

- 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 quality. Watch these values for real savings.

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

Rural School News

WARD
Ward had a basketball tournament Friday. In the girls games the Yellowjackets beat the Bluebonnets 14-6. Miss Oxford was high scorer with seven goals. Helen Miles made two goals for the losers. In the outside men's games the Yellowjackets beat the Blues 20-19. J. Gregory was high point man with five goals. W. Gregory was high for losers with six goals and a free throw. The junior boys won a game Friday, 15 to 13, and plan to enter the tournament in Hereford Saturday. The school has games every other Friday.
On the honor roll for December were Marie Moreman, Martha Lee

Rutler, Billie Dennis Hutson, June Gibbs, Fred West, Robert Lady, Hope Zinser, Howard Gibbs, Iva Ruth Gibbs, Wilda Fae Gibbs, Frank Zinser. Second and third grades are making booklets on Japan, which they are studying in English. Fred and Preston West are two new students from Hereford.

WESTWAY
The "Blue Bag," a play put on by Messenger, coached by Bob Lindsey, was enjoyed Thursday night. A couple of Maggie-Jigs type actors and a maid furnished the comedy while the plot built around the name kept interest high.

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 B squad 34 to 13 after the county tournament, Saturday.

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

ber will attend the league meet March 16 and 17.
Regular meeting of PTA will be Friday night, February 15. The program was announced last week.

MESSENGER
Mr. and Mrs. Geo. Brumley of Hereford visited school last week. The "Blue Bug" was presented at Westway Friday. R. J. Coleman and Bob Lindsey, Jr., gave special music. Princes Zomar, Georgia Nell Coleman, performed as a psychic between acts.
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 Wyle; juniors, Martin Bussell, Georgia Nell Coleman. Sub-juniors, O. A. Fanning, Nova Wyle. Ready writer, Martin Bussell. Spelling, grades 8-9, James Coleman, Marie Smith; grades 6-7, Georgia Nell Coleman, Stephen Messenger; grades 4-5, Elsie Messenger, Nova Wyle. Arithmetic, Thorley and Raymond, Fanning. Story telling, Raymond Brown for grades 2 and 3, Bruce Coleman, grade 1. Music memory, Martin Bussell, Ruth Short; choral singing, Georgia Nell Coleman, Marie Smith, Nova Wyle, Edna Brown, Elsie Messenger, Dorothy Fangman, Eldon Agee, Lynn Dale Hudgens, Hobby Williams, Hurl Hart, Bob Wyle, Martin Bussell, James Wilde, James Coleman, Ruth Short, Evelyn Hale.
Mr. and Mrs. F. W. Dodson of Westway visited the teacherage Sunday.

WYCHE
On the honor roll: Alice Ann Aetzold, Douglas Walker, Barbara Rose Robertson, Ina Mae Hewitt, Nona Dean Rose, Nancy Olson, L. C. Hewitt.
Students in second and third grade reading who have had perfect lessons and have been allowed to broadcast are Barbara Rose Robertson, Emmet B. Saxon, Betje Boeskin, Nona Dean Rose, Ina Mae Hewitt, George Olson and Lucy Ann Mitchell.

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

Hereford High school during the past semester with satisfactory results.

Judge C. W. Humble is making plans to remodel the school house in the near future. A large part of the floor in the west room will be lowered to the level of the floor in the large east room. This change will leave about ten feet of elevated floor space to be used for stage purposes. The old hall-way will be removed entirely and the porch will be sealed in so as to afford more room. Such a change will be a much needed improvement and the people of this community will be grateful for it.

There has been some concentration on Interscholastic League work lately. Sims may not carry off the county meet but she won't be last.

DANIEL
On the honor roll: Betty Joe Thurmond, Leota Brown, Bernadine Phillips.
Luzera and Rosa Lee Deavers entered school first of the month, coming from Fairview. Mrs. A. L. Moore entertained the school with a party at her home Friday evening. Games and refreshments were enjoyed by all.

The school lost two pupils, Jack and Leota Brown, who have moved to Grand Junction, Colo. Judge Humble visited the school last week end and gave the third, fourth and fifth grades a reading test.

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

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

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

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 conditions will apply.

Bids will be opened by the court 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 COMMISSIONERS
By C. W. Humble, County Judge. 4-3c

NOTICE OF SALE
THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Whereas, by virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said Court on the 16th day of August, 1934, in favor of Kansas City Life Insurance Co., a corporation, one of the Defendants, against A. Taylor, Plaintiff, and D. G. Webb and G. W. Webb, Defendants, personally, and a foreclosure of Deed of Trust Lien against Plaintiff and said Defendants, above named, and also Elsie E. Webb and J. N. Riggs, Defendants, in Cause Number 2162, on the Docket of said Court, entitled, A. Taylor vs. Kansas City Life Insurance Co., et al, and to me directed and delivered, I did on the 4th day of February, 1935, at 1:15 o'clock, P. M., levy upon the following described tract and parcel of land situated in the County of Deaf Smith, State of Texas, and all interest of the Plaintiff and Defendants, D. G. Webb, G. W. Webb, Elsie E. Webb, and J. N. Riggs therein, described as follows:

The South-East one quarter (S. E. 1/4) of Section No. 51, Block K-3, Certificate No. 1828, Weiss, Weiss and Sanders Original Grantees, containing 160 acres of land situated in Deaf Smith County, Texas,

and on the 5th day of March, 1935, the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the Courthouse door of Deaf Smith County, Texas, I will offer for sale and sell at public auction, for cash, to the highest bidder, the above described land and all interest of the said A.

Taylor, D. G. Webb, G. W. Webb, Elsie E. Webb and J. N. Riggs in and to the same to satisfy the judgment rendered in said cause, costs of Court, and of sale.

Dated at Hereford, Texas, this 4th day of February, 1935.
J. B. MILLER, Sheriff,
Deaf Smith County, Texas. 5-3c

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

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

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

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


for cash, all the right, title and interest of said defendant in and to said property, to satisfy said judgment.

Dated at Hereford, Texas, this 1st day of February, A. D. 1935.
J. B. MILLER, Sheriff of
Deaf Smith County, Texas. 5-3c


CREOMULSION
Your own doctor is authorized to cheerfully refund your money if you are not relieved by Creomulsion.
COUGHS

HOUSES FOR SALE!
Look At These Bargains
FIVE-ROOM MODERN STUCCO
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
619 Amarillo Bldg. Amarillo, Texas

Washington Saved And Now We Spend



In the days when Washington was leading a ragged, ill-equipped band 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

New floors over old



Lowest cost in 20 years


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



Never before has a study lamp been designed in full co-operation with important branches of lighting and optical science to make reading and study and safe for eyes.

It is the mark of the genuine Better Light lamp. It certifies that the lamp has been approved by the Illuminating Engineering Society and awarded for lighting efficiency by the Lighting Committee of the Edison Electric Institute.

No Other Lamp Has Its Benefits!

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 in your home.

Study Lamps \$3.95—Junior Floor Lamps \$7.95. Terms on either model as low as 96c down. On Study Lamp balance payable \$1.00 per month on your electric service bill; on Junior Floor Lamp \$1.25 per month.

Texas Utilities Co.

Friona Doings

Produced to Our's Geo. M. Junior Woman's Club regular session last night, with Mrs. Towley Red as hostess. Seventeen members enjoyed a program concerning the development of women's clubs and by news and magazines, which was read by Mmes. Grace Echols, Lewis, Misses Orma White, Thelma Osborn.

Laura Maples has returned on a visit with her sister Cleobad, New Mexico.

Group of late Sunday evening in the J. B. McFarland northwest of town report a full evening. Present were Lois Prepley, Juanita Curry, a Ophori, Messrs. Arlin Hart, Howard Ford, Jimmie Hays, Clemmets and the hostesses, Elsie and Martha, McFarland.

O. F. Lange entertained a group of friends with bridge afternoon. The valentine was carried out beautifully with refreshments.

Stroud of Eldorado, Okla., and his brother, Russell, a member of the high school.

Friona Chiefs suffered defeat in the Squaws were victorious over the Hereford high school Friday evening. Saturday the Friona teams were well here. The Squaws won 20, the Chiefs winning 12.

Junior woman's club closed their campaign Friday by a drawing at the high school. The panny design applique went to Mrs. O. F. Lange. Prizes were used to buy trees around the football park.

Number of Friona people were at a Spanish dinner and entertainment at Farwell Wednesday evening, sponsored by the Farwell Junior Club. Attendees were Messrs. and Mmes. Maurer, J. C. Wilkinson, Grace Echols, Henry Lewis, Martha McFarland, Gladys Lamina Lamm and Thelma Wright Williams who has visiting relatives and friends. Many returned home last night.

Outside boys and girls ball teams went to Vega Tuesday evening, both teams winning.

Juanita Crow of Amarillo a week end visitor in the home of her parents, Mr. and Mrs. A. Crow.

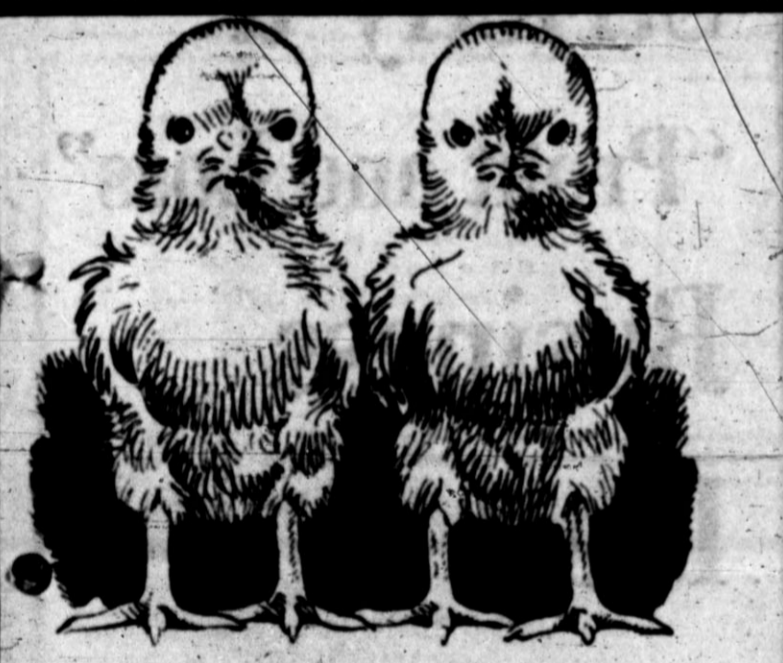
WSTC chorus presented their tenth lucum number here Tuesday evening. It was by all present.

Of Historic Interest

tiny cottage at Grant's Brice, near Scotland, in which lived the father of Robert Burns, the poet, is preserved as a historic site. There is a railing around the cottage to protect it from sunburners.

Get Rich Quick

Patient, unceasing effort is necessary to win success. What most of us seem to be looking for is the line of least resistance.—Boston Transcript.



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 GROWNA as America's best feed combination to turn chicks into money-making pullets. STARTENA and GROWNA 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!



McLean & Pitman
Grain Company
Phone 1. Buy at Home We Deliver

Fairview-Palo Duro Items

Mrs. L. H. Carter is in Oklahoma City helping nurse her little grand daughter who is improving after an illness of several months.

Mr. and Mrs. Cecil Allred entertained 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 with his sister, Mrs. Dick Allred, and is at work on the farm.

Jack Stephens and Miss Jessie Paddock of Conway visited in the W. O. Coninger home last Saturday night.

PTA met Wednesday in the school house. The primary room gave a program and the banner was given the room which had the most parents present, it going to the Intermediates.

Miss Pauline Maben went to Portales, New Mexico, last week end.

Mr. Burum and family were in Lubbock last week.

Jack Stephens, Miss Jessie Paddock, Mr. and Mrs. Coninger 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 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 last week.

A covered dish luncheon was served at the home demonstration meeting last Tuesday. The ladies quitted a quilt and reported a nice time.

Mr. and Mrs. Lee Moore were in Amarillo one day last week.

W. R. McClain has been ill the past two weeks.

Wildorado PTA is giving a 42 tournament Saturday night, February 23. A cake will be given to the one winning the most games. All are invited.

J. C. Allred and family of Hereford visited the W. R. McClain home last Friday night.

Lee Norman, J. B. Grisham and Miss Vada Norman were guests in the H. J. Oglesby home last Friday night.

O. G. Smith and family were Sunday dinner guests in the home of Mr. and Mrs. Roberson in Amarillo.

Orange Growing

The average life of an orange grove is from 25 to 50 years. Orange trees, under favorable conditions, require about four years before they bring returns and about 5 or 6 years before they bear fruit to any large extent.

Get Rich Quick

Patient, unceasing effort is necessary to win success. What most of us seem to be looking for is the line of least resistance.—Boston Transcript.

Black

BY MISS NORA M'LEAN

Mr. and Mrs. John Moke are visiting their daughter, Mrs. Pearl Barnard, in Kansas.

Mrs. Mary Lou Murphy who has been visiting her mother, Mrs. Deaton left Friday for Los Angeles to join her husband.

Mr. and Mrs. Jim Black entertained a few friends with a party Friday night.

Maxine McLean spent Monday night in Friona with Miss Ruth Reeves.

The girls basketball team played Westway girls Thursday night, losing the game.

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

A number of men from this community 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 Wednesday in the community club room. The subject was arranging more space in clothes closets and demonstrating clothes bags, which was very interesting. Our demonstrator was present and showed those attending how to make nice meat. Each member present prepared a dish and gave the recipe.

Mr. and Mrs. J. F. McKinnie of Amarillo were visitors in the D. R. Bennett home Sunday afternoon.

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

Mr. and Mrs. Clyde Duncan and son were supper guests of Mr. and Mrs. Lloyd Lookingbill Sunday.

Easter Items

BY LOUISE FRYE

The program at the school house Friday evening was well attended. There will be another program the second Friday in March. Miss Olive Ramey assisted by Mrs. George Chambless and Tom Jameson will prepare the program.

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 Friona last Sunday.

J. S. and Henry Smith and John Nolan went to Oklahoma Saturday for a stay of several days.

Anhrey Epperson and Randol Thomas visited Saturday night in Tulsa.

Mrs. Roy Durant visited Thursday afternoon with Mrs. Carl W. Frye.

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

Mr. and Mrs. Roy Durant had as supper guests Tuesday Mr. Medley, Carl Rae Frye and Misses Ramey and McClure.

Mrs. George Chambless and children called in the Smith and 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 Oltón 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 and Ray Hershey attended a Pond and Terracing meeting at Amarillo Friday.

Owen Neal and family were called to Memphis Wednesday on account of the serious illness of a nephew. He was very much improved Sunday when they returned home.

Ira Jean Ricketts spent the week end with Odessa Cockrell at Hereford and helped her celebrate her birthday.

J. S. Garrett and family visited Mrs. O. E. Boyer and sons Sunday.

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 Monday.

The club met with Mrs. Charles Green last Wednesday. The ladies decided to meet Wednesday with Mrs. Ira Ricketts to sew for a needy family. Mmes. Green, Ira 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 Progressive Sunday afternoon.

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

Miss Olive Perkins

attended the basketball tournament at Hereford Saturday. Our senior boys were defeated, but played a good game considering that several junior boys helped make up the senior team and the other teams had all senior boys. James Garrett, who is attending Junior College in Amarillo, spent the week end with his parents. Orin Russell made a business trip to Amarillo last Wednesday.

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I'LL SAY YOU SAVE ON A DODGE

1 1/2-Ton Stake
130" V. L.
9070*

PRICED WITH THE LOWEST... \$490... 14-TON CHASSIS... 18 MONEY-SAVING FEATURES...

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-Cleaner, and
Many Other Quality Features.

DODGE Now Priced With the Lowest.

IRELAND - BEAVERS

Food prices are rising

SAVE ON CANNED FOODS

NAVY BEANS 11¢	2-lb pkg	KRAUT 9¢	Wapco, medium can
CUT BEANS 10¢	Empson's, Green or Wax	Heart's Delight, Sliced or Halves, in Heavy Syrup	PEACHES 16¢
TOMATOES 25¢	No. 2 can	Red Pitted	CHERRIES 23¢
COCKTAIL 19¢	3 No. 2 cans	Van Camp's, Tomato	SYRUP 31¢
CORN 23¢	2 No. 2 cans	Double Your Money Back Guaranteed	No. 5 can 59¢

Schilling's Coffee 1 lb. 31¢

Shortening	Mrs. Tucker's 56¢	4-pound carton
SUGAR 50¢	10 pounds	CAREY'S, Plain or Iodized
SALT 7¢	2-lb pkg	Merchant's
Salad Wafers 29¢	2-lb box	
FIG BARS 23¢	2-lb pkg	SEEDLESS
RAISINS 15¢	2-lb bag	20¢
SOAP 4¢	Blue Barrel, large bar	

LaChoy

LA CHOY 25¢	Chop Suey, can
Bean Sprouts 10¢	1 can-Chow Mein Noodles Free
VEGETABLES 23¢	Large can
FLOUR 1.72	65 lb. Sunrise
SOAP 4¢	Blue Barrel, large bar

Tree Tea

Orange Pekoe, Green, Japan or Gunpowder, 3/4 lb	15¢
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White King

TOILET SOAP 17¢	5 rolls
BAKING POWDER ROYAL 33¢	12-oz can
BAKING POWDER DR. PRICE'S 19¢	12-oz can

GOOD BEEF Available! ... AND WE HAVE IT!

STEAK 15c

Shoulder, Round or Short Cuts, Lb.

BACON 23¢	Sugar Cured Squares, pound
LOAF MEAT 10¢	Pork Added pound
OYSTERS 34¢	Fresh, per plat
BACON 31¢	Armour's, sliced, pound
PORK ROAST 21c	Cut from Small, lean shoulders, per pound

FURR FOOD FREE DELIVERY PHONE 74

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS

Summerfield News

MAUD E. NOLAND

Produce to Carl's Gro. of Study Club was entertained at the home of Mrs. L. L. Cannon Thursday afternoon. The short business session was conducted by Mrs. Ray Johnson, president. The lesson topic, "The Far West," was led by Mrs. N. P. Sikes, with a review of "The Covered Wagon." Mrs. Ben Wilhelm gave The Mormon Kingdom. Next meeting will be Thursday, February 21, with Mrs. Lee Curry, and Mrs. Cannon leading.

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

Mr. and Mrs. Clyde Duncan and son of Friona were Sunday guests of Mr. and Mrs. Frank Lookingbill. Willis Edelman and Miss Gussie Hare were married at her home in Amarillo Saturday at 6 o'clock. They have gone to South Texas points on their honeymoon.

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

Mrs. Jim Wiley of Messenger visited Mrs. J. A. Noland Monday.

Mr. and Mrs. Claude Benton and daughter of Hereford called in the Blakemore home Sunday.

Mrs. Stewart has returned from Liberal, 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 entertained a group of friends with a card party Friday night.

B. B. Thomas of Amarillo visited here Sunday.

Messrs. and Mmes. B. C. and P. 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. Come and bring dinner.

Mrs. Ky Lawrence was on the sick list last week.

Maek Noland of Dumas spent the week end here, returning to Dumas Sunday night.

Joe Kendall and family of Hereford visited in the Ky Lawrence home Sunday.

Wilburn Edelman and family of Flagg visited the L. B. Lookingbill home Sunday.

S. B. Bellar and family of Muleshoe visited in the Perry McMinn home Sunday.

Raucy Club met with Mrs. H. Behrendt 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.

Mr. and 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 Hereford visited her parents, Mr. and Mrs. W. G. Harris, last week.

Ray Johnson received word that his uncle, A. A. Davis, of Waco had died last Thursday.

J. A. Noland went to Floydada on business last week.

Summerfield and Progressive played basketball at Hereford Saturday night. Score, Progressive 11, Summerfield 9.

The YWA is sponsoring a box supper and social at the church Thursday night. Boxes will be sold at 25 cents each. Everyone is urged to be there.

Westway Items

(BY WILMA SKYPALA)

Mr. and Mrs. J. L. Hyde spent the week end in the J. W. Hyde home.

Billie Lundry spent the week end with his brother, Clinton Lundry, at Walcott.

Mrs. P. H. Gilliland spent last week end at Elida, visiting her mother, who has been ill.

O. F. Otts and family visited in the Whiteside home Saturday evening.

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 Mrs. Skypala and daughter, returning Monday.

Westway friends were made sad Saturday when they learned of the death of little Bonnie Bell Rogers at Roswell, N. M. She is the daughter of Mr. and Mrs. Tom Rogers and moved from Westway about three months ago.

Rev. B. B. Harrison filled his regular appointment here Sunday.

Lodge Directory

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

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

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

HEREFORD LODGE I. O. O. F.

CHARLES SOWELL, Noble Grand
No. 476

Meets Monday, 8:30 p. m.
Visiting Brethren Welcome

L. E. 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. S.

Meets Each Second Tuesday Night, 7:30.

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

W. O. W.
Camp No. 990

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

Dimmitt News

MRS. BUCK WOOD

Mrs. Ray Sheffy and Mrs. Goodwin Miller visited in Lubbock last Friday.

I. B. Brooks of Hereford was in Dimmitt Wednesday.

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

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

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

H. C. Webb, Mrs. L. G. Manning and Mrs. Buck Wood were shopping in Hereford Thursday.

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.

Percy and Bob Estes visited relatives in Hereford Sunday.

Miss Elfreda Murphy spent the week end with homefolks.

Mrs. Roy Hicks and Miss Mildred 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 number of guests.

Mr. and Mrs. L. E. Parker spent the week end with her parents in Farwell.

Mr. and Mrs. McCown made a 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 Sunday.

Mrs. L. D. Parker and children visited relatives in Farwell Sunday.

Mr. and Mrs. Ernest Medkief of Hereford visited Mr. and Mrs. G. 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 visiting 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 Hullin spent a few days with relatives in Dilh, Oklahoma, last week.

Messenger News

BY ESTELLE WILLIAMS

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 home.

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

Altis and Quince Williams visited the G. W. Wells home Sunday.

Those attending the ball game at Hereford Saturday were Messrs. and Mmes. Bob Lindsey, Jr., R. W. Fanning, Chas. Brown, Miss Imogene Copeland. Messenger won second place.

"The Blue Bag" will be staged February 14 at Summerfield, and Summerfield will bring a play, "Comin' Thru the Rye," to Messenger 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 Holene, 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.

Dean News

BY MARY LOUISE DEAN—ELSIE FRIEMEL

A pie supper will be held here Friday night, March 1. A one-act play, "Tommy Says Hello," will be given.

B. B. Fulkerson was in Hereford Monday.

Arle 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 night.

Rayford Fulkerson returned to school Monday after a two weeks absence because of mumps.

Mr. and Mrs. B. B. Fulkerson and children were in Hereford Saturday.

H. G. Biggers was in Amarillo Friday on business.

Sid Barclay and T. P. McCullister were in Hereford on business Saturday.

Clem Friemel, Elsie Friemel and Marlene Weaver are very sick with influenza.

The DSS club meets with Mrs. Arle Dean Thursday, and everyone 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 .807, a flashing point of upward of 110 degrees Fahrenheit and a burning point of upward of 125 degrees Fahrenheit.

Early Colored School
The earliest colored school in the United States was the Free School, established in 1837, and three years later in the colony of Massachusetts about 1839.

So There!
It's harder to assume the gown on dress to please men. They're so plain the minkedy. They're so heavy and warm going to stick to the skin.

—Dorothy Harlan

Savings Galore

FRIDAY AND SATURDAY SPECIALS
OUR SPECIALS ARE CASH

SPUDS, 10 pounds	16c
LETTUCE, large heads	6c
SPINACH, No. 2 can	10c
KRAUT, No. 2 1/2 can	13c, 2 for 25c
SALT, 1 lb., 8 oz. box	5c
CRACKERS, 2-pound box	17c
VIENNA SAUSAGE, 3 cans	23c
TOILET TISSUE, 3 rolls	14c
PRUNES, gallon tins	31c
SYRUP, pure rib. cane, 1/2 gal	30c, gal 51c
TOMATO JUICE, 3 cans, Calif. Home	25c
SOAP, T. N. T., yellow bars, 6 bars	25c
SALAD DRESSING, W. P., quart jar	20c
Whole Wheat Flakes, Kellogg's, lg. box	9c
SWEET POTATOES, 10 pounds	25c
GRAPEFRUIT, large size, 3 for	10c
PEACHES, No. 10 can	35c
SUGAR, 10 pounds	50c
ORANGES, large size, dozen	31c
BAKING POWDER, K. C., 50-oz can	32c
COFFEE, Admiration, 1-lb glass jar	31c
KRAUT JUICE, Kumers, can 9c, 3 for	25c
PEAS, good grade, No. 2 can	11c
TAMALES, No. 2 can	13c, 2 for 25c
CARROTS, nice California, bunch	5c
COFFEE, bulk, best grade Peaberry	1 lb 18c, 2 lbs 35c
RICE, bulk, whole grain, 3lbs	17c

FRANK'S CASH GROCERY

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

JOIN THE FUN

Enter the Big Rabbit Hunts



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

STREU HARDWARE CO.

"Home of Service and Quality"

Let the Servant Behind Your Faucet Be an AUTOMATIC Gas Water Heater




Gas Appliances are eligible for modernization loans under the National Housing Act.

See Your Gas Appliance Dealer Or Your Gas Company

West Texas Gas Co.

Good Gas With Dependable Service

ADVERTISING—TODAY'S GREATEST BUSINESS ALLY



Strictly a "Profit and Loss" Business Idea!

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

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

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

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

THE BRAND—HEREFORD'S MOST PROFITABLE MEDIUM

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

The one-piece Foundation Elastic Garment, \$5.00

FASHION DRESS SHOPPE

YOUR STATIONERY NEEDS

CAN BE FILLED FROM OUR SHELVES

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

For Your Office, Home, Store

LET US FILL YOUR NEEDS

The Hereford Brand

Phone 30

BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

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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. We 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, using guaranteed parts for replacements and dependable service. For installation of new plumbing or heating equipment or fixtures, see us first. Our price is right. Our material is the best. Our workmanship is unexcelled. We are not addicted to bragging, but those are the facts in the case.

DICK ROUNTREE

Plumbing, Heating Work of Rountree

Anything under the sun in the plumbing or heating lines may be obtained from Dick Rountree, Hereford plumbing and heating contractor who has been in business here for the past five years. 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 hot, 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 excels. 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 out-moded home plumbing systems. "It's surprising how cheaply we can replace out-of-date plumbing installations and fixtures," he said. "It will be mutually profitable for us if home owners who are not satisfied with their installations will let me figure with them." PHONE 160. 200 MAIN STREET

SPECIALS FOR THIS WEEK

- Toilet Soap, per bar 5¢
- Unwrapped Laundry Soap, 6 bars 25¢
- Lye, three cans 25¢
- Toilet Tissue, per roll 4¢
- Smoke Salt, 10 pounds 40¢
- Corn Flakes, large package 10¢
- Golden Light Coffee, pound 25¢

LUKEN'S GROCERY

\$40.00 In Cash

Find the Misspelled Words and Place Pictures
On the Advertisements Correctly

CONTEST RULES

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

BE WELL GROOMED

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

WEST TAILOR SHOP

OUR RECOMMENDATION

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

PRAIRIE DAIRIE

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 investigate our service today? You'll find our prices most reasonable and we guarantee absolute satisfaction.

DICK ROUNTREE

YOU'RE SURE TO BE PLEASED

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

Farmers Creamery Association

BUY A MEAL TICKET

You can save money on your meals by purchasing 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 ties, pumps and T-strap. \$3.95 and \$5.00. Sports in white buck, pastel and tan with novelty ties. \$1.95 and \$2.95.

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

Expert Automobile Service

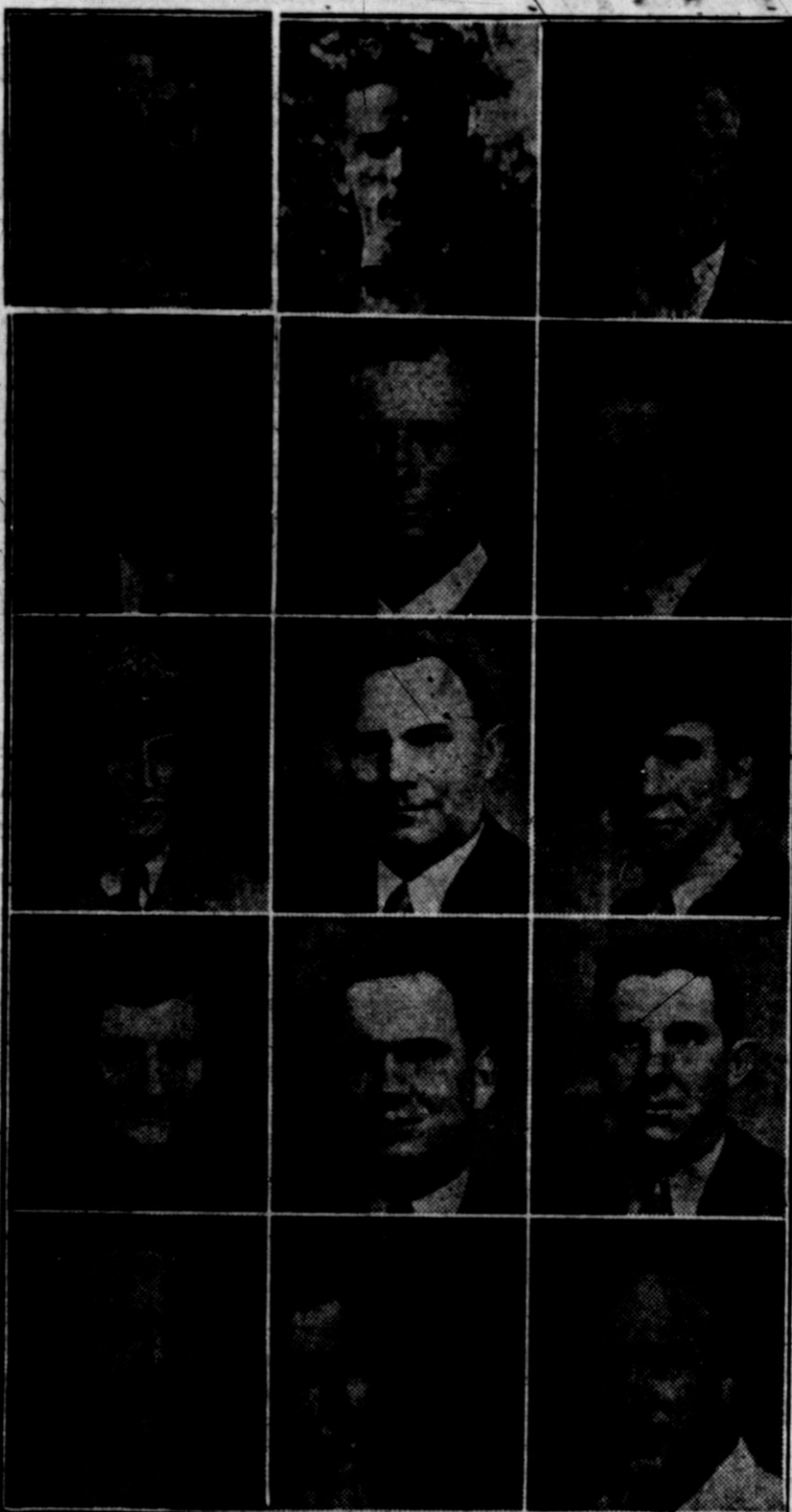
We repair any make of automobile. Do the job right and our charges are most reasonable. If your car has been giving unsatisfactory service, bring it to us. We'll gladly give an estimate as to the cost.

BEAMS & MARRS

MAYTAG Gives Satisfaction

You'd be surprised at the number of housewives 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 us show it to you.

M. D. WOMBLE, Implements



LOOK AT THESE SPECIALS AND PRICES

Our student operator, Mrs. Wanda 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.

MORENE'S BEAUTY SHOPPE

Bargains In Used Furniture

We have some rebuilt second hand furniture that is worth the munny. We are also prepared to do the best upholstering work.

**W.D.M. RAYZOR
WOODWORK**

A WELL-COOKED DINNER

If you have not already 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 obtainable.

Give Us a Trial Today.

HOME CAFE
Oberthier Building

WHY WASTE MONEY?

When we offer good gasoline and motor oils at prices that are really lower? You'll find our motor fuels to be of the best quality and the prices on them are lower than current 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 CHIROPRACTIC ADJUSTMENTS 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 several years for egg production, vitality and vigor. Our Leghorns compare very favorably with many higher priced chicks.

HILLSIDE HATCHERY

Phone 79-W.

SOCIETY
PUPILS OF MISS MOUNTZ PRESENTED IN RECITAL
 Pupils of Ruth Marie Mountz gave a recital at her home last Saturday afternoon. Appearing on the program were Phyllis Gene Radovich, Rosemary Phillips, Donald Roberson, Lee Etta Hopson, Bettye Jane Bolson, Nancy Olson, Maurine West, Mary Elizabeth Hicks, Hazel Nickerson, Ida Belle Hicks, Molly Jo Roberson, Yvonne Blythe, Mary Ann Baird, Faye Crosthwait and Ruth Marie Mountz.
 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. 1p
 FOR SALE or Trade: Well improved six-section ranch. Plenty of water, good grass. Geo. T. McCurry. 6-2c
 FOR SALE: One IHC Farmall in good condition. C. A. Skelton. 1c
 FOR SALE: Two young horses and one mare, heavy weight. Buchanan & Rosson. 1c
 FOR SALE: One Buckeye Brooder, one Queen Brooder, each 1,000 chick capacity. B. K. Greeson, Summerfield, Texas. 6-2p
 MODERN home, clear, in good school town, to trade for section of good land and assume Federal loan. Write full details in first letter to Box 876, Hereford, Texas. 1p
 LOTS of baled sudan straw, \$10 per ton. Deheaded cane bundles \$10 per ton. John Lahman or Loyd Crow, Morton, Texas. 5-9p
 FOR SALE: Setting eggs from Oscar Hunt Buff Orpingtons. Depression price of 50c for 15. Call 61-W, or see Mrs. Troy Womble, 600 25-Mile Avenue. 5-4c
 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. 1p
 FOR SALE: Fine cedar chest, cheap. Call at Brand. 3-1c
 FOR SALE: Violin in good condition. Apply Brand Office. 1p

Miss Hare Is Bride of Willis Edelman
 Willis Edelman, farmer living west of Hereford, was married last Saturday to Miss Gussie Hare of Amarillo at the home of her parents. Rev. J. T. Corder of Tulla read the ring ceremony.
 After a ten-day honeymoon trip to Galveston and other points, the couple will make their home in Hereford.
 Mr. Edelman is a son of Mr. and Mrs. J. M. Edelman of Plainview. He is a graduate of Plainview High school and attended WTSTC at Canyon.
 Mrs. Edelman attended Amarillo College after being graduated from Amarillo High school. She is a daughter of Mr. and Mrs. A. H. Hare of that city.

MRS. D. P. VAUGHN HONORED AT VALENTINE PARTY
 The Valentine motif was used Monday afternoon when Mrs. Claude Higgins entertained in honor of her mother, Mrs. D. P. Vaughn.
 Punch was served to the arriving guests by Mrs. Wood Vaughn. Stories of pioneer days were told through the social hour.
 Angel food cake and brick ice cream were served to Meses. D. P. Vaughn, Frank Henderson, E. A. Winterrowd, M. E. Orr, J. D. Brown, G. P. Oliver, C. H. Carl, W. A. Knox, W. A. Geutry, Bettie Cocanougher, W. M. Cogdell, J. A. Buckner, Wood Vaughn and the hostess.

B. AND P. CLUB HEARS CRIME CONTROL TALK
 Speaking on "The Root of Crime," Rev. B. N. Shepard, First Baptist church pastor, Monday evening addressed members of the Business and Professional Women's Club.
 A regular business meeting, the session had for its subject Crime Control. Amy Bowers was elected treasurer to fill the unexpired term of Viola Foster, resigned.
 Sayde Rigler was in charge of the program. The meeting was held at the home of Cecil Williams.

MR. AND MRS. JOHN McDONALD HONORED
 The home of Mr. and Mrs. John McDonald, three miles north of Hereford on 25-Mile Avenue, was a gay scene Sunday when neighbors and other friends gathered at lunch time to give the newly-wed couple a miscellaneous shower.
 A bountiful luncheon was served and afterward the bride was surprised with many lovely gifts.
 Those attending included Mesas. and Meses. John McDonald, G. S. Parker, John Kropff, Johnnie Hurford, Henry Tiefert, Jake Tiefert, Beuren Sowell, Fred Saltzman, Jacob Johnson, O. L. Rutherford, Mrs. Carrie Kropff.
 Messrs. Carl and Charles Kropff, Glenn Parker, Carlos Vaughn, Cecil Gunter, Glenn and Bob Short, Roy Kropff, G. H. Parker.
 Meses. Alice Gene and Mildred Rutherford, Mary Tiefert, Rose Mae Saltzman, Margaret Helen Sowell, Minnie Fae and Pearl Hurford, Pauline Parker, Ruth Marie and Helen Kropff.

HOME MAKERS HOLD BUSINESS MEETING
 Monthly class meeting of the Home Makers was held last Friday afternoon at the First Baptist church. Fifteen members were present.
 After the business session Group 2 served refreshments to Meses. J. W. Alexander, 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
 Mrs. Seth B. Holman was hostess to members and a few friends of the Dinner Bridge club last Thursday evening at her home on East Third Street.
 Four tables of players enjoyed a delicious dinner followed by Contract. Mrs. Oscar Easley and Dr. T. L. Morgan were high score winners.
 Attending were Meses. and Meses. Oscar Easley, S. P. Rosson, Alton Fraser, Dr. and Mrs. T. L. Morgan, Meses. J. A. Pitman, C. A. Skelton, Miss Eloise Pitman, Messrs. H. R. Fritz, E. D. Fox, and Mack Pitman, and Mr. and Mrs. M. Y. Galloway and Mr. and Mrs. L. K. Bray of Amarillo.

JUNIOR BAND MOTHERS ENTERTAIN SENIOR CLUB
 The Junior Band Mothers entertained the Senior Band Mothers Monday afternoon with an informal social at the home of Mrs. O. G. Hill. Mrs. Hill gave the welcoming toast with a response by Mrs. H. D. Reed. Guests were entertained with a kitchen symphony orchestra, all attired in kitchen aprons and caps. The afternoon was spent in a business and social hour.
 At the appointed time guests were taken to the tea room where the presidents of the two organizations poured tea. The table was covered with a lovely lace cloth and centered with sweet peas, flanked on either side with lighted candles.
 Refreshments in keeping with Valentine were served to Meses. S. L. Fasley, Ezra Norton, Morris, A. H. Streu, J. T. Gilbreath, W. Easter, Lee Conklin, Bill Smith, W. R. Scheithagen, C. R. Smith, Jesse Stanford, J. G. Evans, John 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 Mathels, J. O. Newell, F. L. Lucas, O. G. Hill and R. E. McCullough.

PIONEER STUDY CLUB AT THOMPSON HOME
 Mrs. Arthur Thompson and Mrs. H. D. Reed were hostesses to the Pioneer Study Club Tuesday at the Thompson home.
 Mrs. Wirt Phillips led the lesson on contemporary novelists and gave the life sketch of Willa Cather. A review of Shadows on the Rock by the author was given by Mrs. Bob Higgins. Mrs. Carl Gilliland discussed the works of Edith Wharton.
 Present were Meses. H. G. Conkright, A. A. Foster, Burl France, Gilliland, Higgins, E. S. Ireland, J. M. Gilliland, O. G. Hill, J. B. Jones, Ray Johnson, P. H. Gilliland, F. M. Kester, F. L. Lucas, Phillips, Jack Rose, J. W. Spradley, T. E. Seigler, Bess Turrentine, Reed and Thompson.
 Mrs. Jack Wayland returned home Thursday following an extended stay with her parents at Independence, Kansas, due to ill health. She is much improved.

Wash Print Frocks
 Tub-fast! Only 44c
 A lot of new styles! Short or cap sleeves! Pique or self-trim, 14 to 44!

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

ART LINEN CRASH
 Unbleached!
 5 yds. 45c for 7c
 17 inches wide Quick drying! Super absorbent! Toweling for china and glass.

Close Out
 10c size, Hind's Honey and Almond Cream
7c

Sweaters
 Men's all wool black, black and white trim. Snappy—just right for now. Close out
99c

Dress Sox
 Stock up at this very low price. Fancy, attractive patterns
10c

Boys' Sweaters
 A close out of a few sizes of a very durable sweater
25c EACH

Tennis Shoes
 Closing out a mixed assortment of this footwear that is a value you will hardly believe
39c

Fem-Aid
 A package of one dozen sanitary napkins. New, inexpensive, very desirable
10c

Shoes
 A table of sizes and styles, some broken. To close out at this Birthday price
\$1.00

Work Pants
 Heavy blue twill or stripe; heavy pockets, extra well tailored. Pair
98c pr.

Toweling
 Beached, absorbent—thirsty toweling. Very good for cup towels. Yard
9c yd.

Castile Soap
 For bath, shampoo or any toilet use. Birthday special
3 Large Bars 25c

Long Cloth
 Very soft and smooth. There are so many uses for this cloth. Birthday price—yard
10c yd.

Special Terry Towels
 Get your share of this Birthday Bargain. Three for
3 for 25c

OUR BIRTHDAY PARTY
 1st
 Come to Our Party It Is Yours As Well
 GOOD NEWS
 More of those flour sacks. Close out Birthday Bargain, 4 for 25c

Men's Shorts
 Assorted patterns, sizes 30-32 and 34. A Birthday bargain
17c

Men's Handkerchiefs
 Bargains at 36c Do z.
 Sturdy, long wearing cotton! All white! Wash and wear unusually well!

Razor Blades
 Men, a real blade; 5 in a package
5c

Lux Soap
 Everybody uses this wonderful toilet article. Three cakes
3 Cakes 21c

Shirting
 Heavy, blue chevot for real wear. Very smooth and easily washed. Birthday price, yard
10c

SPECIAL Bath Room Paper
 5 rolls. --- 21c
CLOSE OUT

OVERALLS
 Strong 2.20 denim! Full cut!
 2 for \$1.00

Shirts
 Cut-over-sized, they're bound to fit! Triple stitched, bar-tacked, strongly reinforced deep pockets. A man's overall, and a low price that saves you money.

Castile Soap
 For bath, shampoo or any toilet use. Birthday special
3 Large Bars 25c

Shirts
 A table of sizes and styles, some broken. To close out at this Birthday price
44c

Shoes
 A table of sizes and styles, some broken. To close out at this Birthday price
44c

Shirts
 A table of sizes and styles, some broken. To close out at this Birthday price
44c

Shirts
 A table of sizes and styles, some broken. To close out at this Birthday price
44c

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.

OUR BIRTHDAY PARTY
 1st
 Come to Our Party It Is Yours As Well
 GOOD NEWS
 More of those flour sacks. Close out Birthday Bargain, 4 for 25c

Men's Shorts
 Assorted patterns, sizes 30-32 and 34. A Birthday bargain
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44c

CREDIT Is a Business Power —USE IT!

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
 Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Insure!
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.

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.

PENNEY'S
 J. C. PENNEY COMPANY, Incorporated

CLOSE DRUG STORE

PROVES AGAIN AND AGAIN WE SAVE YOU MONEY

\$1.10 Size
COTY'S
Face Powder
69c

Ipana
and
Pepsodent
Tooth Paste
39c

- Evening In Paris Face Powder, Lipstick, Rouge, All for **98c**
- 50c Value **Vick's Salve** - 27c
- 50c Size **Hind's Cream** - 37c
- 25c Shave Cream **Palmolive**
- 25c Baby Powder **Johnson's**
- 25c Tooth Paste **Listerine**
- 100 Bayer's **Aspirin** - 17c
- 24 Bayer's **Aspirin** - 69c
- 25c Size **Black Draught** - 23c

- Charbatain **LOTION**
- 11.10 size **77c**
- 55c Size **39c**
- 50c Salts **Kruschen**
- 25c Salvo **Penetro** - 77c
- 11 Size **Cardui** - 17c
- 50c Linc **Hair Oil** - 89c
- 50c Powder **LUXOR**
- 50c Mum
- 50c Cream **Pond's** - 29c
- 75c Cream **Pond's** - 27c
- 49c

- KODAK FILMS**
- Planachrome 25c - 29c
- 10c - 24c
- 75c Shampoo **Fitch's** - 59c
- 1.50 Shampoo **Fitch's** - \$1.19
- 25c Laxative **Ex-Lax** - 19c
- 50c Bottle **Milk Magnesia** - 39c
- 50c Tablets **Yeast Foam** - 43c
- 50c Tooth Brush **Dr. West's** - 39c
- 50c Tooth Brush **Prophylactic** - 39c
- 25c Nail Polish **Glazo** - 19c
- 60c Extract **Vanilla** - 29c
- Crazy Crystals \$1.50 Size Formerly **89c**

- NYSEPTOL ANTISEPTIC** 49c
 - Pint bottle **WITCH HAZEL** 39c
 - Pint bottle **HONEY and HOREHOUND** 39c
 - 50c Cough Syrup **MINERAL OIL** 69c
 - Quart bottle **KRANK'S HAIR ROOT OIL** 57c
 - Krank's Hair Oil, With Shampoo, both
 - AMOLIN** 39c
 - 60c Deodorant Powder **MURIEL ASTOR** 39c
 - 60c Cleansing Cream **SOCIAL STATIONERY** 39c
 - 60c Box
- Delightfully Fresh
MARTHA WASHINGTON CHOCOLATES
ALL SPECIALS STRICTLY CASH

Here and There

BY MRS. C. B. TICE
Take Produce to Carl's Gro. to The regular semi-annual meeting of the Castro County Singing Convention will be held at Frio Sunday, February 24. All singing classes are urged to have their representatives on hand, with songs prepared as this type of singing is being encouraged this year by the convention. It is not a contest, just plan, old-fashioned group singing, and everyone is invited to attend and take part. Several visiting quartets are expected. You are invited to come and bring lunch to spread at noon. Bring your cups for coffee.
Mrs. W. J. Smith and Mrs. P. L. Rogers spent Friday afternoon with Mrs. Hitt Boyd.
Messrs. and Mmes. H. D. Allman and Paul Williams spent Sunday with Mr. and Mrs. Jim Bagwell at Bethel.
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 Mrs. Make Mobley and helped her quilt, the day being Mrs. Mobley's birthday.
Mr. Cornelius, a former resident of this community, died early last Friday morning at Dimmitt. The funeral services were held Saturday afternoon. He had been ill ten days with pneumonia. Mrs. Cornelius is reported very ill with influenza. This community extends sympathy to the bereaved.
Mr. and Mrs. Britt Boyd were Sunday guests of Mr. and Mrs. Adam Flowers of Jumbo.
J. B. Harlin, Jr., entertained his Sunday school class recently. Attending were Misses Helen Jones, Ruby and Alma Andrews, Margaret Holly, Koma Hyatt, Mary Lois Springer, Messrs. Harvey and Weldon Lindsey, Myron Jenkins, G. A. Springer, Geo. Jones, T. L. Sparkman, Mr. and Mrs. Elmer Jones.
The play entitled "Silas Smidge from Turnip Ridge" will be presented Saturday night, February 16, instead of on the 14th, as previously announced. The play is two and a half hours long, with 13 characters, is full of laughs from the start. Admission price is reasonable. Proceeds go to the PTA fund.

Jumbo News

BY MRS. J. W. BERRY
Miss Dorothy Stork spent Saturday night with Virginia and Margaret Simpson.
J. F. and Bill Hacker, Kathleen Hardy, Mrs. Belle Oxford and son, William, were Sunday guests in the L. E. Beck home.
Mmes. Ovid and C. D. Pinckert and children called on Mrs. L. C. Baggett Thursday.
Gerald Gene King, two-year-old son of Mr. and Mrs. Chas. King, was ill Sunday, threatened with pneumonia, but is better now.
Miss Sue Layman spent Sunday night with her sister, Mrs. Jack Punga.
Mmes. Jim-Baggs and Leta Halley of Amarillo visited in the C. Kring home last Tuesday.
Messrs. and Mmes. C. C. and S. M. Hunter and children spent Sunday in the W. A. Hunter home.
Rev. J. R. Sharp filled his appointments here Sunday and was a dinner guest of M. L. Simpson.
Mrs. Mildred Bailey and Miss Louise Goats spent Monday night in the W. A. Hunter home.
Mmes. Ullman Hunter and children, L. E. Beck and J. W. Berry called on Mrs. G. H. Brooks Tuesday afternoon.
Mr. and Mrs. M. L. Hardy and Mrs. Bell of Hereford were Sunday dinner guests in the W. L. Hall home.
Mr. and Mrs. Fiths Hunter and children were Sunday guests in the M. L. Simpson home.
Mr. and Mrs. J. W. Berry called in the C. A. Wolf home Tuesday evening.
Mr. and Mrs. S. M. Hunter and Mrs. M. L. Simpson were Amarillo visitors the first of the week.
Betty Jo Baggett and Beniah Mae Layman were ill the past week with colds and were out of school several days.
L. A. Matthews and family went to Muleshoe Sunday to visit in the home of his father, Dr. A. R. Matthews and family.
Misses Virginia Simpson and Sammy Lane Hunter spent last Wednesday night with their grandmother, Mrs. W. A. Hunter, while Mr. Hunter was away on business.
Mr. and Mrs. Geo. Backus and family spent Sunday in the J. C. Stork home.
Clarence Layman, son of Mr. 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. Congratulations.
Presbyterian Auxiliary met last Tuesday 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 and 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, celebrated 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 Nolan 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 winning the tournament. The girls won from Wildorado 33 to 18, 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 returned 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, cookies 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, Lloya Nell, Pauline Matthews, Wayne Dyer, LaRue Beck, Ira Woolery, Jr.,

Daniel News

BY MRS. JOE THURMOND
Take Produce to Carl's Gro. to Mrs. Estelle Allen spent the week end in Perryton with her children.
Mr. and Mrs. Joe Moore were in Hereford Saturday.
Mrs. C. W. Hodges and Betty visited her sister, Mrs. Jeff Roberson, Tuesday.
Mr. and Mrs. Mort Burum and twins were entertained by Mrs. John Boling Friday night.
Mr. and Mrs. O. L. Shugart and Elma spent the week end in the Joe Thurmond home.
Mr. and Mrs. Clarence McBroome and son were in Amarillo Saturday.
Mr. and Mrs. Floyd Tomlinson and Norma Jean were in Amarillo last Thursday.
People of this community were entertained with a 42 party Friday night by Mr. and Mrs. Joe Thurmond.
Mrs. Mark Galloway and daughter, Ann, of Amarillo ended a week's visit with Mrs. Seth B. Holman Saturday.
FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

Back From Market!

Big Showing In Ladies' Ready-to-Wear Dress Specials, New Styles **\$4.75**

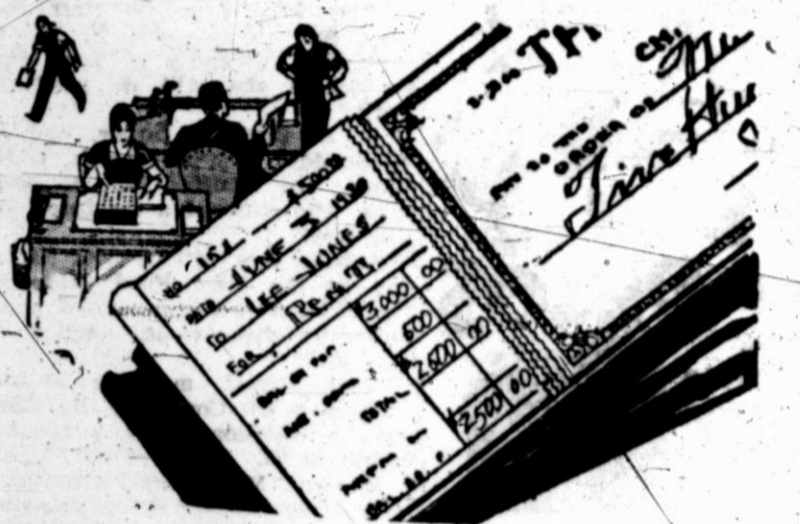
Also a great selection of silks In women's dresses **\$7.95**

New Knit Dresses Just Received NEW SPRING LINGERIE at low prices

Coats and Suits, up from **\$7.95**

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.

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

Real Values In USED CARS

- THEY ARE USABLE
- 1-1934 Chevrolet, 6-wheel Master Sedan, with trunk. Actual mileage 4,000. Just broken in.
 - 1-1932 Chevrolet coupe. A good machine.
 - 1-1929 Hudson sedan, with new rubber: a good car.
 - 2-Model A Ford coupes, in A-1 condition.
- Several others priced from \$20.00 up. We will trade these cars. What have you?

BRUMLEY CHEVROLET CO.

THE FIRST NATIONAL BANK

OF HEREFORD "A Strong Bank" "The Safest Managed"

FORD PRESENTS ANOTHER ADVANCE IN TRUCK ENGINEERING

Obtained by mounting front springs ahead of axle and moving V-8 engine forward. This places more load ahead 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 features have been added to a truck whose economy, performance, stamina have already been proved.

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 axle, the 1935 Ford V-8 permits acute angle turns with full-width semi-trailers.

No matter how efficiently you are now doing your hauling, these and the other features of the 1935 Ford V-8 are important advantages to consider. They are matched by no other truck in America today, regardless of price.

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

\$500 and up, F. O. B. Detroit. Easy Terms Through Universal Credit Company, The Authorized Ford Finance Plan.

THE NEW FORD V-8 TRUCKS for 1935
More than ever, America's great truck value

STAMBAUGH COMPANY
Second and Main
Phone 180
CLEANERS - HATTERS

If.... Ben Bernie
dined here he'd say:
"YOWSAH!"

Ike gives you the most 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

STAR THEATRE

HEREFORD, TEXAS
Friday Only

MATINEE AND NIGHT
ANOTHER BIG 10c SPECIAL

"Mills of the Gods"

With **MAY ROBSON, FAYE WRAY**
Last Chapter of **"THE RED RIDERS"**
AND COMEDY
ATTEND THE MATINEE

SPECIAL ATTRACTION FOR SATURDAY

ZANE GREY poured living fire into this tale of dauntless hearts, cleaving a trail to the crimson sun, over a world that must be won!

DIX in **WEST OF THE Pecos**

With **MARTHA SLEEPER** Directed by **HOWARD PICTURES**



The show will start promptly at 10 o'clock Saturday morning and run continuously until midnight, and the price will only be 10c as usual.

SPECIAL SATURDAY COMEDIES

Sunday, Monday Tuesday
3 BIG DAYS

It's Gay Life's Thrilling!



CRAWFORD CLARK GABLE *Robert Montgomery*
MONTGOMERY

"FORSAKING ALL OTHERS"

NEWS AND MICKEY MOUSE

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

LOCALS

Cecil Guseman was in Carlsbad this week on business.
When **Jo Jones**, student in WTSTC, was at home Tuesday, **Homer Newton** of Dimmitt was a visitor here Tuesday.
Mrs. Louise LeGrand was an Amarillo visitor Monday.
Mr. and Mrs. Ralph Tedford of Friona were in Heretford Tuesday.
Mrs. Earl Bennett of Amarillo visited with relatives here Wednesday.
Mrs. E. E. Fridley and daughter, **Miss Ursalee Fridley**, spent Sunday in Lockney.

Mrs. Lena Harris, of Long Beach, California, spent last week visiting with **C. S. Richardson** and family.
Mr. and Mrs. Pete Urschel of Abilene, and **R. Norton** of Amarillo 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 business.

Mrs. Travis Dameron is home 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 Mexico where she will do graduate work.
G. R. Barhyte, father, and **R. A. Snoddy**, both of Garber, Oklahoma, are visiting **R. A. Barhyte**, who suffered a fractured leg last week.

A bake sale will be held Saturday at the Furr Food Store by the girls of the high school home economics department, starting at 9 o'clock.
Jack Grady, manager of the Consumers Oil Company, left Tuesday for Oklahoma City, where his father is ill.

Mr. and Mrs. Ezra Norton and **Mrs. Mary Palmer** were Amarillo visitors last Thursday, where they attended a family reunion of the Nortons, the occasion being **Mr. Norton's** father's birthday.
Russell Whitehead has taken a job with the Brand as printer, replacing **Smith McEroy**, who recently resigned to go into other business.
It's a pleasure to drive in the rain, take it from **E. E. Fridley**. Returning from Dallas Tuesday by motor car, **Mr. Fridley** said the rain extended from Wichita Falls to Plainview, some places having hard rains. He is deputy and secretary of the **W. O. W. Lodge** here and attended a special state deputies meeting.
George Murphy, former Heretford 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 Heretford 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.

AT THE STAR THEATRE
Friday's picture, both afternoon and night, will be a Columbia picture, "Mills of the Gods," featuring the immortal **May Robson**, of "Lady for a Day" fame.
Saturday's showing for afternoon and night will be **Zane Grey'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 "Forsaking All Others." This is said to be the gayest picture of the year and in the supporting cast will be **Billie Burke**, **Charles Butterworth**, **Frances Drake** and **Rosalind Russell**.

Lions Watch Payoff On Weir's Tongue-Twister
Little Miss Barbara Ann Burney, tiny niece of **Ray Conaway**, 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 Elisabeth Spradley, **Mary Frances Holder**, **Dorothy Manney** and **Elizabeth Rice**, high school quartet, sang several numbers. They were accompanied by **Miss Thelma McMan**, instructor.
A rural program will be given at Messinger 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 piano too loudly, etc.

Wheat Measuring Well Under Way

Measuring of wheat lands in the county is progressing rapidly, it was reported this week. Supervisors are rushing their work so that compliance papers can be made out on wheat contracts with hopes that the farmers may be able to get their payments at an early date. Thus far 250 wheat contracts have been signed with the Heretford district having measured twice as much land as any other district in the county.
Farmers again are urged to cooperate with the workers in having stakes easily visible with corner stakes not less than three feet high and flagged by some means, a rag or a can, for instance, to designate them especially.

Corn-Hog Growers Slow To Sign Up

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.
"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 278 farmers entered the program.

Lost 20 Lbs. of FAT In Just 4 Weeks

A St. Louis, Mo., woman wrote: "I'm only 28 yrs. old and weighed 170 lbs. until taking one box of your **Kruschen Salts** just 4 weeks ago. I now weigh 150 lbs. I also have more energy and furthermore I've never had a hungry moment."
Fat folks should take one half teaspoonful of **Kruschen Salts** in a glass of hot water every morning before breakfast—a quarter pound jar last 4 weeks—you can get **Kruschen** at any drug store in America. If not joyfully satisfied after the first bottle—money back.

Annual C. of C. Banquet To Stress Soil Program

Annual banquet of the Heretford Chamber of Commerce will be held about the first of April. A board of directors' meeting Tuesday noon at Ike's Cafe started plans for the program. Since the chamber of commerce is sponsoring efforts of the **Great Plains Pond and Terracing Association**, the theme of the annual banquet will deal with irrigation and soil conservation.
Heretford's Civic Chorus is to get wide publicity through its picture in a national music magazine.

Penney Sale Will Mark Anniversary

Saturday is the first birthday of the **J. C. Penney Store** in Heretford. On the sixteenth of last February the firm was opened in this city with a big sale.
A year later another sale will be in progress. "And the bargains are just as great as they were at our opening event," **M. E. Garrett**, manager, declares.
Garrett is the only person now with the store here who has been in it since the start. **Mrs. Bonnie Early** came shortly after the opening of the store. **J. W. Henry**, assistant manager at the opening, has been transferred to Alpine.
"In view of the general conditions, we are tickled to death with our business during the past year and figure it will be better as times improve."

The local commerce body is to send in the picture.
Present at the Tuesday luncheon were **B. H. Hopkins**, president; **J. A. Pitman**, vice president; **L. L. LeGrand**, **J. T. Cronin**, **Wilson Gyles**, treasurer, **Miss Peggy Mitchell** secretary, **S. O. Wilson** and **I. O. Crothwait**.

First Presbyterian Church

W. M. GRIFFIN, Minister.
Sunday school, 9:45; **G. M. Hudson**, 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 the picture, "The Rich Young Ruler."
Tuesday evening, Church Family Night.

First Baptist Church

REV. B. N. SHEPARD, Pastor.
Regular Sunday school, 9:45. Church services, 11 a. m.
B. T. S. at 6:30, general director **Jimmy Allied**.
Prayer meeting and teachers meeting at 7:30.
The **BAU** will discuss public confession at 6:30.

St. Anthony's Church

Sunday mass at 8 and 10 a. m. Instructions after second mass. Benediction at 7:30 p. m.
Weekday mass at 8, Saturday, 7, at convent. Monday mass at **Bovina**. Thursday mass at **OCO camp**, 6:30 p. m.

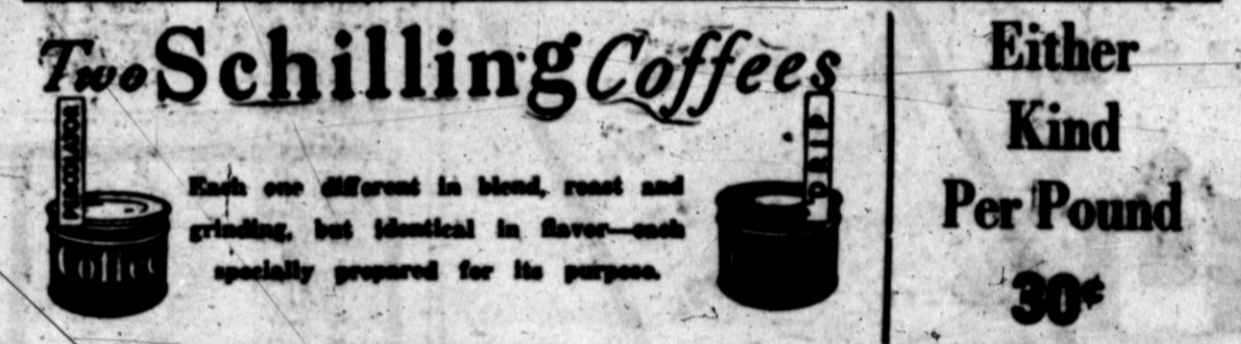
First Methodist Church

REV. T. C. WILLETT, Pastor.
Sunday school, 9:45 a. m. Preaching, 11 a. m. and 7:15 each Sunday.
Young people, 6:30 p. m.
Prayer meeting 7:15 each Wednesday evening.
Rev. J. O. Haynes, presiding elder of the **Amarillo District**, will be heard at the Sunday evening hour. You have an invitation to hear **Rev. Haynes** next Sunday evening and to attend all our services.

SPECIALS

- CHERRIES** No. 2 can, red pitted, 2 cans 25¢
- GREENS** Mustard or Turnip, 3 cans 25¢
- PEACHES** Heavy syrup, No. 2 1/2 size 17¢
- 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 10¢
- SALMON** Tall can 11¢
- SYRUP** Worth, Maple Flavor, gal 60¢ 1/2 gal 37¢
- MACARONI** Or SPAGHETTI, package 5¢
- WASHING POWDER** Swift's Pride, large package 12¢
- SUGAR** 10-pound bag 51¢

Two Schilling Coffees Either Kind Per Pound 30¢



Each one different in blend, roast and grinding, but identical in flavor—each specially prepared for its purpose.

- GRAPEFRUIT JUICE**, No. 2 can 10¢
- CAKE FLOUR** Softasilk, package 31¢
- KELLOGG'S** Corn Flakes Bring us your Kellogg's Coupons **11c**
- LYE** Hooker, 3 cans 25¢
- FLOUR** Western Scout, 40 lb. bag \$1.05
- COCOA** Mother's, 2 lbs 19¢, 1 lb 10¢
- SOAP** Laundry, Luna, 5 bars 13¢
- CATSUP** 14-ounce bottle 12¢
- SHOE POLISH** Jet Oil, bottle 12¢
- TASTY MALT** Delicious drink, 16-oz can 29¢
- BAKING POWDER** Health Club or Hilo, 2-lb can 17¢

FRESH FRUITS & VEGETABLES

- ORANGES**, extra large Red Balls, dozen 29¢
- LETTUCE**, firm head, each 5¢
- APPLES**, extra fancy, Wineap, dozen 23¢
- CAULIFLOWER**, pound 12 1/2¢
- SPUDS**, 10 pounds 16¢
- BANANAS**, 4 pounds 23¢
- ONIONS**, 5 pounds 19¢
- GRAPEFRUIT**, 5 for 19¢

1931 1935
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
Heretford, Texas
E. B. Black Co.

DRUG VALUES
OUR WEEK-END SPECIALS

MELLO GLO Face Powder, Perfume \$1.50 Value Special 98¢	Enders Razor 5 Blades \$1.00 Value Special 35¢
Whisk Broom 35c. Value Special 29¢	SEVENTEEN Dusting Powder With Puff \$1.00 Value 79¢
FAMOUS Mineral Crystals 10-ounce Pkg. 75c Value 49¢	Kleenex 200 Tissues Per Pkg. 19¢ Special 35¢
KRANK'S Hair Root Oil, Lemon Shampoo, \$1 value Special 57¢	REGAL Benzoin-Almond Hand Lotion 16-Ounce Special 49¢
COFFEE NEW SILEX TYPE—SEE IT MADE FRESH	SANDWICHES BUTTER TOASTED

BROOKS' DRUGS
Phone 99 "Pay Cash and Save" We Deliver

PIGGLY WIGGLY
ALL OVER THE WORLD

PHONE 81. **FRANK GYLES, Manager** BUY AT HOME