idea!

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

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

The value of your car may be judged

from the mileage you receive. The value of the advertising, in the volume of business as compared to the amount expended.

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

## YOUR STATIONERY NEEDS . . . . .

CAN BE FILLED FROM OUR SHELVES

- ● TYPEWRITER PAPERS—All sizes and quality.
- ● INKS—Small bottles to pints.
- ● GUMMED TAPE—1-inch and 2-inch widths.
- ● LEGAL FORMS—All kinds.
- ● FILE INDEXES and FOLDERS.
- ● LEDGERS, LEDGER SHEETS.
- ● COLUMNAR SHEETS—All sizes.
- ● RIBBONS, CARBON PAPER, TYPE-CLEANER.
- ● LIBRARY PASTE, MUCILAGE.

For Your Office, Home, Store

LET US FILL YOUR NEEDS

The Hereford Brand

Phone 30

THE BRAND—HEREFORD'S MOST PROFITABLE MEDIUM



**More "W" Stuff**  
A sea and an elephant walked side by side over a little bridge. Said the sea to the elephant, after they had crossed it, "Boy, we sure did shake that thing!"—The Furrow.

**Most Ancient Rings**  
The earliest existing rings are those found in the tombs of ancient Egypt. The finest examples date from about the Eighteenth to the Twentieth dynasty.

**Want Ads**  
For Sale or Trade

**FOR SALE or Trade:** Well improved six-section ranch. Plenty of water, good grass. Geo. T. McCurry. 6-2c

**FOR SALE:** One Buckeye Brooder, one Queen Brooder, each 1,000 chicks capacity. B. K. Greeson; Summerfield, Texas. 6-2p

**LOTS of baled sudan straw,** \$10 per ton. Debedded cane bundles \$10 per ton. John Lahman or Loyd Crow, Morton, Texas. 5-4p

**FOR SALE:** Setting eggs from Oscar Hunt Buff Orpingtons. Depression price of 50c for 15. Call 60-W, or see Mrs. Troy Womble, 600 25-Mile Avenue. 5-4c

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

**Lost and Found**

**FOUND:** Auto keys in container. Owner may obtain them by paying for this ad. 1c

**STRAYED:** One large Poland-China boar. \$2.50 reward for recovery. Alfred May. 6-3p

**LOST OR STRAYED:** Three-year-old brown Jersey cow, short horns and no brand, giving milk. Geo. W. Brumley. 1c

**LOST:** Three calves, branded lazy V on left hip, marked 7 under-bit in right ear. \$5.00 reward offered for information leading to their return. Ed. Reynolds, Dawn, Texas. 5-2p

**For Rent**

**FOR RENT:** Convenient apartment, all bills paid. 517 East 11th Street. 1p

**YOU CAN add \$5,000.00 to your estate at an initial cost of only \$2.50.** After the first month, \$6.25 per month. E. F. Connell, Ellison Bldg., E. 3rd St. 1c

**FOR RENT:** One furnished bedroom, also one room which can be furnished for light housekeeping. Mrs. Neal L. Cress, 500 Miles Avenue. 1p

**Wanted**

**I WANT 200 cedar posts.** Alex O. Thompson. 1p

**WANTED:** A young Methodist preacher wants a place with some elderly person or couple as their handy-man about the place; for part or all of his lodging. Can give three or four days a week. Phone 136-W. 1p

**WANTED:** 100 to 300 acres land within 10 or 12 miles of Hereford for row crop. Fred Brizges, Hereford, Texas. 1p

**WANTED:** Perfect wheat section, in cultivation worth the money for, all cash. Geo. T. McCurry. 6-2c

**LARGE and old firm of Old Line Fire and Casualty Insurance Company Managers,** is seeking a substantial person, man or woman, to actively represent us in Hereford and vicinity. No "high-pressure" business grabber wanted, but someone with some financial background or property owner may find it to their interest to communicate with us. Address Box 10, care of Hereford Brand. 5-3p

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

**Bay View Clubs MEET JOINTLY**

The Bay View club entertained the Junior Bay View club with a dinner and program Thursday evening of last week, at the home of Mrs. E. R. McWilliams. The menu and decorations of tables carried out the Valentine motif.

The following program on drama was given: Alison's House, Mrs. John Coffee; Animal Kingdom, Mrs. McWilliams; Are These Plays a Just Criticism of Society? Mrs. G. W. Heard.

Thirty-six members and guests enjoyed the occasion.

**THORNTON SHIRLEY HONORED AT SUPPER**

Miss Thornton Shirley was honored by other members of the L.L.L. class of the Baptist church with a buffet supper at her home Monday evening. She left Tuesday for an extended visit with Mr. and Mrs. Sam Steele at Fort Sumner, New Mexico.

The table was arranged in a color scheme of red, white and blue. The menu consisted of meat loaf, hot rolls, scalloped corn, potato salad, peas, jelly salad, pickles, peaches and desserts.

Attending were the honoree, Misses Ruth Marie Mountz, Avis Matthews, Odessa Long, Ruth Love, Audrey Cockrell, Mary Posey, Inez Easter, Ora West, Mrs. A. O. Thompson, Karl Wilson Shirley and Mr. and Mrs. Jeff Gilbreath.

**MRS. HARKINS HOSTESS TO CLASS**

February meeting of Mrs. J. F. Ward's Methodist Sunday school class was held Tuesday afternoon with Mrs. H. H. Harkins. Mrs. Mattie Marrs, aunt of Mrs. S. L. Easley, gave some reminiscences of her years as a minister's wife.

Mrs. E. W. Harrison and Mrs. D. W. Hawkins sang "America the Beautiful." Mrs. D. W. Hawkins read "George Washington and His Hatchet." After a business session, refreshments were served by Misses Margaret Heifner, Ray Hestey and F. W. Bennett.

**MISS PARK HONORED AT PARTY**

Miss Edah Park was pleasantly surprised with a dinner party on Monday, given by Mrs. F. E. Bove, the occasion being Miss Park's birthday. The table was centered with a beautiful birthday cake with the appropriate number of candles.

A delicious three course dinner was served Miss Sadye Rigler and mother, Mrs. Rigler, Miss Jonnie Estes, Miss Park, Dr. and Mrs. F. E. Bove.

**LOYAL WORKERS MEET FRIDAY**

The Loyal Workers club met at the IOOF hall Friday in regular monthly quilting. A lovely quilt was made for Mrs. Ted Young. A covered dish luncheon was enjoyed by Messrs. and Misses, E. E. Fridley, F. E. Bove, A. H. Ellison; H. Stewart, R. E. McCullough, Buren Sowell, Jewell Murchison, Ted Young; Misses, Edna Fincher, Arthur Rogers; Misses Ursalee Fridley and Edah Park; Misses Lee Curry and Cannon of Summerfield.

**AT THE STAR THEATRE**

"Happiness Ahead" will be the attraction at the Star Theatre for Friday only, afternoon and night. This musical comedy features Dick Powell and Josephine Hutchinson. Also the first chapter of the new thriller serial, "Rustlers of Red Dog," with John Mack Brown and a good cast. This is said to be the greatest Western picture since "The Covered Wagon."

On Saturday afternoon another Western picture will be shown, "The Prescott Kid," starring Tim McCoy. Saturday night, beginning at 6 o'clock and continuing until midnight will be seen a college humorous musical, "College Rhythm," with Joe Penner, Lanny Ross, Jack Oakie, Helen Mack and Mary Brian and others. In the picture you will hear some of the good song hits.

Charles Dickens immortal "David Copperfield" will come to the Star screen next Sunday, Monday and Tuesday with a cast rivalling any ever assembled for one film.

W. C. Fields as Mr. Micawber, Lionel Barrymore as Dan Peggoty and Lewis Stone as Mr. Wickfield do the finest acting. Frank Lawton is in the title role as the man and Freddie Bartholomew as David the child. Others in the cast include Madge Evans, Maureen O'Sullivan, Roland Young, Edna Mae Oliver and Elizabeth Allan.

The film has earned highest possible rating among the country's critics.

**CLASSIFIED ADS for results**

W. O. W. Camp No. 999  
C. L. WHITEHEAD, C. G.  
E. E. FRIDLEY,  
Financial Secretary.

**SOCIETY**

**ROBBS-REEVES WEDDING IS ANNOUNCED**

Miss Oleta Mae Robbs became the bride of Mr. Ervin A. Reeves on Wednesday, February 8, in a quiet ceremony at the Methodist parsonage. Rev. T. C. Willett read the ceremony. The wedding was announced this week.

They have returned from a honeymoon trip to New Mexico and points in South Texas and will make their home here for the time being. Mrs. Reeves is the daughter of Mr. and Mrs. Stokes Robbs, and Mr. Reeves is a son of Mr. and Mrs. B. F. Reeves, both families of Hereford.

**MRS. BUSSELL HOSTESS TO MESSENGER CLUB**

The Messenger home demonstration club met February 14 at the home of Mrs. Lou Bussell, with Miss Jewel Bussell assisting her mother. A lovely covered dish luncheon was served at noon to ten club members.

The day was spent in quilting. Several piano and violin numbers were given in the afternoon.

**VALENTINE FAMILY HAS REUNION**

A family reunion was held Sunday at the home of Mr. and Mrs. W. L. Valentine, when their children were here for the day.

Attending were Mrs. Alma Hooper and son, Mr. and Mrs. Roy Thompson and family, Mr. and Mrs. Alton Fraiser, all of Hereford; Mr. and Mrs. Melvin Harris of Clovis, and Mr. and Mrs. R. L. Lloyd, of Altus, Oklahoma.

**TORADORS STAY STUFF ON DECK OF LINER AS STORM LOOSENS BULLS**

Port-of-Spain, Trinidad. — A bull fight at sea, with daring Spanish toradors battling maddened animals on the deck of a storm-swept ocean liner, was described recently on the arrival of the Hamburg-American vessel Cordillera from Peru.

Mountainous seas broke over the liner's sides and smashed two hulls in which a pair of crack fighting animals were being transported. The bulls dashed about the slippery, heaving deck while seamen tried vainly to catch them.

The liberated bulls became infuriated and turned on the sailors, driving them to shelter. A ship's officer drew a pistol and from a vantage point took aim to kill the animals.

There were two toradors on board. One of them, Senor Rafael Ortego, custodian of the animals, persuaded the officer to hold his fire. Then Ortego stepped into the arena armed only with a lasso.

Spectators crowding around the railing of an upper deck gasped as Ortego moved slowly and warily over the slippery plankling swinging the noose. One of the bulls charged him as he calmly side-stepped, still swinging the noose.

The other animal charged and Ortego nearly lost his footing with

**THE CHURCH WORLD**

**First Methodist Church**

REV. T. C. WILLETT, Pastor  
Sunday school, 9:45 a. m.  
Preaching, 11 a. m. and 7:30 each Sunday.  
Young people, 6:30 p. m.  
Prayer meeting 7:30 each Wednesday evening.  
Woman's Missionary Society each Wednesday, 3:00 o'clock.  
Come and worship with us.

**Church of Christ**

EBB RANDOL, Pastor.  
Bible school, 10 a. m.  
Morning worship at 11.  
Young peoples' meeting, 6:30.  
Night service, 7:30.  
Prayer meeting Wednesday evening, 7:30.

**St. Anthony's Church**

Mass at 8 and sung mass at 10 o'clock. Instruction in religion after second mass. Benediction at 7:30 p. m.  
Week day mass at 8, Thursday at 6:30 Saturday at 7, in convent. Holy hour 7 to 8 p. m. Thursday.

**First Christian Church**

REV. E. R. M'WILLIAMS, Pastor  
Church school, 9:45, A. A. Foster superintendent.  
Morning service at 11, communion and sermon.  
Evening service, 7:15.  
The attention of the church membership and community at large is called to the fact that on March 24 we begin our two weeks Pre-Easter revival meeting, with Rev. H. M. Redford of Arlington doing the preaching. Make your plans now to attend as much as possible. You will always find a welcome at any of our services.

**First Presbyterian Church**

W. M. GRIFFIN, Minister.  
Sunday school, 9:45; G. M. Hudson, Superintendent.  
Morning worship, at 11.  
We welcome the Rev. Chas. L. Dickey of Canyon to our pulpit for morning service.  
Christian Endeavor, 6:30.  
Evening services, 7:15.  
Tuesday evening, Church Family Night, with motion pictures.

**WALLACE WOULD ASK THE PEOPLE**

Secretary Wallace suggests the establishment of an economic council of four men, "to determine by direct referendum the will of the people on key questions of national policy." He would have such a council provided with the means of submitting to a vote of the people questions in dispute, and

**WALLACE WOULD ASK THE PEOPLE**

when the people had declared their will, he would have this supreme, a law which "could not be held unconstitutional even by the Supreme Court."

This suggestion contained in an article by Wallace in Collier's Weekly, probably was conceived and written before the tense situation over the gold policy of the Administration and the Supreme Court's attitude toward it had developed. It serves, however, to mirror the feeling that is widely existent that the Constitution should be made more responsive to the march of progress.

Wallace sets the time it now takes to amend the Constitution at seven years. It has taken longer than that to work out some reforms, but others have gone into effect much more quickly. In the latter case, however, public sentiment has been shaping itself for a long period.

The Constitution serves the purpose in our scheme of government of being the expressed will of the people, which cannot be violated by Congress or the States. The Supreme Court interprets this will. Wallace believes, along with many others, that the people are capable of expressing their own will now as they ever were, and that when they do so decisively it will need no interpretation.—Frederick Leader.

**Just in time to get into print—these 100 Coats of Fashion's latest in Spring wear.**

Don't fail to come in for these. We expect to clean up this shipment very quickly.



*They're Different!*  
**1935 Sport & Dress COATS \$6.00**

Fashion gets "action" into sport styles and soft feminine lines into dress types!  
Action backs, Dolman, Raglan or set-in sleeves for sport... ripple collars, capelets, wide revers for dress! Checks and plaids, tweeds—diagonal and fancy-weave wool and crepes!

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**New Things AT PENNEY'S**

Come quickly if you want a pretty **Spring PRINT FROCK** at this low price!

**\$3**

Dark or light grounds! Solids! Combinations!

Wear one and be in tune with spring! Plaids, florals, dots and novelty prints! Navy's a favorite background! Solid colors combine with prints, — or with crisp lingerie trim! Adjustable elbow-length sleeves! All charming styles! Women's, misses'!

**NEW COTTON FROCKS \$2.00**

25¢ 49¢ 79¢

Treat the frock to new **NECK WEAR**

6½-fronts, jabots, V-collars and others, of crisp white sheers, tailored rayon satin or pique! **25¢**

Heavy rayon taffeta, trimmed pique or fresh ruffled sheers in bib-fronts, V's and others! **49¢**

Ruffles, lace, crystal buttons—the daintiest styles in blistered organdy, rayon faille or all Val lace! And many others! **79¢**

New Headwear For the Baby

Cute Styles for the Little Ones.

25¢ 39¢ 98¢

**Spring HANDBAGS**

New styles! **98¢**

Handsome simulated leather! Envelope, pouch! Black, brown, navy! Bargains!

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated



# Dependable Service---Just as the Doctor Ordered

This is the season of colds and complications. A capable Druggist can do much to aid you in the care of yourself and family. Our stock of fresh, pure drugs and our ability to compound prescriptions carefully means much in your fight for health.

USE THE SERVICES WE OFFER---THEY WILL PROVE HELPFUL!

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



## You Can See the Difference!

Here we have a cleaning process that brings your clothes back to you—cleaned and pressed as you like to have them—ready for wear at any time.

Our Spring and Summer Samples Are Here—Come In and See Them.

### CARROLL & CORBETT

## Rural School News

### WESTWAY

A goodly number attended PTA Friday night. Mrs. R. H. Gilliland gave a talk on "Educating for Living," followed by the primary room singing, and a number by the Rhythm Band. The school choral class sang seven songs learned in preparation for the choral club contest in the county meet. The boys' harmonica band, led by S. J. Cook, played five numbers.

"West Wind," student publication, will appear this week. It is published to motivate English work, develop school and community spirit, give students work in actual business management and organization of material and serve as a medium to let people know what school is doing. This is an important extra-curriculum activity. The staff: Pauline Edwards, editor; Walter Reeves, circulation and business manager; Wanda Downs, Sylvia Walker, art editors; S. J. Cook, Leon Hartman, Howard Gore, J. B. Joiner, Wayne Little, Herman Tedford, news reporters. The staff starts a campaign next week to have every family in the community on its subscription list.

Westway junior boys' playground ball team defeated Summerfield juniors 10 to 6. Batteries for Westway were Hyde and E. Skypala.

Westway debate teams issue a challenge to any rural school in a reasonable distance for a practice debate.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

### MESSENGER

Bus Drivers R. L. Howard attended the funeral of his mother in Olton February 12. Mrs. Howard died there that day.

The junior basketball team won second at the county tournament. The team is composed of Martin Bussell, Thorley Fanning, Sylvester Fangman, James Coleman, Porter Wyle and Raymond Fanning. Coach Bob Lindsey. Messenger first trounced Summerfield 13 to 8, and later, held Westway to 9 to 26 in the final game.

February 12 at 4 o'clock the school and visitors enjoyed a review of Lincoln's life as members on the program were seated at desks on the stage, while Marie Smith was teacher. A humorous arithmetic lesson amused all at the end of the program, put on by the high school room.

Intermediate and primary rooms will put on a Washington program February 22 at 4 o'clock.

A large number enjoyed the program of the Hereford Lion's Club last Friday in the school auditorium. The group was headed by George Brumley. Talks were made and music rendered.

These pupils will represent Messenger at the Interscholastic League meet in Hereford March 16: Senior track and rural pentathlon, Hobby Williams; boys' junior track, Martin Bussell, Sykes; Fangman, Elden Agee, Jay Coleman, John Ash, Raymond Fanning; junior girls' track, Marie Smith, Ruth Short, Anna Brown, Edna Brown; sub-junior track, O. A. Fanning, Maynard Agee; Raymond Brown, Troy Hart; girls' sub-junior track has not been selected. Tennis representatives, boys, Thorley Fanning, Raymond

Fanning, Martin Bussell; girls, Edna Brown, Anna Brown, Ruth Short. Playground activity has turned to playground ball and the county playground ball tournament in Hereford March 9. Messenger will have a boys and girls team in the tournament.

### WARD

Several have been absent the past week because of illness.

A Valentine party was enjoyed at the school house Thursday afternoon. Lemonade and cake were served to several guests, children and teachers.

Helen and Dorothy Miles of Hereford visited school Friday.

### DEAN

A pie supper is planned for Friday evening, March 1. The program includes a one-act comedy, "Tommy Says Hello." Bingo, Carom and 42 will be games for those who wish to play. Elections to determine the best liked man and lady of the community will be held, votes to cost one cent each. Winners will be presented cakes. Proceeds will be used to purchase school equipment. Every-body invited.

### SUMMERFIELD

Junior boys baseball team of Westway beat Summerfield Thursday afternoon 10 to 7. Sub-junior game was called off due to bad weather.

Tuesday afternoon was National Cleanup Week as far as Summerfield school was concerned. Spring house cleaning was much in vogue, at any rate.

F. Campbell.

Mrs. Hogan is improving and it is expected she will be able to be removed from a Lubbock hospital to the home of her daughter, Mrs. Maples, near Hart, at an early date.

Mr. and Mrs. W. S. Dixon were Dimmitt visitors last Wednesday. Glenn Greer and Everett Cornett went to Hobbs, N. M., last Tuesday, returning Thursday.

Mr. and Mrs. Jack Roberson of Hereford, Mmes. Robbins, Allman and Mobley spent Friday with Mrs. J. B. Harlin.

Floyd Campbell of Crosbyton spent the week end with his parents, Mr. and Mrs. K. F. Campbell.

A capacity house greeted the players Saturday night when "Silas Smiddy from Turnip Ridge" was presented. The cast was well chosen and furnished plenty of laughs. A neat sum was added to the PTA fund. In the play were Misses Koma Hyatt, Helen Jones, Ruby Andrews, Mmes. Hawks, Williams, Harlin, Renner, Messrs. Harvey and Weldon Lindsey, Fred and Wilbur Axe, Geo. Jones, J. B. Harlin, Jr.

The Energetic club met with Mrs. Jim Gatlin last Friday with eight members present. Next meeting will be with Mrs. Bell. The singing convention meets at Erlo next Sunday, and you are invited to attend.

## Westway Items

(BY WILMA SKYPALA)

H. M. Gunn and Mrs. Joe Landers took dinner in the Kelly home and from there went to Olton Saturday to spend the night with Henry Tallor, and took Sunday dinner in the John Taylor home.

V. Skypala and family took his mother, Mrs. Josephine Skypala, home after a three weeks stay here.

G. W. Wilson, Mr. and Mrs. Ulyes Pierce are visiting in Abilene. Mrs. A. C. Pierce returned



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

## Here and There

BY MRS. C. E. TICE

WW club met last Wednesday with Mrs. Earl Springer and enjoyed an all day meeting. Mrs. Glenn Greer offered her resignation as president and Mrs. W. A. Springer was elected to serve the rest of the year. Mrs. H. D. Allman is a new member. Nine members were present and voted to meet Tuesday, February 26 with Mrs. C. E. Tice.

Miss Virginia Mosley of Hereford spent the week end with Miss Helen Ray Hamm.

Mrs. Fred Streun is staying in Hereford this week taking treatments. She has been confined to her bed the past year and is steadily improving now.

Mrs. Melvin spent the week end with her parents, Mr. and Mrs. K.

THE FLOWER OF FLOURS



## PACKARD'S BEST

Included among the baking authorities who endorse Packard's Best Flour is Mrs. Average Housewife. She finds that Packard's Best's claim to supremacy is borne out in all phases of her everyday baking. Easier baking. Surer results.

Packard Milling Company  
Hereford, Texas

## You Will Like These DOLLY MADISON CAKES

There's no stigma of "bought cake" to bakery goods purchased here. Any hostess may well be proud to claim this cake as the product of her own kitchen... it's so fluffy and light, so tasty and so well-proportioned. Just rich enough and just right to rival anything you could bake yourself—and at a price that makes home-baking entirely unnecessary.

AT 15¢ TO 39¢

And They Are Fresh Every Week  
—ON THURSDAYS OR FRIDAYS

### HEREFORD BAKERY

## Brand Want Ads Pay Good Dividends!

### LOW One Way Rail FARES Every Day

2c Per Mile  
Good in Coaches and Chair Cars

3c Per Mile  
Good in All Classes of Equipment

Also Low Round-trip Fares with liberal privileges. NO SURCHARGE IN PULLMANS.

These Low Fares apply anywhere on the Santa Fe and throughout the South and West.

Call or write—  
T. B. GALLAHER, General Passenger Agent, Amarillo, Texas  
Hereford, Texas  
J. E. BEYER, Agent.

## FOR BETTER RESULTS YEAR AFTER YEAR



MERIT ALL-MASH STARTER

Merit All-Mash Starter answered the chief feeding question for hundreds of West Texas poultrymen who swear by it. Ninety-five per cent of all West Texas Hatcherymen feed and recommend Merit All-Mash Starter which is conclusive proof of its superior quality. It insures life and sturdy growth.



MERIT GROWING MASH

Merit Growing Mash builds sturdy constitutions that stand up later under the strain of heavy egg production. It builds big frames, greater body capacity and produces faster and more uniform growth. Feeders of Merit Growing Mash have big strong pullets that lay lots of eggs during the fall and winter months.



MERIT EGG MASH

Merit Egg Mash produces more eggs at less cost per dozen. It supplies all the elements necessary for high egg production, flock vigor and health. Many feeders, who know, say they would not try to keep a flock of hens without Merit Egg Mash. Chicks hatched from Merit feed flocks are stronger and live better.

SUCCESSFUL POULTRYMEN PREFER MERIT

## West Texas Feed & Seed Company

HEREFORD

EXCLUSIVE AGENTS  
PHONE 265

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## Radio At Low Cost

"YOU ARE THERE WITH A CROSBY"

SIXTY - ONE A. F.

Six-tube Superheterodyne  
Standard Broadcasts 540-1700  
Kc. . . Two Double Purpose  
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plane Type Dial . . . Three  
Gang Tuning Condenser  
Full Floating Moving Coil  
Electro-Dynamic Speaker.

**\$39 95**

Complete With Tubes

OTHERS FROM  
**\$19 99**  
UP



We Invite You In to See These Fine Radios and Our Many Drug Specials.

TRIPLE-DIP MALT ..... 15c

**BROOKS' DRUGS**

Phone 99 "Pay Cash and Save" We Deliver

### CALFSKINS ARE DAMAGED BY CARELESS CLEANING

Farmers, stockmen and packers could save a considerable sum each year by giving more attention to the care in cleaning calfskins at slaughterhouses, according to livestock officials in the United States Department of Agriculture.

Reports to the Department indicate much damage to such skins from the use of currycombs. The damage is caused principally by scratches which result in a lowering of the commercial grade of the skins and irreparable injury to the grain side of the finished leather. Currycombs with small pointed or bent teeth sometimes cause scratches or even tears in the removal of manure or dirt from calf carcasses that are dressed with skins attached.

The Federal meat-inspection regulations require calfskins to be cleaned before any incision is made for dressing purposes if the carcasses are to be dressed with the skins on, but there are no official regulations which specify the methods of caring for the skins to prevent damage. However, superintendents of commercial slaughtering establishments have shown a willingness to cooperate with buyers of calfskins and tanners in preventing damage to skins.

Methods of preventing such injury include grinding the points off currycombs used for cleaning calfskins. A heavy brush and a stream of water under pressure may be used instead of currycombs. Some establishments have large revolving brushes and sprays of water through which the undressed calf carcasses must pass. If the skins of calves were removed during dressing operations, as is done in dressing cattle and sheep, the dressing and cleaning of the skins would be avoided as well as the possible injury to the skins caused through cleaning methods. Some establishments remove the uncleaned skins at time of slaughter.

Officials of the Bureau of Animal Industry call attention to these methods of preventing loss, not only in inspected establishments but on farms and slaughter houses.

### New Volumes at Library On Wide Subject Range

Two dozen new volumes have been added to the county library within the last 30 days to enhance the value of the collection. Books for children, fiction and non-fiction for grown-ups comprise the new assortment. And now there is the latest unabridged Webster's New International Dictionary.

Miss Lillie Hostetter, librarian, lists the books: Non-fiction, *Alone*, Some experiments in living; *Black, Our Unknown Constitution*; *Dressier, My Own Story*; *Forman, Our Movie-made Children*; *Graves, Modern Art*; *Frost, Selected Poems*; *Gregg, Power of Non-Violence*; *Kemmerer, On Money*; *Laidler, Concentration in Industry*; *Swift, Psychology of Childhood*; *Wicks, Reason for Living*. Fiction: *Baldwin, American Family*; *Chase, Mary Peters*; *Hilton, Goodbye Mr. Chips*; *Raine, Square Shooter*; *Suckow, Folks*; *Werfel, Forty Days of Musa Dagh*; *Wilder, Heaven's My Destination*. Juvenile: *Bryan, Fun With Michael*; *Morris, Digging In the Southwest*; *Morris, Digging In Yucatan*; *Potter, Mame*; *White, Duck and Its Friends*.

### Card of Thanks.

We wish to express our thanks and appreciation to all of our friends and neighbors and to our pastor, Bro. Shepard, for the many acts of kindness shown us and for the beautiful floral offerings given in our hour of grief caused by the death of our loved one.

Mrs. Eck Daniel and Son, W. C.  
Mr. and Mrs. J. H. Daniel  
Mr. and Mrs. W. C. Thomas and Family  
Mr. and Mrs. J. R. Daniel and Family  
Mr. and Mrs. J. E. Thomas and Family  
Mr. and Mrs. Frank Daniel and Family  
Mr. and Mrs. Ray Daniel and Family  
Mr. and Mrs. O. E. Shugart and Daughter.

### FEDERAL TAX ON GASOLINE - \$701,109,269 LAST YEAR

The Federal Government collected \$170,109,269 in gasoline taxes last year, according to data compiled by the American Petroleum Institute. This was in addition to state gasoline tax collections of \$500,000,000, the institute said. In 1933 gasoline tax collections

by the Federal government totaled \$181,125,987. However, in the last beginning of last year it was reduced to one cent.

**ANY HOUR OF THE DAY OR NIGHT ALL THE HOT WATER YOU NEED WITH AN AUTOMATIC WATER HEATER**

See Your Gas Appliance Dealer Or Your Gas Company

**WEST TEXAS GAS CO.**  
Good Gas With Dependable Service

### Ward News Notes

**MRS. WILBY ROBERSON**  
LAE club met Tuesday, February 19, with Mrs. Wilby Roberson in North Herford. The subject for the afternoon was federation and the several departments. Mrs. A. J. Thompson made an interesting talk. Refreshments of punch, cookies, nuts and mints were served to Ave members and one visitor, Mrs. Thompson. Next meeting will be with Mrs. Jack Hutson, March fifth.

Miss Emily Fincher of Tulsa is spending the week with Miss Alberta Davis.

Messrs. Major and Euton called at the Bob Higgins place Monday morning.

Misses Davis and Hughes spent Friday night in Flagg with Misses Hughes and Garrett.

Rev. Hornbeak will preach here Sunday morning at 11:15.

Mrs. Montgomery spent Tuesday with Mrs. G. M. Suggs.

Mr. Suggs' Sunday school class gave a Valentine party at the school house last Thursday night and a very delightful time was had by all.

The community agricultural association met at the school house Friday night. Plans for a rabbit drive were made and the drive is to be held Friday and dinner of barbecue, bread, pickles and coffee will be prepared by George Cloyd and Bob Allison at the Brumley windmill, a mile east of the O. J. Lady home.

Miss Davis, Alva Higgins and Miss Emily Fincher were Sunday dinner guests in the G. M. Suggs home.

Mr. and Mrs. Jim Lipscomb were in Amarillo last Friday.

Mrs. Suggs called on Mrs. Gatlin last Friday afternoon.

### PUBLIC URGED TO QUESTION SOLDIERS' BONUS PETITIONS

Caution in signing petitions for prepayment of the soldier's bonus that are offered by strangers is urged by Donald A. Hobart, national commander of the American Veterans Association.

Pointing to President Roosevelt's statement that the bonus question is not well understood, even among veterans, Mr. Hobart asks the public before signing to investigate "whether such prepayment will help either the veterans or business recovery."

"Many people exaggerate the benefits to be derived from immediate payment of the soldier's bonus, which under the terms of the contract is not due before 1945," Mr. Hobart says. "There is convincing evidence that prepayment of the bonus, if authorized by Congress, would be followed by demands for pensions for all World War veterans and their dependents, regardless of need or disability."

## FURR FOOD WEEK END - GROCERY BARGAINS

SAVE AT FURR FOOD STORE

PRICES GOOD FRI, SAT, MON.

# FINEST MEATS

DRY SALT	18c	PEANUT BUTTER	15c
Chunks, plenty of lean, pound		Bulk, fresh, pound	
BACON	33c	SAUSAGE	22c
Armour's Sliced, no rind, no ends, lb		Pure Pork, fresh ground, lb	
FISH	28c	OYSTERS	36c
Fresh Sea Bass Steaks, no waste, lb		Shipment, large Chesapeake Bay, lb	
<b>ROAST</b>	<b>15c</b>		
Out From Choice			
Baby Beef			
<b>PHILLIP'S DELICIOUS FOODS</b>		<b>PINEAPPLE JUICE</b>	<b>25c</b>
PORK AND BEANS	19c	Dole's, 3 No. 1 cans	
Or TOMATO SOUP, 4 cans	19c	Heart's Delight, Fancy Alaska Red	
RIPE OLIVES	19c	SALMON	19c
Curtis, tall pint can		No. 1 tall can	
<b>SNOWDRIFT</b>	<b>55c</b>		
3-Pound Pail			
<b>LIBBY'S QUALITY FOODS</b>		<b>GRAPEFRUIT JUICE</b>	<b>23c</b>
GARDEN PEAS	16c	Curtis, 2 No. 2 cans	
No. 2 can		PEACHES	43c
CORN, Country Gentleman	15c	Sliced or halves, No. 10 cans	
No. 2 can		CHERRIES	23c
CUSTARD PUMPKIN	11c	Red pitted, 2 No. 2 cans	
No. 2 can		MALTED MILK	43c
VIENNA SAUSAGE	15c	Thompson's, 1-lb can	
2 cans		TAMALES or CHILI	23c
TOMATO JUICE	23c	Walker's Austex, No. 2 cans	
3 cans		CLEANSER	15c
		Old Dutch, 2 cans	

**Lipton's TEA**

All Flavors

Quarter Pound .. 21c

**Two Schilling Coffees**

Each one different in blend, roast and grind, but identical in flavor—Each especially prepared for its purpose.

Either Kind

3-pound Can ..... 61c

1-pound Can ..... 31c

HOMINY	13c	KELLOGG'S ALL BRAN	11c
2 No. 1 cans		Small package	
RICE	15c	KELLOGG'S WHOLE WHEAT	10c
Comet, 2-lb package		FLAKES, pkg	
PEACHES	25c	BROWN SUGAR	5c
Choice evaporated, 2-lb pkg		Pound	
<b>SKINNER'S</b>	<b>15c</b>		
Macaroni or Spaghetti, 2 pkgs			
<b>FRESH FRUITS and VEGETABLES</b>			
OXYDOL	22c	TOOTH PICKS	7c
Large package		2-boxes	
TOILET TISSUE	23c	CAMAY	5c
Charmin, 4 roll box		Bar	
CORN or BRAN FLAKES	19c	LIMA BEANS	9c
Jersey, 2 packages		Large or small, pound	
<b>ORANGE'S</b>	<b>20c</b>		
Tree ripened, extra large California, 6 for			
BANANAS	25c	APPLES	20c
Yellow-ripe, 4 pounds		Extra fancy Winesaps, dozen	
LEMONS	19c	LETTUCE	6c
Sunkist, dozen		Crisp Head	
CELERY	13c	GRAPEFRUIT	19c
Large stalk		Texas Seedless, 6 for	

TOP PRICES ON EGGS AND CREAM

**FREE DELIVERY PHONE 74**

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS

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**WHITE KING SOAP**

3-bars 14c | 3 bars 14c

**CRISCO**

3-pound Can ..... 61c

**KARO**

No. 5 Can ..... 33c

**Palmolive**

SOAP 6 Bars ..... 25c

**Super-Suds**

Two Pkgs ..... 17c

**Crystal White SOAP**

3 Bars for ..... 12c

## THE BELL SYSTEM AT A GLANCE

General staff services to operating companies, and operation of long distance lines giving service between and through the territories of the operating companies.

\* Owned by 675,000 stockholders

**REGIONAL OPERATING COMPANIES**  
(of which the Southwestern Bell Telephone Company is one)

Provides telephone services and facilities within their respective territories, with the aid of staff services of the American Telephone and Telegraph Company.

**Now a nation-wide telephone network is organized**

The Bell System is big, but its organization is not complex.

The A. T. & T. is parent company, service and research organization, and financial headquarters of the System. It owns Western Electric, which buys and manufactures for the System at prices about a fourth below the prices of similar equipment in the competitive market. Jointly with Western, it owns Bell Laboratories, where science constantly seeks better and cheaper methods of giving you telephone service.

It owns more than 90 per cent of the voting stock of the 24 associated companies (of which the Southwestern Company is one) and it operates the long distance trunk lines linking the territories of these companies. Its staff carries on for these companies a constant search for more economical ways to give good telephone service.

Each part of the organization exists because the function it performs is essential to the job of giving good telephone service at fair cost to you.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

FOR RESULTS use the CLASSIFIED ADS



## PENDING LEGISLATION THREAT TO STATE HIGHWAY FINANCES

Texas, which needs highways more than any other type of public work, will lose millions of dollars yearly in Federal Aid for roads if any of the several bills now before the state legislature enacted into law. Colonel Ike Ashburn, executive head of the Texas Good Roads Association, learned today. He has just returned from a conference in Washington with T. H. MacDonal, chief of the bureau of public roads.

The federal highway bill enacted by Congress last June states the principle, "It is unfair and unjust to tax motor vehicle transportation unless the proceeds are applied to highways." Ashburn explained. It then provides that any state which reduces its own outlay of state money for roads, after passage of the law, will be penalized by loss of one-third of its federal money allotment.

"In other words, Washington isn't going to build roads in states which don't care to spend their own state funds on them," the road leader explained.

"Texas' yearly Federal Aid is

\$7,700,000. Passage of any one of several bills now before the legislature at Austin will automatically deprive Texas of \$2,500,000 a year in federal road money.

"These bills seek, first, gasoline tax refunds on municipally owned autos; second, lower license fees; third, to divert license fees to fight soil erosion; fourth, to divert more gas tax to assume more local road bonds, and even to increase the gas tax for this purpose.

"I don't think any one of these state bills is worth the \$2,500,000 yearly loss in Federal Aid it would cost. And I hope every citizen who feels the same way will tell his lawmakers at Austin to leave the gasoline tax and license fees just like they are today."

**Famous Irish Observatory**  
Amateur astronomers among American tourists usually make a point of visiting Armagh, in Ireland, where is the observatory founded in 1791, which gave to the world the well-known Armagh Star catalogue.

## Dean News

BY MARY LOUISE DEAN-ELSIE FRIEMEL

DSS club met with Mrs. Arlie Dean Thursday, with four members and two visitors present. A delightful luncheon of coffee, sandwiches and cookies was served by the hostess and Mrs. T. L. Fletcher.

Miss Loyd spent Thursday night with Mary Louise Dean.

Messrs. and Mmes. B. R. Fulkerson, A. A. Head and Arlie Dean were Hereford visitors Saturday.

Dean school will give a picnic supper at the school house March 1.

A contest will be held that evening for the best liked man and woman. Cake will be given as prizes. A one-act comedy will be given.

Jackie Stone is getting along as well as can be expected. He has had two operations on his ears.

Mrs. Arlie Dean returned home Monday night from Hereford where she had been since Thursday taking care of Jack Dean who is ill with influenza.

## Children, Babies Get Tuberculosis Readily

Speaking of children and their susceptibility to tuberculosis, Dr. John W. Brown, state health officer, said: "Few people realize that babies and young children are very likely to catch tuberculosis if they are kept in the rooms with people who have the disease, use the same dishes, sleep in the same beds or are handled and kissed by people who have tuberculosis.

"Babies and young children pick up the germs of tuberculosis just as readily as they pick up the germs of measles or whooping cough or of any other of the so-called children's diseases. But tuberculosis is different from other diseases in certain particulars. Unlike most diseases, it has more than one form. Babies who get tuberculosis may not show symptoms we associate with the disease in older people. But the disease in most cases develops rapidly and is likely to end fatally. Tuberculosis in babies and young children is a very serious matter, but recent studies have shown that if young children are removed from contact with the disease and given the necessary care, many lives can be saved.

"A great deal can be accomplished whenever tuberculosis develops, whether in young or old, if the presence of the disease is recognized when it is in its early stages and if medical attention is secured promptly.

"Tuberculosis doesn't just simply happen. Nobody is born with the disease. Everybody who develops tuberculosis gets it from some other source. Children and young people who have been in contact with persons ill with tuberculosis are especially likely to contract it."

## Penn Coat-of-Arms

The shield which forms part of the seal of the University of Pennsylvania is with slight modification, the coat-of-arms of William Penn. The original charters of the university were granted by the Penn family as proprietors of Colonial Pennsylvania, and two members of the family were also among the early trustees of the institution.

## When Poland Chose Kings

Among the attractive places in Poland is the election plain where the Polish kings were chosen in bygone centuries.

## TEXAS FARMERS OBTAIN 125 MILLIONS DURING YEAR

Development of a complete, well rounded credit service that has advanced more than \$125,000,000 to the farmers of Texas in the short space of 12 months is the record established by the Farm Credit Administration of Houston, which was created October 31, just one year ago. According to A. C. Williams, general agent of the Farm Credit Administration of Houston, more than \$100,000,000 has been advanced to farmers in the form of Land Bank and Land Bank Commissioners' loans in that time, while crop and livestock production loans and commitments to farmers' cooperative associations will add \$5,400,000 to the total.

By discounting the notes of farmers and stockmen through the agencies other than production credit associations, the Federal Intermediate Credit Bank of Houston has extended \$21,000,000 in credit to Texas agriculture, bringing the total amount of new credit by the Farm Credit Administration of Houston during the year to \$126,400,000.

At the close of business October 31, the Federal Land Bank had outstanding loans totaling \$213,400,000 and loans by the Land Bank Commissioner to Texas farmers and ranchmen aggregated \$43,950,000; a total of 92,922 loans aggregating \$257,350,000. The Federal Intermediate Credit Bank had loans and discounts totaling \$23,718,000, and the Production Credit Corporation had invested \$7,935,000 in Class A stock in production credit associations on that date. The Houston Bank for Cooperatives had, as of October 31, loans and commitments totaling \$519,479.77 outstanding.

As pointed out by Mr. Williams, both the Federal Land Bank and the Federal Intermediate Credit Bank were in existence long before the creation of the Farm Credit Administration, but with the organization of the two new units, the Production Credit Corporation of Houston and the Houston Bank for Cooperatives, the field of service to agriculture was considerably broadened.

At the time of the creation of the Farm Credit Administration in this district, Governor W. L. Myers and other officials of the FCA of Washington, D. C., met in Houston with officials and the board of directors of the Federal Land Bank. Temporary officers for the new corporations were elected and the work of organization was undertaken immediately. A. C. Williams was re-elected as president of the Federal Land Bank of Houston and Dwight P. Reordan was chosen president of the Federal Intermediate Credit Bank of Houston.

Subsequently Sterling C. Evans was named president of the Houston Bank for Cooperatives, and Tully C. Garner was elected president of the Production Credit Corporation of Houston. During their first year these two new organizations have made progress that compares favorably with that of similar institutions in other districts.

In discussing the year's work Mr. Williams said:

"We were confronted with a

**for sale?**  
use the **CLASSIFIED** Ads

job without precedent. There was an emergency to be met and no time to waste in theorizing or anything else. We simply had to roll up our sleeves and go to work. Personnel was selected and trained as rapidly as possible and we were fortunate in our choice of employees. Everyone realized that there was work to be done and it was up to us to do it.

"The new members of the farm credit family already have established themselves as permanent units of this great system. During October of this year the Production Credit Corporation of Houston was one of the leaders among the 12 such corporations in the United States in the increase in business over the preceding month, indicating that Texas farmers are realizing more and more the advantages offered by production credit associations in short term credit at low interest rates.

"The Houston Bank for Cooperatives is doing a notable work in encouraging farmers to pool their efforts in cooperative organizations for mutual protection and profit. It has extended a helping hand to a steadily increasing clientele of farmer owned and farmer controlled cooperative associations all over the state, numbering among its borrowers cooperative citrus packing plants, grain elevators, cotton gins and many other types of cooperative enterprises.

"The Farm Credit Administration now offers a type of loan to meet practically every legitimate credit need that a farmer may have."

## THE VARIOUS STAGES OF CO-OPERATIVE ENTERPRISE

"We have passed through several stages for the development of co-operative enterprises," said F. W. Peck, co-operative bank commissioner, recently. "For some time we were concerned largely with the mechanics of the marketing machine. Real progress has been made in this direction. Then we passed into the fever stage of organization, with promises of the millennium. High pressure organizers were employed to bring farm people suddenly into large organizations to control surpluses, raise farm prices and solve all the problems of agriculture in one great effort. Now

we have passed into another stage in which we are facing realities of business procedure and of human limitations that we did not recognize before."

"The co-operative movement would have been much more than human had it not made mistakes. It did make them—and each one contributed to progress in that it showed what could be done, and helped to put the co-operatives

firmly on the right path. Today, for the most part, the co-operatives have passed through their experimental "trial and error" period. They are firmly established. They know that time and work are the great essentials of progress. In brief, the lessons, failures and experiences of the past are bearing fruit—and the entire nation is benefiting.

# Startena

The Complete Starting Mash That Insures Strong and Healthy Chicks—Feed This Through the Six Weeks Period—Then Feed

# Growena

THROUGH THE DEVELOPMENT PERIOD These two feeds contain the ingredient X that will give the chicks just what they need to develop into laying pullets in the early fall.

## A PORTION OF LAY CHOW

Each Day Will Keep Them Laying Through the Winter Months.

We Have a Complete Stock of Purina Feeds.

# McLean & Pitman

Grain Company  
Phone 1. Buy at Home We Deliver

## IF YOU WERE SICK

YOU WOULD SEND FOR A COMPETENT PHYSICIAN

Isn't It Just As Foolish

To send your clothes to any but an expert laundryman?

You can be sure of first class work here and what is just as important, you can be sure that we are completely sanitary.

Prices Reduced Again!

We have a new identification machine that increases efficiency 20 per cent and the reduction is passed to our customers.

LEARN OUR PRICES BEFORE SENDING LAUNDRY ANYWHERE ELSE

—You'll Be Surprised!

**HEREFORD LAUNDRY AND DRY CLEANING CO.**

## Get One of the New I. E. S. Better Sight Lamps



America's foremost eyesight specialists and lighting engineers have developed a radically new lamp for study and reading. It provides the abundance of glareless light that eyes need when studying or doing other visual tasks for prolonged periods.

There are a number of models of this new lamp upon which exacting tests have been made to comply with requirements deemed necessary for good lighting. They are indented by the I. E. S. tag of approval.

Without obligation on your part, you are invited to avail yourself of our trial lamp in your home.

Please inquire at our office. Study Lamps \$5.95

—Junior Floor Lamps \$7.95. Terms on either model as low as 95c down. On Study Lamp balance payable \$1.00 per month on your electric service bill; on Junior Floor Lamp \$1.25 per month.

**Texas Utilities Company**



**Y.O.U. USE YOUR BANK MORE FREQUENTLY**

The officers of this institution invite you to take fullest advantage of the facilities offered here. It is our purpose to offer every assistance possible to contribute, through personal contact with our clients the benefits of our long years of service.

**THE FIRST NATIONAL BANK**

OF HERFORD



A Strong Bank Thoughtfully Managed

## Announcement:::

R. R. JACKSON has purchased the grocery store and service station on Lee Avenue formerly owned by George Reddoch. Mr. Jackson will operate the store and it will be known as

## Lee Avenue Grocery and Service Station

We Will Carry a Complete Stock of Groceries and Supplies

OUR STOCK OF GROCERIES, supplies, batteries, tires, gasoline and oils has been increased so that we can meet the wants and demands of all our customers. It will be the policy of this store to keep a large stock on hand at all times for the benefit of its customers.

WE INVITE EVERYONE in Hereford to come out and visit the store as soon as possible. We are going to specialize in prompt, efficient and courteous service to all patrons. O. J. Beene will assist Mr. Jackson in operation of the store. He urges all his friends to call.

FOR COMPLETE SATISFACTION IN GROCERIES AND AUTOMOBILE SERVICE TRY US FIRST

**Lee Avenue Grocery**

R. R. JACKSON, Proprietor



# BUY IN HEREFORD CAMPAIGN!

## LIST MISSPELLED WORDS HERE

1 \_\_\_\_\_  
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## We Clothe the Whole Family AND DO IT PROPERLY AND ECONOMICALLY

Since 1898 we have been outfitters to the men, women and children of Hereford and the surrounding area. To our old customers we need no introduction. To prospective customers we say, "give us a chance." Standard lines of merchandise in the newest fashions and materials are always on our shelves. Allen-A Hose, Marcy Lee Frocks, McCall's Patterns, Stetson Hats, Nofade Shirts, Friendly Shoes, Cheney Cravats are a few of the lines we offer.

## "Your Friendly Shoe Dealer" D. R. GASS and SON

## Gass Store Among Hereford's Oldest

In business here since 1898. That's the record of D. R. Gass & Son, dealers in men's and women's wear. Both gentlemen whose names appear in the firm name are still active in the management. Nester E. Gass, junior partner, puts in his full time operating the firm. Miss Mabel Gass, a sister; Mrs. N. E. Gass and Finis Owen complete the store personnel. High class merchandise has always been a hobby of the Gass family. They sell ready-to-wear and clothing, also materials. Among the lines of women's goods carried are Allen-A Hosiery, Marcy Lee Wash Frocks, Central Ped-Eze Shoes, Selby Shoes and McCall's Patterns. For men they offer Stetson and Thoroughbred Hats, Nofade Shirts and Underwear, Friendly Shoes, Hickok Belts and Suspenders, Cheney Neckwear and Knickerbocker Clothing. They also offer Dr. Scholl's Foot Remedies for all manner of ailments to the feet. A specialist from the Scholl Company is to be here the first week in March to conduct a foot demonstration. All patrons of the store are invited to have their foot troubles, if any, diagnosed at that time. "We have been here 37 years trying to please our customers and do not believe our efforts have been without success," N. E. Gass pointed out. "And our old and new patrons will always find a welcome here."

**THIS WEEK'S SPECIALS**

SUGAR, 10 pounds	50¢
WALNUTS, pound	25¢
COFFEE, Golden Life, lb	25¢
OXYDOL, large pkg	25¢
OLD DUTCH Cleanser, 3 for	25¢
LYE, three cans	25¢
ARMOUR'S SOAP, 6 large bar s.	25¢

**LUKEN'S GROCERY**

## \$40.00 In Cash

Find the Misspelled Words and Place Pictures  
On the Advertisements Correctly

**GOOD CARE FOR CLOTHES**

Is essential if you are to get the service you pay for when buying fine garments and to look your best at all times. Our cleaning, pressing and clothing repair services will help you to give clothes the care they deserve.

**WEST TAILOR SHOP**

**CONTENTED CUSTOMERS**

Are more important to us than contented cows, but our cows are contented, nevertheless. For babies, for grownups, for anyone—PRAIRIE DAIRY milk is the best money can buy. Call 666 if you want it at your door. Or just tell your grocer PRAIRIE DAIRIE.

**PRAIRIE DAIRIE**

## CONTEST RULES

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

**LEEKY PIPES COST MONEY**

And we are the people who put an end to the needless expense of pipes that leak. Whether you use the water or not, you pay for it. So call us and save those dollars when a pipe is leaking. Let us inspect your plumbing.

**DICK ROUNTREE**

**SELL US YOUR CREAM**  
We Pay Top Prices!

Did you realize that this firm keeps the cream market up in Hereford? We pay the same price as distant centers. If we did not do this, the cost of transportation would cause your cream prices to be lower.

**USE CREAM OR PLAINS BUTTER!**

**Farmers Creamery Association**

**RECONDITION THAT WORN FURNITURE**

We repair, upholster and repaint used furniture and make it look like new. We have some used furniture on hand that is a real buy.

**W.D. MRAYZOR WOODWORK**

**SERVICE AND PRICE**

In these two vital factors do we excel. We strive to give the utmost in prompt courteous and efficient service. Our prices are lower because we sell gas and oil independently thereby avoiding profits to several handlers.

**Moore Independent Oil Co.**

**LIKE EATING AT HOME**

Our home-cooked meals are just like that. Portions are generous, service is good and prices are low. We urge you to come in and be convinced.

**DON'T TAKE OUR WORD FOR IT—**  
Give Us a Trial Today!

**HOME CAFE**  
Oberthier Building

**NEW SPRING COATS**  
See This Stock!

We have a shipment of tricky spring coats for the ladies in blues, plaids and tweeds. See these before you buy—priced at:

\$4.95 \$5.95 \$7.95 \$8.95 \$10.75

"Your Friendly Shoe Dealer"  
**D. R. GASS & SON**

**CONOCO GERM PROCESSED OIL**

Is the best for every purpose—ideal for tractors as well as automobiles. Let us explain the "Hidden Quart" to you. Germ processed Oil will stand the gaff. And we don't even need to tell you about Conoco Bronze Gasoline.

**Woodford Service Station**

**MACHINE WORK AND WELDING**

Are important services that we give. In addition to that we are experts at repairing automobile fenders as well as doing our specialty—auto mechanical service. Let us give you estimate on and kind of mechanical job you may have.

**BEAMS & MARRS**

**YOU, TOO**

—may enjoy the pleasures and comforts that go with GOOD HEALTH if you will give CHIROPRACTIC ADJUSTMENTS a chance too correct the cause of your poor health.

PHONE 341  
**DR. J. W. HENDRIX**

**THE HART-PARR 28-44 TRACTOR**

With valve-in-head motor, new reversed type cooling system, even distribution in carburetion, the liberal use of ball and roller bearings, high grade nickel iron pistons and removable sleeves and many other outstanding features create power and speed, which makes for better operation and added years of tractor life.

**M. D. WOMBLE, Implements**



**LOOK YOUR BEST AT THESE LOW PRICES**

Mrs. Wanza Gilliland, our student operator, is giving these services at reduced prices.

Finger Wave ..... 15¢  
Finger Wave and Shampoo ..... 25¢

**MORENE'S BEAUTY SHOPPE**

**Early Pullets Pay Most Profits!**

Our many satisfied customers show that it pays to buy chicks from flocks culled for several years for egg production, vitality and vigor. Our Leghorns compare very favorably with many higher priced chicks.

**HILLSIDE HATCHERY**  
Phone 76-W.



# STAR THEATRE

HEREFORD, TEXAS

Friday Only

MATINEE AND NIGHT  
ANOTHER BIG 10¢ SPECIAL

WARNER BROS.  
INTIMATE  
MUSICAL  
SUCCESSOR  
TO 'DAMEST'



**Happily Ever After**  
Always  
DISK POWELL  
HUTCHINSON  
HEAR  
Dick singing  
"POP GOES  
YOUR HEART"  
and 4 other big  
hits to his new  
screen sweetheart  
A Four Musical Picture

Also First Chapter of the new  
Thrilling Serial  
**"RUSTLERS OF RED DOG"**  
This serial will run on Fridays  
only. Always a real big picture  
on Fridays. Don't miss a  
single one.  
**ATTEND THE MATINEE**

## SATURDAY

Two Big Pictures On This Date.  
**SATURDAY MATINEE ONLY**  
Tim McCoy in a big Western,  
**"The Prescott Kid"**

Selected Shorts.  
ONLY 10¢

## SATURDAY NIGHT ONLY

From 8:00 p. m. until Midnight  
A real treat for a DIME

### ALL-AMERICAN BOY FRIEND!

singing the  
song hits of  
the year...  
to devastat-  
ing babies  
who love it!



**COLLEGE RHYTHM**

A Paramount Picture with  
**JOE PENNER  
LANNY ROSS  
JACK OAKIE  
HELEN MACK**

Directed by Norman Taurog

Don't miss either of these big shows.

COMING MARCH 3, 4, 5  
**WILL ROGERS**

County Chairman

# LOCALS

Dewey Reed was in Amarillo and Canyon Monday.

J. F. Calahan of Oklahoma City, auditor of the J. C. Penney Company, was in Hereford this week.

Miss Mabel Gass visited Mrs. Albert Ross, formerly of Hereford, in Lubbock Tuesday.

Ross' Fulger left Tuesday for Fort Worth for a load of produce. He will return today.

Do you know that RICE pioneered the INSURANCE in Hereford over five years ago? 1c

Westway's Community Agricultural Association will hold a meeting at the school Friday night.

Mrs. Alice Lea returned last week to her home in Denver after spending the past year here with her sister, Mrs. Charlie Ferguson.

Seed oats for sale—75c per bushel in 50 bushel lots; 78c per bushel for less. Farmers Elevator, UMBARGER. 7-2c

Mrs. John Wayland returned to her home in Amarillo Thursday after a visit here with her son, Jack Wayland.

Mrs. Paul Foster, who with her family recently moved to Amarillo, spent Friday here with friends.

Seed oats for sale—75c per bushel in 50 bushel lots; 78c per bushel for less. Farmers Elevator, UMBARGER. 7-2c

Mr. and Mrs. E. B. Black left Thursday for a visit with relatives at Cleburne, Waco and Itasca.

Mrs. Joe Mitchell and daughter, Peggy, and June Allred visited in Sweetwater last Saturday and Sunday.

Seed oats for sale—75c per bushel in 50 bushel lots; 78c per bushel for less. Farmers Elevator, UMBARGER. 7-2c

Miss Randa Jenkins of Oklahoma City was a guest Saturday and Sunday of the Cooper Deweys.

Don't phone us for prices on Brunswick Tires. Come in so we may talk it over face to face. RICE SELLS Brunswicks. 1c

There will be a basketball game between the High School Band Mothers and the Junior Band Mothers next Thursday night, February 28, at 7:30 o'clock.

Mrs. Morene Honea, Mrs. Wanza Gilliland, Miss Verna Cappelier, Mrs. Bess Jennings and Miss Zaydee Rule, of the Star and Morene's beauty shops, attended a school for beauty operators Tuesday in Lubbock.

Mrs. H. R. Fritts returned home last Thursday from St. Louis where she was called because of the illness of her parents. She reports that the sick are very much better.

Mr. and Mrs. Hubert McEntire and little daughter, Marilyn, of Amarillo spent Sunday here with Mrs. McEntire's mother, Mrs. W. M. Megett.

Yes, we don't cold patch nor "burn on" patches, but steam is always up and "every tube vulcanized" at RICE'S. 1c

Mrs. Alma Hooper and son returned last week from Altus, Oklahoma, where they had been on an extended visit with her sister, Mrs. R. L. Lloyd. The Lloyds and J. R. Fogle, also of Altus, made the trip to Hereford.

Charles Homer Whitehead, weighing eight pounds, arrived at the home of Mr. and Mrs. Russell Whitehead last Saturday evening. Mrs. Whitehead and the baby are getting along fine. Russell has not done so well, but is recovering.

When buying a third line tire ask the salesman if it is INSURED against ACCIDENTS as Brunswicks are. 1c

The Hereford Business and Professional Women's Club will be guests of the Playview club in their annual interclub meeting at the Hilton Hotel on Friday evening, February 22, at 8 o'clock. Some 20 or more members of the Hereford organization plan to attend.

**TECH BAND TO PLAY IN JONCORT HERE MARCH 14**

Texas Tech College Matador band, under direction of Prof. D. O. Wiley, will play here under auspices of the high school on March 4 at the auditorium. This band of 52 pieces accompanied the Matadors to Los Angeles last fall when Tech played Loyola University. According to the Los Angeles press this band was one of the best and most colorful ever presented to the California city.

Featuring two soloists and a trick roper the 52 piece concert organization was chosen from the 95 piece college band. Professor Wiley states the band is making its first scheduled concert tour and will play in 14 West Texas towns. The band leaves Lubbock March 4 in two special buses and will return in five days.

Shepard to Address Class.

Rev. B. N. Shepard will discuss "Crime, Its Cause and Cure," before the economic class Tuesday evening at 8 o'clock. Discussions last Tuesday by Dewey Reed on AAA, and B. H. Hopkins on subsistence homesteads were given.

**Ebb Randol New Church of Christ Pastor Here**

Rev. Ebb Randol of Farwell has been called as pastor of the Church of Christ, succeeding Rev. Fred Ross, who recently resigned to take a pastorate in Canada.

Mr. Randol will conduct services here Sunday, both morning and evening. He writes from Farwell that he will continue to make his home there for the present.

With a star cast of 33 players featuring:  
W. C. GILLES  
MAUREN O'JULIVAN  
MADGE EVANS  
EDNA WAY OLIVER  
FRANK LAWTON  
ELIZABETH ALLAN  
LIONEL BARRYMORE  
FREDERICK  
MAY HOLMES  
LEWIS STONE  
ROLAND YOUNG

**COPPERFIELD**

All school children will be admitted for 10¢-15¢  
If you will call at your favorite drug store they will pay 10 cents on an adult ticket for you to see this picture.

## Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

Take Produce to Carl's Gro. if Light showers fell here Tuesday afternoon and night of last week.

Mr. and Mrs. Grisham and Mrs. A. G. Grisham and child of Memphis visited Mr. and Mrs. Dick Allred Saturday and Sunday.

A quilting was given by Mrs. W. O. Comingo Tuesday. Present were Misses Elmer Womble, G. G. Smith, Lawrence Womble, Campbell, Burum, H. J. Oglesby. Cake, sandwiches and cocoa were served.

Mrs. Miller, Spanish instructor, gave a Spanish party to her students and others who had had Spanish, Saturday night.

Miss Mildred Moore, who is attending school in Wildorado visited with her parents last week end.

Mrs. George Muse of Hereford spent Sunday in the H. J. Oglesby home.

Mr. Moore and family spent Saturday and Sunday with relatives at Running Water.

Mr. and Mrs. R. L. Campbell were in Canyon last Friday.

Mr. and Mrs. Bill Chapel are the parents of a baby girl, born February 10.

Mr. and Mrs. Truitt McClain and Oren McClain of Amarillo spent Sunday in the W. R. McClain home.

WMS met Thursday with Mrs. H. J. Oglesby. Time of meeting has been changed to the first and third Thursday. Next meeting with Mrs. Dick Allred.

Lee Norman and Mr. Keller were in Amarillo Wednesday.

Mr. and Mrs. Ford gave a 42 party Friday night. Cake and cocoa were served.

Several from this community attended funeral services of Eck Daniel at Hereford Sunday. He was a resident of this community several years, but was living south of Dawn at the time of his death.

H. J. Oglesby was a business visitor in Hereford last Monday.

## COURTHOUSE RECORDS

### Warranty Bonds.

C. S. Perrin to Ollie Freeman, sections 16, 21, 28, 29 in Township 6, N. range 3E.

J. H. Onstad and wife, Jessie Oliver Onstad, to J. B. Phillips, lots 18, 19, 26, 30 in Vardeman and Hough's subdivision of Block 25, Evans Addition.

Naomi K. Reddoch and G. B. Reddoch to R. R. Jackson, part of Block 57, Hereford and additions.

Troy Womble to E. B. Black, executor's deed, part of Section 80, block K-3.

Marriage Licenses.  
Irvin Reeves and Miss Oleta Mae Robbs.

Noel Battershell and Miss Winnie Roden, Littlefield.

W. E. Neal et ux to E. L. Ellison, sections 6 and 7, Block A.

Standard Saving & Loan Association to Mrs. Lela Murchison, west 90 feet of lots 7 and 8, Murchison's subdivision of W 1/2 of block 63, city of Hereford.

Alcee Roomer to J. M. Chapman, 8 1/2 of W 230 acres of section 33, township 6N, range 3E.

Ed Parsley et ux to E. M. Carter and D. Hefflinger, E 1/2 of section 2, township 5N, range 2E.

E. M. Carter et ux to D. Hefflinger and G. W. Burch, E 1/2 of section 2, township 5N, range 2E.

New Automobiles.  
Reese Tatum, Pontiac sedan, Norton Motor Co., 292-779.

Jeff Roberson, Chevrolet sedan, Brumley Motor Co., 292-769.

J. A. Maynard, Ford sedan, Hereford Motor Co., 292-771.

H. C. Wilkerson, Ford coach, Hereford Motor Co., 292-772.

A good man is imposed upon while a bad man imposes upon others.

## City Tax Receipts Show Gain Over Past Season

City of Hereford tax collections through January 31 approximated 60 per cent, the city commission heard at its last session. A total of \$15,189.70 were collected from the \$25,823 on the tax rolls.

Miss Eva Skelton, city secretary, compared the collections with some 53 per cent at the same time last year. "Not so many taxpayers used the split-payment plan," she said, "as the interest proves costly on the last half." Final date for the second half of city taxes is August 1.

Only routine matters were discussed at the semi-monthly commission meeting February 8, reported Mayor C. J. Paddock.

## Measles Is Dangerous Disease, Says Doctor

Many cases of measles are being reported to the State Department of Health. The disease spreads very quickly; it is very dangerous for young children, and because many mothers are inclined to think that measles doesn't amount to much and that it is better for the children to have it and have it over, Dr. John W. Brown, state health officer, sends them this message:

"Measles is especially hard on very young children—babies from about six months old to children of school age. It is a very treacherous disease. It often opens the way for pneumonia, and other diseases of that kind, and it frequently leaves some serious after-effect. It is very 'catching' right from the start, so a special effort should be made to keep the younger children away from others who have it. It's a mistake to say, 'O let them have it and have it over.'"

"But even though it may not be as dangerous for the older children as for the younger ones, measles is a serious disease for anybody, at any age—young or old—who has it. Anybody who has it, or who shows symptoms of it, should have the best possible medical care—and the doctor should be sent for promptly."

"If your child shows any of the symptoms of measles—at the start it often seems to be only a cold—put him or her to bed, keep the other children away from the one who is sick, and send for your doctor."

## CANABALISTIC CRICKETS

The mole cricket, an insect that looks like a field cricket and acts like a mole, is a serious pest in many cultivated fields of the South. These crickets are canabals. At the end of any mole-cricket fight the victors devour the vanquished. These crickets also feed on smaller insects and other animal life, which leads

them to frequent the edges of depressions, streams, ponds and ditches where sediment is deposited as water evaporates. Insects and other low forms of animal life concentrated in such places offering the mole cricket a varied animal diet.

Information on the mole cricket's food preferences will serve as a basis for more effective control measures, say entomologists of the United States Department of Agriculture. These crickets should be controlled, not because they feed on crops like most other insect pests but because they burrow through the soil like the common ground mole, uprooting seedlings and allowing air to enter the ground and dry out the roots of the plants not uprooted.

# MARKET BASKET FOOD SPECIALS

FRIDAY AND SATURDAY SPECIALS  
OUR SPECIALS ARE CASH

- SYRUP, pure ribbon cane, 1/2 gallon 30¢, gallon 53¢
- RAISINS, four-pound package 23¢
- TOILET TISSUE, 5 rolls 24¢
- MATCHES, Diamond, carton 26¢
- MILK, 6 small cans 19¢
- RICE, bulk, full grain, 3-pound bag 17¢
- PEACHES, No. 2 1/2, White Swan, heavy syrup 19¢
- PORK and BEANS, Phillips, 4 cans 23¢
- SPINACH, Arkansas, No. 2 can 9¢, 3 for 25¢
- COFFEE, bulk, Good Peaberry, 1 lb 18¢, 3 lbs 38¢
- SOAP, Blue Barrel, large bars, 6 bars for 24¢
- COMPOUND, 8-pound pail \$1.16
- SUGAR, 10 pounds 51¢
- KRAUT, Morco, No. 2 1/2, can 13¢, 2 for 25¢
- CORN FLAKES, White Swan, 2 large boxes 19¢
- LETTUCE, nice heads 6¢
- IVORY SNOW, large box 14¢
- ORANGES, large size California, dozen 31¢
- COFFEE, Bliss, 1 pound 27¢
- SUNBRITE, Can 5¢
- JELLY, Rex, 5-pound bucket 32¢
- JET OIL SHOE POLISH 13¢, 2 for 25¢
- SUDES, 10 pounds 16¢
- LEMONS, Sunkist, 360 size, dozen 19¢
- APPLES, Fancy Winesaps, dozen 22¢
- GRAPEFRUIT, nice and juicy, Texas, 7 for 23¢
- OATS, Brimfull, large box 19¢
- PICKLES, mixed, sour, quart 14¢

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