# The Hereford Brand

Published Every Thursday

The Hereford Brand, Hereford, Texas, Thursday, February 14, 1935.

Five Cents Per Copy.

35th Year-Number 6.

One-Fourth Inch Moisture General; Wheat Hope

two-inch precipitation was The luncheon at noon will be given by the chamber of commerce, announces B. H. Hopkins, president, Ladies of the church will be given by the chamber of commerce, announces B. H. Hopkins, president, Ladies of the church will be given by the chamber of commerce, announces B. H. Hopkins, president, Ladies of the church will be the community groups fourth inch moisture from Roswell, and sessions will continue until will be three members each from the work is completed. The council will be three members each from the council work is completed.

since the middle of January.

J. W. Kellogg Buys Weir's

W. Kellogg, Tulia and Dim and Mrs. Frank Kellogg are here as new managers of the store. The building will be remodeled

Another route, an extension to ral Route No. 2, would go 54 as portheast. Petition for this vice, with names of 60 prostive patrons, has been forward to Washington. The Hereford amber of Commerce is behind h projects. The star routes uld supplement the three rural stes and would serve thickly

The postmistress has been noticed that Alexander Peterson, fornerly of Carey, Texas, would assume duties here on March 1 as bermanent carrier for Rural Route 1. He will replace Arthur Rogers who has acted as temporary carrier. Mrs. Jones commended Mr. Rogers' service.

Meet Amarillo's Sandies will be hosts to the Whitefaces in that city Friday evening for a return engagement. There will be both boys and girls games. Some weeks ago the Amarillo teams came down here and were forced to go

Dog Poisoners Warned

# Soaking Rains County Agricultural Tax Payments THREE-COUNTY RABBIT Greatly Help Body to Be Named In

Chances Representatives from 14 Groups Will Gather at Report Shows County Court Room at 10:30 O'Glock; C. of C. Luncheon to Follow.

Bouyed By Fall.

Sociking rain and snow which fell here Tuesday evening and night brought one-fourth inch of moisture and great benefit to farm lands.

With a morning business session the county board will be named from these groups.

Community officials are, Bippus, Community officials are, Bipp the proceedings.

The luncheon at noon will be G. C. Hartman; Dawn, A. T. Prye. Alfred May and Mrs. Jim

The meeting is to start at 10:30 Added to the community groups and sessions will continue until will be three members each from work is completed. The council the county wheat and corn-hog Accompanied by cooler weather, which also is needed, the rain is considered sufficient for two weeks in most areas. Wheat stock was boosted and according to reports a fair to good crop is assured for the first panhandle. It was the first price since the first price of meetings of officers from the county home.

DILLEHAY ELECTED FOR TWO

# YEARS AS HEAD OF SCHOOLS to the state and \$429.50 to the

Store; Plans To Remodel Westway Winner

# Adult Class Going PWA Planners Will

Working For a timited basis, with Mrs. John Boling in charge of class work.

As to employment of other teachers, Miss Lillie Hostetler, school "We are yet endeavoring to establish two star routes for our rural mail patrons," Acting Postmistress A. M., Jones says: "At present the Post Office Department at Washington has two petitions on file from here for such

ceed in the subjects of civil ser-vice, home economics, discussion

what action had been taken. A daily star route extending 45 miles west and north has been asked for by petition and has endormement of Congressman Marvin Jones.

Another route, an extension to Rural Route No. 2, would go 54 miles portheast. Petition for this miles portheast. Petition for this person. on the AAA program. These dis

# Cage Teams Again

day evening for a return engage-ment. There will be both boys and girls games. Some weeks ago the Amarillo teams came down here and were forced to go home with the wrong end of the

by Mayor; Pets Killed So it will be a grudge battle.

Westway Winner

C. H. Dillehay, superintendent of Hereford schools, is scheduled to give at least 14 years of service here. List Thursday night the school board voted to tender him a contract for two more years. Dillehay is now rounding out his school gym. Westway took the championships in all four divisions, sculor and junior boys and girls.

To win the senter boys fifte, the Westway five trounced Progressive, 17 to 7. The senter soys casted through. The penior boys casted through. The punior boys and vary of the penior boys casted through. The punior boys casted through the punior boys casted t

Pennants were awarded division winners by Judge C. W. Humble. Medals will be given for hest girl player, hest boy player, hest girl player, hest boy spart. These swards will be announced ter's degree from Brown University at Providence, R. T. He has thinght in the teachers colleges at the University at Providence, R. T. He has thinght in the teachers colleges at the University at Providence, R. T. He has thinght in the teachers colleges at the University at Providence, R. T. He has thinght in the teachers colleges at the University at Providence, R. T. He has thinght in the teachers colleges at the University at Providence, R. T. He has thinght in the teachers colleges at the University at Austin. He was graduated from the providence of the control of the contr Whitefaces refereed the games.

Mrs. Boling Keeps

# Pick District Men

President and secretary of a county planning board for PWA projects were to be eelected here today or Friday. These officers in turn will attend future district presentation of the "Messiah."

O. Thompson, Glenn Weir, George Muse, Harry Fritz, Vern Wither-

Tentative plans for Deaf Smith county works are made.

# **In Slight Gain**

County Commission Meet. Get Figures For 1934 Receipts.

State, county and school tax receipts are slightly above those last year, according to a report given the county commissioners in session Monday. Of 1934 taxes collected through

January 31, said Deputy Tax Col-lector J. M. Murchison, the dis-tribution was:

County, collected, \$27,747.66; on rolls, \$51,556.95; percentage, 53.8. Common schools, collected, \$17,-117.28; on rolls, \$30,964.84; per-

rentage, 55.3.

Fell Tax Revenue.

Independent school district payments mounted higher, with \$17,100.44 coming in from \$28,737.50 assessed, or a perceptage of 59.5.

Poll tax figures show 1,718 assessed last year with \$277.

# CHORUS

ties, the same as they dressed meetings that may seek aid in Pictures of the chorus for the 1935 federal appropriations, when will be made Sunday afternoon at will be made Sunday afternoon at Pictures of the chorus for the ever these are decided.

On the county PWA board thus far are County Judge C. W. Humble and County Commissioner T. W. Roberson; Mayor C. J. Paddock and N. E. Gass; B. H. Hopkins, chamber of commerce president; C. H. Dillehay from the public schools, E. S. Ireland, A. O. Thompson, Glenn Weir, George

National Music Clube magazine will be made Sunday afternoon at 3:30 on the steps of the Christian church, Miss Swisher announced. She wants all who sang in the "Messiah", all who are to be in Sunday's recital and all who expect to Join the chorus for the public schools, E. S. Ireland, A. O. Thompson, Glenn Weir, George

Fire At Oil Station

Fumes from a pail of gasoline near an open fire ignited and set fire to the wash house of the Con-John L. Hampton of Amarillo is pinch-hitting in the Brand editorial department this week. Mr. Hampton is a widely experienced news man, having worked on the Clovis, Borger and Amarillo papers in this area.

## VEGA, FRIONA FALL TO BOVINE **BASKETEERS: GIRLS WIN GLORY**

18, and thereby cleared up some doubt that existed following a previous meeting of the two when the locals won by a point in an urday evening in the Oldhi ty capital, as the invade

by Mayor; Pets Killed

So it will be a gradge battle.

So it will be a gradge battle, who meeting of the two when the persons responsible for killing and other pets in the city brough the use of posson are such that the use of posson are such the continuous and abroad. McCollum's White-fees are hoping to be the first of the Hereford because and abroad. McCollum's White-fees are hoping to be the first of the Hereford because and abroad. McCollum's White-fees are hoping to be the first of the fees are hoping to be the first of the Hereford because and abroad. McCollum's White-fees are hoping to be the first of the fees are hoping to do that. Only Tulia has been all all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that. Only Tulia has been all the fees are hoping to do that hoping the fees are hoping to do the fees are hoping to do the fees are

Inst Friday evening over at a tie as Miss Boren was award-Frions the Whitefaces troused of a free throw just as the game the Chieftains of that city, 24 to ended. She missed.

# BOUNTIES ALL MONTH School Taxes

#### HUMBLE TO SEEK CONTROL OF SOIL BY LEGISLATION

County Judge C. W. Humble today said he would confer immediately with judges of Oldham, Parmer and Castro counties relative to legslation to help check soil

Much of the farm land of Deaf Smith county is owned by non-residents and they are not here to stop top soil from blowing out top soil from blowing out and from ruining their neighbors' fields," said the judge. Years ago, Kansas had to pass a law on the same sit-

Judge Humble has writen' Senator Clint Small and Representative H. K. Stanield. He foresees a Panhan-ile-wide meeting in Amarillo

## RETURNED IN CAR DEATH

TNAL PRACTICE few miles east of Hereford on Prince and Competition. Thanksgiving night when Cobb's chants and car struck Lattimer. He died a few hours later in the hospital J. M. Drie

tractor parts and tools from A. A. Eliwart and H. H. Miller last

Robert J. Spencer faces trial for false swearing. A two-court indictment charging him with making false affidavit as to disposal of gasoline on an invoice of tax

Oren Jackson was indicted for theft of cattle from Bob Higgins last November 11. Criminal hearings in the present term of

# Be Here March 15

March 15 and 16 will be dates of the county Interscholastic Lea-gue meet, it has been announced by Bob Lindsey, Jr., director. The meet will be held in Hereford, with literary events at the court house and the athletic meet at the high school.

Friday, February 16, will be evoted thitrely to literary events in the district court room with the track and field meet to be on Saturday. F. W. Dodson is ath-letic director. Judges for the ath-letic events will be from the high school.

Principals of the various schools are asked to deliver lists of entries to Judge C. W. Humble or mail them to Mr. Lindsey at the Messenger school, Friona, this week so that requisitious for materials may be sent to Austin. A limited number of programs

#### Ward, Summerfield Next; Also to Handle Levying, 150 At Messenger Barbecue, Hunt.

Our Slogan—"More People—More Farms"

Deaf Smith, Parmer and Castro paid throughout February and adto help exterminate the pests that over the duties March 1. are destroying crops.

Ward and Summerfield com-The Ward hant possibly will be held the middle of next week with sharpshooters assembling at the Wesley store, nine miles porth of Hereford on 25-Mile Avenue. None under 16 years of age may join the hunt and no dogs or rifles may be used—the usual rules. Wheat in the locality has been so closely cropped that it can not get a start, reports Jim Lipscomb.
A community meeting to plan the
hunt will be held Friday night,
after being rained out Tuesday.
They Enjoyed This Hunt.

The Summerfield agricultural the district.

of the most enjoyable in a long time was held Wednesday in the T. R. Cobb, previously charged with murder in connection with the death of O. M. Lattimes, COC worker, was indicted for negligent homicide by the grand jury which but did not spoil enthusiasm. It was estimated that one-third of the scalps were not taken.

The fatal secident occurred a few miles east of Hereford on Thanksgiving night when Cobb's.

here.

Negligent homicide is a misdemeanor and will not be tried in district court. A fine or jall sentence or both is the maximum penalty. The case will be heard in the county court.

Two indictments

Two indictments were returned against O. Arnold and C. C. Arnold, Amarillo men, for theft of tractor parts and tools from A. A. last sped under his nose. Three pel-lets from a shotgun didn't. Mes-trial senger was the only casualty re-

ported on his side of the "war." Mont Baker, who claims he got 40 rabbits, scalped one victim and came proudly back to his partner, Frank Richards. Shortly thereafter Richards brought down a fleeing jack. When he stopped to get the ears they were gone. And in his razzing Baker, Richards forgot where he left his gun. He took 30 minutes in the search, Baker reports.

Hardware merchants are selling shells at practically cost. The two-cent bounty paid by the coun-ties was described by Judge Humble "not as a sporting proposition but to help in saving

VEGA TO HOLD RIVE SATURDAY

Rabbit hunters will form " m. Saturday. Those com- Glenn. ing from the south will meet at the Ford store south of Vega.

The Dawn Literary Society and the Community Agriculture Asso- P. H. Gililland, C. ciation will have a joint meeting

# McLean To Be Collector For

#### Board Decides, Beginning March 1.

Assessing and collecting of taxes counties yesterday announced that for the Hereford Independent bounties on rabbit ears would be School District for the next two years will be handled by John Mcditional drives are being planned Lean. He formally will take

The change is due to a recen Texas amendment which caused munities today were preparing to the offices of tax assessor, collector and sheriff to be combined. The school district can not use the facilities of the newly created combination without using the office at Courth

"It is the purpose of the school board to gradually work out unit plan of asse district so that accurate informa tion can be furnished to the equal ization board each year," said school board president Jesse Stanford, "which will enable it to arrive at fairer and more equal valuation on various properties of

shortly.

Perhaps not the biggest drive the school district. He is to be of the most enjoyable to provided an office to

time was held Wednesday in the Messenger area. Some 150 hunters took barbeene and coffee at moon at Easley's store, and at Murchison under terms of a condistrict has been done by Jowell

ner by Mr. Murchison," says Mr. Stanford, " and the board was reluctant to make a change. Mr. Murchison was unanimously excareful and painstaking way in which he has handled the financial affairs of the district, and for his loyalty to the best interests of ful performance of the tasks as

signed to him."
Last half payments to the dependent school district, under the split-tax payment plan, are due on or before March 31. Until Mr. McLean takes over the duties, taxes will be accepted as usual at the collector's office in the court

## Petit Jurors For **Next Week Named**

Petit jurors for the third week of district court have been summoned and will report at the court room Monday morning, February 18. This jury will hear the criminal cases of the present court term.

On the list are L. E. Botsford W. J. Battles, John Olson, Gaston Baer, J. G. Fortenberry, Ky Lawrence, M. E. Morrison, N. W Ewton, Claude Benton, Beams, B. J. Bohannan, A. Low thes around an eight-mile ther, E. M. Jack, Joe Greer, Josephare area southwest of Vega Green, S. L. Harman, Jr., V. T.

Jesse Ford, E. J. Grady, Ot's Foster, L. W. Carlyle, F. J. Owen, Homer Hamilton, D. O. Bensor C. R. Barber, H. C. Bowshe R. R. Jackson, A A. Foster, H. I Friday evening at 8 o'clock at the Fritz, Henry Hastings, C. H. Carl. D. R. Jennings and F. J. Eberl

## COUNTY TO WORK WITH PLAINS POND GROUP TO STOP EROSION

Deaf Smith county has joined thods to combat aridity. Stri s other sectors in the Great Plains eropping, construction of muli-Farm Pond and Terracing Asso-tudes of small ponds to trap at will be available at the judge's ciation to combat soil crosion. hold rainfall, a office for each principat. They Application has been made for materially check are advised to obtain them early aid in preserving moisture and and make copies for students and in keeping fields from blowing. Purpose of the combat soil crossion. Application has been made for materially check future drouths

bold rainfall, and terracing wi

## We Have too Many Specials to Mention In Just One Advertisement

Yes, sir, our stock is just too big for us to try to list our red-hot specials, so we will just tell the world that our every-day prices will save you money. Furthermore, we have the most complete stock of drugs and drug sundries that can be found in this size town anywhere. So you have the added advantage of extensive merchandise plus every-day low prices.

This is the season of colds and flu and pneumonia. So we say to you, "Be careful of that cold." Go to a doctor at the first signs of illness, then bring his prescription to us for filling. You will find our service, courtesy and speed in handling prescriptions to be unexcelled. And we pride ourselves on accuracy and reliability in compounding these remedies just right.

**OUR DAILY** SPECIALS

Offer you the lowest prices consistent with highest qual-Watch these values for real savings.

#### -OUALITY AND SERVICE CITY DRUG STORE

#### TELEPHONE 100

## Rural School News

HOUSES FOR SALE!

**Look At These Bargains** 

FIVE-ROOM MODERN STUCEO

L. B. Broaddus home at 122 G Street

\$1,600, 10 per cent cash and balance

in monthly installments of \$20.36.

FIVE-ROOM MODERN STUCCO

J. L. Sharman home at 124 G Street

\$1,500, 10 per cent cash and balance in

monthly installments of \$19.09.

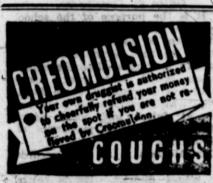
Write or Phone

E. A. REGAL COMPANY

Washington Saved

I. Gregory was high point man ford. high for losers with six goals, and a free throw. The junior boys won a game Friday, 15 to 13, and plan by Messenger, coached by Bob Lindsey, was enjoyed Thursday

On the honor roll for December were Marie Moreman, Martha Lee



619 Amarillo Bldg.

Rutter, Billie Dennis Hutson, June Ward had a basketball tourna- Gibbs, Fred West, Robert Lady, nent Friday. In the girls games Hope Zinser, Howard Gibbs, Iva Hereford visited school last week. floor in the large east room. This Ruth Gibbs, Wilda Fae Gibbs, The "Blue Bug" was presented change will leave about ten feet he Yellowjackets beat the Blue rank Zinser. Second and third at Westway Friday. R. J. Cole of elevated floor space to the connets 14-6. Miss Oxford was Frank Zinser. Second and third at Westway Friday. R. J. Cole of elevated floor space to the connets 14-6. Miss Oxford was grades are making booklets on man and Bob Lindsey, Jr., gave west end of the building to be high scorer with seven goals. Helen grades are making booklets on Miles made two goals for the los-rs. In the outside men's games English. Fred and Preston West Georgia Nell Coleman, performed he Yellows beat the Blues 20-19, are two new students from Here as a psychic between acts.

#### WESTWAY

ford Saturday. The school has night. A couple of Maggie-Jiggs cames every other Friday. type actors and a maid furnished the comedy while the plot built around the name kept interest

> Showing great form, the junior girls, led by sharpshooters Downs and Hyde, smeared Black juniors 14 to 4. Showing improvement, the senior boys defeated Hereford tournament Saturday.

Parents are interested in things their children are doing. Saturday at the tournament in Hereford there was a large number of parents and patrons pres-ent. It is hoped a larger num

March 16 and /17.

Regular meeting of PTA will be Friday night, February 15. The program was announced last week.

Preliminary League eliminations have been completed. Intense training is being given individual winners to the county meet.

The following will represent the school at the county meet in literary events: Extemporaneous speech, James Coleman, Marie Smith; declamation, senior, Porter Wyly! the county meet but she won't juniors, Martin Bussell, Georgia be last. Nell Coleman. Sub-juniors, O. A. Fanning, Nova Wyly. Ready writ-er, Martin Bussell. Spelling, grades 8-9, James Coleman, Marie Smith; grades 6-7, Georgia Nell Coleman, Stephen Messenger; grades 4-5, Elmetic, Thorley and Raymond Fan-ning. Story telling, Raymond coming from Fairview. Mrs. A. Coleman, grade 1 March 1, Moore entertained. P squad 34 to 13 after the county sie Messenger, Nova Wyly. Arithtournament Saturday.

Coleman, grade 1. Music memory, with a party at her home Friday Martin Bussell, Ruth Short; chorvening. Games and refreshments at singing, Georgia Nell Coleman, were enjoyed by all. Marie Smith, Nova Wyly, Edna Brown, Elsie Messenger, Dorothy Fangman, Eldon Agee, Lynn Dale Hudgeons, Hobby Williams, Hurl Short, Evelyn Hale, Mr. and Mrs. F. W. Dodson of

Westway visited the teacherage

On the honor roll: Alice Ann aetzold, Douglas Walker, Barbara Rose Robertson, Ina Mae Hew Nona Dean Rese, Nancy Olson,

Students in second and third ed to broadcast are Barbara Rose Robertson, Emmet B. Saxon, Betle Boeskin, Nona Dean Rose, Ina Mae Hewitt, George Olson Lucy Ann Mitchell.

This school is experimenting with a new course in the high school grades for this semester. pations or Vocational Training Students take quite an interest in the course and are applying themselves with unusual diligen This course has been given

plans to remodel the school house in the near future. A large part of the floor in the west room will Mr, and Mrs. Geo. Brumley of be lowered to the level of the used for stage purposes. The old hall-way will be removed entirely and the porch will be sealed By virtue of an order of sale in so as to afford more room. Such issued out of the District Court a change will be a much needed of Potter County, Texas, 108th improvement and the people of Judicial District, on a judgment this community will be grateful

lately. Sims may not carry off;

#### DANIEL

On the honor roll: Betty Joe Thurmond, Leota Brown, Berna-

dine Phillips.

The school lost two pupils, Jack and Leota Brown, who have moved to Grand Junction, Colo. Hudgeons, Hobby Williams, Hurl Hart, Bob Wyly, Martin Bussell, James Wilde, James Coleman, Ruth fourth and fifth grades a reading

> Carl Scudder, telephone sofficial from Amarillo, was here Monday and Tuesday.

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. Hereford, Texas, this 6th day of February, 1935.

#### COUNTY OF DEAF SMITH. STATE OF TEXAS

Commissioners Court of Deaf Smith County, Texas, will receive sealed bids from this date from banks making application to act as depository for funds of Deaf Smith County. The usual

tions will apply. ourt at the regular session to be held in commission chambers on February 25, 1935, at the court house in Hereford, Texas.

January 31, 1935. DEAF SMITH COUNTY By C. W. Humble, County

THE STATE OF TEXAS,

sas City Life Insurance Co.

will attend the league meet Hereford High school during the ch 16 and 17.

Regular meeting of PTA will results.

Hereford High school during the Taylor, D. G. Webb, G. W. Webb, for cash, all the right, title and Dated at Hereford, Texas, this past semester with satisfactory Fisie E. Webb and J. N. Riggs interest of said defendant in and 1st day of February, A. D. 1935.

Regular meeting of PTA will results. in and to the same to satisfy the to said property, to satisfy said Judge C. W. Humble is making judgment rendered in said cause, judgment. costs of Court, and of sale.

Dated at Hereford, Texas, this J. B. MILLER, Sheriff, Deaf Smith County, Texas

## NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

rendered in sald court on the 23rd day of February, 1934, in favor of American Central Life Insurance There has been some concentra, American Central Late Inc.
There has been some concentra, Company, a corporation, and tion on Interscholastic League work Company, a corporation, and tion on Interscholastic League work Company, a corporation, and tion on Interscholastic League work Company, a corporation, and the corporation of the corp 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, sit-uate in the County of Deaf Smith and State of Texas, as the prop erty of said defendant, to-wit:

All of Section No. 64, Block No. K-5, patented to John Frey by Patent No. 526, Vol-ume 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 cervaras to a mound; thence east 1900 varas to the Northwest corner of Survey 57, same block; thence south 1900: varas to mound; thence west 1900 varas to the place of begin-

rom Amarillo, was here Monday 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, west and 1% miles north from the town of Hereford, the following

5-3c Deaf Smith County, Texa



New houses have no monopoly on clean, shiny new floors. The same floors look just as nice, and are just as serviceable when LAID OVER THE OLD FLOORS of any home.

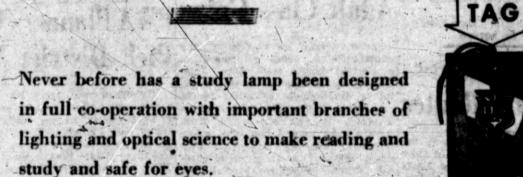
New floors over old lay quickly and neatly and no one can guess that they are not part of the original house. . Often they are less expensive to install than the same floor in a new home.

We have many new wood floor patterns, all of which are selling for the lowest rates in the last 20 years. They are also easier to buy on our deferred payments plan.

R. H. KEMP LUMBER CO.

# The Finest Lamp

EVER DESIGNED FOR STUDY AND READING



# And Now We Spend

Amarillo, Texas

In the days when Washington was leading a ragged, ill-equipped hand of colonists against the most impressive army in the world he could not afford to waste a crust or a cartridge. He had to make every shot count, every cent COUNT. He did it, and his success is mirrored in the rich Nation which he helped to found. The economy of yesteryear brings the riches of tomorrow.



First State Bank



No other lamp has the wealth of glareless light with soft shadows, that reduces eye-strain and makes reading easy and comfortable.

Look for the I. E. S. approval tag on both floor and table models.

Without obligation on your part you are invited to avail yourself of our trial plan

On Study Lamp balance payable \$1.00 per month on your electric acryle

Texas Utitilies Co.

## riona Doings

Junior Woman's Club regular session last with Mrs. Townly Redostees. Seventeen mem morally and spiritually n's clubs and by news-id magazines, which was by Mmes. Grace Echols, ewis, Misses Orma White

helma Osborn. Taura Maples has return-om a visit with her sister ad, New Mexico. of late Sunday evening J. B. Grisham is here staying ed Westway girl the J. B. McFarland with his sister, Mrs. Dick Allred, losing the game.

Lois Presley, Juanita Curry, Paddock of Conway visited in the W. O. Comingoer home last oward Ford, Jimmle Hays, Saturday night. of friends with bridge on. The valentine was carried out beautifully prations and refreshments. Strond of Eldorado, Okla. ng his brother, Russell member of the high

Friona Chiefs suffered de over the Hereford high eams Friday evening. Sat-vening the Friona teams well here. The Squaws 20, the Chiefs winning

nior woman's club closed uilt campaign Friday by a drawing at the high The pansy design applique cent to Mrs. O. F. Lange. s were used to buy trees around the football park. mber of Friona people were at a Spanish dinner and inment at Farwell Wedevening, sponsored by the arweil junior club. Atwere Messrs. and Mmes. Maurer, J. C. Wilkison; Grace Echols, Henry Lewis,

Wright Williams who has ng relatives and friends mathy returned home last

outside boys and girls teams went to Vega mes Thursday evening, both

Juanita Crow of Am a week end visitor in of her parents, Mr. and

WTSTC chorus presented enth luceum number here ursday evening. It was by all present.

Of Historic Interest cottage at Grant's Brace, Scotland, in which lived of Robert Burns, the preserved as an historic There is a railing around so to protect it from sou-

## Fairview-Palo **Duro Items**

BY MISS LILA MAN OGLESEY

Mrs. L. H. Carter is in Okia homa City helping nurse her lit-tle grand daughter who is improving after an illness of several

Mr. and Mrs. Cecil Allred et tertained the young folks with a dinner last Sunday.

Mrs. Miller's brother died last week. She attended the funeral and Mrs. Allredge taught school for her while she was away.

J. B. Grisham is here staying

northwest of town report a and is at work on the farm.

Jack Stephens and Miss Jessie Paddock of Conway visited in

emmets and the hostesses, pe and Martha, McFarland, school house. The primary room O. F. Lange entertained gave a program and the banner was given the room which had the most parents present, it going to Miss Pauline Maben went to

Portales, New Mexico, last week Mr. Burum and family were

in Lubbock last week. Jack Stephens, Miss Paddock, Mr. and Mrs. Coming visited in Sudan last Sunday. A Valentine party will be given at the Elam home for the ninth, tenth and eleventh grades.

A boy scout troop was organized Thursday night. There will be a Wednesday in the community club scout Roundup Friday and Saturday nights at Amarillo, and those who want to help the Wildorado boys should see them and buy tickets.

Neal Downing is in an Amarillo.

hospital. H. J. Oglesby and family visited his parents, Mr. and Mrs. S. B. Oglesby in Castro county Thursday of last week.

A covered dish luncheon was served at the home demonstration meeting last Tuesday. The ladies Martha McFarland, Gladys quilted a quilt and reported a lamina Lamm and Theima nice time.

Mr. and Mrs. Lee Moore were son were supper guests of Mr. and in Amarillo one day last week. Mrs. Lloyd Lookingbill Sunday W. R. McClain has been ill the night.

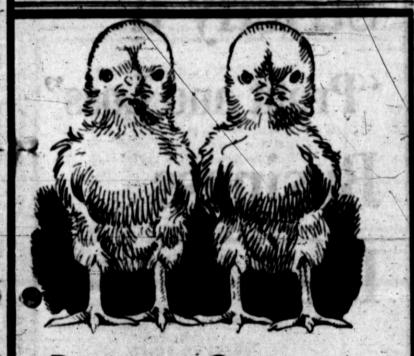
past two weeks.
Wildorado PTA is giving a 4 tournament Saturday night, February 23. A cake will be given the one winning the most games. All are invited.

J. C. Allred and family of Here-ford visited the W. R. McClain home last Friday night Lee Norman, J. B. Grisham and Miss Vada Norman were goests in the H. J. Oglesby home last Fri-

day night. O. G. Smith and family were Sunday dinner guests in the home of Mr. and Mrs. Roberson in Ama-

Orange Growing

The average life of an orange prove is from 85 to 50 years. Orange trees, under favorable co require about four years before they ore they bear fruit to any large



## READY FOR STARTENA

DON'T BE MISLED by claims of "just as good but cheaper" feeds. Poultry folks from coast to coast know PURINA STARTENA and PURINA GROWENA as America's best feed combination to turn chicks into money-making pullets. STAR-TENA and GROWFNA have stood the test of many years ... they have proven their right to be America's best. We have both feeds ready for you now. Come in any time!



# AcLean & Pitman

Grain Company Buy at Home

We Deliver

BY MISS NOBER M'LEAN

to join her husband. Mr. and Mrs. Jim Black enter-

tained a few friends with a party Friday night. Maxine McLean spent Monday night in Friona with Miss Ruth

The girls basketball team played Westway girls Thursday night,

W: H. Price is on the sick this week.

A number of men from this ommunity attended the mass meeting in Farwell Monday. Elden Boyd has returned from a business trip to Floydada.

The Social Study, club met with Mrs. Tom Presley last Thursday, with 12 members and one visitor, Mrs. A. C. Hays, present. An interesting program was given on government. Next meeting will be with Mrs. Roy Price, February 21.

Messrs. and Mmes. Jim Black and Verner Melugin attended a birthday dinner for Jim Black at Hereford Sunday, the dinner being given in the home of Mr. and Mrs. E. B. Black.

Black Demonstration club met more space in clothes closets and demonstrating clothes bags, which was very interesting. Our demonstrator was present and showed pared a dish and gave the recipe. Mr. and Mrs. J. F. McKinnie of Amarillo were visitors in the D. R. Bennett home Sunday after-

Rev. Chapin and family of Frions were guests of Mr. Hinds and family Sunday.

Mr. and Mrs. Clyde Duncan and

#### Easter Items

BY LOUISE FREE

Mr. and Mrs. John Moke are risiting their daughter, Mrs. Pearl Barnard, in Kansas. Mrs. Mary Lou Murphy who has been visiting her mother, Mrs. George Chambless and Tom Jameto join her husband.

U. G. Randall was in Amarillo Friday. Mrs. Randall returned with him after a two weeks visit there.

Mr. and Mrs. E. O. Dixon and family attended services at Frio Monday. last Sunday.

John Nolan went to Oklahoma decided to meet Wednesday, with Saturday for a stay of several

Thomas visited Saturday in Tulia. Mrs. Roy Durant visited Thursday afternoon with Mrs. Carl W.

Misses Mavis and Mozelle Whitefield and brother of Olton, and Louise Frye were dinner guests of Emerald and Annie Mae Smith Sunday.

Mr. and Mrs. Roy Durant had supper guests Tuesday Medley, Carlie Rae Frye Misses Ramey and McClure. Mrs. George: Chambless

Frye homes Sunday afternoon. Rev. Armstrong will preach next Sunday morning and evening. David, the little son of Mr. and Mrs. Harry Smith, has been

very ill the past few days. Mr. and Mrs. J. Whitefield and children of Olton visited Sunday in the Atwood home.

#### Progressive News BY OLIVE PERKINS

Rev. Randall and family of Farwell visited in the A. S. Higgins home Sunday.

C. C. Bowman, Emmett Blake more and Ray Hershey attended a Pond and Terracing meeting at Amarillo Friday. Owen Neal and family were call ed to Memphis Wednesday on ac

nephew. He was very much im-proved Sunday when they return-Hereford.

Ira Jeane Ricketts spent week end with Odessa Cockrell at Hereford and helped her cele-

brate her birthday. J. S. Garrett and family visited Mrs. O. E. Boyer and sons Sun-

Mr. and Mrs. Beard and children of Amarillo spent last Sunday visiting her brother, Mr. Taylor and his family.

W. C. and Orin Russell made a business trip to Perryton last

The club met with Mrs. Charles J. S. and Henry Smith and Green last Wednesday. The ladies Mrs. Ira Ricketts to sew for a needy family. Mmes. Green, Ira Aubrey Epperson and Randol Ricketts, Taylor and W. C. Russell gave an interesting program. Eleven members and one visitor attended. Mr. Green's mother. was the visitor.

Mr. Taylor spent several days at Vega last week. The Literary society will meet

Friday night. Rev. Shepard preached at Pro gressive Sunday afternoon

Buddy Donovan who has had severe case of scarlet fever is getting along as well as can be expected. - Mr. and Mrs. Donovan have been ill with influenza.



count of the serious illness of a Miss Olive Perkins attended the attended the basketball tourn ment at Hereford Saturday. Our senior boys were defeated, but Mr. McFarland and family spent Sunday in the S. E. Edwards home.

Orin Russell and family and other teams had all senior boys.

Estella Counts went to Fort Sum James Garrett, who is attending the country of the senior boys.

ner, New Mexico, last Thursday Junior College in Amarillo, specifor a visit with the John Counts the week end with his parents.

Orin Russell made a business Several from this community trip to Amarillo last Wednesday.



Hydraulic Brakes, time tried. Full Floating Rear Axle. Double-Tapered Roller Bearings In Rear Wheels

Roller-Bearing Universal Joints Four Main Bearings, Four-Ring Pistons. Oil Filter, Oil Bath Air Gleaner, and Many Other Quality Features.

DODGE Now Priced With the Lowest.



NAVY BEANS CUT BEANS TOMATOES 3 No. 2 cans Van Camp's, Tomato COCKTAIL Extra Standard CORN

KRAUT Wapco, medium can Heart's Delight, Sliced Halves, in Heavy Syrup PEACHES 16¢ No. 21/2 can ... Red Pitted, CHERRIES 2 No. 2 cans Brer Rabbit SYRUP

Schilling's Coffee 1 lb. 31c

# Shortening

Mrs. Tucker's 56¢ SUGAR 10 pounds \_\_\_\_\_\_CAREY'S, Plain or Iodized SALT 2-lb pkg \_\_\_ Merchant's Salad Wafers 2-lb box \_\_\_\_\_ FIG BARS 2-lb pkg \_\_\_ SEEDLESS RAISINS

La Choy LA CHOY Bean Sprouts Large can ..... VEGETABLES

Chop Suey, can \_\_\_\_\_ SOAP liue Barrel, large bar

13¢ WHEAT Regular size COFFEE Maxwell House, BISQUICK Chromium Relish Dish for

25c with large package 23¢ RINSO SOAP Lifebuoy, 2

Krispies Kellogg's, pkg --GRAPE NUT FLAKES Grape Nuts Per package -----SOAP

Blue Barrel, large bar

SOAP

TOILET. Northern TISSUE BAKING POWDER ROYAL 12-0s car -----BAKING POWDER DR. PRICE'S 19¢

maintain your health with LETTUCE Crisp head BANANAS 25¢ Yellow ripe, 4 pounds ORANGES Large size, dozen 22¢ LEMONS Sunkist, dozen-17¢ SWEET POTATOES **SPUDS** 15¢ 10 pounds Extra Fancy Winesap 20c

BACON

OYSTERS

LOAF MEAT

23 Sugar Cured Squares, pound ..... 10° Pork Added pound

316

Fresh, per pint BACON Armour's, sliced, pound PORK ROAST

Cut from Small, lean should ZIC

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS

PHONE 74

## Summerfield News

MAUD E. NOLAND

Study Club was entertained at the week end in the J. W. Hyde the home of Mrs. L. L. Cannon Thursday afternoon. The short business session was conducted by Mrs. Ray Johnson, president. The Mrs. Ray Johnson, president. The dry, at Walcott. lesson topic, "The Far West," was led by Mrs. N. P. Sikes, with a week end at Elida? visiting her review of The Covered Wagon.

Mrs. Ben Wilhelm gave The Morman Kingdom. Next meeting will in the Whiteside home Saturday man Kingdom. Next meeting will be Thursday, February 21, with evening. Mrs. Lee Curry, and Mrs. Cannon

Miss Eunice Caldwell of Progressive spent the week end in the Ky Lawrence home.

son of Friona were Sunday guests of Mr. and Mrs. Frank Lookingbill. Willis Edelmon and Miss Gussie
Hare were married at her home in
Hare were married at her home in
Anarillo Saturday at 6 o'clock.
Anarillo Saturday at 6 o'clock.
They have gone to South Texas

They have gone to South Texas

Tom Regers and moved from West.

Westway Friends were made sad
Mr. and Mrs. Edgar Ramey,
Mr. and Mrs. I. B. Brooks of
Hereford and Ernest Harman spent
the week end with Mr. and Mrs.
Travis Shaw of Hobbs, N. M. points on their honeymoon,

Mrs. G. W. Mills and Miss Eva Blakemore of Amarillo were guests in the A. J. Blakemore home Sun-

Mrs. Jim Wiley of Messenger visited Mrs. J. A. Noland Benton Mr. and Mrs. Claude Benton called and daughter of Hereford called in the Blakemore home Sunday. Mrs. Stewart has returned from

I iberal, Kansas, where she has been visiting relatives. Mr. and Mrs. W. R. Snapp are the proud parents of a baby boy,

born February 12. Mr. and Mrs. Chas. T. Noland with a card party Friday night.

B. B. Thomas of Amarillo visit-

ed here Sunday. Messrs. and Mmes. B. C. and R. E. Roberson and children are visiting in Wichita Falls.

All are invited to the rabbit drive Saturday, February 16, on the draw south of Summerfield.

Mrs. Ky Lawrence was on the Mack Noland of Dumas spent the week end here, returning to Dumas Sunday night.

Joe Kendall and family of Here-ford visited in the Ky Lawrence nome Sunday.

Wilburn Edelmon and family of Flagg visited the L. B. Lookingbill home Sunday.
S. D. Bellar and family of Muleshoe visited in the Perry McMinn

home Sunday. Rance Club met with Mrs. H. Behrends February 7, with Miss Clark demonstrating how to use canned meat. Nine were present. Mmes. Cleo Richardson and J. G.

Davis of Bethel, Miss Clark of Dimmitt took dinner with the Blakemores Thursday.

Mrs. Louie Huckert visited their daughter, Mrs. Jay Sanders, at Walcott, and Mrs. John Heiselman at Vega last week. Mr. and Mrs. Ben Wilhelm were

in Clovis Friday. Mrs. P. L. Carmichael of Here-ford visited her parents, Mr. and Mrs. W. G. Harris, last week. A. A. Davis, of Waco

last Thursday. Noland went to Floydada iness last week mmerfield and Progressive basketball at Hereford Sat-

night. Score Progressive YWA is spons

and social at the church risday night. Boxes will be sold at 25 cents each. Everyone is urged to be there.

> Slenderizing **Fashions**



The smooth way to solve your Figure Problems in Carter's Lastic.
Two-Way Stretch Girdles and Panties, \$2.50 up.

Brassieres, \$1.25

one-piece Foundation Elastic Garment, \$5.00

FASHION DRESS SHOPPE

#### Westway Items (BY WILMA SKYPALA)

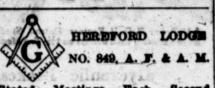
Mrs. P. H. Gilliland spent last

Mrs. Pearl Landers and son spent the week end in Hereford with relatives. Mr. Skypala and son went to

Hot Springs, N. M., Saturday after turning Monday.
Westway friends were made sad

Tom Rogers and moved from Westway about three months ago. Rev. B. B. Harrison filled his regular appointment here Sunday.

#### Lodge Directory



Stated Meetings Each Second Monday Night of Month. School of Instruction each Thursday Night. Visitors Are Welcome.

J. W. ROBINSON, W. M. EGBERT BRADLY, Secretary

HEREFORD LODGE 1. O. O. F. CHARLES SOWELL, Noble Grand

Meets Monday, 8:30 p. m. Visiting Brethren Welcome L. H. FOSTER, Secretary

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

HEREFORD CHAPTER, O. E. & Meets Each Second Tuesday

MRS. JEWEL WOMBLE, W. M MRS. MYRTLE WITHERSPOON. Secretary

W. O. W. Camp No. 990

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

## Dimmitt News

MRS. BUCK WOOD

Mrs. Ray Sheffy and Mrs. Good-win Miller visited in Lubbock last I. B. Brooks of Hereford in Dimmitt Wednesday.

Mr. and Mrs. Raymond Wilson visited relatives in Tulia Sunday. Miss Mary Bell Carroll returned home with them for an extended

Mr. and Mrs. Chas. Pyles and Floyd Smith visited in Amarillo

Miss Maurine Creed of Arney spent the week end with Miss Alyne Creager

H. C. Webb, Mrs. Mr. and Mrs. Clyde Duncan and Mrs. Skypala and daughter, re- ning and Mrs. Buck Wood were shopping in Hereford Thursday. Mr. and Mrs. Edgar Ramey,

> relatives in Hereford Sunday. Miss Elfreda Murphy spent week end with homefolks.

Mrs. Roy Hicks and Miss Mild ed Copeland complimented Mrs. Bill Burnam, Jr., with a lovely miscellaneous shower at the home of Mrs. Hicks Friday afternoon After the guests arrived, little Genevieve Hicks pulled a wagon load of gifts in and presented them to the bride. Delicious refreshments were served to a large num-

ber of guests. Mr. and Mrs. L. E. Parker spent the week end with her parents in

Mr. and Mrs. McCown made business trip to Clovis Monday. Mrs. Lee and Oscar spent Monday with Mr. and Mrs. Leland Lee. Mr. and Mrs. L. G. Manning and Mr. and Mrs. Buck Wood attended the show in Hereford Sun-

visited relatives in Farwell Sun-

Mr. and Mrs. Ernest Medkief of Hereford visited Mr. and Mrs.

O. B. Trimble Monday.

Mrs. Bell of Hereford is spending the week with Mrs. M. L.

Hardy. Mr. and Mrs. Langford and little daughter of Midland are visit-ing Mrs. Langford's mother, Mrs. Kimball.

The Dimmitt Junior Study Club is sponsoring a barn dance to be given Thursday night at the Witt Hotel. Everyone is urged to wear aprons and overalls. Admission will be 50 cents per couple. The public is invited.

Mr. and Mrs. Houston Hulin spent a few days with relatives in Dill: Oklahoma, last week.



Let the Servant **Behind Your Faucet** Re an AUTOMATIC

Gas Water Heater

our Gas Appliance Dealer Or Your Gas Company

West Texas Gas Co. Good Gas With Dependable Service

## 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

Hereford Brand

Phone 30

Messenger News BY ESTELLE WILLIAMS

There was small attendance

There was small attendance at Sunday school on account of cold weather. Rev. Burnett of Clovis delivered a good sermon.

Mr. and Mrs. Bob Lindsey and baby were Sunday guests in the Larry Walker some.

R. J. Coleman and family were guests of Mr. and Mrs. John Rouse Sunday. louse Sunday.

Altis and Quince Williams visited the G. W. Wells home Sunday. Those attending the ball game st Hereford Saturday were Messrs. night. and Mmes. Bob Lindsey, Jr., R. W. Fanning, Chas. Brown, Miss Imogene Copeland. Messenger won second place.

"The Blue Bag" will be staged Eebruary 14 at Summerfield, and Summerfield will bring a play, "Comin' Thru the Rye," to Mes-

senger February 22. L. M., Altis and Quince Williams were in Friona Friday.

Mr. and Mrs. Robert Myers and baby left Friday for Oklahoma to make their home,

Juanita Cross of Hereford spent the past week with her aunt, Mrs. J. A. Hart. Mrs. L. M. Williams, Altis and Quince were in Friona Monday. Mrs. J. A. Hart and children and Juanita Cross visited at Hol-

lene, N. M., Thursday night. Mrs. Bragg visited homefolks at Friona Friday night.

In a Nutshell Sloth, like rust, consumes faster than labor wears, while the key often used is always bright.

BY MARY LOUISE DEAN-ELSIE

B. R. Fulkerson was in Herel ford Monday.

Arlie Dean is doing jury service at Hereford this week. Mrs. Merel and Eldon Harris were Hereford shoppers Saturday. Mrs. L. T. Fletcher and children

visited her sister here Saturday Raylord Fulkerson returned to school Monday after a two weeks

absence because of mups. Mr. and Mrs. B. R. Fulkerson and children were in Hereford Saturday. H. G. Biggers was in Amarillo

Friday on busine Sid Barclay and T. P. McCollister were in Hereford on business Sat-Clem Friemel, Elsie Friemel and

Marlene Weaver are very sick with The D88 club meets with Mrs. Arlie Dean Thursday, and every-one is urged to be present.

Oil Variations Coal oil is the same as petroleum, but the term is generally a synonym for kerosene, which is a hydrocarbon oil used in lamps. The term is usually restricted to the distillate of crude petroleum having a specific gravity of about \$07, a flashing point of upward of 110 degrees Fahranheit and the same as petroleum. renhelt and a burning point of up-ward of 125 degrees Fahrenheit.

## **JOIN** THE FUN Enter the Big **Rabbit Hunts**



This month be prepared to get your share and your bounty. Shells and Hunters Supplies at

"Home of Service and Quality"

FRIDAY AND SATURDAY SPECIALS

OUR SPECIALS ARE CASH

SPUDS, 10 pounds \_\_\_\_\_ 16¢ LETTUCE, large heads \_\_\_\_\_ 60 SPINACH, No. 2 can \_\_\_\_\_ 10¢ KRAUT, No. 21/2 can 13¢, 2 for \_\_\_\_ 25¢ SALT, 1 lb., 8 oz. box \_\_\_\_\_ 56 CRACKERS, 2-pound box \_\_\_\_\_ 176 VIENNA SAUSAGE, 3 cans \_\_\_\_\_ 2 TOILET TISSUE, 3 rolls \_\_\_\_\_ 14 PRUNES, gallon tins SYRUP, pure rib. cane, 1/2 gal 30¢, gal 52 TOMATO JUICE, 3 cans, Calif. Home SOAP, T. N. T., yellow bars, 6 bars \_\_ SALAD DRESSING, W. P., quart jar ... Whole Wheat Flakes, Kellogg's, lg. box SWEET POTATOES, 10 pounds \_\_\_\_ 2 CRAPEFRUIT, large size, 3 for \_\_\_\_ 10 PEACHES, No. 10 can \_\_\_\_\_ 35 SUGAR, 10 pounds ORANGES, large size, dozen \_\_\_\_ 314 BAKING POWDER, K. C., 50-oz can \_ 320 COFFEE, Admiration, 1-lb glass jar 31¢ KRAUT JUICE, Kumers, can 9¢, 3 for 25 PEAS, good grade, No. 2 can \_\_\_\_\_ 1 TAMALES, No. 2 can 13c, 2 for \_\_\_\_ 25c CARROTS, nice California, bunch \_\_\_\_ 54 COFFEE, bulk, best grade Peaberry 1 lb 18¢, 2 lbs \_\_\_\_\_ RICE, bulk, whole grain, 3lbs \_\_\_\_\_ 17¢

Phone 117 PRANK RICHARDS, Prope Brings Us Your Eggs-Market Price



"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 speend on

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 busi ness as compared to the amount expended. Consider your advertising from the

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

THE BRAND-HEREFORD'S MOST PROFITABLE MEDIUM

# LIST MISSPELLED WORDS HERE SPECIALS FOR THIS WEEK

# BUY IN HEREFORD CAMPAIGN!

# Better Plumbing Service Is Our Object In Life

Like an aching tooth, plumbing needs attention when it goes bad. Not only does it need attention, but it needs attention of an expert one who knows what is wrong and how to remedy it. That is where this firm comes in.

have made it our business to know plumbing and what to do about it. So if anything goes wrong, just call us at 160 and we will rush out and repair it, tusing guaranteed parts for replacements and dependable service.

For fistallation of new plumbing or heating equipment or fixtures, see us first. Our price is right. Our material is the est. Our workmanship is unexcelled. We are not adicted to bragging, but those are the facts in the case.

# DICK ROUNTREE

# Plumbing, Heating Work of Rountree

heating lines may be obtained from Dick Roun-tree, Hereford plumbing and heating contractor who has been in business here for the past five

Rountree, can service any type of plumbing or heating installation. He is able to install any type of this equipment from a one-room shanty to a mansion with het, cold and ice water in every room and a central heating system.

Plumbing supplies and fixtures manufactured by Kohler are handled by Rountree. The most modern goods are available. The newest and best in bath room fittings, complete to the last detail are handled by him.

Commercial plumbing is a specialty with Rountree. Soda fountain installation and repair are among his featured services. Steam fitting, too, is a service in which the Rountree firm ex-

Wise home owners of Hereford have learned to call Rountree at 160 when pipes freeze, drains clog or any other trouble arises in the home plumbing systems. Another \* special work of Rountree is the modernizing of obsolete and outmoded home plumbing systems.

"It's surprising how cheaply we can replace out-of-date plumbing installations and fixures." he said. "It will be mutually profitable for us if home owners who are not satisfied with their in-

#### stallations will let me figure with them PHONE 160. 200 MAIN 200 MAIN STREET

# Unwrapped Laundry Soap, 6 bars \_\_\_\_ 25¢

Lye, three cans Toilet Tishue, per roll ..... moke Salt, 10 pounds Corn Flakes, large package ..... Golden Light Coffee, pound ....

#### LUKEN'S GROCERY

#### **OUR RECOMMENDATION**

Many Hereford mothers will gladly give you a free-will testimonial as to the quality and purity of Prairie Dairie ratk. It is fed to many Hereford babies and we believe all kiddies will thrive and do well on its feeding. Be sure to spesify it with your next grocery



### PRAIRIE DAIRIE

#### YOU'RE SURE TO BE PLEASED

With the rich, wholesome goodness of Gream O' Plains butter. It is pure, pasteurized for your protection and made fresh daily. It is featurd by your favorite store. Buy this better home product.

#### **Farmers Creamery Association**

#### **BUY A MEAL TICKET**

You can save money on your meals by purchacing one of our meal tickets. \$5.50 for only \$5.00. In addition to the saving, you'll find that foods served here are better. Give our cafe a trial and be convinced.

#### DE LUXE CAFE

Ladies, Look at These Shoes Lovely dress shoes in white kid and buck. In sports in white buck pastell and tan with novelty ties

\$1.98 and \$2.95 "Your Friendly Shoe Dealer"

#### D. R. GASS & SON

#### Expert Automobile Service

We repair any make of automobile. Do the job right and our charges are most reasonabel. If your car has been giving unsatisfactory service, bring it to us. We'll gladly give an estimate as to the cost.

#### **BEAMS & MARRS**

#### **MAYTAG** Gives Satisfaction

You'd be surprised at the number of house wifes who compliment these washers. They are the finest, most popular on the market today. If you have not already investigated the new Maytag 31, come in today and let

M. D. WOMBLE, Implements

# \$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

## CONTEST RULES

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 with 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.



#### LOOK AT THESE SPECIALS AND PRICES

Our student operator, Mrs. Wanza Gilliland, is giving finger waves at 15 cents, shampoo and finger wave both for 25 cents, and permanent for one dollar. You cannot afford to pass up this opportunity.

#### BE WELL GROOMED

In dollars and cents alone it is worth plenty to be well groomed. And the feeling of confidence it gies one adds something that cannot be measured in dollars and cents. Let us make a new sute out of your old one by proper cleaning and pressing.

#### WEST TAILOR SHOP

#### WASTED DOLLARS

If your plumbing and heating systems are out of order the waste may run into much more than the cost of repairs. Why not investigat our service today? You'll find our prices most reasonable and we guarantee absolute satisfaction

#### DICK ROUNTREE

#### Bargains In Used Furniture

We have some rebuilt second hand furniture that is worth the muney. We are also pre-pared to do the best upholstering work.



#### A WELL-COOKED DANNER

If you have not allready tried one of our fine home cooked and served meals, do so today. We know that a trial will convince you that, our foods and service are the best ob-

Give Us a Trial Today.

#### HOME CAFE

Oberthier Building

#### WHY WASTE MONEY?

When we offer good gasoline and motor oils at prices that ar e really lower? You'll find our motor fuels to be of the best quality and the prices on them are lower than curent prices of larger companies.

## Moore Independent Oil Co.

#### YOU, TOO

-may enjoy the pleasure and comforts that go with good health if you will give CHIRO-PRACTIC ADJUSTMENTTS a, chance to correct the cause of your poor health.

PHONE 341

#### DR. J. W. HENDRIX

#### Early Pullits Pay Most Profits

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

Phone 70-W.

HILLSIDE HATCHERY

## he Hereford Brand

Our Slogan--- More People--- More Farms blished Every Thursday.

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

---- Publisher and Manager RS. SETH B. HOLMAN DE WITT LANDIS -----

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

under the act of March 30, 1873.

#### NOTICE TO PUBLIC

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

#### WHAT NEXT?

High school-football coaches of Texas will love a recent bulletin. from Interscholastic League headquarters charging commercialism among

debaters of the state's high schools. "Debate has its commercialism no less than football," says the Leaguer. "The selling of ready-made speeches, both main and rebuttal, and the use of them by high school coaches of debate very seriously. threatens the educational value of this time-honored contest.

Very soon such headlines as these may appear: "Hereford Debater Ruled Ineligible." "Charges Star Halfback Traded for Rebuttal

Champ."

#### ABOUT THE GAS WASTAGE

There is more than meets the eye in the battle of publicity now taking place in regard to wastage of natural gas in the Panhandle seld. The Panhandle Conservation Association wants all "stripping" topped. Stripping is the extraction of gasoline from the gas. The evil lies in wasting of the unused gas.

The association is fighting stripping on this basis and they have of a doctor bill—it has been re- on the activities of any man. This has ever known, some of the large ads compare with the best the writer home nursing a case of influenza, bighest flower in the actions of highest flower in the actions of came to a close Friday, February Dr. Price was called in to administer unto him. After E. G. was at virtue, I think, has reached its highest flower in the actions of kelley Pigg. For weeks Kelley has came to a close Friday, February level.

ourage law breaking and be a great aid to our courts in enforcing made a member of the Texas legthe laws now on our statute books.

Stuart A. McCorkle, former faculty member of the University of phis Democrat to suggest Huey Texas, writing in the late issue of the Southwestern Social Science Long as president of Texas U. and Quarterly, reviews the constitutional and legal regulations on the power Ma Ferguson as head of the soof clemency in Texas, and coneurs with Governor Allred's announced cial science department. Why of clemency in Texas, and concurs with Governor Affects announced overlook Doc. Brinkley, who might appendicitis operation policy of placing the burden of clemencies on a non-partisan board. Overlook Doc. Brinkley, who might appendicitis operation performed to the few states today placing almost complete parties. This surgery departments? — Canyon R. D. Gist of Amarillo performed to the community interest. doning power in the hands of her governor," Mr. McCorkle said. "This surgery

is a relic of kingship retained from ancient days. The Board of Pardons and Paroles cannot be said to share the clemency power of the governor; it is only an agency created to make the inquiries requisite for an intelligent exercise of the power. The power itself rests with the chief executive. Pardons, paroles and furloughs have been granted all too frequently without an investigation by the board. And when it has been consulted, its advice has often been started the ball to rolling. And his office. disregarded."-Clarendon News.

## **OLDEST PLAINS IRRIGATION** WELL NEAR PLAINVIEW STILL-PUMPING AS STRONG AS EVER

Substantial Gain In 1934

Postal receipts at the Hereford

Revenue for 1934 totaled \$14.

233.02, as compared to \$12,467.93

for 1933, a gain of \$1,765.09. The

local office issued 111 stamps to

hunters of migratory fowl.

Just

Received

New Spring

Millinery

In All the New Shapes.

Straws, Crepes, Fancy Braids

different crowns, in

Navy, Gray, Red, -Green,

Sand, Brown, Black and

White.

**VOGELE** 

Millinery Parlor

postoffice have shown a substan-

The first irrigation well dug on positively known by farmers the Plains of West Texas about this Plains country. "The White 23 years ago is still pumping as Gold" lifted from beneath the strongly as ever, incidentally has surface of this fertile area and the same motor and pump operat spread over the green growing ing it that was originally install- crops is a form of placer mining ed. It is known as the Slaton which might well be termed "placwell, and is located four miles er agriculture," and is destined to west of Plainview, when dug be bring untold wealth to the irrigalonging to J. Henry Slaten, pion- tors of this area.-Muleshoe Joureer cattleman and rancher of that nal. section. It is now being operated

Postal Receipts Reveal by his brother, Chil Slaton./ would rather have 100 acres of alfalfa under irrigation than three sections of wheat land. It will produce much more revenue and

The drilling of this first irrigation well on the Llano Estacado cording to Mrs. A. M. Jones, acttook six months time. It was dug ing postmistress, 30 Inches in diameter and 130 teet deep, being completed Jan-uary 12, 1911. At that time it attracted extraordinaryattention peoele coming for many miles around c see it, just as they would come

to see a new oil well today. The centrifugal pump in this well is operated by a 32-horse power motor, delivering 1,500 gallons per minute when up to its capaeity. Records have been quite diligently kept of the well and it. is known to have run as much as day and night for two weeks time without showing any diminuation in output and the drawdown not more than eight feet.

Since this initial well was put

down many more have gone down in the Plaintew area and all over this high tableland country where sheet water is abundant, and so far as is known all have been successful for irrigation pur-

In the Blackwater Valley around Muleshoe, which boasts of the shallowest irrigation project of all this western area, there are now this western area, there are now at least 75 wells pumping from 1,000 to 2,000 gallons per minute and without any diminuation of quantity. Several others will go down this spring and have plans installed in them with every assurance of success and profit.

To be able "to control one's own rainfall" is a big Item in farming, and the benefits accruing from irrigation are becoming

ng from irrigation are become

# LONG TIME AGO IN HEREFORD

(From the Hereford Brand, February 12, 1904.)

calamity I don't believe the farmed five miles east of Hereford on J. A. Fox, incidentally, had the will ever see low prices of cotton again," writes Oswald Wilson, his advertisement. agricultural expert of Fort Worth to W. H. Rayzor, president of the Farmers Institute.

D. C. Laird had been in Heretor from Dimmitt on business.

W. R. Ross, local manager, was

Geo. L. Muse had been in town as and Arkansas.

and it will be only a few

an advertisement.

her and Manager "Without some great national L. R. Bradly's ranch was locat-calamity I don't believe the farm-ed five miles east of Hereford on

(From the Hereford Brand, February 13, 1914.)

Optimism concerning Hereford and the vicinity was expressed by F. H. Oberthier upon returning from a long trip through Tex-

J. Ray, vernon capitalist, had "Nearly 2,000,000 acres of this great ranch (the XIT, which was offered for sale) has been bry Goods Company.

scriptions for stove wood. was taken up on the offer.

Miss Nora Daniel had visited Mrs. N. C. Vogele was in Chifriends and relatives in Amarillo, and relatives in Amarillo,

L. Gough and family were pre-paring to move back to Hereford from Crosbyton.

A train wreck between . Hereford and Amarillo resulted in the death of James F. Spetter, engineer, and serious injury of Fred Bessing, brakeman. Two trains had met head on in a heavy fog due to misunderstanding of orders. The crews leaped to safety at the last minute.

"Uncle Joe Ward must be pros-pering as he has bought for his months until . . . the one million acres left will be dotted with got into frouble by making a "semi-gon."—News item.

#### now the Oklahoma relief commission plans an organized fight on Wildorado Bank now the Oklahoma relief commis-By Their Words AND OURS

E. G. Rice seems to have solved the problem of how to take care

islature: which leads the Mem- Dr. Morgan Undergoes

Name of Producer

S. O. Wilson \_\_\_\_\_ 11 Hour

O. L. Rutherford \_\_ 11 Hour

D. W. Hawkins \_\_\_\_ 11 Hour

Mrs. F. J. Eberle \_\_\_ 11 Hour

Carl Spratt \_\_\_\_\_ 8 Hour

P. M. Houser \_\_\_\_ 91/2 Hour

Prairie Dairie \_\_\_\_\_ 11 Hour

the pests and will use the meat for hamburger and chili . . . the office sage opines that "Hand Across the Table" may be popular in a song but it is frowned upon in the best circles.—Vega Sentenet.

Precaution is a valuable brake has ever seep in selling its idea to the readers. And everyone agrees that the seem was to be seen as the seem of the possible marked to be seen as the seem of the possible marked to be seen as the seem of the possible marked to be seen as the properties of the pr

Rabbit drives seem to be the order of the day and virtually every section of the Panhandle gan's patients during his illness. has had one or two since Vega Miss Ivalin Overhuls will be at

Bacterial

Type

Grade

Twenty-five years of doing busi-

r. Morgan Undergoes ricultural Association will be held Thursday evening. February 21. It will be the first meeting of the Dr. T. L. Morgan underwent an community interest will be given.

an, Mary Elizabeth Stanford, Elizabeth Ireland, Bettye Bruce Janes, Sally Skelton, Billy Rous Phillips, Paul Coneway, Arthur Thompson, Jr., Woodrow Ireland and Homer relatives in Plainview Friday.

## USE TEXACO For Better Performance

You'll-get better Winter performance from your car with Texaco Gasoline and Oil. Drive in today and let us give your car that needed extra Winter pep.

> **Texas Service Station** GLEN SNYDER

# ook at these FOOD

Friday and Saturday Specials

PORK and BEANS, Phillips, No. 21/2	110
SOAP, Blue Barrel, 6 for	_ 25¢
STARCH, large size	_ 22¢
CHILI, Wolf Brand, No. 2	20¢
SYRUP, Jeffries', half gal. 34¢, gallon	. 60¢
RAISINS, 4-lb package	_ 31¢
BEANS, El Food, 3 for	≥ 26¢
BAKING POWDER, K. C., 50-oz	\35¢
SALT, Square Pack, 1 lb, 10 oz, 3 fo	
OATS	_ 26¢
COFFEE, Maxwell House, 1 lb	_ 27¢
CRACKERS, 2 pounds	19¢
PEANUT BUTTER, 16 ounces	_ 19¢
SUNBRITE CLEANSER, 6 for	25¢
APPLES, gallon	_ 35¢

Texas Market & Grocery PHONE 353-FREE DELIVERY



# Husky - Made Work Clothes That Stay On The Job

Priced for Workers' Budgets STOCK UP WHILE THEY LAST

Everything you need in warm, long-wearing work clothes for practically every kind of manual and mechanical work. This stock was purchased at job lot prices in order that we might

Big Smith, Suede Cloth, \$1 value

## Big Jim WORK SHIRTS

Made of Pepperel Cloth Extra Full Made

A bargain

**Outing Bal** WORK SHOES

For Men and Boys

An extra good buy at, pair \_\_\_\_ Blue Denim, for

# WORK CAPS

For Men and Boys

CANVAS GLOVES Men's and Boys'

Sacrificed at,

per pair \_\_\_\_\_

Medium Weight

## JACKETS

Heavy Corduroy

men, 220 cut, pair

Sprowls-Croning

## Start Chicks Right With Proper Feeds

Contamotester Bacteria Report

Started 10:00 A. M., January 9, 1935.

Operator, W. C. Cox

The only way to give a new chick a square deal is by feeding him so that he will get the proper growth. A stunted chick is worthless. Our scientifically blended feeds will make chicks big and strong.

## We Want Produce

Bring all your poultry, eggs, cream, hides and other produce to us for highest cash prices—and good service.

West Texas Feed and Seed Co.

Phone 265.

# SENTED IN RECITAL

Pupils of Ruth Marie Mounts ave a recital at her home last aturday afternoon. Appearing on program were Phyllis Gene lovich, Rosemary Phillips, Donald Roberson, Lee Etta Hopson Bettye Jane Roloson, Nancy Olson, Maurine West, Mary Eliza-beth Hicks, Hazel Nickerson, Ida Belle Hicks, Molly Jo Roberson, Yvonne Blythe, Mary Ann Baird, Faye Crosthwait and Ruth Marie

Mothers and friends of the pupils were in attendance.

## Want Ads

#### For Sale or Trade

FOR SALE: Stock saddle, Coggshall Premium No. 3. See Homer Hamilton, one mile north on 25-Mile Avenue.

proved six-section ranch. Plenty. Stories of pioneer days were told water, good grass. Geo. T. McCurry.

OR SALE: One IHC Farmall n good condition. C. A. Skel-

FOR SALE: Two young horses and one mare, heavy weight. Buchanan & Rosson.

FOR SALE: One Buckeye Brooder one Queen Brooder, each 1,000 chick apacity. B. K. Greeson, Summerfeld, Texas.

MODERN bome, clear, in good of good land and assume Federal Baptist church pastor, Monday eveloan. Write full details in first letter to Box 876, Hereford, TexBusiness and Professional Women's J. A. Pitman and Mrs. Seth B.

Ip Club.

TexBusiness and Professional Women's J. A. Pitman and Mrs. Seth B.

Bolman.

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

OR SALE: Setting eggs from Osear Hunt Buff Orpingtons. De-pression price of 50c for 15. Call 60-W, or see Mrs. Troy Womble, 600 25-Mile Avenue.

AUCTION SALE Cavalry Park Sales Pavilion. Clovis, every Monday. Bring livestock or anything you wish to convert into cash. Good sales assured. Ray Barber, Auctioneer.

FOR SALE: Fine cedar cheap. Call at Brand. FOR SALE: Violin, in good dition. Apply Brand Office.

#### bost and Found

STRAYED: One large Poland-Helen Kropff.
China boar. \$2.50 reward for recovery. Alfred May.

FOUND: Pair lady's brown gloves. Owner may recover by describing and paying for this ad at The Brand.

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, Tex-

#### For Rent

FOR RENT: Furnished Duplex. See Artis Daniel.

WILL LEASE or buy farm, 320 te 640 acres. Must be in shallow water belt. Have necessary farming equipment. Terms necessary. Apply Brand.

#### Wanted

WANTED: To trade good '29 model Chevrolet truck, A-1 condition, for teams and two-row implements. Inquire at the Brand office.

WANTED: To sell or trade a WANTED: 10 will trade for anything that I can use.

Fulkerson. WANTED: Perfect wheat section, in cultivation worth the money for

all cash. Geo. T. McCurry. 6-2c EXPERIENCED girl wants job in

home to do general house work. by day or week. Can cook. Write Box 334.

LARGE and old firm of Old Line Fire and Casualty Insurance Com-pany 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 backgro or property owner may find it to their interest to communicate with us. Address Box 10, care of Hereford Brand.

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

WANTED: To rept a wheat farm. Write L. A. Smith, at Dawn. 44-3p

HAVE CLIENT with cash for 160 or 820 acres improved, near Here-ford. J. G. Evans, 806 B

Willis Edelmon Willis Edelmon, farmer living west of Hereford, was married, last Saturday to Miss Gussle Hare of Amarillo at the home of her par-ents. Rev. J. T. Corder of Tulia

diss Hare Is Bride

read the ring ceremony. After a ten-day honeymoon trip to Galveston and other points the couple will make their home in

Hereford. Mr. Edelmon is a son of and Mrs. J. M. Edelmon of Plainview High school and attended the presidents of the two organi-WTSTC at Canyon.

Mrs. Edelmon attended Amafrom Amarillo High school. daughter of Mr. and A. H. Hare of that city.

MRS.-D. P. VAUGHN HONOKED VALENTINE PARTY

The Valentine motif was used Monday afternoon" when Claude Higgins entertained in honer of her mother, Mrs. D. P. Vaughn.

Punch was served to the arrivthrough the social hour.

Angel food cake and brick ice

cream were served to Mmes. D. P. Vanghn, Frank Henderson, E. A. Winterrowd, M. E. Orr, J. D. Brown, G. P. Oliver, C. H. Carl, W. A Knox, W. A. Gentry, Bettle Cocanougher, W. M. Cogdell, J. A. Buckner, Wood Vaughu and appointed luncheon honoring Mrs. hostess.

#### B. AND P. CLUB HEARS CRIME CONTROL TALK

Speaking on "The Root of the table most attractive. school town, to trade for section Crime," Rev. B. N. Shepard, First Those attending were the hon-

> A regular business meeting, the session had for its subject Crime HOME MAKERS HOLD Control. Amy Bowers was elect- BUSINESS MEETING ed treasurer to fill the unexpired term of Viola Foster, resigned. Sayde Rigler was in charge of the program. The meeting was beld at the home of Cecil Wil-

#### AND MRS. JOHN MeDONALD HONORED

The home of Mr. and Mrs. John McDonald three miles north of Hereford on 25-Mile Avenue, was a gay scene Sunday when neighbor and other friends gathered at lunch time to give the newly-wed couple a miscellaneous shower.

A bountiful luncheon was served.

A bountiful luncheon was served and afterward the bride was surprised with many lovely gifts.

Those attending included Messrs.

Those attending included Messrs. WILL PAY for penning of a black
Poland-China boar, weight about
Soo. Last heard of about 15 miles
Reuren Sowell, Fred Saltzman.

Inose attending included Messrs.

of the Dinner Bridge club last
Thursday evening at her home on
East Third Street.

East Third Street.

Four tables of players enjoyed

POR JOB WORK. THY THE HEANT

### JUNIOR BAND MOTHERS ENTERTAIN SENIOR CLUB

al social at the home of Mrs. O. day at the Thompson home. and social hour.

At the appointed time guests were taken to the tea room where zations poured tea. The table was covered with a lovely lace Mrs. Edelmon attended Ama-rillo College after being graduated flanked on either side with lighted candles.

Refreshments in keeping with Valentine were served to Mmes. S. L. Fasley, Ezra Norton, Morris, A. H. Streu, J. T. Gilbreath, W. Easter, Lee Conklin, Bill Smith, W. R. Scheihagen, C. R. Smith, Jesse Stanford, J. G. Evans, John Mrs. McLean, Mont Baker, Glen Snyder, H. Hastings, H. Henslee, H. Close, Cliff Estes, Henry Williamson, Harry Lomas, John Renfro, Boyd London, H. D. Reed, Earl Phillips, Elmer Matheis, J. O. Newell, F. L. Lucas, O. G. Hill and R. E. McCullough.

#### MISS ELOYSE PITMAN ENTERTAINS AT LUNCH

Miss Eloyse Pitman entertained last Saturday with a beautifully

M. Y. Galloway of Amarillo. A color scheme of red and white was carried out in the decorations and menu. Dainty heart-shaped place cards and candy cups filled with red and white mints made

Monthly class meeting of the Home Makers was held last Friday afternoon at the First Bap-Fifteen members tist church. were present.

After the business session Group served refreshments to Mmes. W. Allexnder, Alvie Wilson, Herman Gray, John Renfro, C. H. Ray, Otto Massey, Barrett Sowell, Edgar Sowell, Walter Easter, E. E. McCullough, Wood Vaughn, Jeff Roberson, W. J. Fellers, Tom Majors and Joe Kendall.

#### MRS. SETH B. HOLMAN ENTERTAINS AT BRIDGE

south of Sims school house. Notify
F. P. LYONS, Adrian, Texas.

| Contract | Mrs. Oscar Easley and | Contract | Mrs. Oscar Easley and | Contract | Mrs. Oscar Easley | Contract | Contract | Mrs. Oscar Easley | Contract | C Contract. Mrs. Oscar Easley and

F. P. LYONS, Adrian, Texas. 1c

LOST Loaned or Stolen: One 12
guage pump shotgun. Will borrower, finder or present holder
please return. E. S. Ireland. 1c

LOST: Sheaffer Eversharp Pencil. Reward. Miss Eva Virden, County Hospital.

1c

STRAYED: One large Poland
Mrs. Carrie Kropff.

Dr. T. L. Morgan were high score winners.

Attending were Messrs. and Mrs. Oscar Easley and Dr. T. L. Morgan were high score winners.

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Attending were Messrs. At Mrs. M. Y. Galloway and Mr. and Mrs. L. K. Bray of Ama-Vrillo.

All business today revolves around the use of credit Government, manufacturing and selling all utilize the powerful functions of credit. They'd be lost without it. So, too, are individuals finding this method a useful ally. It spreads out expense allows the purchase of goods—provides workable budgets. You, too, will find the proper use of credit an invaluable aid. It's worth money—use it more.

> HEREFORD CREDIT ASSOCIATION DOROTHY H. ROSS NATIONAL RETAIL CREDIT ASSOCIATION

#### PROTECT WHAT YOU HAVE

Your home, household furniture, automobile, trucks, personal effects.

Head Off Disaster by Fire Destruction

Your insurance needs properly looked after.

HEREFORD INSURANCE AGENCY John McLean, Owner.

#### PIONEER STUDY CLUB AT THOMPSON HOME

The Junior Band Mothers enter- Mrs. Arthur Thompson and J. M. Gililland, O. G. Hill, J. B. tained the Senior Band Mothers Mrs. H. D. Reed were hostesses Jones, Ray Johnson, P. H. Gilil-Monday afternoon with an inform to the Ploneer Study Club Tues- land, F. M. Kester, F. L. Lucas,

G. Hill. Mrs. Hill gave the wel- Mrs. Wirt Phillips led the lescoming toast with a response by son on contemporary novelists and fine, Reed and Thompson. Mrs. H. D. Reed. Guests were gave the life sketch of Willa Caentertained with a kitchen sym- ther. A review of Shadows on phony orchestra, all attired in the Rock by the author was given home Thursday following an ex-kitchen aprons and caps. The at by Mrs. Bob Higgins. Mrs. Carl tended stay with her parents at ternoon was spent in a business Gilliland discussed the works of Independence, Kansas, due to ill Edith Wharton.

Present were Mmes. H. G. Conkwright, A. A. Foster, Burl France, Gilliland, Higgins, E. S. Ireland, Phillips, Jack Rose, J. W. Spradley, T. E. Seigler, Bess Turren

Mrs. Jack Wayland returned health. She is much improved.

#### WARNING!

TO ALL BICYCLE RIDERS AND ROLLER SKATERS: You MUST NOT ride or SKATE on sidewalks in the business district. Remember that even in the residence part of town

people walking have the right-of-way.

C. J. PADDOCK, Mayor.

Read this ad carefully. Bring it to shop by.

Wash Print Frocks

Tub-fast! Only

lot of new styles! Short or cap sleeves! Pique or self-trim, 14 to 44!

# PARTY

Come to Our Party It Is Yours As Well

#### GOOD NEWS

-More of those flour sacks. Close out Birthday Bargain, 4 for 25¢

Men's Shorts

-Assorted patterns, sizes 30

32 and 34. A Birthday bar

17c

len's Handkerchie

36c

Razor Blades

-Men, a real blade; 5 in

Long Cloth

-Very soft and smooth. There

are so many uses for this cloth.

yd.

Birthday price, yard

package

Bargains at

Sturdy, long

wearing cotton! All white! Wash

and wear unus-ually well!

Do z.

We are just a year old in Hereford this week. We wish to thank the good people of this town and trade area for their support this past year, and in celebration of this, our first birthday here, we invite and urge you to be our guest at this event. We have arranged some very attractive values for you which we know you will appreciate and take advantage of. Starting Friday morning at 8 o'clock we are inviting our old customers, your friends, everybody in the Hereford territory to share in this Birthday Event.

#### Remnants

Short Cuts of many pretty prints. Come early for these. Many were late last time we had these.

## ART LINEN CRASH Unbleached!



china and glass.

Close Out -10c size, Hind's Honey and

#### Sweaters

-Men's all wool black, black and white trim. Snappy-just right for now. Close out

Dress Sox

-Stock up at this very low price. Fancy, attractive pat

100

Boys' Sweaters

-A close out of a few sizes of very durable-Sweater

**EACH** 

#### Tennis Shoes

Closing out a mixed assort ment of this footwear that is value you will hardly be-

#### First choice for spring-a gay

Silk Print to bloom under your coat!

43c yd.

Brighten up! These colorful prints will do it for you! Medium and small florals with dark backgrounds! Plaids and novelties! Multicolors or monotones! In a wide range of colors-with navy a favorite! 39" wide! Select yours while stock is complete!

#### Shirting

-Heavy, blue cheviot for real wear. Very smooth and easily washed. Birthday price, yard

#### . Lux Soap

-Everybody uses this wonderful toilet article. Three cakes

3 Cakes

SPECIAL Bath Room Paper 5 rolls

CLOSE



Strong 2.20 denim! Full cut!

2 for **S1.00** 

Cut-oversized, they're bound to fit!
Triple stitched, bar-tacked, strongly reenforced 8 deep pockets. A man's overall, and a low price that exaves you money.

## Toweling

-Beached, absorbent -thirsty toweling. Very good for cup towels. Yard

ye yd.

Fem-Aid A package of one dozen sanitary papkins. New, inexpensive,

very desirable

#### Work Pants

-Heavy blue twill or stripe heavy pockets, extra well tailored. Pair

#### Shoes

-A table of sizes and styles, some broken! To close out at this Birthday price

Special Special, Terry Towels Get your share of this Birthday Bargain. Three for

Castile Soap

-For bath, shampoo or any toilet use. Birthday sp

Sheets 81 x 99 in hemmed unbleached ed, good quality sheeting. Our Close-out Birthday Bargain

We Have a Lot of Items Not In This Ad Which Will Be In Daily. Come In and Shop the Store for Them. You Will Be Surprised at the Values.



FRESHMAN CLASS

The class has had hard luck

this year ,four important students,

three of whom were officers, have

Ray Nunn was elected vice

mended him because he said he had

PEP CLUB

tist church.

was vice president.

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

THE SCIENCE OF MAN

"Boss" Kettering of the Genwomen of tomorrow, going to the control of the cont deal about things. It has been to doesn't have any hair. Forrest Sophomores contribution to the same things for so long that it can now tests. Charles Wilson gave a sembly programs pennant. This committee met Thursday night sions concerning the causes and Bill Smith is a smart man, Ask lim what his wife puts on strew. The class decided on barter

The field of scientific study of many, gave a talk on tree-ed physiology has only been scrat-of many, gave a talk on tree-ched on the surface. It is going ology. Roger Brumley gave an ology. Roger Brumley gave an judges. to take a deep plowing to get rid appreciation of Mr. Hopkins. of many superstitions and idiotic Ralph Jennings appointed four assertions which result from a men to be judged and four judges. general tendency toward publicity This was called the Dad's Judging on the part of the general public. contest. The dads were Messrs. What will be found when this pro- Owen, Brumley, Jack Roberson ess of man-study gets under way and Alvie Wilson. The | judges no man knows, but it is certain were Forest Hill, Roger Brumley, that our entire country will be Charles Wilson and R. A. Daniel come revolutionized as a result. The boys judged the papers and

the things necessary to the pro- Brumley is no good at all. the established conditions and en- Owen has a good texture of hair, vironment best suited to his na-skin and bone. Alvie Wilson has ture are discovered, science will broad hips and shoulders. Mr.

day to become interested in man Hill was to blame for this. and his associates. It is only through the efforts and accomplished were too interested in getlishments of youth that man is to ting to the banquet to think of wade free. Youth speaks and their pins. This calls for three says "I will know the truth about licks by the watch dog, Jack Owen, myself." It hears the reply, "And if the club sticks by the rules the truth shall make you free."

#### MR. HENPECK.

The second contest program was given in assembly Thursday morn-school education in Snyder, and ing by the Cowhands, and was that program a scream? I should peck." R. A. Daziel played the part University, Evanston, Illinois, and of the husband and L. B. Russell bas worked on her Master degree as the wife. The funniest thing in Columbia University. Hereford about it was that it was a panto- High appreciates Miss Crawford. ripe and that those two boys can This is shown by the fact that really act without talking. Be she has been a member of the Jerry Jowell, Jack Barber and she has successfully brought many Jack Higgins sang songs. It was students through English III, Ens very good program and each of glish IV and public speaking. Her the students enjoyed it. Luck kindly manner makes her loved The boys and girls have just to you, Cowhands!

#### FFA FATHER-SON BANQUET

tific phenomena. But the study of man has been sadly and detrimentally neglected.

The field of scientific study called physiology has only been scrat-

The proper study of mankind is wrote their reasons. The boys man. "Science will not forget gave their reasons. Jack Rober what it knows today. It will learn son seems to be a good papa. He the secrets of man; and, when had lots of experience. Mr.

Miss Crawford, whose home is

#### **BUSINESS AND PROFESSIONAL**

#### LUNCHES

#### INSURANCE -

CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Candles

Magazines.

#### **OPTOMETRIST**

Registered Optometrist thorough examination with the newest and most modern + nstruments and equipment. 316-B Main Street.

#### DONT

Neglect Your Eyes

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

#### ELECTRICAL

GEO. S. McCONNELL Electrical Contractor

All kinds of electrical ap-pliances repaired. Also Del-co Light, factory trained service man.

Phone 759-W

LET A WANT-AD Rent Your EXTRA ROOM!

"Boss" Kettering of the General Motors Corporation advocates the substitution of the science of man for the science of material things as the proper step toward things as the proper step toward advancing our civilization. Arthur things as the welcome address the science of material things as the proper step toward advancing our civilization. Arthur the science of material things as the chapter is opened in meeting. The first problem was whether or not the secretary treasurer, Clyde Posey, should appoint an assistant himself or let the class elect one. It was decided Clyde would select his own. Clyde Olham, a representative of the student Council, told the student Council, told the give in assembly. The class is going to enter the Student-Council told the going to the two sponsors select the told to have the program committee and the two sponsors select the council to have it printed.

The Sophs met February 6 for the started the women of tomorrow, going to make ley thought he had a good one on of Mary Lee Alexender, Nellie Jo

Hudson got too interested and It is time for the youth of to- his chair would not hold. Francis

STACIA IRENE CRAWFORD

now in Prairie Grove, Arkansas, is a teacher Hereford High is proud to have as a faculty mem-She completed her high ber. received her Bachetor of Arts degree at CIA, Denton. Since then of course, you will want she has studied English at Bouldtitle. Here it is, "Mr. Hen- et. Colorado, speech at Northwest acts Donald Brotherton, faculty seven years. In that time

## us something.

The title to your land is vital

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#### PRINTING

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OFFICE SUPPLIES

#### **ABSTRACTS**

INSURANCE JNO. H. PATTON

#### SOPHOMORE CLASS

The other problem was the pay-

Weather: Sun shining brightly everywhere except at the Hicks-Frye home.

Here is a hot one, folks. In stuff. West Virginia there are two towns that shun-relief. They say relief is disgraceful. These two towns are German-Irish settletowns are German-Irish settle—
ments and they seem to be making out with what they have. Seems \$5.19, enough to pay for the new to me, if they can do it, a lot of suits.

Let Character the per time Fincher, with her flute, will play "Nocturnal." Red Horton, ye olde red-headed drummer, is going to play "Semper Fidelas."

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Smith and Stanford, the Bills, thing People are like the play the play "Semper Fidelas." thing. People are like us kids here in school. We find a probthing. People are like us kids here in school. We find a problem hard to work and we get someone else to do it for us full uniform. There were two members of the HHS club there in French horn solo called "Psalms." someone else to do it for us full uniform without giving it much serious thought. People ask aid from the government without giving much serious thought of trying to make

their own living.

There are some boys here in school who have lost their sex appeal. I noticed they had to advertise for a date for the foot-ball banquet last Tuesday night. Poys, you're slipping.

I wish all of you could visit the third period study hall. Robert Green and Jack Lafield sit at the back and look industrious. Troy Womble sits in the middle and is busy writing notes to his admir-The front is crowded with intelligent folks such as Edward Fullwood, Hughes Millard and Frances Borden. Florene Hunter sits there trying to think of some way to Billie's coldness this week.

Basketball is at its peak now, by the student body as well as about wound up the season with five matched games left to play. The girls team is like a ball of They can't be stopped. The have a strong club that will

#### SENIOR AMBITIONS

Everyone has some ambition: In interviewing various people in the Senior class a few very unusual ambitions have been brought to

Carl Dean Mountz desires to understand women. He says, "I know that if I can do this I can get a Ph. D Degree from any university."

Lorraine Massie wants to live in either Tulia or Amarillo. The answer to that isn't hard to even though she will not

Edward Fullwood knows athletics. He wants to obtain an amateur broadcasting license, and talk to other amateurs.

Alleen Caraway certainly in tends to do her bit to be a registered nurse and wear an immaculate white uniform is her am-

An engineer and aviator, that's what Clyde Hussey wants to be. We suppose he will make his surveys and observations from the airplane. The only ambition which Jean

Morgan can think of is to sleep and sleep and sleep. Probably others have the same but will not admit it.

Lucretia Wilson plans to have whole conservatory of Snap Dragons to keep annoying people

Pleas Baker wants to be a professional golfer-just to keep down the avoirdupoise.

Evelyn Van Sweringen intends to become an opera singer so that she can look down on people. (If the stage is high enough she may

ecomplish that feat.) Wayne Evans is going to be composer if he ever gets time. That s just one of his ambitions. He has another. It is: To find a girl who knows how and will "tea kettle.

Elizabeth Spradley says: "My ambition is to have at least one thing I start end just exactly

H. D. Blythe remarked, "If go to college I will fail. go to work I will get fired.. If I study at home I will be called Guess I will be a hitch

## Colds That Hang On Don't let them get started. Fight them quickly. Creomulsion combines 7 helps in one. Powerful but harmless. Pleas-

Student Council representatives porter, Clyde Hussey, re-elected; reported its activities. She exsponsors, Miss McCown and \_B. plained the pennant lettering con-test and invited all to submit U. Hopkins are permanently elected.

#### DISCORDS

been lost. Our latest loss was Eddie and Lannie Line. Eddie the classiest in the state, since Herby has his new double B-flat basso. He is proud of it. both are practically new.

It's about time for the solo contest names to be made known and also their contest numbers

The other problem was the paying of the monthly dues to the Council treasury. The decision was that the full amount would be paid immediately, the total amounting to \$1,25.

TEXLESS TAXEN

TEXLESS TAXEN

mended him because he said he had a loud voice.

Have you heard of the talent in the class? If you have not, you will soon. We have everything from a tap dancer to a silvertongued orator. This includes all strawberry blondes. We also have plants and punk cooks.

TEXLESS TAXEN

TEXTESS TAXEN plantsts and punk cooks.

P. S.—We also have some artists who specialize in history illustrations. They surely know their 18 and over class with a drum

Ever." Roy Hastings is entering the 18 and over class with his trombone in "Little Chief." Chris-

At the Tulia-Hereford game the

The Pep Club banquet will be FOR RENT, FOR SALE CARDS March 8. It will be at the Bap-AT BRAND OFFICE CHEAP

#### TOMMY LILLIAN CHAMBERS!

The only thing of real importance to write about the Seniors is their last meeting, so here goes.

After the report of the committee on programs for assembly, the class picked a one-act play. The class picked a one-act play. The class, after some discussion, also decided to have the sponsor direct the play. The members voted to have the program committee and the two sponsors select the class in her an able teacher, and the two sponsors select the contract and a true friend.

Miss Chambers was born in Canyon. She attended high school field—most in Stratford, but returned to Canyon. She attended high school field—most in which the classes compete is being planned. In contrast to the event of similar type held last year, no participant in any event is eligible for participation unless the has come out for tract or basket ball this season. Each class is urged to make certain that all boys who intend to take part in the event report for track immediately. THY A WANT AD IN THE BRAND mediately.

# WHY WORK? When You Can Get Laundering Like This?

Why fret and worry and slave on wash day, when for such a trifling amount you can get the finest laundry service? Your linens, white as snow. Your colored goods nice and fresh as new. Your dainty things laundered as carefully as you'd do them yourself. In our spotless laundry, extra care is used in every operation, from thorough senitary washing to careful folding. And due to the higher efficiency of our plant, we offer the best work at prices surprisingly low. Try our service—you'll be as delighted as thousands of other critical house-

Family Services

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# BLEAK WINTER DAYS, BITTER COLD -yet, off to a flying start with



This extra volatile blend was made to give you a quick, sure start on Winter's coldest days. HIGH TEST! Special Winter-Blend Conoco Bronze Gusolius turns into quick-firing vapor that snaps motors to life instantly. It gives you smooth pick-up-no bucking and sputtering. ECONOMICAL, TOO! Less drain on your battery. You choke less-waste no gasoline. TRY IT TODAY! Drive into your Conoco dealer's for a tankful and be prepared for any weather! CONTINENTAL OIL COMPANY - Established 1875





DEE WINTER-CRADE OIL -to get easier starting, greater motor protection and better gasoline mileage. Ask your Conoce fealer for the IOW or 20W grade of Conoco Germ Processed Motor Oil. You will see at once how much easier your ear starts and

PROVES AGAIN AND AGAIN WE SAVE YOU MONEY

\$1.10 Size **COTY'S** 

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itch's

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KRANK'S HAIR ROOT OIL

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ALL SPECIALS STRICTLY CASH

Krank's Hair Oil, With Shampoo, both

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Pint bottle

WITCH HAZEL

MINERAL OIL

MURIEL ASTOR

50e Cleansing Cream \_\_\_

SOCIAL STATIONERY

AMOLIN

Ipana

Pepsodent

Tooth Paste

39c

Hind's Gream 37 Palmolive ... 25c Baby Powder Johnson's The Tooth Paste Listerine Aspirin BOX KODAK OTION

> C 0

#### Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. tf
The regular semi-annual meetlog of the Castro County Singing
Convention will be held at Frio

J. F. and Bill Hacker, Kathleen prepared as this type of singing is being encouraged this year by the convention. It is not a convisiting quartets are expected pneumonia, but is better now. You are invited to come and bring Miss Sue Layman spent Sund You are invited to come and bring Miss Sue Layman spent Sunday Mr. and Mrs. Mort Burum and lunch to spread at noon. Bring night with her sister, Mrs. Jack twins were entertained by Mrs. your cups for coffee.

Mrs. W. J. Smith and Mrs. P. L. Rogers spent Friday after-. Messrs. and Mmes. H. D. Allman and Paul Williams spent Sunday with Mr. and Mrs. Jim Bagwell at

Mrs. Jay Penrod has been quite sick the past week with influenza. Mmes. A. L. and Elmer Jones spent Monday with Mrs. Jodie

Benson near Happy.

Mmes. Harlin, Robbins and Allman spent last Thursday with called on Mrs. Mrs. Make Mobley and helped her day afternoon. quilt, the day being Mrs. Mobley's birthday.

of this community, died early last Hall home. Friday morning at Dimmitt. The femeral services were held Satur-children were Sunday guests in the AT BRAND OFFICE. CHEAP day afternoon. He had been ill M. L. Simpson home ten days with pneumonia. Mrs. Mr. and Mrs. J. W. Berry call-Cornelius is reported very ill with ed in the C. A. Wolf home Tuesinfluenza. This community ex- day evening.

Sunday guests of Mr. and Mrs. visitors the first of the week.

Adam Flowers of Jumbo.

Betty Jo Baggett and Bet

J. B. Harlin, Jr., entertained his Ruby and Alma Andrews, Margardon Lindsey, Myron Jenkins, G. A. Matthews and family. Springer, Geo. Jones, T. L. Spark-man, Mr. and Mrs. Elmer Jones. The play entitled "Silas Smidge from Turnip Ridge" will be pres-ented Saturday night, February 16, Mrs. W. A. Hunter, while Mr. Hunter was way on business. instead of on the 14th, as previously announced. The play is family spent Sunday in the J. C. Stork home.

13 characters, is full of laughs Clarence Layman, son of Mr. from the start. Admission price sonable. Proceeds go to the

## **Jumbo News**

BY MRS. J. W. BERRY

Sunday, February 24. All singing Hardy, Mrs. Belle Oxford and classes are urged to have their son, William, were Sunday guests representatives on hand, with songs in the L. E. Beck home.

test, just plan, old-fashioned group singing, and everyone is invited to attend and take part. Several was ill Sunday, threatened with visited her sister, Mrs. Jeff Rob-

Hunga.

Kring home last Tuesday. Messrs, and Mmes. C. C. and Mr. and Mrs. Clarence McBroom S. M. Hunter and children spent and son were in Amarillo Satur Sunday in the W .- A. Hunter home. day.

Rev. J. R. Sharp filled his appointments here Sunday and was a dinner guest of M. L. Simpson, Mrs. Mildred Bailey and Miss People of this community were

Mines. Ullman Hunter and child: Thurmond. ren, L. E. Beck and J. W. Berry called on Mrs. G. H. Brooks Tues-

Mr. and Mrs. M. L. Hardy and Mrs. Bell of Hereford were Sun-Holman Saturday.

Mr. Cornelius, a former resident day dinner guests in the W. L.

Mr. and Mrs. Finis Hunter and

Mr. and Mrs. Britt Boyd were Mrs. M. L. Simpson were Amarillo Betty Jo Baggett and Beulah

Mae Layman were ill the past week Sunday school class recently, with colds and were out of school Attending were Misses Helen Jones, several days. L. A. Matthews and family went

et Holly, Koma Hyatt, Mary Lois to Muleshoe Sunday to visit in the Springer; Messrs. Harvey and Wel- home of his father, Dr. A. R.

Misses Virginia Simpson and

and Mrs. M. G. Layman, and Miss Cora James of Muleshoe were married February 5 and will make their home near Muleshoe where he has employment. Congratula-

Presbyferian Auxiliary met last Puesday with Mrs. H. C. Baird in Hereford. The Auxiliary plans to entertain their husbands and families soon with a 42 party at the F. J. Axe home Friday night, February 15. At the close of the meeting Mrs. Baird served cake and coffee to Mmes. Lee Lambert nd Edwin Mauk, guests, and Mmes. L. E. Beck, Ullman Hunter and daughters, and J. W. Berry, members.

Sammy Dale Hardy, son of Mr. and Mrs. Pat Hardy, celebrat-ed his 3rd birthday February 5 at the home of his grandparents, Mr. and Mrs. M. L. Hardy. Guests were his mother and sister, and Mr. and Mrs. John Nolen of Easter.

Jumbo basketball teams entered the Vega tournament Saturday The boys beat Lakeview 20 to 22 after an extra period. Jumbo boys beat Adrian 20 to 14, this winping the tournament. The girls won from Wildorado 33 to 19, also winning the tournament.

Mr. and Mrs. Britt Boyd of near Summerfield spent Sunday in the A.-C. Flowers home. Mr. and Mrs. C. I. Beck re-turned from a trip to Colorado Springs, Colo., going to Lubbock Saturday to visit relatives.

Mrs. Mildred Bailey and Miss Alma Ruth Andrews were hostesses at a Valentine party Friday night in the M. L. Simpson home. 42 and other games were played, Miss Louise Goats winning high and Pauline Andrews low at 42. Sandwiches, cookles and punch were served to Alma Ruth Andrew, Frank Jones, Mrs. Mildred Bailey. Wm. Hacker, Kathleen Hardy, Addison Hunter, Louise Goats, Wilburn Axe, Virginia Stork, Luke Beck, Lucille Dyer, Lloyd Neill, Pauline Matthews, Wayne Dyer, LaRue Beck, Ira Woolery, Jr.,

Pauline Andrew, Charles McGin-pis, Florene Stork, John Hardy Wood, Lavelle Beck and Fred Axe, and the Simpson family.

### Daniel News

BY MRS. JOE THURMOND

Take Produce to Cari's Gro. tf Mrs. Estelle Allen spent the week end in Perryton with her

Mr. and Mrs. Joe Moore were

erson, Tuesday.

John Boling Friday night. Mmes. Jim Baggs and Leta Hal- Mr. and Mrs. O. L. Shugart and ley of Amarillo visited in the C. Elma spent the week end in the Joe Thurmond home.

Louise Goats spent Monday night entertained with a 42 party Fri-in the W. A. Hunter home. day night by Mr. and Mrs. Joe

Mrs. Mark Galloway and daughter, Ann, of Amarillo ended a week's visit with Mrs. Seth B.

FOR RENT, FOR SALE CARDS

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAITLAND Best Colorado Ceals Sold By Your Coal Dealer



Real Values In **USED** CARS

THEY ARE USABLE

1934 Chevrolet, 6-wheel Master Sedan, with trunk. Actual mileage 4,000. Just broken in.

1932 Chevrolet coupe. A good machine.

-1929 Hudson sedan, with new rubber: a good car.

-Model A Ford coupes, in A-1 condition.

veral others priced from \$20.0 We will trade these cars. What have you?

## BRUMLEY CHEVROLET

CO.

## **Back From Market!**

Big Showing In Ladies' Ready-to-Wear Dress Specials, New Styles

Also a great selection of silks In women's dresses

\$7.95

New Knit Dresses Just Received NEW SPRING LINGERIE

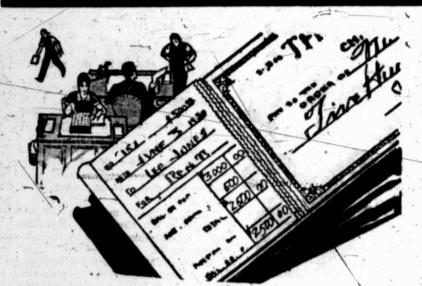
at low prices Coats and Suits, up from

\$7.95

You are invited to inspect our stock.

# Popular Store

"SINCE 1921"



### YOUR OWN **AUDITING DEPARTMENT**

The stubs in your check book are the simplest bookkeeping system you can contrive. It is the safe, sure, modern way of making payments and keeping records. This bank will gladly welcome your Checking Account.

# THE FIRST NATIONAL BANK

OF HEREFORD

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## FORD PRESENTS ANOTHER ADVANCE IN TRUCK ENGINEERING Forward Load Distribution Obtained by mounting front springs ahead of axle and moving V-8. engine forward. This places more loadahead of rear axle, more weight on front end. THE important fact to remember about the new Ford V-8 Truck for 1935 is not merely that it gives you new money-saving features but that these factures bave been added to a truck whose acceptationance, staming have already been pro-

For 1935, Ford gives you an entirely new development—Forward Load Distribution. This makes possible more uniform tire and brake wear—better brake action—improved operation and wear throughout the truck. In addition, with more space between the cab and rear axio, the 1935 Ford V-8 permits acuse angle turns with full-width semi-trailers.

No matter how efficiently you are now your hauling, these and the other feature 1935 Ford V-8 are important advants consider. They are matched by no othe in America today, regardless of prices

s new Ford V-8 Truck yourself. Your Ford dealer will let you do this . . . on on job, under your own load, with your

and up, F. O. B. Detroit. Easy Terms Through Universal Credit Company, The Authorized Ford Finance Plan.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

More than ever, America's great truck value

Ben Bernie dined here .... he'd say: "YOWSAH! Ike gives you the mosta of the besta for the leasta"

And the "Ole Maestro" would be exactly right. First, we are careful to see that the quality of the foods we serve is the very best. Then we are generous with the portions, and finally—the prices are moderate.

When Better Coffee Is Made, We Will Make It.

IKE'S CAFE

# HEREFORD, TEXAS

Friday Only

Mills of the Gods' MAY ROBSON, FAYE WRAY

Tast Chapter of THE RED RIDERS"

AND COMEDY ATTEND THE MATINEE

PECIAL ATTRACTION FOR SATURDAY



**LARTHA** LEEPER

will start promptly at clock Saturday morning and ntinuously until midnight. the price will only be 10¢

SPECIAL SATURDAY COMEDIES

## Sunday, Monday Tuesday 3 BIG DAYS



CRAWFORD CLARK GABLE MONTGOMERY

> ORSAKING OTHERS

NEWS AND MICKEY MOUSE

## Wednesday

FEBRUARY 20-21 ROBERT MONTGOMERY Biography of a Bachelor Girl"

Secil Guseman was in Carlsba Wilma Jo Jones, student in WTSTC, was at home Tuesday. Homer Newton of Dimmitt was

visitor here Tuesday. Mrs. Louie LeGrand was MATINEE AND NIGHT

Amarillo visitor Monday.

Mr. and Mrs. Ralph Tedford of Friona were in Hereford Tues-

Mrs. Earl Bennett of Amarillo visited with relatives here Wed-

Mrs. E. E. Fridley and daughter, Miss Ursalee Fridley, Sunday in Lockney, Mrs. Lena Harris,

Beach, California, spent last week visiting with C. S. Richardson and family. Mr. and Mrs. Pete Urschel of Abilene, and R. Norton of Ama-rillo visited in the Ezra Norton

home Friday and Saturday. See me for good used batteries, hydraulic jack, door handles, new and used tires. Daniel's Tire Shop, Artis Daniel, Owner. 1c

W. F. Gillis, John Cunningham and C. C. Rockwell spent several days in Littlefield attending to

Mrs. Travis Dameron is from Franklin, Louisiana, after a visit of several weeks with her parents because of illness.

See me for good used batteries, hydraulic jack, door handles, new and used tires. Daniel's Tire Shop, Artis Daniel, Owner. .1c Miss Ella Broadwell left last week for Albuquerque, N. M., to enter the University of New Mex-

G. R. Barhyte, father, and R. A. Snoddy, both of Garber, Oklahoma, are visiting R. A. Barhyte, who suffered a fractured leg

ico where she will do graduate

A bake sale will be held Satur day at the Furr Food Store by the girls of the high school home conomics department, starting at

Jack Grady, manager of the Consumers Oil Company, left Tues-day for Oklahoma City, where his ather is ill.

attended a family reunion of the

It's a pleasure to drive in the get Kruschen at any drug store rain, take it from E. E. Fridley. Returning from Dallas Tuesday by motor car, Mr. Fridley said the rain extended from Wichita Falls hard rains. He is deputy and Annual C. of C. Banquet secretary of the W. O. W. Lodge To Stress Soil Program

#### AT THE STAR THEATRE

Friday's picture, both afternoon and night, will be a Columbia picture, "Mills of the Goods." featuring the immitable May Robson, of

"Lady for a Day" fame.

Saturday's showing for atternoon and night will be Zane Gray's frontier story, "West of the Pecos," starring Richard Dix.

In the attraction for Sunday, Monday and Tuesday will be seen a trio of the most popular stars, Joan Crawford, Clark Gable and Robert Montgomery in "Forsak-ing All Others." This is said to be gayest picture of the year and in the supporting cast will be Billie Eurke, Charles Butterworth, Fran-ces Drake and Rosalin Russell.

#### Lions Watch Payoff On Weir's Tongue-Twister

Little Miss Barbara Ann Burney, tiny niece of Ray Coneway, won Glen Weir's dollar at the Lions Club luncheon yesterday noon by repeating "rubber buggy bumpers" three times rapidly. A couple of weeks ago Weir offered the dollar to any Lion who could perform the feat. None could. Barbara Ann gave the dollar to Secretary John McLean with instructions to give it to some less fortunate little girl.

Misses Elizabeth Spradley, Mary Frances Holder, Dorothy Manney and Elizabeth Rice, high school quartet, sang several numbers. They were accompanied by Miss Thelma McMinn, instructor.

A rural program will be given

A rural program will be given at Messenger Friday night by one group of Lions. Other meetings are being planned for early dates.

#### Strict Regulations

The police in Vienna are vested with the power to collect a fine on the spot for such offenses as: Crossing the street in the wrong place, boarding a moving trolley, driving on the wrong side of the road, playing a plane too loudly, etc.

Measuring of wheat lands in the county is progressing rapidly, it the J. C. Penney Store in Herewas reported this week. Superford. On the sixteenth of last visors are fushing their work so February the firm was opened in that compliance papers can be this city with a big sale. made out on wheat contracts with hopes that the farmers may be be in progress. "And the bargains able to get their payments at an are just as great as they were early date. Thus far 250 wheat at our opening event," M. E. Garcontracts have been signed with rett, manager, declares. the Hereford district having meas-

other district in the county. ing stakes easily visible with cor-fier stakes not less than three feet sistant manager at the opening, high and flagged by some means has been transferred to Alpine. high and flagged by some means, rag or a can, for instance, to designate them especially.

## Corn-Hog Growers times improve." Slow To Sign Up send in the picture. Present at the Tu

"Some of the old contract signers are under the impression that they are not entitled to another contract because they did not raise hogs in 1934," he says. "There are certain conditions under which they may make 1935 contracts even though they did not raise hogs last year. I suggest that if these farmers are interested, they call at my office at once." To date there are less than 200 contract signers whereas last year the picture, "The Rich Young 278 farmers entered the program. Ruler.

#### Lost 20 Lbs. of FAT In Just 4 Weeks REV. B. N. SHEPARD, Pastor.

A St. Louis, Mo., woman wrote: Mr. and Mrs. Esra. Norton and "I'm only 28 yrs. old and weighed Mrs. Mary Palmer were Amarillo 170 lbs. until taking one box of visitors last Thursday, where they your Kruschen Salts just 4 weeks ago. I now weigh 150 lbs. I also Nortons, the occasion being Mr. Norton's father's birthday.

Russell Whitehead has taken Fat folks should take one half a job with the Brand as printer, teaspoonful of Kruschen Salts in replacing Smith McLeRoy, who recently resigned to go into other ing before breakfast—a quarter pound jar last 4 weeks-you can

deputies meeting.

George Murphy, former Hereford boy, will be a professional baseball player this year with Davenport in the Western Association. He was seen playing in California this winter by Casey Stengel, manager of the Brooklyn National League team, who signed him up. He is being farmed to Davenport this spring.

More and more livestock and goods from the Hereford area are being sent to the weekly auction sale every Monday at Clovis, says kay Barber, auctioneer. The sales are held at the Cavalry Park pavilion. Anyone from anywhere may sell goods at the sale.

"We need dairy cattle and hogs badly," Barber said

Tuesday hoon at Ike's Cafe started plans for the program. Since the chamber of commerce is sponsoring efforts of the Great Plains or the Chamber of Commerce will be held about the first of April.

Annual banquet of the Hereford Chamber of Commerce will be held about the first of April.

Tuesday hoon at Ike's Cafe started plans for the program. Since the chamber of commerce is sponsoring efforts of the Great Plains or the Chamber of Commerce will be held about the first of April.

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Tuesday hoon at Ike's Ca

#### Wheat Measuring Penney Sale Will Well Under/Way Mark Anniversary

Saturday is the first birthday of

ured twice as much land as any with the store here who has been Farmers again are urged to co-operate with the workers in hav-

"In view of the general condi-tions, we are tickled to death with our business during the past year and figure it will be better as

## The local commerce body is

Present at the Tuesday luncheon were B. H. Hopkins, president; There are yet a number of Deaf Smith county farmers eligible to sign the 1935 corn-hog reduction program. County Agent Dewey Beed believes some 75 persons may benefit.

## First Presbyterian Church

W. M. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hud-on, Superintendent. Morning worship, at 11. Experiences On a Mission Field" Christian Endeavor, 6:15 p. m. Mary Ann Baird, leader. Evening services at 7. Study of

Tuesday evening, Church Family

## First Baptist Church

Regular Sunday school, 9:45. Church services, 11 a. m. B. T. S. at 6:30, general director Jimmy Allred. Prayer meeting and teachers neeting at 7:30. The BAU will discuss public con-

sion at 6:30.

## St. Anthony's Church

Sunday mass at 8 and 10 a. r ediction at 7:30 p. m. Weekday mass at 8, Saturday, 7, at convent. Monday mass at Bovina. Thursday mass at CCO

## First Methodist Church

REV. T. C. WILLETT, Paster

Sunday school, 9:45 a. m. Preaching, 11 a. m. and 7:15 sch Sunday.

Young people, 6:30 p. m.
Prayer meeting 7:15 each Wednesday evening.
Rev. J. O. Haymes, presiding elder of the Amarillo District, will be heard at the Sunday evening hour. You have an invitation to hear Rev. Haymes text Sunday evening and to attend all our services.

#### 1935 **FURNITURE - UNDERTAKING** Ambulance Service—Day or Hight Hereford, Texas

E. B. Black Co.

## DRUG

**VALUES** 

Razor

5 Blades

OUR WEEK-END SPECIALS

MELLO GLO Face Powder, Perfume \$1.50 Value

FAMOUS

Mineral Crystals

KRANK'S

Hair Root Oil, Lemon Shampoo, \$1 value 57

COFFEE

NEW SILEX TYPE—SEE.

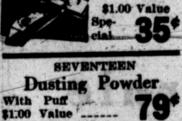
Whisk

Broom

35c Value pec-

10-ounce Pkg, 75c Value





Kleenex 200 Tissues Per Pkg. 184 Pkgs. 35

REGAL Benzoin-Almond Hand Lotion

BUTTER

SANDWICHES

#### DRUCS "Pay Cash and Save"

CHERRIES	No. 2 can, red pitted, 2 cans	25¢
GREENS	Mustard or Turnip, 3 cans	25¢
PEACHES	Heavy syrup, No. 21/2 size	174
SALAD DRESSING	Worth's, quart	27¢
MUSTARD	Quart	_ 15¢
OATS	Brimfull, large package	19
CRACKERS —	2-pound box	_ 17¢
SOAP-	Palmolive, 3 bars	14¢
CLEANSER	Old Dutch, 2 cans	13*
POTTED MEAT	3 cans	100
SALMON	Tall can	110
SYRUP	Worth, Maple Flavor, gal 60¢ 1/2	gal 37¢
MACARONI	Or SPAGHETTI, package	5¢
WASHING POWDER		12*
SUGAR	10-pound bag	514
	P.	Year and

Two Schilling Coffees

Either Kind Per Pound

**GRAPEFRUIT** JUICE, No. 2 can CAKE FLOUR Softasilk, package



**BAKING POWDER** 

Corn Plakes KELLOGG'S Bring us your Kellogg

LYE Hooker, 3 came -Western Scout, 48 h beg FLOUR COCOA Mother's, 2 lbs 19¢, 1 lb \_\_\_\_ SOAP Laundry, Luna, 5 bars \_\_\_\_\_ CATSUP 14-ounce bottle

**SHOE POLISH** 120 Jet Oil, bottle TASTY MALT Delicious drink, 16-oz can \_\_\_\_

THE SALE PROUBLE VIOLTABLES

Health Club or Hilo, 2-lb can \_\_\_\_

ORANGES, extra large Red Balls, dozen \_\_\_\_\_ 29¢ LETTUCE, firm head, each
APPLES, extra fancy, Winesaps, desen
CAULIFLOWER, pound
121/26 SPUDS, 10 pounds \_\_\_\_\_\_ 16c BANANAS, 4 pounds \_\_\_\_\_\_\_ 25¢ 

FRANK GYLES, Manager