

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 11.

The Hereford Brand, Hereford, Texas, Thursday, March 22, 1934.

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City Schools to Close Friday For Conference of Educators In Canyon

Hereford schools will be closed all day Friday. All the teachers will be required to attend the Northwest Texas Educational Conference to be held in Canyon Friday and Saturday. Meetings begin early Friday and continue until Saturday noon, with a night session Friday.

Outstanding speakers and educators of this and other states will be on the program, among whom are Dr. W. B. Bizzell, president Oklahoma University; J. A. Loflin, president State Teachers Association; L. A. Wood, state superintendent; Dr. Doak Campbell, Geo. Peabody College for Teachers; Dr. Fred C. Ayer, University of Texas; J. O. Guleke and C. C. Small, Amarillo, and President J. A. Hill.

The meeting will be open to the public, but teachers, trustees and those interested in education in general are especially invited to be present. According to a tentative program State Superintendent Woods, and Dr. Bizzell will speak Friday night at 8 o'clock.

The Teachers College orchestra, under direction of Wallace E. Clark, and the physical education department of the College are both scheduled to have a part in Friday night's program. This will be an opportunity for Hereford people to attend an outstanding program relating to schools, and local school authorities hope that many will avail themselves of the opportunity.

Many schools in Northwest Texas will close Friday to enable teachers and officials to attend the rally of the Northwest Texas Educational Conference which will convene on the campus of W. T. S. T. C. March 23 and 24.

An occasion for heart-to-heart discussions of educational problems is the theme of the conference which has a speaking roster of addresses by leading educators of the South and Southwest. Dr. W. B. Bizzell, president of Oklahoma University, will talk, as will Dr. J. A. Hill, president of W. T. S. T. C.; Dr. Doak Campbell of Peabody College; Dr. Fred C. Ayers, University of Texas; State Superintendent L. A. Woods and J. G. Loflin, Texas State Teachers Association president.

Talks by city and county superintendents at sectional meetings will be featured. Members of men's and women's clubs, school board members, leaders of P. T. A. work, ministers, newspaper men and other laymen will attend.

The conference opens at 9:30 Friday morning, March 23, and closes at noon the following day.

Cage League Opens.

The Baptists beat the Christians Tuesday night, 37 to 20, in the first round of play in the Sunday school basketball league. The Presbyterians were also victorious when their opponents, the Methodist five, failed to appear.

Rural Teachers to Attend Meet

A number of teachers in the rural schools of the county will attend the meeting Friday and Saturday in Canyon of the Northwest Texas Educational Conference, according to C. W. Humble, county superintendent. "If trustees see fit, rural schools may be closed Friday in order that teachers may attend the Canyon meeting," he added.

Nurse to Weigh Children Saturday.

Mrs. Barbara Landrum, county health nurse, has requested the Board to announce that she will weigh children on Saturday, March 31, at the court house. This is a part of the activities of the county health program and no charge will be made for the work done, Mrs. Landrum stated.

Must Pay Auto Tax by April 1

Midnight, April 1, is deadline for payment of 1934 Texas automobile license fee. Extension from February 1 was arranged by action of the recent special session of the legislature.

License for the entire year must be paid. If the vehicle has been operated during 1934. If it has been stored, fee for three-quarters will be accepted, but affidavit that the vehicle has not been operated must be furnished.

Visitors in the local Masonic Lodge last Thursday night were C. M. Brown of the Messenger district; Van B. Boston and E. Boggs and Edgar J. Silber of Frisco; Troy Stambaugh and G. W. Messenger of Bellview, New Mexico. A degree was conferred on one of the visitors.

Westway Takes Literary Cup In Meet; Athletics Postponed

Westway took off the cup for literary honors in the county-wide interscholastic league meet here last Friday and Saturday. Point score of the winner has not yet been computed. Westway took honors in several contests, in which other schools did not enter contestants. The meet was held at the court house and high school. Athletic events, including tennis, and which were scheduled for Saturday, were blown away by the severe sandstorm and cold. The track and field meet has been set for Friday and Saturday, March 30 and 31, two weeks before the district meet at Amarillo April 13 and 14.

New entry blanks are being mailed to teachers in all the schools so that additional entries may be made. Mesasles prevented a number of pupils from being entered last week. All athletic events will take place at the high school field here.

Results in the literary competitions follow:
Girls Debate: Westway, Irene Grimes, Ilena Rogers.
Extemporaneous Speech, boys, Westway, Gomer Lee McCoy; girls, Westway, Pauline Edwards.
Debate: boys, Westway, Martin Pierce and S. J. Cook; girls, Westway, Irene Grimes and Ilena Rogers.
One act play: Dawn.Essay Writing: Gomer Lee McCoy, Westway, first; Elsie Friemel,

Dawn, second; Fay Russ, Summerfield, third.
Three-R Contest: Clyde Phillips, Sims.
Picture Memory: Westway, Bob Gilliland, Dorothy Edwards.
Spelling: eighth grade and above, Morris, Simms, first; Fay Russ, Summerfield, second; Pauline Moore and Wannie Thomas, Daniel, third; Jaunita Henry and Myrtle Ellen Elliston, Wyche, fourth.

Spelling, sixth and seventh grades: no name, Ward, first; Lyle Donovan, Glenn Ricketts, Progressive, second; Marjorie Rogers, Wilma Skypala, Westway, third; Ruth Gill, Thelma Ruth Bishop, Daniel, fourth.
Spelling, fourth and fifth grades: Denton Hudgens, Glenna Jack, Messenger, first; Pearl Teas, Norma Lee Edwards, Progressive, second; Jessie Smith and Leona Luke, Dawn, third; Betty Joe Thurmond, Ruth Moore, Daniel, fourth.

Music Memory: Marjorie Rogers, Wilma Skypala, Westway.
Arithmetic: Glenn Ricketts, Forbes Blakemore, Progressive, first; Mozelle Phillips, Olaf Bohannan, Sims, second; Jack Nicka, Dorothy Taylor, Summerfield, third; Wayne Little, Goldman Brashears, Westway, fourth.

Story telling, second grade: Elvin Wilson, Westway, first; Clyde Neal, Progressive, second; Nona Deen Rose, Wyche, third; Teddy Higgins, Ward, fourth.
Story Telling, first grade: Glenna Moore, Daniel, first; Francis Mae Sandy, Dawn, second; Barbara Rose Robertson, Wyche, third; Albert Schofield, Jr., Messenger, fourth.
Story Telling, third grade: Iva Ruth Gibbs, Ward, first; Nancy Olson, Wyche, second; Jimmy Blakemore, Progressive, third; Clyde Phillips, Sims, fourth.
Declamation, senior boys: Edgar Russell, Progressive, first; Donald Guseman, Dean, second; Goldman Brashears, Westway, third; Quince Williams, Messenger, Johnnie Jones, Valentine, fourth.
Declamation, senior girls: Thelma Bishop, Daniel, first; Vesta Brashears, Westway, second; Lola Harris, Dawn, Melba Cross, Wyche, third and fourth; V. Chapman, Sims, fifth.
Declamation, junior boys: Loy Cook, Ward, first; Glenn Ricketts, Progressive, second; Wiley Robertson, Ward, third; Olaf Bohannan, Sims, fourth.
Declamation, junior girls: Anna Conklin, Dawn, first; Louise Dean, Dean, second; Willie Cross, Wyche, third; Ruth Short, Messenger, fourth.
Declamation, sub-junior boys: Obed Caraway, Progressive, first; Robert Lady, Ward, second.
Declamation, sub-junior girls: Vesta Mae Landers, Westway, first; Georgia Be Neil Coleman, Messenger, second.

POOR POSTMEN GET NO REST THIS YEAR

Pity the poor postman! He is not going to get a vacation this year. Postmaster General Jim Farley sends the information to postmasters that most of their employees may have furloughs for four days without pay, during the remainder of the fiscal year, which ends June 30. But the rural mail carriers cannot have any furlough at all.

Mr. Farley goes on to explain this is an emergency measure, made in an effort to stop the department from losing money. But things are not so bad as they appear, Jim adds in his order. "In the event there should be a marked increase in the business of the Department before June 30," he says, "I shall be most happy to rescind such parts or all of this order as the circumstances justify."

School Trustees To Be On Ballot

Names of Wirt Phillips, John Biggs and Jeff Gillbreath, present school board members whose terms expire this year, will be on the ballot in the election April 7. Petitions asking the board to place these names on the ballot were circulated this week. Five signatures of qualified voters are required to have a name placed on the ballot. Deadline for filing for a place is March 27, ten days before the election.

Phillips and Biggs have served less than a year. The former was appointed to fill the place made vacant by Lem Carlyle's resignation last summer, and Biggs succeeded Cliff Acker who resigned in the fall.

Any duly qualified voter who has paid his state poll tax may vote in this election, qualification being the same as in a general election.

Bowling League Formed.

Hereford now has a bowling league at the Paramount bowling alley, composed of eight teams. The teams are Dodge, Ford Garage, Sinds Orchestra, Close Drug, McLean & Pitman, Consumers, International Harvester and West Texas Feed & Seed. The first game was played Tuesday night between the Dodge and Sinds teams with the Sinds victors by 80 pins. Tonight the Fords will play Close Drug and the winner play Sinds. High individual score was made by Urlin Streu, with 217 pins.

To Give Cows Tuberculosis Testing Here

All dairy cattle, registered cattle, all bulls and 10 per cent of the female grade cattle in Deaf Smith county are to be tested for tuberculosis. The testing will begin next week and will be under the direction of Dr. J. G. Porter of Fort Worth, of the bureau of animal industry.

Cattle passing the test will be accredited for three years and may be moved anywhere within the United States without further testing. At the end of three years they will be tested again, Dr. Porter said.

Ten veterinarians will be used in the work. Cattle owners will be notified when tests will be made of their stock and are urged to cooperate by having the cattle up when the veterinarians call for them.

Testing will be done at no cost to owners. This is a CWA project sponsored by the bureau of animal husbandry, state sanitary commission and the county. All cattle in the state are included in the program.

Stock found to be infected will be disposed of as directed by Dr. Porter. Owners will be paid for cattle condemned, the price on grade stock not to exceed \$30 per head and registered cattle \$75 per head.

Witherspoon Runs For Re-Election

James W. Witherspoon, district attorney of the 60th judicial district, today announced his candidacy for re-election and is seeking nomination by the Democratic party in its primary on July 28.

Witherspoon, a citizen of Hereford, is serving his first term, having been elected to the office in 1932. His complete announcement and message to the voters follows:

"When I announced for district attorney two years ago, I said the only way crime could be arrested was to make criminals afraid, by both CONVICTING and PUNISHING them. I pledged myself to do my best to CONVICT and PUNISH THOSE WHO WILFULLY COMMITTED CRIMES. I was elected, and I tried to KEEP THAT COVENANT.

"The peace officers have given me their assistance, the grand jurors have labored faithfully in an effort to discriminate between those matters that ought and those that ought not to be presented.

"Without HONEST, COURAGEOUS jurors in the trial of cases, it would be better that criminals be not apprehended, and that we expend no more money in holding courts, and I wish to say that I appreciate the HONESTY and COURAGE of the jurors before whom it has been my duty to appear, as the State's Attorney in criminal cases; and am especially appreciative of the loyal support and backing that the good, law-abiding citizens have given me.

"In announcing my candidacy for re-election, I still believe that the only way to prevent crime is to CONVICT and PUNISH the CRIMINALS who commit it, and if I am re-elected, I will do my best to CONVICT and PUNISH them, and conduct the affairs of the office as economically as I can, but not at the expense of efficiency, and I will give everyone, regardless of his station in life, the same courteous, fair and just treatment.

"The people have honored me with the office, and I appreciate it. "JAMES W. WITHERSPOON."

Boys Sing At Lions Club; Plan a Party

The boys' quartet of Hereford High entertained the Lions Club at the Wednesday noon luncheon. In the group are Jim Kirby, Marvin Thomas, Loys and Troys Car-michael. Miss Thelma McMinn played the accompaniment.

After a close race with J. M. Posey, George Brunley was elected keeper of the roll for the club. George is a new member.

An April Fool party is being planned by the club with Mrs. Deesie Mae McCracken, Mrs. R. E. Perkins and Mrs. Alex O. Thompson on the arrangements committee.

WEATHER GOOD AS SPRING ARRIVES

Without the usual contradictory evidence, Spring arrived in Hereford Wednesday with the balmy day of the year. The mercury was well up in the neighborhood of 80 with only the faintest hint of a breeze as Old Sol's vertical rays got north of the equator for the first time since last fall.

And the golfers, picknickers and the like showed they knew winter was gone by their renewed activities. The fishermen, however, are holding themselves in check until the end of the closed season on May 1.

Baseball also, and flower gardens are getting their share of attention. But old-timers advise against too much of a rush. "Winter will be here yet," they wisely observe.

Commission Will Go to Convention

County Judge C. W. Humble, Jack Rose, W. M. Stewart, J. T. Guinn and W. B. Phillips, commissioners, will attend the meeting Friday and Saturday in Sweetwater of the West Texas County Judges and Commissioners' Association. The meeting opens Thursday afternoon with an old-fashioned chuck wagon dinner, to be served at the Sweetwater city park.

Discussions of their problems by outstanding members of the association will occupy a large part of the program. Among those to appear on this section of the program will be Hon. John T. Marrs, county judge, Wichita county, who will discuss a "Revision of the Present Tax Laws of Texas"; Hon. Phillip Young, county judge of Lawson county, who will discuss "The Relation of the Commissioners' Court to the Civil Works Administration Program."

Spring Grid Practice To Begin Next Monday

Spring football practice for the 1934 Whiteface team of Hereford High will begin Monday at Whiteface Field, announces Coach Tommy McCollum. Only line candidates will be worked out during the opening week and probably for two weeks, McCollum said.

From the line the team will lose four men, Walter Seed, end; H. D. Blythe and Pots Baker, guards, and George Smith, center. G. B. Hagar and R. A. Daniel, tackles; Wilbur Womble, end, and J. D. Clayton, converted fullback, now playing at end, will form the nucleus of the new forward wall. A number of good prospects will report, the coach believes.

Two Hurt In Auto Collision Monday

Slight injuries were suffered by L. J. Bennett and E. E. Fridley Monday evening when a car in which they were riding collided with another at the corner of Lee Avenue and Third Street. Gaylord Newell, James Garrett and R. A. Daniel, occupants of the other car, were not hurt.

HI-Y BOYS TO ATTEND MEET IN AMARILLO NEXT WEEK-END

The Northwest Texas Older Boys' Conference will be held in Amarillo next week, beginning Friday, March 30, and continuing through Sunday. The theme of the conference, "Religion In Industry," was selected by the boys themselves and the boys will have charge of the general programs and discussion groups under the guidance of trained leaders.

The conference is sponsored by the Y. M. C. A. each year and is for boys from 15 to 17 years old. They will meet four or five hundred other leading boys of some 200 churches from 40 towns and will be encouraged to return to their homes to take a more active part in the religious life of their respective communities. Amarillo churches will furnish bed and breakfast for each delegate in some home.

The delegates are given much information and training in the discussion groups of about 25 boys each, where boys' problems, projects, programs, issues and the like

Number Added On Work Relief Roll; Approve Several New Projects

Feed and Seed Loans Reopened

Application blanks for feed and seed loans have arrived and are available at the chamber of commerce office in the court house.

Feed and seed loans are to be reopened shortly, according to a communication received this week by George Muse, chairman of the county committee. Applications are to be taken as soon as the blanks arrive, which is scheduled to be in the next few days.

Conditions of the loans are to be largely the same as were in effect last year, Mr. Muse said. Other members of the committee are A. H. Streu and H. G. Conkright. Limit on loans for feed and seed will be \$250. If applications for a loan in excess of \$150 is made application must first be made for a loan through the Production Credit Corporation and rejected.

"It might be well," Mr. Muse pointed out, "for farmers who know they will require more than \$150 to make the production credit application at once in order to be ready to apply for the feed loan."

Miss Peggy Mitchell in the chamber of commerce office at the court house will take the applications when the blanks arrive. T. E. Miller, representative of the crop loan division, will be here Friday and will confer with farmers at the county agricultural office in the court house.

Farmers who intend to apply for these loans are requested to prepare financial statements of their farms and have estimates on amounts they will need in readiness. Tenants are asked to contact their landlords and obtain necessary waivers on the security. Loans of this kind are to be secured by the crops.

Mead Smith Is Track Team of High School

A one-man track team, Mead Smith, will represent Hereford High at the district meet in Amarillo April 13 and 14, says Coach Tommy McCollum. Smith is a sprinter, running the 100-yard dash and 220. He has been clocked at ten seconds for the century and slightly over 23 for the longer run.

TO STAGE RABBIT DRIVE ON WEST SIDE OF COUNTY

Residents of Western Deaf Smith county and Eastern New Mexico will stage a rabbit drive next Wednesday. The Texans will gather at Charles Brown's farm, about 30 miles west of Hereford on Harrison Highway, at 8 o'clock and start the drive westward at 9. They will meet the New Mexico contingent about the state line where the drive will end. A barbecue is to be served. Everyone is invited.

Several persons were added to the rolls on work relief during the past week. More than 200 now have work—the quota of the county is 325, raised from 194 with the passing of CWA last week.

Three new projects gained approval during the past week, which will more than fill out the quota. The tuberculosis testing of cattle, due to begin Monday, will require the services of 30 to 40 men in addition to veterinarians.

Project for topping the mile of Harrison Highway, already surfaced with caliche, has been given approval and will require 131 men. The county is to pay for materials to give this mile of road an asphalt finish.

A rabbit poisoning crusade which will provide work for 50 is approved. The county is footing the bill for supplies on this also. It will start as soon as men are available.

Wages for men under the new arrangement will remain as they were under CWA unless orders to the contrary are issued from state headquarters. W. W. Chilton, administrator said. The base of pay is 35 cents per hour for unskilled labor. A committee on wages and grievances has been set up to arbitrate workmen's problems. On it are J. D. Buchanan, C. W. Hicks and V. H. Henderson. They were named by the county board, Chilton said.

No one need apply at the office for work, Chilton points out. "We will notify by call or mail whenever we need workmen. We have a list of case records and will put persons to work as quickly as we can check and investigate their case records and determine their needs."

It is expected to have the full quota working by the first of April. After that time efforts will be made to have the quota raised.

County Corn-Hog Contracts Ready

Almost 300 corn-hog reduction contracts will be made in Deaf Smith county with the allotment due to run over \$50,000, according to the latest checkup. Applications are all drawn up and tabulations are practically complete, reports County Agent Dewey Reed.

Contracts will be submitted to the district board of review at Amarillo upon call. After they are reviewed and the county's allotment fixed, an allotment committee will be named and the county organization perfected.

Individual allotments will then be set and contracts completed, after which they will be forwarded to Washington for payment. No information on the time the checks will be sent has been given.

New Wheat Plan Facts Not Given

No further information on the reopened wheat program has been sent out from Washington, says Dewey Reed, county agent. It was announced last week that the program had been extended so that one and two year wheat producers might be included. The plan is expected to be put in operation following the wind up of the corn-hog work.

April 15 has been fixed as deadline for having contracts in the hands of the county allotment committee, according to the original announcement of the reopened program. Complete information is scheduled to be released before the first of April, Reed said.

Latest Fiction Is Added at Library

New fiction dominates a shipment of books received this week by the Deaf Smith county library. Sinclair Lewis' Work of Art probably heads the list, according to Miss Lillie Hostetter. Lewis' Adamie's book of the month selection, Native's Return, tops the non-fiction.

The complete list: No Second Spring, Beth; Native's Return, Adamie; Motiny on the Bounty, Nordhuff and Hall; Civil Engineering, complete courses, Calley; John Paul's Rock, Day; Murder in the Callas Coach, Christie; High Courage, Gregory; Manhattan Love Song, Norris; Diamond River Man, Cunningham; Work of Art, Lewis; I Follow the Road, Payson.

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W. C. NIX Foreman

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NOTICE TO PUBLIC

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

Mystery Road Fund

That \$8,900,000 emergency road fund, set aside last fall for relief construction in the drought counties of the Panhandle has been found again. Says a news dispatch out of Washington, dated last Saturday, although the Public Works and Relief Administrations had agreed to pay the entire cost, it had not been possible to begin operations because the Texas Highway Commission had not approved the projects.

It is explained that the highway department had not seen fit to approve the program because most of the counties want to include lateral roads and the department recognizes only designated roads as being highways.

Construction of Highway 33 in Deaf Smith with caliche is being held up because the highway department has made it a CWA project and will not furnish labor. And it has this other fund with which to build roads, but will not do anything about it because the counties want lateral roads. The latter excuse is no good here because there is another road—25-Mile Avenue, which is State Highway 143—but that is not getting the road built. And apparently no good reason can be found therefor. Truly, West Texas needs a West Texan for governor or something.

No Rise In Taxes?

While the object of preventing future rise of taxes in the State, the Texas Junior Chamber of Commerce suggests paying of taxes we already owe. Research done by the organization reveals that the plan is not only so simple it has been overlooked, but is also completely feasible.

Records show that there are 120 million dollars on the state-county delinquent tax rolls. The government of the state could operate a year without ad valorem tax if this were paid. And curiously enough, further delving revealed most of the back taxes could be paid by those who owe without straining their purses.

During this week the Texas Junior Chamber of Commerce is conducting a statewide educational campaign with the idea of encouraging those who can pay up their back taxes.

More than 40 million dollars would be collected if but five per cent of the big delinquents would pay, records show. It appears that with the threat of added levies to make up the 120 million deficit at least some of these delinquents will pay up.

So it is a good idea to pay taxes, since such action will prevent additional levies.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 20, 1903.)

A mass meeting to discuss matters relative to raising sufficient money to insure the establishment of a Baptist College in Hereford had been held. Pledges of over \$1,200 had been secured at this meeting. It was thought \$10,000 would be ample to locate the college here.

D. R. Gass & Son had completed and occupied a new store building, and boasted one of the largest and most complete stocks in town.

A large attendance at the Cattlemen's Convention, to be held in Childress March 24-25, was expected among local cattlemen.

An evidence that spring was on its way was found in the call for ball players to meet at the Dyer lumber office Saturday night for the purpose of organizing a team to represent Hereford the coming season.

The city ticket: for mayor, Ross W. Davis; for marshal, W. G. Ross, W. T. Smith, Guy Gamble; for alderman, L. A. Ricketts, Ira Aten, S. Loveless, A. J. Lipscomb, F. B. Fuller. Election was to be held Monday, March 23.

Ira Aten, of the XIT Company, estimates that no less than 500 antelope were dead on the prop-

erty over which he had control. Fifty were found dead in a single corner of one of the pastures. The antelope loss was estimated at about 25 per cent, and the ones left alive were so tame the cowboys could ride among them.

Judge John P. Slaton was having extensive improvements made on his home.

(From The Hereford Brand, March 21, 1913.)

D. L. McDonald had put down an irrigation well in South Hereford in the record-breaking time of three days. Drilled to a depth of 160 feet, water was encountered at 54 feet. On a test run this well produced 900 gallons per minute.

A large part of the first page was taken up in argument as to whether or not Jesus Christ had written a letter. Newspapers everywhere were printing the "letter," and it was the belief of the editor that it was a fake by some newspaper writer to need something to fill his paper.

Among other bills passed in the Texas House was one abolishing hanging and substituting electrocution.

A. H. Elliston had gone to Farmersville to join Burl Elliston in a trip to Houston and Corpus Christi.

By Their Words

What Panhandle Papers Say

And now the dogs of Amarillo are killing cattle. Maybe a few facts about dogs will have a better effect than someone's breaking into poetry about "man's best friend" (?).—McLean News.

Old Tack poured it on Amon G. Carter for permitting the Fort Worth Star-Telegram to carry pictures of athletic men on the society page. But did you see that picture in the Amarillo News of that heman, Wilbur Hawk, with a wreath of flowers around him? And worse still, it looked like Wilbur was wearing a dress. Tack must have been fishing that day to permit such a picture of his distinguished co-worker to appear right among his home town folks.—Dave Warren, Panhandle Herald.

Is this to be a plague year? Everyone in miles of Muleshoe is hoping the answer is "No." But advance information from the U. S. Bureau of Agriculture leads to the belief that the summer will be marked by "bug swarms." Reports reaching the Bureau are to the effect that there are signs of the return of the Rocky Mountain locust into states west of the Mississippi River. This locust, which traveled in such numbers that the swarms appeared like clouds on the horizon wrought terrible havoc in the years of 1874-5-6. This year, the experts say, there is much evidence that the locust has re-appeared and already plans have been made to use a million dollars worth of poison bran mash in an attempt to eradicate it. . . . It is expected that large areas will

be infested with the pest this year, and for that reason farmers everywhere throughout the West are urged to keep an eye open for their appearance in their territory. The Bureau of Agriculture is all ready to swoop down on the pest.—Muleshoe Journal.

Joe Hardy gets a paper from Kentucky that I like to read. I don't care anything about the news or the paper's editorials, but there is a grocery merchant over there in Joe's home town who writes an introduction for his advertisement every week. Regardless of whether it might make his customers mad, he sets down whatever he may think about current questions and his opinions range from local affairs to national events. And he writes just about like Kinney Godfrey talks. You can imagine what kind of reading it makes. I have no doubt that his advertisements are read and I wish the Wellington merchants who say they don't know how to write an ad, would go by and read what that Kentucky groceryman writes.—Deskin Wells, Wellington Leader.

Why can't we be friendly and kind to each other? Why should I take your life with a machine gun? Why should I get careless and reckless and run down your boy or girl or you? Or why should I get so careless or reckless that I would dash my own brains out in some automobile accident? (Hundreds are happening daily).—McLean News.

What happens on main street in the small town is bigger news than what happens in the big towns. Why? People in small towns are real neighbors. . . . real friends. You have more friends, you revel in the accomplishments of your neighbor as much as you would your own. In a small town the editor is more a part of the town than the reporter is on the daily in the big town. Every part of the small town's activities pass through your fingers when you are in the editor's seat. The show-off and make-believe which cloaks most of the folks in big towns is seldom found in small towns. My neighbors here know there's no place for the fellow who pretends he is more than he is. There's more rest living in the small towns. Happiness is easier to find here.—Archibald, Abernathy Review.

As I stand on the street corner and see the ladies as they pass by, I note many a "suicide blonde," dyed by her own hands.—Jodok, Friona Star.

Musings of the moment: This would be a chaotic world without dictators. We need them in the homes (?), schools, churches, clubs and governments. A wise dictator, however, is rare. If all the dictators in the world suddenly lost their authority, society would collapse. . . . We recall that the original Colonists obeyed and enforced their few laws exceptionally well. Their trouble began with the "blue" laws. . . . To be a representative of the people, yet to lead that people along the right legislative paths is difficult. Most unrepresentative is he who will not budge from his prejudices to listen to his people.—Olin Hinkle, Pampa News.

J. H. Hudgsons of near Friona was here last Friday on a business trip. Mr. Hudgsons became a subscriber to the Brand before leaving town.

Your Home

is no less important
THAN YOUR BANK ACCOUNT

PROTECT WHAT YOU HAVE!

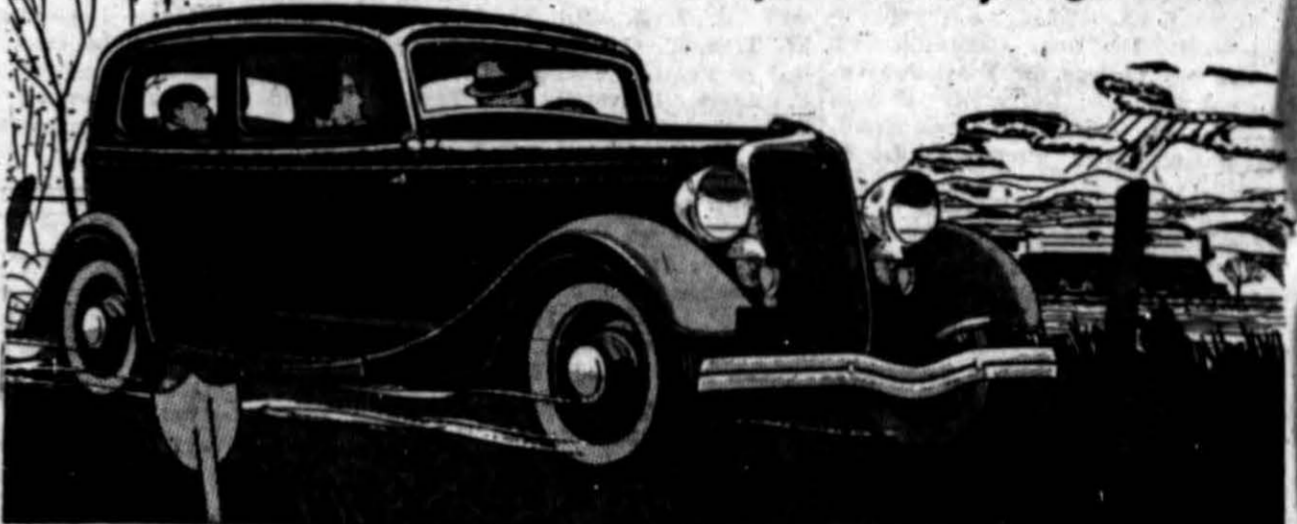
INSURE

HEREFORD INSURANCE AGENCY

John McLean, Owner.

The Only V-Eight

under \$2,395.00



THE CAR WITHOUT A PRICE CLASS

Features of Ford V-8 for 1934

Feature	Price
V-TYPE 8 CYLINDER ENGINE	\$2395
STRADDLE-MOUNTED DRIVING PINION	2800
TORQUE-TUBE DRIVE	1125
W FLOATING REAR AXLE	1500
WELDED STEEL SPOKE WHEELS	2295

A Ford V-8 "delivered" price is the total cost to you—no extras

THE V-type engine holds every land, water and air speed record. The V-type engine powers the most expensive cars that are made today.

And the new Ford for 1934 is the only car selling under \$2,395 that has a V-8 engine!

The new Ford V-8 is not only the fastest and most powerful Ford ever built—it is the most economical. Dual manifolds and dual carburetion send it even further per gallon of gasoline than last year's economical model.

This new car offers you Clear-Vision Ventilation, unusual roominess and luxury. It offers you the riding ease of free action for all four wheels—with the priceless safety of strong axle construction. Before you buy any car at any price, see and drive the new Ford V-8.

SEE YOUR NEAREST FORD DEALER

IMMEDIATE DELIVERY

FORD V8

1515 and up—F.O.B. Detroit. Easy terms through Universal Credit Company—the Authorized Ford Finance Plan

"Did I Pay That Bill?"



A Checking
Account
Settles
Problems
Like These

Ask yourself how far a business would get if they paid their money out helter-skelter without keeping track of where it was going. You'll agree that unless its business was tremendously profitable the concern who followed such methods would soon be on the rocks. Then why follow such a method in conducting the business of keeping a home running? You don't need elaborate books or budgets to give you "money control"—simply start a checking account and you'll always know where your money goes.

START A SAVINGS ACCOUNT

The First State Bank
OF HEREFORD

Bringing Cheer on Easter

We have a wonderful selection of Flowers for the Easter Holiday

Lovely Easter Lilies

And for those who prefer—other cut flowers and pot plants. Come in and see them.



Hereford Floral Co.

POWER FOR ALL FARM NEEDS

We are happy to tell you of these new features built into the new McCormick-Deering tractors: Ball-bearing transmissions, new triple dust seals in all open joints, Steel exhaust valve insert rings, new type fuel strainer and air cleaner, and new type steering gear.

KEEP A FARM RECORD THIS YEAR

Buchanan & Rosson

HEREFORD

YOUR I. H. C. DEALER

FRIONA

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if C. C. Hunter was sick and unable to attend school the first of the week.

Miss Mary Jean Dyer visited school last Wednesday.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

Mr. and Mrs. Truitt Boothe of Dimmitt were callers in the home of her parents, Mr. and Mrs. M. Hardy recently.

Mr. and Mrs. John Oxford of Bowie, New Mexico, visited in the E. Beck and Lee Oxford homes Sunday afternoon.

Mr. and Mrs. M. L. Simpson and son, Bobby, Mr. and Mrs. Bruce Hunter and two daughters were a Amarillo Monday.

Miss Irene Hurst spent the week end with her home folks at Canyon, returning to her school work at Jumbo Sunday evening.

Mr. and Mrs. H. R. Harvel and son, Bobby Lee, spent Saturday and Sunday in Dimmitt.

H. C. Baird and J. W. Berry attended the Masonic lodge in Hereford Monday night.

Mrs. Jim Biggers and Mrs. Holey of Amarillo spent Tuesday in the C. Kring home. They were accompanied by Amarillo by Mrs. Baggs' father, Mr. Kring, who had been called to Amarillo the week before because of sickness.

Mr. and Mrs. C. C. Hunter and children and Mrs. M. L. Simpson and children were Sunday guests at the W. A. Hunter home.

Mr. and Mrs. Wayne Carthel and children were in Amarillo last Friday.

Robert Pinckert spent last Wednesday with James Beck.

Mrs. Ullman Hunter and Mrs.

Messenger News

BY MISS EUNITA WILLIAMS

Take Produce to Carl's Gro. if Eldon Harris of Dean spent the week end with Porter and Allen Wyly.

A number from this community attended the rally at Hereford Friday.

Miss Imogene Copeland spent the week end in the P. C. Short home.

Marion Hart spent Friday and Saturday in Hereford with his aunt, Mrs. Tice.

Rev. Bennie Harrison will preach at the school home Sunday.

Bill Whitson is plowing for Mr. Pitner this week.

There were 45 present at Sunday school last Sunday.

Georgia Nell Coleman spent Sunday evening with Anna and Edna Brown.

Mrs. Houston Hudgeon and children returned home Tuesday from a week's stay at Burk Burnett.

Manard Agee happened to a severe accident Friday in which he broke one of his feet.

L. M. Altis, and Hobby Williams visited the Arthur Hart, home the first of the week.

Mrs. E. M. Green and son, Elwyn, are moving to Oklahoma Lane this week. Mr. and Mrs. H. Agee will occupy the place vacated by the Greens.

Mrs. Schofield and son spent the week end at Canyon and Hereford.

Mr. and Mrs. R. W. Fanning and son, Raymond, Thorley and O. A. spent part of last week with her mother, Mrs. Meeler and family at Ralls.

W. F. Perry has improved a half section of land in this community recently.

Mr. and Mrs. Fred Collett were Hereford shoppers the first of the week.

Bert Doyle who has been in Oklahoma the past two months, has returned home.

L. M. Williams and sons, Altis and Hobby, called at the L. M. Turner home at Valentine Friday.

Ben Bates and L. M. Williams were Hereford shoppers Friday.

Black

BY MISS NOBLE McLEAN

Those who attended the B. T. S. at the Baptist church, taught by Murry Freuche of Wayland College were pleased with his instruction. On the closing night a B. Y. P. U. was organized, with the following officers: Mrs. Hez Ray, president, Jimmie Hays vice president, Miss Lucille McLean secretary, Mrs. Clyde Hays, Bible quiz leader, Ervin Kimmins group captain.

The ladies social and study club met last Thursday afternoon at the home of Mrs. Howard Elmore. The program was along the line of Indian customs and living. After the program officers were installed. Refreshments of sandwiches, doughnuts and coffee were served to nine members and two visitors. Easter baskets were given as favors.

Mr. and Mrs. Dennis Ray of Amarillo were the week end guests of his mother, Mrs. Mary D. Ray. Jesse, Hinds, and family have been attending the singing school at Hereford.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

The Union Sunday school was re-organized Sunday afternoon in the school building. Everyone who is not attending Sunday school elsewhere is invited to attend.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

A. C. Hays and Lucille and Mrs. Robert Sisk were in Hereford Friday afternoon.

The Junior Woman's club sponsored a sack social at the school building Friday evening.

Fern Barnett and Hez Ray were business visitors in Panhandle last Thursday.

Misses Netha and Maurika Crawford of Hereford attended the sack social here Friday evening.

Wednesday afternoon the Junior Woman's club met with Mrs. Frank Lookingbill. A program on Fashions of 1934 was given, with Mrs. Lloyd Lookingbill leading. Refreshments were served to seven members and one visitor, Miss Ruth Lookingbill, of Summerfield.

Henry McLean returned last Wednesday from Lubbock where he had been visiting his brothers, Jim Black and H. L. McLean were business visitors in Farwell Friday.

Mr. and Mrs. Jim Black were dinner guests in Hereford Friday evening.

Jim Barnett, James McLean, Geo. McMurry and Ralph Price were in Hereford Sunday.

Ford Doings

BY LA VERNE MANN

Attendance this week at Sunday school was better, with 23 present. Several who have been missing because of illness were able to come back.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

Little Mary Lou Benson who has been very ill, was able to be out Monday.

School started again Monday. Several are still missing while recuperating from the measles.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

Mrs. D. B. Mann, Clye and Euna Mann and W. M. Stewart and daughter, Melvina, were in Hereford Friday on business.

Joe Phipps happened to an accident Monday, when a rock fell on his knee.

R. W. Stephens and family moved to a farm near Muleshoe last week. The community regrets the loss of these good people and hope they find conditions better there.

Misses Ida Lee Cope and Rachel Shields were Vega visitors Monday evening.

Miss LaVerne Mann returned Sunday from a week's visit with the R. W. Stephens family in their new home near Muleshoe.

Dorothy and Norma Jo Langly spent Thursday night with their grandmother near Vega.

Messrs. McCoy and McFarland of Dalhart spent Saturday night in the D. B. Mann home while passing through on their way to Plainview.

A. K. Webster of Amarillo was in this community several times last week looking after his farm.

Jim Sanders, brother of Mrs. Bessie Smith, county treasurer, underwent an emergency appendix operation last Friday in a Houston hospital and is in a serious condition, complications having arisen following the operation.



THEY LIVE

MERIT ALL-MASH STARTER is a proven scientific starting mash. PLUS CHICK GRAINS in the right proportion. ALL-MASH is a safe, palatable, nutritious baby chick feed containing enough mineral, buttermilk and COD LIVER OIL to insure fast and sturdy growth.

We are in the market for your cream, poultry, eggs and hides.

West Texas Feed & Seed Company
Phone 265. Prompt Delivery Service.

FOR SPRING CLEANING

You can't possibly do a good job in spring house cleaning unless you have plenty of handy things to help you.



Housecleaning time is here again. Out with your cap and duster. Utensils must be polished up. Until they show a lustre.

We sell housecleaning merchandise. From paint to carpet beaters. And all the items you will find. Are dust and dirt defesters.

Furniture needs sprucing up. Windows need a cleaning. Silverware needs polishing. Until it's bright and gleaming.

You can make your walls and floors Reveal in magic beauty. Our wax and paint and polish mops. Will serve you in this duty.

Our chamols skins and kneeling pads. Work wonders when you try them. Our housecleaning lines of quality. Are priced to make you buy them.

STREU HARDWARE CO.
Home of Service and Quality.



CHOOSE FROM THE FINEST MEATS

Whatever kind you decide to have for dinner tonight—you can be sure it will be tender, flavorful and the best quality. We specialize only in fine meats, selected carefully. Even the cheaper cuts taste better if you buy them here.

And our GROCERY DEPARTMENT is complete at all times. Let us serve you.

Texas Market & Grocery
PHONE 353—FREE DELIVERY

AMERICAN LEGION ATHLETIC EVENTS

—All home talent, no professionals.

—For information on the program, see

W. J. (Bill) Smith
or
Charles Bennett

Pick of the Market FOOD VALUES

FOR FRIDAY, SATURDAY AND MONDAY

Pennies Saved Are Pennies Earned. Have you ever thought how the pennies you've saved here mount up during a month or a year? Several cents saved on each article—quite a few cents saved on a basketful—dollars saved before your know it.

FLOUR \$1.39
Packard's, 48-Pound Bag for



FRESH VEGETABLES

Grapefruit, Tree ripened, large size, 6 for **23¢**

ORANGES Red Ball, wrapped and boxed, peck for **48¢**

ORANGES Sweet and juicy, dozen **10¢**

LEMONS Large size, dozen **21¢**

BANANAS Pound **5¢**

CELERY Large stalk **7½¢**

CABBAGE Fresh and green, lb **2¢**

SPUDS 10-lb bag **19¢**

EXTRACT Large 8-oz bottle for **15¢**

Chicken Oats 5-lb bag for **19¢**

Oyster Shells For chicks, 100-lb bag **\$1.00**

MATCHES Full count, strike anywhere, box **4¢**

PICKLES Sour or dill, quart **17¢**

APRICOTS Choice Evaporated, 2-lb pkg **29¢**

GOLD DUST Large package **19¢**

MUSTARD Libby's, jar **10¢**

SODA 3 large packages **25¢**

EGG NOODLES Fould's, celo-wrapped, 2 pkgs **15¢**

TEA Lipton's, Yellow Label, ¼-lb can **19¢**

CLEANSER Old Dutch, 2 cans **13¢**

SARDINES American oil, 2 cans **9¢**

LYE 3 cans **25¢**

GERBER'S Strained soup, can **10¢**

BON AMI Powdered, can **12¢**

CORN Standard, No. 2 can **9¢**

TOMATOES No. 2 can **9¢**

TOILET TISSUE Bi-American, 3 rolls **14¢**

SNOWDRIFT 6-lb can **69¢**

COFFEE Admiration, 1-lb can **29¢**

CATSUP Beechnut, large bottle **19¢**

APPLE BUTTER Libby's, No. 2½ can **19¢**

CHERRIES Red pitted in syrup, No. 2 can **15¢**

BLACKBERRIES No. 2 can **10¢**

ASPARAGUS Libby's, plastic can **15¢**

BAKING POWDER Hi-Lo, 2-lb can **23¢**

OYSTERS No. 1 can **11¢**

SYRUP Ribbon cane, No. 10 can **59¢**

TUNA Abbey, No. ½ can, 2 cans **25¢**

SUGAR 10-Lb Bag **44c**

COFFEE Schilling's, 1-Lb Can **29c**

COFFEE Bright and Early, 1-lb can **19¢**

RICE Comet, 2-lb package **15¢**

SHOE POLISH Shinola, 2 boxes **15¢**

TURNIP GREENS 3 No. 2 cans **25¢**

PORK and BEANS Van Camp, can **5¢**

RICE KRISPIES Kellogg's, pkg **10¢**

CORN FLAKES Jersey, pkg **10¢**

SOAP P & G, regular, 10 bars **26¢**

SOAP CHIPS Crystal White, 5-lb box **31¢**

YOU CAN ALWAYS DEPEND UPON OUR MEATS!

ROAST FANCY BABY BEEF, 9c Per Pound

CHEESE Elkhorn, lb **20¢**

BACON Pinkney's, sliced, lb **19¢**

HAMBURGER Per pound **8¢**

BEEF Short ribs, lb **7½¢**

LAMB Chops or legs, lb **22¢**

BACON Smoked squares **10¢**





Custom Hatching

Make your reservations for custom hatching early and save disappointment. Eggs received on Wednesdays and Saturdays.

Baby Chicks

We now have all breeds of baby chicks on sale that are thrifty and healthy, A. P. A. inspected.

We are members of the Texas Baby Chick Association; Accredited Chicks, N. R. A. Code Compliance No. 2901.

Hillside Hatchery
South Hereford
Phone 70-W

A fire alarm last Friday morning about 4:30 o'clock called the fire department to the Santa Fe Railway house track where a freight car was nearly destroyed. The origin of the blaze is unknown.

SOCIETY

WYCHE CLUB MEETS WITH MRS. ROSE

The Wyche demonstration club will meet at the country home of Mrs. Jack Rose Tuesday, March 27, for a covered dish luncheon and for the purpose of quilting a quilt the club presented to Mrs. Rose at the expiration of her term as president of the Wyche Club.

A program will be held in the afternoon for the purpose of discussing Texas Independence Day and to hear some interesting papers on child training.

WEST HEREFORD CLUB HAS MEETING

The West Hereford club met at the home of Mrs. R. W. Carroll last Friday. The program consisted of discussions on the making and serving of whole wheat bread.

The next meeting will be held Friday of this week at the home of Mrs. C. I. Rudd, the study program being child training.

C. C. ACKERS ENTERTAIN BRIDGE-DINNER CLUB

Mr. and Mrs. C. C. Acker entertained the members and a few friends of the Bridge-Dinner club at their home on McKinley Avenue Tuesday evening.

A delicious dinner was served at 7:30 after which bridge was enjoyed. Mrs. Oscar Easley was winner of high score among the ladies and J. A. Pitman among the men.

Attending were Messrs. and Mrs. S. P. Rosson, H. K. Fox, J. A. Pitman, Oscar Easley, C. A. Skelton, Mrs. Seth B. Holman and Miss Eloyse Pitman; Messrs. Doug Fox and Mack Pitman.

LOYAL WORKERS ENTERTAIN HUSBANDS

The Loyal Workers club met at the I. O. O. F. hall Friday, March 16, and spent the day quilting. A covered dish luncheon was enjoyed by the members and their husbands. Members present were Mrs. Ted Young, Virgie Walls, Edna Bowe, Allie Elliston, Ann McCullough, Ethel Fridley, C. O. Lee, Ruth Rogers, Connie Williamson, Ola Womble, Verna Sowell, Sherrill Williams, Amarillo, and Miss Ursalee Fridley.

Plans were made for a bake sale to be held later on.

DORCAS CLASS HAS LUNCHEON

Members of the Dorcas Sunday school class and a few friends enjoyed a covered dish luncheon Tuesday, March 20, at the home of Mrs. D. C. Williams. After luncheon the afternoon was spent in a social good time.

Members present were Mrs. Bourn, Brazil, Bridges, Curtissner, Lambert, Mobley, Park, Young, Williams. Visitors, Mrs. Betty Cocanougher, J. H. Miller and Miss Betty Cocanougher.

HOME MAKERS CLASS MEETS

The Home Makers class of the Baptist Sunday school met in regular monthly meeting Friday, March 16. A short business session was held, followed by a social hour. Refreshments of ice cream and cake were served to Mrs. R. E. McCullough, W. L. Alexander, Edgar Mosley, J. B. Sowell, John Renfro, Walter Easter, Claude Dixon, Gilbert Hooper, Roy Thompson, J. G. Harvey, Herman Gray, Otto Massee, Gladys Woody, Neal Cress, Wood Vaughn and T. E. Major.

ERLE MARIE FOSTER, FRED BROWN WED

Miss Erle Marie Foster, attractive daughter of Mr. and Mrs. A. A. Foster, and Fred Brown were quietly married last Thursday afternoon at the home of the bride's parents. The ring ceremony was performed by Rev. E. R. McWilliams, pastor of the First Christian church.

They left immediately following the ceremony for a short wedding trip to Amarillo and Plainview.

Mrs. Brown graduated from the Hereford High school with the class of 1929, and spent the following year in Canyon at the West Texas State Teachers College.

Since that time she has been associated with her father in the White Face Printing Co.

Mr. Brown came to Hereford about three years ago and was with the Farmers Creamery Co.

The past year he established the Brown Produce Co., recently moving his place of business to Main and Fourth Street. W. R. Schelhaugen, Jr., is associated with Mr. Brown in the business.

Mr. and Mrs. Brown are at home in the Cummins Apartments.

Troy Womble left Wednesday night for Dallas where he will attend a two-day session of the Texas Agricultural Association. The meeting will be held at the Jefferson Hotel Thursday and Friday.

Want Ads

Wanted

Square Deal Produce wants your cream, poultry and eggs at the top market prices. 1c

CASH PAID for light used car. Clyde Honea. 1c

WANTED: Woman for house work, permanent place for right party. Box 67, Summerfield. 11-2p

WANTED: Have a cash buyer for a two or three room house to be moved. See or write J. P. Wood, South Hereford. 10-2c

For Sale or Trade

FOR SALE: Shetland pony, safe for children. Cart, harness and saddle. E. F. Connell. 1p

BAKE SALE—Win One Sunday school class, Methodist church, at Piggy Wiggy Saturday. 1t

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

FOR SALE: Some nice young hogs, weight 75 pounds. See J. W. Lusk, 10 miles northwest. 1p

FOR SALE: One span of mules, 7 years old, weighing around 1400 pounds. Ireland-Beavers Motor Company. 1c

FOR SALE: Roses, shrubs, sweet-peas, grape vines, at moderate prices. Phone 250-W. J. F. Ward. 11-tfc

FOR SALE: Well improved section about 30 miles west of Hereford, suitable for dairy or wheat farm. Call at Brand office for address of owner. 10-2p

FOR TRADE: A two-row horse lister-plant, or a three-row tractor lister. G. L. Woods. 1p

FOR SALE: Resident lot; nine block 7, Evans; 77 x 208 feet; will trade for live stock. Two Short-horn thoroughbred bull yearlings, serviceable age. Percy Shepard, 8 miles northeast of Dimmitt. 11-2p

FOR SALE: Seed potatoes, Bliss Triumphs from certified seed, good clean, uniform seed. Russell Hunter, Kropff Farm, two miles north on 25-Mile Avenue. 10-2p

For Rent

FOR RENT: A modern, five room residence. Phone 80, or see W. B. Dameron, 802 25-Mile Ave. 10-tf

FOR RENT: 160 acres land, 120 in cultivation, 30 miles northwest of Hereford. Write Mrs. D. A. Sutton, 1013 E. Harris Avenue, San Angelo, Texas. 11-3p

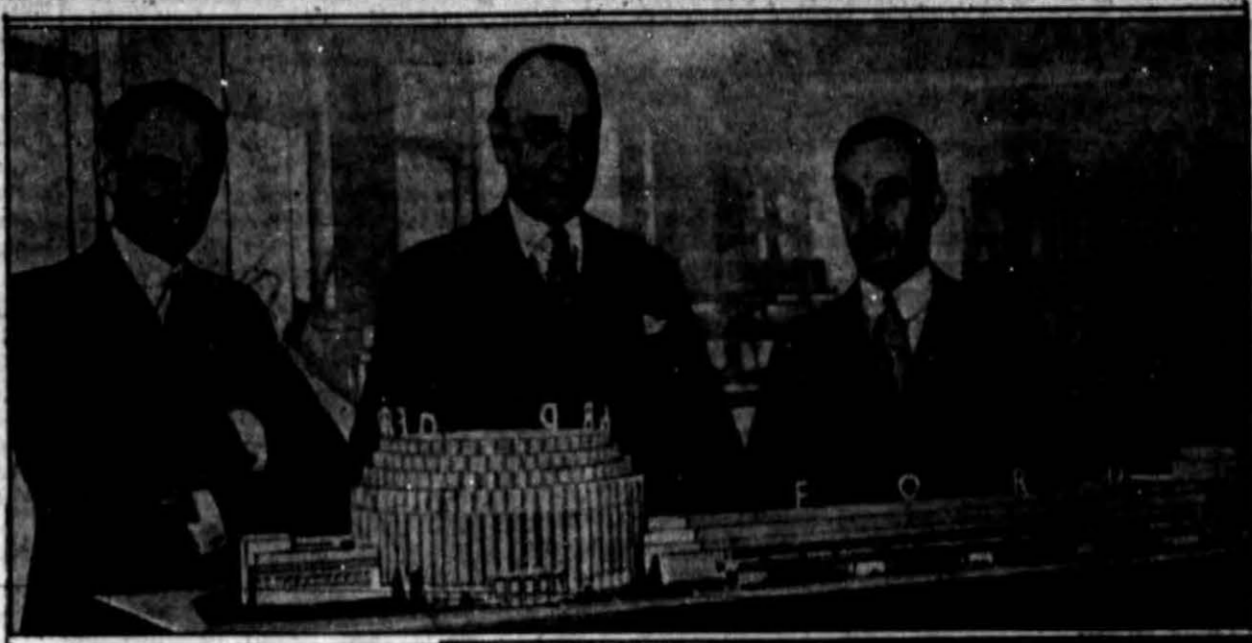
FOR RENT: Modern bedroom. Phone 250-W. J. F. Ward. 1c

Miscellaneous

STALLION: Delmont, purebred Belgian stallion, will make the season at my farm four miles south and two miles east of Hereford. J. D. Love. 11-tfc

Mrs. Ruby Shirley, Edna Bowe, Rabston and Joe Mitchell were in Amarillo Tuesday.

FORD TO BUILD HUGE EXPOSITION AT THE 1934 CHICAGO WORLD'S FAIR

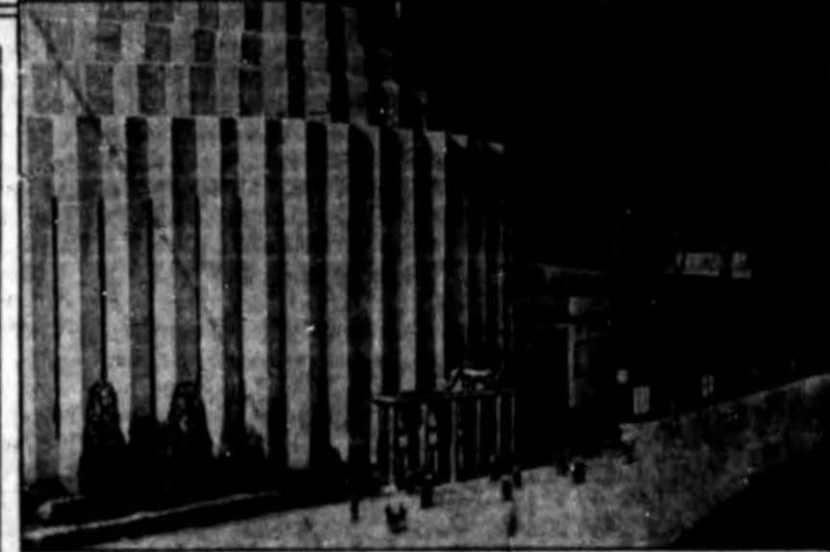


GREAT Ford Exposition, portraying the tremendous part arts, sciences and virtually by other industry plays in the manufacture of today's motor cars, planned by the Ford Motor Company for the 1934 World's Fair.

The Ford Exposition will be held in a giant building 850 feet to be built in the heart of the grounds on an 11-acre plot bordering Lake Michigan and flanking main fair boulevard. Construction of the building will start Mar. 1, the dominant central building be housed Henry Ford's "Drama Transportation," depicting the evolution of wheeled vehicles from the chariots of ancient Egypt to modern motor cars. A model of Ford car made since 1908 will be included.

In the smaller building to the left will be housed some of the priceless historic exhibits from the Edison Institute at Dearborn, Mich., including the one-story brick workshop, complete with the original tools, where Mr. Ford in 1893 built with his own hands his first motor car. This first car will be displayed inside the shop.

The main exposition building will



Henry Ford and Edsel B. Ford show to Rufus C. Dawes (center), president of the World's Fair, the scale model of the giant Ford Exposition building to be built at the 1934 Fair. (Lower) The Ford building as it will be seen from Laif Erikson drive. Opposite the building will be a huge park bordering Lake Michigan.

display an imposing array of exhibits, most of them in action, show how steel, aluminum and other metals, soy beans, corn, wool, cotton and other farm products and the products of myriad industries are converted into car parts. The building also will house displays of

cars and a big movie theater. Along the east side will be an open-air balcony equipped with chairs and lounges where hundreds may relax. Across the drive fronting the lake will be a big Ford Park, beautifully landscaped and also fitted with seats and other comforts for fair crowds.

CREDIT IS FAITH IN HUMANITY

Credit—derived from the Latin credo; I believe, is based on faith in people; faith in their character and determination to, as Emerson says, "pay every debt as if God wrote the bill."

And he who justifies that faith, who pays his bills according to terms and promises, builds a credit record that is priceless.

Credit, never abused, is never refused.

PAY RETAIL BILLS PROMPTLY

HEREFORD CREDIT ASSOCIATION

MRS. D. H. ROSS

Local Affiliation of the

NATIONAL RETAIL CREDIT ASSOCIATION

Save a Little Every Day Shop here and you will

Specials Friday and Saturday

- SUGAR, cloth bag, 10 lbs ----- 48c
- JELLO, 3 boxes ----- 16c
- CRACKERS, salted, 2 lbs ----- 21c
- SPUDS, red or white, 10 lbs ----- 19c
- SYRUP, pure ribbon cane, gallon ----- 54c
- GREEN BEANS, No. 2 can, 2 cans ----- 19c
- VANILLA WAFERS ----- 18c
- MEAL, Hereford, 10 lbs ----- 21c
- PIMENTOS, 7-oz can ----- 11c
- BAKING POWDER, Calumet, 1 lb ----- 25c
- (One package Swans Down Cake Flour FREE)
- POWDERED SUGAR ----- 8c
- SOAP, Big Four toilet, 3 bars ----- 14c
- CANDY, fancy chocolate cream ----- 15c
- PRUNES, dried, 3-lb bag ----- 25c
- TOILET PAPER, roll ----- 4c
- APRICOTS, No. 2 can, heavy syrup ----- 14c
- CORN, No. 2 can ----- 9c
- PRUNES, gallon tins ----- 35c
- SALAD DRESSING, Excel, quart jar ----- 25c
- COFFEE, Schillings, pound ----- 32c

FRUITS AND VEGETABLES

- CELERY, large California ----- 8c
- BUNCH VEGETABLES ----- 4c
- LETTUCE, two for ----- 9c
- BANANAS, dozen ----- 19c
- ORANGES, dozen ----- 18c
- APPLES, dozen ----- 21c

Frank's CASH Grocery

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

The Senior Band Mothers

PRESENT

"The Old Maids' Round-Up"

Thursday Evening, March 22, 8:00 O'Clock
HIGH SCHOOL AUDITORIUM

CAST

- | | |
|----------------------------|--|
| Josephine (president) | Mrs. Ella Streu |
| Priscilla (secretary) | Mrs. H. E. Henalee |
| Jerusha | Mrs. Smith McLeRoy |
| Polly Jane | Mrs. C. E. Smith |
| Charly | Mrs. H. C. Van Bibber |
| Rebecca | Mrs. Henry Williamson |
| Tiny | Mrs. Ed Cox |
| Frances, Tiny's twin | Mrs. Dick Dixon |
| Hannah | Mrs. W. I. Kuecker |
| Calamity Jane | Mrs. W. J. Smith |
| Sophia, a guest | Miss Gertrude Cloyd |
| Belinda | Mrs. E. E. Fridley |
| Professor Makeover | Marlin Gilliland |
| Tap Dancer | Minnie Des Smith |
| Cowboy | Donald Roberson |
| Opera Star | Betty Bruce Jones |
| The Twins (classical duet) | Wanda Jean Reed and Lois Cockrell |
| Spanish Dancer | Frances Borden |
| Saxophone Soloist | Helen Streu |
| Girls Quartette | Elizabeth Ireland, Betty Jones, Elizabeth Spradley, Leona Tiefert |
| The Quarrrel (duet) | Amy Jean Walker and Donald Ray McCullough |
| Boys Quartette | Jim Kirby, Marvin Thomas, Troy and Loys Carmichael |
| Girls Chorus | Catherine Skelton, Jean Snyder, Irene Knox, Rena Allred, Virginia Erie Reed, Helen Ann Snyder, Frances Borden, Virginia Carlyle, Florine Walker, Helen Seed, Lena Ivey |
| Japanese Girls | Emily Ann Williams, Catherine Skelton, Virginia Carlyle, Frances Borden. |

MUSIC BY THE GERMAN BAND

Admission 10 and 20 Cents

FRESH Fruits and Vegetables for HEALTH

FRESH FROM THE VALLEY

Fruits and Vegetables—the quality of merchandise you can expect when you trade here—IT'S ALWAYS FRESH. Call on us Friday and Saturday for the best FRUITS and VEGETABLES that you can buy anywhere—and at a price you can afford to pay. Our truck will arrive Thursday.

FRESH STRAWBERRIES—the ripe and juicy kind.

THANK YOU—CALL AGAIN

FULLER'S FRESHER FRUITS AND VEGETABLES

SPRING CLEARANCE SALE

- | | | |
|---|-------------------------------------|---|
| 75c Nyseptol Mouth Wash
49c | REAL BARGAINS | \$1.00 Flashlight Two Cell
59c |
| 100 Tablets Pure Aspirin
49c | 50c Pine Tar Cough Syrup | 50c Milk of Magnesia
39c |
| \$1.00 Almond Hand Lotion
69c | 60c Aspirin | One Pound Jar Menthol Cleansing Cr.
69c |
| \$1.50 Hot Water Bottle
59c | 75c Nyslyptus Cough Syrup | 75c Kitchen Hand Lotion
49c |
| | 60c Syrup Peppin | |
| | \$1.20 Syrup Peppin | |
| | \$1.00 Vegetable Tonic | |
| | \$1.00 Spring S. Tonic | |
| | \$1.00 Wine Cardui | |
| | 50c Syrup Black Draught | |
| | 25c Syrup Black Draught | |
| | 25c Nyal Liniment | |
| | Four Ounces Vanilla Extract | |
| | 50c Nyal Cold Capsules | |
| | 25c Nyal Talcum Powder | |
| | 25c Baby Talcum Powder | |
| | 50c Whisk Hazel | |
| | 50c Bathing Alcohol | |
| | 50c Nydenta Tooth Paste | |
| | 50c Milk Magnesia Tooth Paste | |
| | 35c Hair Oil | |
| | 50c Prophylactic Tooth Brush | |
| | 25c Soap Flakes, 16-ounce | |
| | 50c Box Stationery | |
| | 50c Creside Disinfectant | |
| | \$2.50 No. 2 Brownie Kodak, Special | \$1.49 |

Close Drug Store

Outline Program for Good Friday

A union service in observance of Good Friday, March 30, has been arranged by ministers of the city. The service will be held at the Methodist church, beginning at 1:30 and lasting until 3 in the afternoon.

This will be the first time Hereford churches have held formal observance of Good Friday. National movement is on foot among religious organizations to have the day made a legal holiday. Bills are pending now in various state legislatures which would have the day so designated.

A tentative program in seven parts has been arranged. Individuals to fill the various parts of the program will be named next week. The program follows:

First part: Prelude; salutation; hymn, "When I Survey the Wondrous Cross," congregation; scripture, Luke 23:26-34; prayer; solo, "Into the Woods," devotional address, "First Word."

Second part: Scripture, Luke 23:35-43; prayer; meditation period; devotional address, "Second Word."

Third part: Hymn, "Must Jesus Bear the Cross Alone?" congregation; scripture, John 19:25-27; prayer; quartet, "Third Word"; address, "Third Word."

Fourth part: Scripture, Matthew 27:45-47; address, "Fourth Word"; prayer; silent prayer with music.

Fifth part: Hymn, "My Faith Looks Up to Thee," "Beneath the Cross of Jesus," address, "Fifth Word."

Sixth part: Scripture, John 19:30; meditation; prayer; address, "Sixth Word"; quartet, "Sixth Word."

Last part: Scripture, Luke 23:46; Mark 15:38 and 39; address, "Seventh Word," hymn, "There is a Fountain," silent prayers; two solos, "Seventh Word," benediction.

Peru Missionary to Speak Monday

Rev. A. F. Reifsynder, missionary who has spent the past three years in the interior of Peru, will lecture next Monday night at the Methodist church, beginning at 7:30. He will show motion pictures taken on a trip from Lima to his headquarters, Cahuapanas, 100 miles east of the Andes and 11 days from Callao by mule and canoe.

Mr. Reifsynder brought with him to this country a four-year-old Indian boy that he saved from being buried alive with his mother when three days old. The youngster is called Billy. He speaks and sings in English, Spanish and his native dialect. The public is invited to see the motion pictures, hear Billy sing and hear the missionary tell of his experiences and work in Peru. A free will offering will be taken.

Mrs. E. B. Hicks and son, Bob, left last Saturday for Arlington, where she had been called by the serious illness and death of her father, R. F. Barnes, who passed away Sunday.

Boyd Knox and family were in Amherst last Sunday visiting his parents, Mr. and Mrs. H. H. Knox.

Good Friday Observance Started in San Francisco

(BY FRIAR MATHIAS)
The movement to observe Good Friday in a fitting manner has its inception, as far as the United States is concerned, in San Francisco, California, 34 years ago. Business and labor is suspended for the period of time that our divine Saviour hung on the Cross, between the hours of noon and 3 o'clock.

The custom was adopted by many cities, notably Detroit, where in 1918 4,000 merchants, including the Ford plant, closed their shops. The following year 16,000 business places joined the movement, which grew rapidly until Good Friday closing is now almost complete throughout that city.

In other places, though business is not discontinued, employees are allowed the three hours off if they wish to attend church services. Good Friday is a legal holiday in Connecticut, Delaware, Florida, Louisiana, Maryland, Minnesota, New Jersey, Pennsylvania and Tennessee; also in the Philippines and Puerto Rico. In Connecticut it is usually proclaimed a day of fasting and prayer by the governor.

In New York State the legislature is considering a bill to make it a legal holiday there. In various parts of the state efforts are being made to observe Good Friday in a fitting manner by all races and creeds. Business people, employers, principals of schools and teachers are being solicited to pay to God a silent tribute for three minutes at 3 o'clock.

It is hoped that the observance of the Three Hours mentioned in the last issue of The Brand will meet with whole-hearted approval of the citizenry of Hereford this year.

First Methodist Church

REV. T. C. WILLETT, Pastor

You will miss a treat if you fail to hear "Billie," the little Indian boy, sing at the Methodist church next Friday evening at 7:30. See the announcement of his coming in another column of the Brand.

It will take a lot of hard work for us to reach our Sunday school goal by Easter. I will be greatly disappointed if we fail. We can't afford to fail. Everybody in Sunday school Easter day.

Gain College of Augusta, Georgia, is one of the most remarkable institutions of the Old South. A Christian institution without a parallel. A monument to the faith and works of an ex-negro slave. A concrete example of home missions. The pastor will tell the story Sunday morning. Don't miss it. Evening service begins at 7:30. You are invited to worship with us.

First Presbyterian Church

W. F. GRIFFIN, Minister.

Sunday school, 9:45, G. M. Hudson, superintendent.
Morning worship, 11; subject, Reality in the Holy Spirit.
Evening worship, 7:30, subject, Reality in Jesus Christ.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Sunday school, 9:45 a. m.
Morning worship, 11:00.
Evening service, 7:45.
Y. P. Christian Endeavor, 6:45.
Jr. Int. C. E., 5:30.

The attention of all members of the church is called to the fact that our pre-Easter evangelistic services begin Sunday and will continue throughout the week. The hour for all the evening services to begin will be 7:45. Sunday morning the pastor will have for his subject "Jesus Came Preaching." Evening subject, "He Came Unto His Own." Every person in the community is invited to attend these services. Let us welcome you to our services in the Lord's house.

St. Anthony's Church

Palm Sunday, mass at 8, sung mass and distribution of palms at 10 a. m. Benediction at 8:00 p. m.

Weekday mass at 8:00 on Monday, Tuesday and Wednesday, Tuesday, 8 p. m. Rosary, sermon and benediction. Holy Thursday, sung mass at 9 a. m. Watching all day. Good Friday, mass of the Presanctified at 8. Three hour services to begin at noon, ending at 3:00.

T. D. Witherspoon Funeral Tuesday

T. D. Witherspoon, 68, former Hereford resident, died at the Northwest Hospital in Amarillo early Tuesday morning. The remains were brought to Hereford to the Black Funeral Parlor where funeral services were held at 2:30 Tuesday afternoon. Rev. W. M. Griffin of the Presbyterian church officiating. Burial was in West Park Cemetery.

Immediate relatives present at the funeral services were four brothers, Anderson Witherspoon and family, Canyon; Hugh, Ben and Vern Witherspoon and families, and a brother-in-law, Henry Weems, all Hereford. Other relatives present were nine nephews, W. A. Wilson, Willard, Raymond, Beryl, Gordon, Glenn and J. W. Witherspoon and Bill Weems, all of this city, and Jake Witherspoon of Canyon. Three nieces, Mrs. Walter Schulz, Mrs. Buster Penman and Mrs. Frank Ashlock.

Four Hereford Children Rank High as Musicians

Four Hereford children are eligible to compete in the piano contests in the Tri-State Music Festival at Canyon, April 5, 6 and 7. Their ratings in the contest at the Amarillo festival early this month give them the right to take part in the Canyon meet in which will be children from New Mexico and the South Plains.

The four are Martha Nell Ewton, in the 12-year-old class, Maxine Beach and Doris Elaine Dillehay in the 10-year-old group, and Margaret Higgins in the nine years and under class. All are piano pupils, and they are rated excellent to highly superior in the Amarillo contests.

Mr. and Mrs. C. A. Kriese and two sons left overland for Navasota where they will visit in the home of their parents. They expect to return to Hereford about April 1.

Woody Conviction Upheld Before Court of Appeals

Sentence of J. H. Woody, convicted here last August of the slaying of his father-in-law, Wade Williamson, has been affirmed by the Court of Criminal Appeals. Woody must serve eight years in the penitentiary, in accordance with a jury verdict.

Mandate which confirmed the verdict was received here Monday. Officers will deliver Woody to the state penitentiary at an early date, Sheriff John Miller said.

Fun Scheduled Tonight In Band Mothers' Play

Mirth and music will be combined tonight at the High school auditorium when the Senior Band Mothers present "Old Maids Round-up," a comedy, and a program of music, instrumental and vocal. The festivities will begin at 8 o'clock. Admission is 10 and 20 cents.

Jungle Thriller Carded for Star Theatre Friday

There are more tigers in the Asiatic jungles today than ever before, is the opinion of Clyde E. Elliott, who is back in Hollywood after a year in India, Siam and Indo-China, with the film of Fox's "Devil Tiger" which will show Friday afternoon and night at the Star Theatre.

Elliott who previously directed "Bring 'em Back Alive," feels that the year spent in the jungles to make this picture has been well worth while.

This is the first picture in which a dramatic cast from Hollywood had been moved to the jungle for the entire filming. The crew included 150 natives, five cameras and sound units. Marion Burns, Kate Richmond and Harry Woods are the principal players.

Arts Russell left last Saturday for Los Angeles where he plans to go to work.



A New Spring "CO-ED" DRESS

In The Popular Short Crepe
It has a chic new skirt with four little pleats that make it as smart as it is comfortable. It's trimmed with moire tulle and mousseline de soie... and it's altogether lovely!

FASHION DRESS SHOPPE

Card of Thanks.
We are so thankful for the many deeds of kindness bestowed upon us during the illness and passing of our wife and mother, Mrs. J. W. Hyde, in the Westway community last Thursday. We take this means of thanking our neighbors and friends for the many floral offerings given us on the day of the funeral services. Our gratitude to the Westway community will be felt for many days.
J. W. Hyde and Family.

EASTER

will be sweeter with PANGBURN'S better candies

SEE THE EASTER LILY BOX. A gorgeous Easter Lily is attached to each box which contains a one-pound assortment of Pangburn's better candies.

CORNER DRUG STORE

Complete Stock of PANGBURN'S
Phone 105 for Drug Needs



Talk about Bargains!

And You'll Talk About This Shoe Sale!

Here's a special offering of shoes that defies comparison. Smartly styled, fine quality shoes are so reduced in price to assure immediate disposal. Included are shoes for all occasions, in all sizes.

Look at These Specials Friday and Saturday Only

<p>LADIES' ARCH TYPE OXFORD AND ONE STRAP \$1.98</p>	<p>HI-TOP SCHOOL SHOES For Children Sizes 6 to 2 98c Pair 150 pairs in this lot—you'll have to hurry</p>
---	---

Friday and Saturday Only

Pure thread, full fashioned Silk Hose. Regular 79c value

2 Pairs
\$1.25

AND THESE EVERY DAY VALUES

<p>STYLISH OXFORDS Black Calf In all sizes and widths \$2.48</p>	<p>BAREFOOT SANDALS \$1.89 In white, red white and blue and white.</p>
---	---

- 36-inch Bleached and Unbleached Muslin, good quality, yard ----- 7c
- Whittemore's White Shoe Dressing, standard size, bottle ----- 19c
- Clark's O. N. T. Thread, 7 spools ----- 25c

Sprowls & Cronin Co.

Dawn Items

BY INEZ MILLER

Mr. and Mrs. H. E. Miller are the proud parents of a baby girl, Estella Joy, born Saturday morning.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

Mr. and Mrs. J. E. Hill of Hereford visited in the W. J. Stewart home Sunday.

The home demonstration club met with Mrs. Paul Frye for an all-day gathering Tuesday, with 23 present. They completed a quilt and presented it to Mrs. L. A. Smith, and also presented a quilt top to Mrs. Lester Galley. A cov-

ered dish luncheon was served at noon.

The teachers and a large number of pupils attended the rally in Hereford Friday.

Norman Miller spent the week end in Amarillo.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

Miss Clara Mae Bagwell was a guest in the McFarland home at Progressive Friday night.

B. Y. P. U. was well attended Sunday night. Honard East delivered a splendid sermon after B. Y. P. U. was over.

Rev. Cokeman Campbell will fill his regular appointment at Dawn school house next Sunday evening, March 25.

Mr. and Mrs. Paul Frye were top in Amarillo Saturday.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. if The Energetic club met with Mrs. McLeRoy Friday, March 16, with Mrs. Curtisinger as hostess. Eleven members and two visitors, Mmes. Glenn Greer and Ward, were present.

J. J. Lindsey spent Sunday in Plainview.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

Luther Wright returned to the C. E. Gatlin home Friday after a short stay in Dallas.

Messrs. and Mmes. W. A. Springer, Tom Mobley and Claude Dixon spent Sunday in the Mack Dixon home.

Mr. and Mrs. A. T. Jones spent Friday in the Jodie Benson home in Happy.

The W. W. Club met with Mrs. Leo Williams last Wednesday, with 12 members present.

Miss Koma Hyatt went to Plainview last Friday afternoon.

Mr. and Mrs. J. B. Harlin and family spent Sunday in the Jack Robinson home in Hereford.

Mr. and Mrs. Elmer Jones, Harvey and Weldon Lindsey, George Albert Springer and T. L. Sparkman spent Sunday afternoon in the Andrews home.

Misses Gladys Hyatt and Lorine Conner are spending the week with Miss Koma Hyatt. They accompanied Miss Hyatt to Friona Sunday night.

Mrs. W. G. Owens and Mrs. Smith of Chickasha, Oklahoma, spent Saturday night in the J. B. Harlin home.

Mr. and Mrs. Lester Sparkman spent Sunday in the J. W. Benson home near Happy.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

Mr. and Mrs. F. M. Campbell and children, J. V. and Davis, of Crosbyton and Mrs. Ethel Logan of Petersburg spent the week end in the K. F. Campbell home.

Mr. and Mrs. A. T. Jones, Mr. and Mrs. Luther Ramsey, D. O. Benson and Gladys attended singing at the Church of Christ in Hereford Sunday afternoon.

T. J. Vance spent Saturday night with Lloyd Tice.

Mr. and Mrs. C. E. Gatlin visited in the C. E. Tice home Sunday afternoon.

Singing at Frío was attended Sunday night by a good crowd. Everyone is welcome to come each Sunday night.

A play will be given at Frío Thursday night, March 22, by the Frío young people. Everyone is welcome. No admission. The name of the play is "Red-headed Stepchild."

Progressive News

BY OLIVE PERKINS

Miss Leatrice Benson returned home Saturday after spending several months with her sister, Mrs. Malone, at Comanche, Oklahoma, and the past three weeks with Mrs. Paul Cavender in Amarillo.

Mrs. Taylor spent Monday with Mrs. Whitaker in Hereford.

Fresh California Oranges, 50c a peck. Square Deal Produce Co. 1c

Miss Dorothy Flanery and Colby Conkright called in the C. G. Bowman home Sunday afternoon.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn took Sunday dinner with his parents, Mr. and Mrs. W. A. Ricketts at Hereford.

Mrs. Vicks and Ottus Vicks called on Mrs. Owen Neel and family Sunday afternoon.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

Mr. and Mrs. Clarence Botts and son of Borger visited her parents, Mr. and Mrs. Vick, last Tuesday.

Messrs. and Mmes. Ray Hershey of Hereford and Ky Lawrence and daughters of Summerfield spent Sunday in the C. P. Caldwell home.

The following pupils won at the county rally Friday: Edgar Russell, first seniors boys declamation; Glenn Ricketts, second junior boys declamation; Obed Caraway, first sub-junior boys declamation; Clyde Neel, second 2nd grade story telling; Jimmy Blakemore, third 3rd grade story telling; Fpbes Blakemore and Glenn Ricketts, 1st 7th grade arithmetic; Wm. Bowman and Glenn Ricketts, second 7th grade spelling; Clarence Taylor and Carl Teese, second 4th and 5th grade spelling.

Miss Lilith Boyd, Lawrence Boyd and Edgar Russell helped Ray Neel celebrate his birthday Thursday evening.

Mr. and Mrs. Carl Donovan were Amarillo visitors Tuesday.

Ed Connell returned to Hereford last Friday from Robstown where he had been visiting with his family.

STAR THEATRE
SPECIAL ATTRACTION

Sunday night, starting at 9:30, we will have a special showing of the picture you have heard so much about.

FRANK CAPRA Director

WARREN WILLIAM

MAY ROBSON

GUY KIBBEE

GLENDRA FARRELL

NED SPARKS

JEAN FARMER

WALTER CONNOLLY

"Lady for a Day"

A FRANK CAPRA PRODUCTION

Don't forget—starting SUNDAY NIGHT, 9:30, after church. Again MONDAY and TUESDAY. When you see this one you will rave! Get in on the first showing.

Admission Only 10c-20c

Dean News

BY MARY LOUISE—ELSIE FRIEMEL

Mrs. White, Mill White, Miss Lola Goodwine and Miss Floy Goodwine visited Miss Margaret Goodwine Sunday.

Arile Dean and Edgar Sowell attended lodge Monday night.

Dean school won three second places in literary events at Hereford Friday. Elsie Friemel took second in essay writing, Don Guseman in senior boys declamation, and Louise Dean in junior girls declamation. The athletic events were postponed because of the lust storm.

Mr. and Mrs. Clem Friemel and family visited in the B. R. Fulkerson home Sunday night.

Vincent Friemel, Alton Biggers and Don Guseman visited in the London home Sunday night.

B. R. Fulkerson returned home from Roswell Friday night where he had spent the past week with his father.

Mr. and Mrs. Edgar Sowell and Mrs. Morell left Tuesday for New Mexico where Mrs. Morell intends to spend a few days.



STARTENA DOES THE JOB!

ACTUAL RECORDS last year on 925,427 chicks fed STARTENA, show that 93 per cent of them lived. At six weeks of age, the light breeds averaged 17.4 ounces per chick; the heavy breeds 19.2 ounces per chick. No wonder there's a big swing to PURINA STARTENA this year. Feed it and get the kind of chicks you want at six weeks. It only takes two pounds per chick to do the job.

McLEAN & PITMAN
GRAIN COMPANY

Phone 1. Buy At Home We Deliver

Newspaper ADVERTISING Sells Goods

LOOK FOLKS LOOK!

Easter is almost here. Bring us your coats, suits and dresses. We will make them look like new.

Hats Cleaned and Blocked. We still have M. Born's spring and summer samples.

K. C. Cleaners

302 N. Main St. Phone 533



All of These

Excellent Flours

Made In Hereford by

PACKARD MILLING CO.
Hereford, Texas

Known Quality

Full Pint McKesson's Antiseptic Solution 49c

Full Pint Rubbing Alcohol 59c

Because we handle only the highest class merchandise you are always safe in buying your needs here

KAEENEX	18c
LISTERINE, large size	75c
BIRD SEED, bulk, per pound 15c, 2 lbs for	25c
KOTEX, per box	20c
DR. WEST'S ECONOMY TOOTH BRUSH	20c
STATIONERY, up from	20c
LIGHT GLOBES, Hygrade, up to 100 watt 20c, 100 watt	25c
TRE-JUR, \$1.00 size bath powder	49c
COTY FACE POWDER, with perfume	\$1.10
ASPIRIN, bottle of 100	40c
COLORS GLASSES, large assortment, 25c to	\$1.00
HOT WATER BOTTLES, up from	95c
WHISTLING TEA KETTLE, solid copper, very convenient	\$1.30
SHAVAMI, brushless shaving cream	35c
SHU-MILK, 1934 package	25c
CREPE TISSUE, Fort Howard, 3 rolls	25c
EVERSHARP PENCILS, square leads	47c
PENETRO nose and throat drops	25c
EPSOM SALTS, dust proof box, per pound	20c
MILK OF MAGNESIA, quart	60c
CODLIVER OIL, pint	75c
LIQUID PETROLATUM, 16 ounces	50c
SHAVING CREAM, McKesson's	25c
HAIR OIL, 10c to	50c
VINOL, for spring pep	\$1.00
JERGEN'S LOTION	50c

Full Quart Mineral Oil 89c

Full Pint Milk of Magnesia 39c

We have a complete list of Dorothy Perkins, Woodbury's, Max Factor's and Armand's cosmetics. We also carry Vivani 10c line toilet preparations.

Help put the "Y" before OUR STORE, and make it YOUR STORE by coming in to visit us.

It Pays to Put the City Drug Store On Your Shopping List.
WE SEND FILMS OFF TO BE DEVELOPED

City Drug Store
Phone 100. "Home of Dependable Drugs"

Wise housewives are turning to **PACKARD** flour every day

Not a day passes that the grocers of Hereford and towns of the surrounding area fail to hear a housewife say:

"I've changed to Packard's!"

And there's a good reason.

Only the best wheat to be found is used in the making of all four of **PACKARD'S FLOURS!**

ALSO:

TASTY CEREAL
FRESH GROUND CORN MEAL
MADE IN HEREFORD
OF HOME-GROWN GRAIN

ASK YOUR GROCER FOR PACKARD'S

Methodist Union Elects Officers

Monthly meeting of the Methodist Young People's Union was held Sunday afternoon at the church here. The Union is composed of members from Bovina, Dimmitt Circuit, Friona and Hereford.

The Union meeting followed a covered dish luncheon of the Hereford Young People's Class, attended by 40 members and Miss Bess Williams of Amarillo, district secretary.

Union meeting was opened with a devotional service directed by Miss Irene Crawford. Bill McLean gave a scripture reading. Featured on the program was a play, "Confessional," presented by dramatic pupils of Miss Katherine Kirby. In the cast were Guilford Miller, Arlene Willett, Charley Jowell, Fern Williams, Marlin Gilliland and Amy Bowers.

The district secretary led a discussion on the value and aims of the union organization, after which new officers were elected. They are Rev. H. L. Thurston, Friona, counselor; Forest Osborn, Friona, president; Miss Lois Branson, of Dimmitt, vice president; Miss Bonnie Jean Smith, Hereford, secretary-treasurer; Miss LaDell Lanham, Dimmitt, publicity director.

Next meeting of the Union will be held in Friona Sunday, April 15.

Is the tire you plan to buy INSURED against road ACCIDENTS or merely guaranteed against defects? BRUNSWICKS are INSURED by RICE and in case of accident we can give you service in three hours time.

Lockjaw Fatal to Many Texans

Every year there are about 150 deaths in Texas from lockjaw, according to Dr. John W. Brown, state health officer. Most of the deaths have resulted from the most trivial or minor wounds or injury. Only recently a small child died from a small wound caused by a splinter being stuck in the toe.

Lockjaw or tetanus patients die an agonizing death following frequent convulsions, which are set forth by the slightest stimulation to the central nervous system. The slamming of a door or the slightest noise may cause a patient to have violent convulsions. Stiffening of the muscles in the jaw is one of the first symptoms, and it is from this fact that the disease gets its name of lockjaw.

Puncture wounds, such as those resulting from sticking a nail or thorn in the foot or hand, are the most dangerous. The reason for this is that the tetanus germs can thrive only in a wound that is closed or in the presence of other germs that use up the air present. Tetanus germs do not thrive in the open air.

Card of Thanks.

We take this means of thanking all our friends for the deep interest taken in the illness and passing of our daughter, Nelda Fern. Especially do we want to thank those who attended our daughter at the hospital during the last trying days.

Mr. and Mrs. C. V. Burges.

Ward News Notes

MRS. WILEY ROBERSON

Rev. Harrison of Hollene, New Mexico, filled his appointment at Ward Sunday.

Bob Higgins returned home Sunday from Roswell where he attended the auction sale of Hereford cattle.

Mr. and Mrs. Jim Lipscomb visited in the Bill Hutson home Sunday night.

Messrs. and Mmes. John Hutson and Wiley Roberson took supper with Misses Davis and Oxford Tuesday evening.

Mrs. Gibbs visited Mrs. O. J. Lady Tuesday afternoon.

Mr. and Mrs. Frank Stivers, Miss Oxford and Miss Davis, Mr. and Mrs. John Hutson visited in the Fred Saltzman home Sunday afternoon.

Jim Higgins and family of Hereford spent Sunday in the Bob Higgins home.

Howard Gibbs spent Friday night with Donald and Hicks Roberson.

Rev. Harrison and son took Sunday dinner in the G. M. Suggs home.

Wade Shaw spent Monday with Wesley and Altus Higgins.

Mr. and Mrs. John Oxford of Clovis visited Miss Oxford and Miss Davis Sunday.

Mr. and Mrs. Jim Lipscomb, Mrs. Suggs and George, and Lee Crawford were in Amarillo Monday.

John and Bill Hutson attended the show in Hereford Friday night.

Mr. and Mrs. Fred Saltzman were in Amarillo Monday.

Summerfield News

BY MRS. GUY WALSER

But few Summerfield students attended the school meet last week because the school is closed on account of measles, but expects to reopen Monday. Junior tennis team composed of Fay Rust and Reta Pearl Leathers won.

Mrs. J. A. Noland and Mack, Will Schulz, Albert and John are visiting at Fort Worth.

Mrs. Beulah Roberson spent the week end with her daughter, Mrs. Alice Wilson at Hereford.

Mrs. J. R. Oglesby and children attended the funeral services of Mrs. Elenore Caraway at Tullia last Monday.

Miss Ruth Lookingbill spent the week end with her brother, Lloyd, at Black.

Ossie Gross of Friona is spending the week with his sister, Mrs. Wilson Vines.

Miss Dolores Charleen Bellar of Muleshoe recently visited her sister, Mrs. Perry McMinn.

Wilbur Edelman and family are visiting in Plainview.

Lloyd Lookingbill and family of Black spent Sunday in the J. L. Lookingbill home.

Mr. and Mrs. M. D. Weltz are visiting at Abilene.

Mrs. Ruby Shirley and Thornton of Hereford, Mrs. Gerald Morgan and Donald of Adrian were Sunday visitors in this community.

J. A. Noland and Leonard Rickets were here from Dimmitt last week.

Hollis Walser was home from Wayland college over the week-end. Billie Ray Johnson is improving rapidly in Amarillo and she is expected home soon.

Mr. and Mrs. Wilson Vines spent Sunday with relatives at Friona.

Mr. and Mrs. Alton Lookingbill and Phyllis of North Hereford visited here Sunday.

Miss Ruby Thompson is spending the vacation period at her home in Hereford.

Several attended church in Hereford Sunday.

Jake Martin and family of Shamrock are visiting their daughter, Mrs. Troy Weltz.

Miss Oleta Bowling is visiting in Amarillo.

Mrs. W. R. Snapp was hostess to the senior study club at her home last Thursday afternoon.

Mrs. L. Cannon presided over the business session in absence of the president. Mrs. B. E. Roberson had charge of the program on Pennsylvania, also giving her part of the March 1 program, New Orleans.

Miss Clark demonstrated using foundation patterns in making sleeves, slips and pajamas. Refreshments were served to eight members and Miss Clark. Next meeting will be April 5 with Mrs. McMinn when the senior will entertain the junior club.

J. R. Oglesby and family and Asa Atchley attended a family reunion at the Gandy home, Wyche, Sunday.

Mrs. G. W. Roberson, Rails; Mrs. Joe Johnson and son, Crosbyton, and Mrs. Bob Scales, Hereford, spent last Wednesday with their niece and cousin, Mrs. Lee Curry and family.

Messrs. and Mmes. C. E. and Ulys Pierce were Sunday guests in the N. P. Sikes home.

Miss Ruby Thompson and Mrs. J. C. Lance of Hereford visited the C. R. Walser home Monday.

The quilting club met with Mrs. Marvin Madden Friday, with several present.

Mrs. Marvin Madden spent the week end in Sweetwater, Oklahoma.

Mr. and Mrs. Ky Lawrence and Beatrice, and Mrs. Marvin Madden and Patzy Ruth were Sunday guests in the Caldwell home in Progressive.

Click Buys Business.

A change of business was consummated this week when O. L. Click, half owner of the K. C. Cleaners located in the Dameron building, purchased the half interest of C. A. Kriese, his former partner. Mr. Click has employed the services of George Clark, formerly with the Corbett Cleaners. Mr. Kriese has made no plans at this time.

Enforce Gas Tax; 3 Million Added

Gasoline tax evaders "coughed up" more than \$3,000,000 in extra revenue to the state during the first nine months of the new enforcement law was in operation, the Texas Good Roads Association estimates from Comptroller George E. Sheppard's complete report for 1933.

Three hard-pressed state departments, schools, bond refunding and highways, share in the captured bounty, the first two at the rate of \$750,000 each and the last named at \$1,500,000.

The impressive sum, regarded at the capitol as "just like finding money," because it took nothing from any other bureau and required no new taxation, came entirely from sources which had been able to avoid gas tax payment until violation was made a felony and the comptroller provided with adequate enforcement machinery.

A comparative table of gas tax payments, month by month, for both 1932 and 1933, compiled by J. W. McKeenolds, the comptroller's chief of gas tax operations, shows vividly the value of the new law.

Gasoline tax collections fell \$200,000 a month below 1932 during the first three months of 1933. The law was enacted March 21. April payments were off only \$63,000, while in May they jumped ahead \$33,000 of the previous May. June was \$122,000 ahead, August \$189,000, September \$303,000 and December \$465,000.

The improvement in gas tax payments ranged from a 10 per cent decrease in January to a 20 per cent increase in December.

GOODYEAR Speedway tires, with thousands of miles of service in them at these low prices: 4.40-21, \$3.90; 4.75-19 at \$4.64; 5.25-21 at \$6.03. Prices will never be lower. Ireland-Beavers Motor Company.

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GOODYEAR Speedway tires, with thousands of miles of service in them at these low prices: 4.40-21, \$3.90; 4.75-19 at \$4.64; 5.25-21 at \$6.03. Prices will never be lower. Ireland-Beavers Motor Company.

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FOR EVERY PURPOSE

Highest Quality AT MODERATE PRICES

Are you planning to build or repair your home, garage, porch or summer house? If you are you'll need lumber—good lumber that will do the job correctly. That's where we come in. We have fine quality lumber for every need—and we offer it at moderate prices. For complete information, visit our yards.

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GOODYEAR Speedway



Let Us Service Your Car

TEXACO GAS, OILS AND GREASES

Texas Service Station

GLEN SNYDER

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A. T. & T.

(American Telephone & Telegraph Company)

means to your telephone service

The men and women who furnish your telephone service here could not do their job so well without the help of American Telephone and Telegraph Company, parent organization of the Bell System.

If a better way of doing a job gives better telephone service on the Pacific Coast, it may work equally well in the cities and towns of this state.

Staff experts of American Telephone and Telegraph Company, parent company of the Bell System, search constantly for these economies and improvements... test them... study them. The perfected result is offered to aid the 24 Bell operating companies... of which the Southwestern Company is one... give a nation-wide telephone service, uniformly good, at a fair price.

This is a fundamental policy of the Bell System. It is based upon the belief that what is best for the telephone user is in the end the policy that will bring us the surer, more enduring measure of success.

SOUTHWESTERN BELL TELEPHONE CO.

GIRL SCOUT NOTES

BY FERN WILLIAMS
There is a saying that "in the spring a young lady's fancy lightly turns to thoughts of love," but in the spring Girl Scouts thoughts lightly and gayly turn to thoughts of hiking and camping.

Girl Scouting, like all other programs of work with girls, makes much of group life and activities out of doors. On this account we are sometimes accused by the uninformed of being tomboys. This is not distressing because a girl misses something who is not a bit of a tomboy between the ages of 10 and 14.

But, as we all recognize, the encouragement among girls of Scout age of a love of out of doors, an insight into the ways of the out of doors, and ability to take care of themselves out of doors, and to share in out of door activities, rests upon a far more fundamental principle than that. Modern inventions, machinery, and above all, modern city life and its standards imposed even upon the country have cut our boys and girls off from their age-long inheritance of discovering and using simple things to meet simple needs.

Something suffers within each of us from this deprivation, and we must deliberately plan to bring again within the experience of every boy and girl some of these natural joys and activities. The vast extension of provisions for out of door life which we see on every hand, summer and even winter camping under the auspices of different groups, great tracts set aside for public parks and reservations, the President's conferences on recreation—all are efforts to satisfy this deep need of our natures; it is a great movement of compensation and restoration.

But Girl Scouting strives equally to meet that other deep human need—for the home is not merely a place of shelter but as a scene of intimate associations, affections, responsibilities and recreations of family life. Here too it seeks to provide outlets and directions for a girl's natural interests of such character that they will help her to understand and practice home making in the full modern sense so that she may be a girl "whose home is the world" as well as the girl "whose world is the home."

At the troop meeting last week the girls continued the study of signalling and first aid which is proving to be very interesting. Several new songs were learned, which will be sung at the Court of Awards. And by the way, Scouts, don't forget that the next Court of Awards is in May, so let's show the bees how to be busy.

Westway Items

(BY WILMA SKYPOLA)

Mr. and Mrs. J. L. Hyde and daughter of Ward visited in the V. Skypala home Saturday night.

Mr. Rogers and family, Buck Weaver of Lubbock, and Mr. and Mrs. R. W. Bickham visited in the W. T. Weaver home Sunday.

Misses Beth and Margaret Weaver visited in the Sawyer home at Hereford Friday.

Miss Josie Weaver has returned from a long visit with her brother at Lubbock.

Mrs. W. T. Weaver is visiting her son at Lubbock this week.

Josie Weaver spent the week end in Hereford.

Mr. and Mrs. T. A. Rogers spent Sunday in the Boughman home in Hereford.

Miss Jewel Reed of Hereford spent the week end with her aunt, Mrs. C. V. Burges.

Mr. and Mrs. F. W. Dodson and Gomer Lee McCoy had Sunday dinner in the Hastings home.

Mr. and Mrs. E. V. Hartman of Dumas visited their son here the past week.

The Houser family of West Hereford visited in the Hartman home Friday evening.

Elser Hartman of Kress visited his brother here Sunday.

The community was saddened by the death of Mrs. J. W. Hyde. All of her children were present. They are Mrs. H. R. Lankford, Idalou; Mrs. D. C. Newsom, Donia; Mrs. Lennie Goett and Tyson Hyde, Taylor; Mrs. V. L. Newton, Donia; J. L. Hyde, Ward; Elijah, Jr., Randolph, and Gwendolyn Hyde, and a brother, Sam Calfee, Thordale.

Mr. and Mrs. V. L. Newton and children of Donia, will make their home with Mrs. Newton's father, J. W. Hyde.

We are sorry to report that little Nelda Fern Burges died last Wednesday. She had been ill the past two weeks.

Rev. Coleman Campbell will hold services at Westway school house after Sunday school next Sunday afternoon, March 25, at about 3:30 o'clock.

Easter Items

BY MISS LOUISE FRYE

A good attendance at Sunday school. Rev. Armstrong preached both morning and evening.

Mr. and Mrs. Lee Howard and children of Messenger visited Monday in the J. R. Franks home.

Miss Hattie Franks and Elwin Green attended services in Hereford Sunday evening.

Mr. and Mrs. West of Olton spent the week end in the B. Saxon home.

Mr. and Mrs. Geo. Chambliss and family visited Sunday in the Frank Axe home in the Jumbo community.

Maxine Durant and Barnard Saxon are on the sick list this week.

Louise Frye returned to school in Hereford Monday after being out ten days with the measles.

Mr. and Mrs. Andrew Gilliam of Jumbo visited (Sunday) in the Saxon home.

C. W. Frye made a business trip to Fort Worth this week.

Chris Wegner has several neighbors helping him this week to build a cellar and milk house.

RESULTS



NOTICE OF SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

Notice is hereby given that by virtue of an Order of Sale issued out of the 69th District Court of Deaf Smith County, Texas, on the 6th day of March, A. D. 1934, by the Clerk of said Court, on a judgment rendered on the 30th day of January, 1934, in favor of E. J. Moore, for the sum of Fifteen Thousand Five Hundred Thirty-five and 35/100 (\$15,535.35) Dollars, interest and costs of suit, against Bob McCoy, in a certain cause in said court numbered 2134 and styled E. J. Moore, plaintiff, vs W. L. Dixon et al, defendants, wherein E. J. Moore is plaintiff and W. L. Dixon and wife, Viola Dixon, Bob McCoy, Sid S. Spears, James W. Spears, Mrs. Carrie Ratliff, individually and as administratrix of the Estate of D. W. Ratliff, deceased, and as Guardian of the persons and estates of Aaron Ratliff, Ollie Ratliff, W. S. Ratliff and Mildred Ratliff, minors, and the said Aaron Ratliff, Ollie Ratliff, W. S. Ratliff, and Mildred Ratliff; and Mrs. Carrie Spears, individually and as executrix and legal representative of the estate of W. E. Spears, deceased; William L. Spears, Fay Spears, Robert R. Spears, Mildred Spears, Neville and husband, C. W. Neville, and James B. Spears; and the unknown heirs, if any there be other than those named above, of W. E. Spears, deceased; and the unknown heirs, if any there be other than those named above, of D. W. Ratliff, deceased; are defendants, I did on the 6th day of March A. D. 1934, levy upon the following described tract of land situated in Deaf Smith County, Texas, as the property of the said above-named defendants, to-wit:

The North one-half of Section Thirty-one (31) Township Number Four (4) North of Range Number Three East of a Capitol Syndicate Sub-division as shown by plat of record on the Deed Records of Deaf Smith County, Texas, and containing 320 acres of land, more or less, and

All of Section Number Three (3) Township 5 North of Range Two (2) East, according to the plat of Capitol Syndicate Sub-division of Capitol Leagues Numbers 371 and 379, containing 640 acres, more or less;

said judgment being for foreclosure of a vendor's lien in favor of the said E. J. Moore as the same existed on the 11th day of May, 1929, and at all times thereafter, such foreclosure being against each and all of the above-named defendants, but subject to the unpaid balance of \$6,350.00 due the Federal Land Bank of Houston, Texas, which is superior to E. J. Moore's lien; and on the 3rd day of April, 1934, being the first Tuesday in said month, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M., at the court house door of said county, in Hereford, Texas, by virtue of said levy and said judgment and order of sale, I will sell the above described real estate at public venue for cash to the highest bidder as the property of the above-named defendants, but subject to the unpaid balance of \$6,350.00 due the Federal Land Bank of Houston, Texas.

Dated this 6th day of March, A. D. 1934.

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

COURTHOUSE RECORDS

New Cars.
H. E. Danforth, Chevrolet sedan, Grizale Chevrolet Co.
C. A. Medkirk, Ford sedan, Hereford Motor Co.
Frank E. Givan, Ford coupe, Hereford Motor Co.
B. W. Rose, Ford sedan, Hereford Motor Co.

Warranty Deeds.
Julia Vanderboom to Max E. Freiburg, north 1/4 of section 56, block K-4, and half interest in sections 65 and 66, west 1/2 northeast 1/4 of section 55, and south 1/2 of section 56, all in block 4, and lots 11 and 12, block 19, original town of Hereford.
Guy Smith to M. R. Corbett, part of lot 6, block 7, Wombie addition to City of Hereford.
Lina Creutzfeldt to Earl W. Wilson, north 1/2 of section 12, township 3 north, range 1 east.

Marriage License.
C. E. Donnell to Lena Brown.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Take Produce to Carl's Gro. Mr. and Mrs. Charley Hobbs were Hereford visitors Monday.

Mr. and Mrs. McCormick of Higgins visited the John Morris family last week end.

Mr. and Mrs. Roberts and son and Mr. and Mrs. J. M. Chapman and children called in the Charley Hobbs home Monday evening. It was Mrs. Hobbs' birthday. Everyone enjoyed the visit.

Among those from Sims who attended church services in Hereford were Messrs. and Mmes. Tom Bohannon, Freeman, M. B. Stone, J. M. Chapman and family.

Wilbur Chapman enjoyed a birthday party at Sims school last Thursday afternoon, with some of his small friends.

TRY A WANT AD IN THE BRAND

CONSTIPATION 6 YEARS, TROUBLE NOW GONE

John J. Davis had chronic constipation for six years. By using Adlerika he soon got rid of it, and feels like a new person. Adlerika is quick acting—safe. City Drug Store.

ARMOUR'S CREAM STATION

We want your cream and will give you correct price of all that is in the can. We want your chickens and eggs. Always the market prices paid.

I. H. SPRATT
Britain Building

Are You Looking For a REAL GOOD TIRE at a REAL LOW PRICE?

ONLY \$4.00 4.40-11 Size

Look Here! the latest GOODYEAR SPEEDWAY Superfast Card Tire

30x3 1/2 \$3.90
4.50-21 4.70
4.75-19 5.15
5.00-20 5.70
5.25-21 6.70
6.00-20 9.25

Prices include expert mounting on your wheels

For a little money it's our belief this is the most reliable tire you can find. We say that because of the service it's giving our customers—let us tell you how it's standing up for them. A real Goodyear, factory guaranteed, packed with value—at a price possible because more people buy Goodyears than any other tire. Come in, look at your size!

Prices subject to change without notice and to any state sales tax

Ireland-Beavers Motor Co.
GOODYEAR DEALERS IN HEREFORD
Good Used Tires \$1 up Expert Tire Vulcanizing

Wonders of Science and Invention

OVER 400 PICTURES

Pictures tell the story. The articles are short, concise, and fascinating. Here are a few subjects covered:
Arts and Craft Work—Astronomy—Automobile Repairing—Aviation—Boat Building—Care of Tools—Chemistry—Electricity—Home Made Furniture—Hunting, Fishing—Ideas to Make Money in Spare Time—Jigsaw Work—Metal Working—Model Making—Motion Pictures—Radio—Toys—Wood Turning

Told in Simple Language
Would you like to keep posted on all the new developments in this remarkable world of ours? The new inventions—the latest Scientific Discoveries—the amazing Engineering Feats—the progress made in Aviation—Radio—Electricity—Chemistry—Physics—Photography, etc.? These and many other fascinating subjects are brought to you each month through the pages of POPULAR MECHANICS MAGAZINE.

Something for Everyone!
Special departments are devoted to the home craftsman and practical shopman. The radio enthusiast has a large section filled with news and helpful information on construction and maintenance of both transmitting and receiving sets. For the housewife, there are scores of hints to lighten her daily tasks... It's the one magazine everyone in your family will enjoy.

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Stop at your favorite newsstand and look over the current issue. If your newsstand is sold out, order direct. POPULAR MECHANICS
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Come and Rest

Do you ever want to get away from the hurry-and-skurry of every-day life for a little while... for just a few weeks... or even a few days... to go to some place where you can relax and rest... and go back home with renewed vigor... feeling like a new person? There is such a place... only a few hours away from you... by train or over paved highways... where you can find relaxation—where you can "find yourself" again. It's the

CRAZY WATER HOTEL

In this modern hotel, for as low as \$20 a week, you can get a comfortable, well-furnished outside room... all meals... a complete course of stimulating, refreshing baths under trained masseurs... all the Crazy Mineral Water you can drink... and a welcome that makes you feel like you're just "one of the folks."

Crazy Water Hotel

THE HOME OF CRAZY WATER
Mineral Wells, Texas

To HEREFORD folks.

... HEADED for FT. WORTH

You choose FRIENDLY HOSPITALITY at the finest hotel in Fort Worth... the most important thing... and a welcome that makes you feel like you're just "one of the folks."

1. Large Cheerful Guest Rooms
2. Oversize Fan Bladed Fans
3. All-Tile Bath in Every Room
4. Comfortable Air-Spring Mattresses in Every Room
5. Modern Comfortable Furniture

Southwestern Exposition and Fat Stock Show
March 10 to 18
Arlington Downs Races
March 29-April 19

AND UP

Perfectly Grand Food in the Coffee Shop or Dining Room

The WORTH Hotel
ON HIGHWAY 80 • WEST 7th AND TAYLOR STREETS • FT. WORTH •

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

TROUBLE AHEAD!

Tryouts for the Senior play were held Tuesday and Friday afternoons. Mr. Wilson, Mr. Hudson and Miss Crawford, after much deliberation, selected the following cast:

Mrs. Bryant, a rich society lady, Beatrice Buchanan; Joan, Mrs. Bryant's daughter, Virginia Lane; Fred Wesley, Joan's fiancée, Sidney Fuller; George Sutton, Fred's cousin, Lois Carmichael; Mrs. Ellen Frey, sister of Mrs. Bryant, Nancy Conkright; Edna Wain and Clarice Hawley, friends of Joan's, Betty Jones and Barbara Buckner; Bertram Clyde Effingham, Englishman of the monacle type, Henry Jowell; Randir Singh, a Hindu astrologer, Basil McKinley; Augusta Theodore McCulley, a wise detective, Dean Story; Katherine, the maid, Sallie Gilbreath; Boles, the butler, Troys Carmichael.

HI-Y

No doubt you have heard of the acceptance of the he-man challenge given by the Cowhands. The HI-Y proposed a game of he-man football for he-men. If the he-men students want to see this game, come to the Whiteface Field Thursday, March 22.

Last Wednesday there was no program planned, so to begin with several songs were sung. The coming conference was next discussed, and Mr. Hudson gave the boys a list of topics dealing with the main theme, Religion in Industry. He next told the boys where there was a place in Amarillo that even served enough to make E. Trimble and J. Williams leave food on the table. Can you imagine that? Speaking of J. Williams, he seemed to be very upset until after a minor embarrassment he stated he had a date. Isn't it strange he would take a date rather than practice for the coming game?

Trouble Ahead!

H. Y. S. A. PARTY

Bring on your club members, their better halves, and all that, and what do you have? A party. Friday night, March 9, the H. Y. S. A. entertained about thirty young "idiots." Of course this includes most of the HYSA members. Remember, "Help yourself" is a lavish expression in these parts. This entertainment was planned by Vivienne Davis and Avis Matthews. Believe those present, it was really planned. For refreshments each member was presented with a girl in a plate, complete even to dress and shoes.

In order to stop the spread of gossip, authorities present this news first hand. In one game, namely a get acquainted game, many astounding facts were unearthed. Making names from initials, W. F. McLean was "waiting for mother;" Jean Morgan was "jolly monkey;" Edward Fullwood, "effectively formed;" Edgar Horton, "ever hot;" Allene Carraway, "always cool;" D. E. Lady, "dumb, excellent lady;" Marvin Thomas, "marvelous Thallus, and so on down the line until everyone present had received a name and furnished a laugh.

Trouble Ahead!

BLOOD TELLS

Rev. Griffin of the Presbyterian church was welcomed in his first speech to the student body of Hereford High Tuesday, March 13. His straightforward, earnest and understandable method of delivery and speech were refreshing to the entire audience. It was quite evident that his speech set many of his listeners to thinking. That is considered quite a compliment in and around Hereford High.

The essence of Rev. Griffin's speech was the fact that blood always tells in the plainest language whether the story be good or bad, uplifting or detrimental. His was a well reasoned expounding of the theory that heredity is stronger than environment. His argument was convincing, his illustrations seemingly fool-proof. It has been said, however, that anything can be proved by the use of special cases or specific examples. Rev. Griffin has the Biblical proof of his statement in the reference stating that "the sins of the father shall be visited unto the third and fourth generations." He succeeded in convincing every listener that blood does tell. That much is certain. Seemingly, heredity and environment are mutually dependent one on the other, both working for the good at times, both working for the bad at times, and each working against the other at times. Nevertheless, whether heredity or environment be the stronger, the student body of HHS welcome the return of Rev. Griffin—we like his style.

Trouble Ahead!

IF

How would it change our school:

If the Juniors should invite the Seniors to a banquet;

If Francis and Kermit were never seen together;

If Miss Campbell never talked in her study hall;

If Henry Jowell, now known as "Effie", ceased to entertain the ladies;

If there were no demerits to cause numbers of small and large boys to be spanked at the end of each six weeks;

If Miss Crawford took no interest in debating or declaiming;

If refreshments were served at three o'clock each afternoon;

If Barbara Buchanan forgot to talk?

It is doubtful if the world will ever know, because these things are established firmly with little prospect of destruction.

Trouble Ahead!

LOVE AND SPRING FEVER

Love makes one dead to all but one; spring fever makes one dead to all. Love sets the brain on fire; spring fever dulls all sense of thought. Love makes the heart beat fast with emotion; spring fever causes relaxation. Love puts flowery words into one's mouth; spring fever only snores. Love brightens the eyes, spring fever closes them. Love makes one dress with pride; spring fever allows one to slouch. Love is an ideal; spring fever, a goal.

"LARD" HENRY.

Trouble Ahead!

JUNIORS WIN

The Junior boys basketball team won the school tournament. They played the Seniors for the third time, winning the final 34 to 20. The tournament was played so that each team had to lose two games before the team was out of the race. In the first game the Sophomores played the Freshmen, the latter losing. The Seniors played the Juniors and lost. The Seniors played the Freshmen and won. The Juniors and Sophomores play, the former winning. Seniors won from the Sophomores, leaving only the Juniors and Seniors in the race. The second game—the Juniors and Seniors played, the former losing, making the teams tied, each having lost only one game. The final game was played March 12.

Trouble Ahead!

SPRING FEVER

Nodding of heads, sleeping in classes and the attitude of the students indicate that spring is here and that the contagious disease, spring fever, is spreading rapidly. Spring fever is said to be that wonderful sleepy feeling that comes to one sometime in March and April. This is the time to impose upon a person's good nature for he's indifferent as to whether or not the world moves. May the students ask forgiveness of the teachers for their sleeping, lack of interest, bad posture and speech and hope that the teachers also catch it. In the spring a person's fancy turns to thoughts of spring fever, but if several want to ever finish school they had better focus their thoughts into other channels.

Trouble Ahead!

HAVE YOU HEARD

Evidently Palmer Norton and Hugh Harman like these Amarillo dates. Boy, weren't you afraid of the chicken pox?

Algertia Jones met L. B. Russell in the hall and gave him a great big smile. L. B. is this the beginning of a new friendship or—?

The two Hicks were told that if they were going to act as babies they would be treated as babies; so they had to stand in the corner.

I hear that Patsy Baker goes quite often to a certain Senior girl's house to play popular music for her. Patsy, who's the girl?

And now the Carmichaels tell the story of the time their parents had to the ribbons around their wrists to tell which boy should take the medicine. There are some disadvantages in being a twin, after all.

Bill McLean was injured one Sunday night not long ago when he fell through the open door of a car. This regrettable accident was caused by Bill's surprise when Florine Hunter agreed with him. That is a new record for Hunter and McLean.

Members of the public speaking class have been accused of doing peculiar things. The latest of these is eating words. Try them for your next midnight lunch!

ASSISTANT EDITOR.

Trouble Ahead!

IS IT SPRING PRACTICE?

What are all those boys doing out there in football uniforms? Why aren't they practicing together? They are giving each other the raspberries.

Oh, so that's it? The Cowhands told the HI-Y they would play them any he-man game. The HI-Y told the Cowhands to be prepared for a football game. The game is to be played Thursday, March 22.

The Cowhands say they are going to whip the HI-Y and the HI-Y boys say they are going to whip the Cowhands. We will find out at the end of the game.

Both teams are evenly matched, the HI-Y having eight lettermen and the Cowhands having seven. There is also good material among the boys of those two clubs that have never lettered in football. What the outcome is to be remains to be seen.

Trouble Ahead!

SUB-FRESHMEN

Last week the sub-Freshmen filed in to get their report. Many of them were worried about the grades that would appear on the cards, but most of the sub-Freshmen came out with smiling faces.

The sub-Freshmen have had a number of boys and girls absent for the past four weeks and they want to welcome them back.

Ray Buchanan has the nick-name of "Callahan."

Frank Marrs has been seen wearing Mary Jane Morgan's ring.

Troy Womble has been making the funniest faces in class.

Robert Green makes the queerest noises in a certain class.

Ray Nunn is always teasing everyone and laughs the hardest at his own jokes.

Nedra Clayton and Mildred Coleman gossip all the time in classes when they get a chance.

Trouble Ahead!

COWHANDS

Mr. Hudson's HI-Y boys accepted the Cowhands' challenge to play some game. They choose football as the game. They have a good line-up, having about six or seven lettermen. The Cowhands also have a rip-roaring good team with Walter Seed as captain. Both teams have blood in their eyes and expect to play one of the most exciting games ever played in Hereford.

The game will be played March 22 at 4 o'clock on Whiteface practice field. Everyone is invited to come and see it.

The Cowhands are looking forward to one of the biggest events of the year next Tuesday evening when the annual round-up will be held. This round-up is in the form of a banquet. All the old members and present members will get acquainted and have a good time.

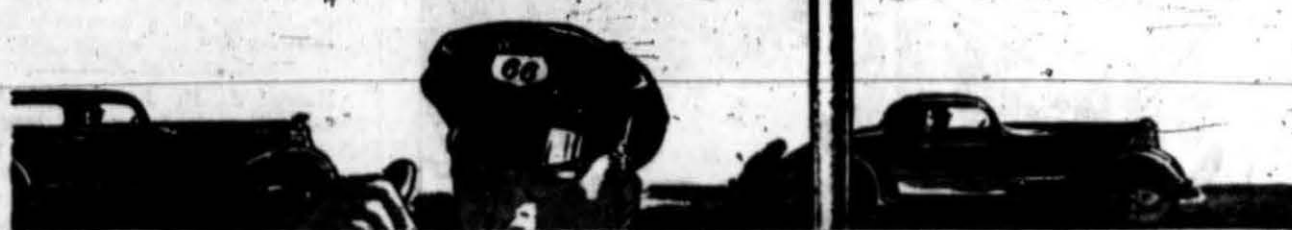
Trouble Ahead!

This honest HIGH TEST gasoline

Says



TO COLD MOTORS



HIGHEST TEST AND anti-knock at the price of ordinary gasoline



There is more zip and action, more energy and power in every starting of this sensational motor fuel. And longer mileage, too.

Note, below, the definite gravity figures which prove how high the "test" is. The very fact that we publish them is evidence that Phillips 66 is higher test, indicates that we fear no comparisons with other motor fuels. Remember, Phillips is the world's largest producer of natural high test gasoline.

In freezing weather, our greater gasoline delivers split-second starting. In any weather, it improves acceleration and flexibility. Besides, you get high anti-knock value. Phillips 66 eliminates the carbon knock in old motors, the compression knock in new ones.

Why not try it for yourself? Feel the difference it makes in your motor. Fill-up with Phillips at the Orange and Black 66 shield.

GRAVITY 63.5° TO 68°

HAVE YOU TRIED PHILLIPS 66 MOTOR OIL? GUARANTEED 100% PARAFFIN BASE—25/A CT.

Don't Trifle With Coughs

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

Try and find anything of wood that I can't make or repair.



FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 5 1/2 per cent Federal Farm Loans.

AUDITOR

PAUL S. CORBETT Accountant and Auditor Income Tax Service Office County Court House

CLEANERS

WEST TAILOR SHOP MRS. O. F. WEST, Proprietor Clothes Called for and Delivered. Phone 385

DAIRY

PRAIRIE DAIRIE Grade "A" Milk Sweetmilk, Cream, Buttermilk. We Deliver Daily. PHONE 666

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THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Candies Magazines.

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Cooked, Canned or E A H Eat at the EVER-READY LUNCH Phone 440

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OPTOMETRIST

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

DONT

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

PRINTING

THE HEREFORD BRAND For OFFICE SUPPLIES and JOB PRINTING

POLITICAL TICKET

The following candidates are seeking nomination to the offices under which their names are listed, subject to the Democratic Primary to take place July 28, 1934:

For District Attorney: JAMES W. WITHERSPOON (Re-Election)

For County Judge: C. W. HUMBLE (re-election)

For Sheriff: JNO. B. MILLER (re-election) OMER BAKER H. M. (Mack) BEACH PINK H. GILLILLAND JIM L. MAUK J. C. ALLRED

For County Treasurer: MRS. BESSIE L. SMITH (re-election) MRS. NONA JOWELL

For County and District Clerk: L. H. FOSTER (re-election) H. D. REED L. W. CARLYLE

For Commissioner, Precinct No. 1: P. J. (Jack) Rose, (re-election)

For Commissioner, Precinct No. 2: T. W. (Wiley) ROBERSON W. B. PHILLIPS

For Commissioner, Precinct No. 3: GEO. C. MESSENGER E. M. JACK MARK S. BENEFIELD H. D. CULPEPPER

For Commissioner, Precinct No. 4: J. M. (Jim) CHAPMAN T. F. MCCOLLISTER JOHN WHITEBETT EMMETT Z. (Dick) ALLRED C. S. FERRIN



Figure on Succeeding Have Money

IT ISN'T how many hours of labor you put in each day . . . but the RESULTS you get from that labor, which goes for SUCCESS. Saving part of each day's wage gives you greater value for each day's work.

START SAVING REGULARLY NOW We Welcome Your Banking Business

THE FIRST NATIONAL BANK OF HEREFORD, TEXAS. A Strong Bank Thoughtfully Managed. MEMBER FEDERAL RESERVE SYSTEM.

Convenience..

is the outstanding feature of Electric Service

Your electric service is the most economical source of energy for operating home and industry. Convenient current is always available for the smallest household appliance, and adequate power for the largest industry. And the cost of this convenience is surprisingly low compared to the service rendered.



STAR THEATRE

HEREFORD, TEXA

Nothing But Big Pictures Coming Up at the Star for Next Week

Friday Only—Matinee and Night

GREATEST OF ALL ANIMAL THRILLERS

Genuine scenes of Asia's fiercest jungle beasts in fights for life.



The greatest wild animal picture ever filmed, and produced by the same director who made "BRING 'EM BACK ALIVE." See the king of beasts fighting the monarch of the jungle; bear fighting hyena, black panther fighting crocodile; elephants on rampage; tigers fighting leopards.

IT'S THRILLING AND BLOOD-STIRRING SERIAL AND COMEDY

And the Price Remains the Same—10¢ to All. Attend the Matinee and Avoid the Rush.

Saturday Only—Matinee and Night

Another Big Show for ONLY 10¢

The Women He Held in His Arms...The World Took to Its Heart



"Bolero"

A Paramount Picture with CAROLE LOMBARO, SALLY RAND, and FRANCES DRAKE. Directed by Wesley Ruggles.

In this picture you will see SALLY RAND do the fan dance as she did it the World's Fair, and GEORGE RAFT as her dancing partner. Hereford is the first town in West Texas to play this picture, and you will not have another opportunity to see it at these low prices.

Saturday Night Preview and Sunday Matinee Only Two Showings

H.G. WELLS'

If you can't "see" him how will you know he's here, he's there, he's everywhere???

— he walks!
— he talks!
— he fights!
— he loves!
— he KILLS!

The INVISIBLE MAN

Universal's Fantastic Sensation

With Gloria Stuart, Claude Rains, William Harrigan, Dudley Digges, Una O'Connor, Henry Travers, Forrester Harvey. Screenplay by E. C. Sheriff. Produced by Carl Laemmle, Jr. Directed by James Whale. Presented by Carl Laemmle. A UNIVERSAL PICTURE.

This is a real Thriller—even more than "Frankenstein." SPECIAL COMEDY AND NEWS PRICE 10¢ AND 20¢

Wednesday, March 28 "DESIGN FOR LIVING"

Don't miss on Wednesdays—always a free bank account to give away and always a special picture.

Coming April 1-2-3 "LITTLE WOMEN"

PERSONALS

Miss Ruby Faye Bennett spent Tuesday in Amarillo.

D. R. Atchley of Friona, route two, was here last Friday traveling.

Jake Tiefel and A. L. Thomas were in Dallas last week on a business trip.

Mr. and Mrs. Jack Lester and children of Amarillo visited in the W. B. Dameron home last Thursday.

Rev. E. E. Manney returned to his home in Amarillo Monday after holding religious services at Jumbo Sunday afternoon.

Misses Ruby and Ruth Keeler left for Amarillo Friday to make their home, their parents having moved there two weeks ago.

Mmes. J. B. Jones and A. C. Thompson visited several days last week in the Chas. Williams home in the western part of the county.

Save money on gas and oil by having your motor put in shape in our shop. All work guaranteed. Ireland-Beavers Motor Company.

Why buy a tire that must be sent to Amarillo for repair when we will give you three-hour service on Brunswicks? They are backed by RICE.

Mr. and Mrs. Harrell of Abernathy visited in the home of Miss Jonnie Estes last Thursday. Miss Estes returning with them to stay a few days.

Ramsey (Pig) Landrum left Saturday for Duncan Field, San Antonio, after receiving an appointment as mechanic in the U. S. Air Service.

Mrs. W. A. Trotti left Tuesday for her home in Fort Worth after a visit here with her mother, Mrs. N. M. Patton and family for the past two weeks.

Mrs. Timothy Tinsley and son, Timothy, Jr., of Brooklyn, New York, arrived last week to visit in the home of Mrs. Tinsley's parents, Mr. and Mrs. F. H. Oberthier.

Donald W. Hawkins, Jr., Southland Life Insurance agent here, left last Saturday for Dallas to attend the convention of life underwriters. He will visit relatives there following the convention.

Max E. Freiburg, business man of Quincy, Illinois, who is interested in the Hereford country, became a new subscriber of the Brand this week through E. B. Posey, of the First National Bank. Mr. Freiburg left it to Mr. Posey's judgment to select for his subscription the best paper published in Hereford, so the Brand again carried off the high honors.

NOTICE All owners of city property will please call at the City office and render same for taxation for 1934. 10-tfc EVA SKELTON.

MAKE YOUR Shopping List AS YOU READ

Spring Time

Is Furniture Buying Time

As you do spring housecleaning, make your plans to buy a few nice pieces of furniture.

WE STUDY YOUR WANTS



Living Room Suites Our Specialty

You should see our entire line of Living Room Suites to properly appreciate them. In all kinds of upholstery and plenty of rugs to match.

NICE OVER-STUFFED SUITES—\$49.75 to \$65.00 Axminster Art Rugs, Splendid Values, \$23.00 to \$37.50

Your Wants in All Lines Can be Fully Supplied at Our Store.

E. B. Black Co.

We Are Satisfied With Small Profits.

Mrs. Ruth Baker of Tulsa, Oklahoma, returned to her home last Thursday after a three months stay in the home of her sister, Miss Jonnie Estes.

Caliche paving continues in East Hereford on Witherspoon Avenue, between Third and Fourth Streets, and on Fourth Street east to the intersection with Tenth Street.

See us for top material, fan belts, radiator hose, axles, bearings, McQuay-Norris rings, valves, and other replacement parts. Ireland-Beavers Motor Co.

Tire going down? In a hurry? Take it to RICE'S where steam is always up and your job won't have to wait while the workman is pumping gas for another customer. And the price is only 35 cents for simple puncture on passenger car.

The New GOODYEAR Safarinder tire with the All-Weather tread and 30% more mileage at these low prices: 4.50-21 at \$5.02; 4.50-19 at \$5.98; 5.25-18 at \$7.24; 5.50-18 at \$8.05. Other sizes at same reduction in price. Ireland-Beavers Motor Company.

A proud grand mother, Mrs. Lee Curry, announced this week the birth of a grand son, Richard Wayne, to her daughter and son-in-law, Mr. and Mrs. Guy Walsler, of Summerfield.

The Texas Station on East Third Street, operated by Glenn Snyder, is getting an exterior cleaning and coating of paint. The Texas boys must be expecting a visit from the Texaco Fire Chief.

Crude rubber is steadily advancing and another wage increase is contemplated. Better buy your tires now before prices advance again and while you can get a good price for your old ones. Of course you are thinking of buying Brunswicks. At RICE'S.

Highlights In Spring Hat Styles

Now is the time to get that New Easter Bonnet while we have the pretty shades and shapes in stock.

Don't Forget

—that we always have a big special every FRIDAY, SATURDAY and MONDAY of each week.

HATS FROM \$1.25 UP TO \$6.50

TAMS and SOFTIES 50¢ to \$1.50

We are always glad to show you our smart new hats.

VOGELE MILLINERY PARLOR

Kester Talks to Eye Doctors In Amarillo

F. M. Kester, local optometrist, addressed District No. 1, Texas Optometric Extension Program last Sunday at the Dr. J. M. Hyden offices in Amarillo. Mr. Kester discussed the subject of modern optometric technique in the afternoon session.

Mr. Kester states that the May meeting of this organization will be held in his offices here. The first meeting in Texas of this nature was held in Amarillo and since then 14 districts in Texas have been organized and similar organizations formed in other states. Mr. Kester was the first signer in Amarillo, therefore was the first member in the United States of the Optometric Extension Program, now a national movement.

NOTICE TO STOCKHOLDERS

There will be a petitioned meeting of the stockholders of the Consumers Fuel Association of Hereford, Texas, Monday, March 26, at 2:00 P. M. in the district court room. All members are urgently requested to be present.

JUNIOR PIONEER CLUB MEETS WITH MISS LILLARD

The Junior Pioneer club met at the home of Miss Virginia Lillard last Tuesday, with Miss Lillard and Miss Nell Kester as hostesses.

An interesting program on International Trade, led by Marie Cogdell, was very much enjoyed. The subject was divided into three parts, namely, Export Credits, by Marie Cogdell; Export Association, Ardelle Foster, and Most Important Imports and Exports of Our Country, Nora Alice Daniel.

Lovely refreshments carrying out the Easter motif were enjoyed by Ruth Slight, Erle Marie Brown, Ardelle Foster, LaVerna Harman, Lyndell Mitchell, Betty Ruth Miller, Violetta Orr, Florence Rose, Genevieve Eberle, Pauline Wilson, Nora Alice Daniel, Jean Strou, Marie Cogdell, Jimmie Wilson, Wynel Clark, Lois Moore, Lueta Borden and the hostesses.

The next meeting will be Tuesday, April 3, at 7:30 p. m., in the home of Florence Rose.

Mr. and Mrs. Mark Hanna returned to their home last week after having spent several weeks in several Texas points.

Relatives Attend Hyde Funeral

Relatives who attended the funeral services of Mrs. J. W. Hyde last Thursday from out of town were a son, W. T. Hyde and family of Taylor; a brother, Sam Coffey, of Thrusdale; three daughters, Mrs. Lennie H. Goff and two daughters of Taylor; Mrs. B. C. Newsum, of Donnie, and Mrs. H. H. Lanford and children, of Idalou. The relatives remained here until the latter part of this week.

ANNOUNCING

Announcing the opening of our new cafe on South Main Street in the Miller building, second door south of the post office. We will serve short orders and in addition will serve meals in family style. Our new location is being remodeled and a general overhauling of the interior is being done. We expect to open for business Saturday morning of this week. Rooms may be procured on the second floor. Mr. and Mrs. Luke Fields.

Herman Schulz and S. B. Walker of the Farmers Creamery were in Sayre, Oklahoma, Tuesday and Wednesday on business.

The EASTER PARADE

of FOOD FASHIONS

at PIGGLY WIGGLY

Specials For Friday and Saturday

- ASPARAGUS, No. 1. can ----- 14¢
- PEARS, No. 2 1/2 can ----- 16¢
- CORN, Primrose, No. 2, 2 cans ----- 25¢
- BEANS, No. 2, 3 for ----- 25¢
- PINEAPPLE, No. 2 1/2, broken slices 19¢
- FRUIT SALAD, No. 1 tall ----- 19¢
- OLIVES, quart, Queen ----- 35¢
- PRESERVES, 4-lb jar ----- 59¢
- BUTTER, pound ----- 27¢
- EGGS, dozen ----- 12¢
- CAKE FLOUR, Swans Down ----- 29¢
- JELLO ----- 5¢
- COFFEE, Maxwell House, 1 lb ----- 28¢
- COFFEE, Maxwell House, 3 lbs ----- 83¢
- SOAP Flakes Crystal White, 5 lbs ----- 32¢
- COFFEE, Bright and Early, lb ----- 19¢
- SUGAR, 10-lb bag ----- 47¢
- CELERY, large ----- 10¢
- CABBAGE, lb ----- 2¢
- SPUDS, 10 lbs ----- 19¢
- LETTUCE, head ----- 5¢
- CARROTS, 3 for ----- 10¢
- BEETS, 3 for ----- 10¢
- RADISHES, 3 for ----- 10¢
- ONIONS, 3 for ----- 10¢
- APPLES, large Rome Beauty, doz ----- 24¢
- ORANGES, medium, dozen ----- 21¢
- LEMONS, large, dozen ----- 21¢
- BANANAS, dozen ----- 19¢
- RIPPLE WHEAT, small pkg free 10¢
- COCOANUT, pound ----- 19¢
- CRACKERS, 2-lb box ----- 21¢
- SPINACH, Brimfull, No. 2 size ----- 10¢
- PEANUT BUTTER, quart jar ----- 25¢



PIGGLY WIGGLY