

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 5.

The Hereford Brand, Hereford, Texas, Thursday, February 8, 1934.

Five Cents Per Copy.

Relief Worker Cites Progress

W. W. Chilton, special representative of the Texas Relief Commission sent here to investigate the case records of all persons on the rolls, announced yesterday that his men had progressed nicely. Mr. Chilton also announced that Mrs. Carl Cockrell had been hired to assist him in his work. Mr. Chilton has full and complete charge of all case records on relief and CWA rolls. He said his work would keep him here indefinitely. The purpose of checking the records is to make certain those who are entitled to relief in its various forms get it. Mr. Chilton stated he is certain Deaf Smith county would experience no difficulty in getting its just share of relief aid. "All I ask of Deaf Smith citizens," Mr. Chilton said, "is the unblended cooperation of every one concerned."

Dogs Are Nuisance Here Says City Marshal Cox

Dogs, according to City Marshal Wallace Cox, are getting to be a public nuisance in Hereford. In a proclamation issued today Cox says that all dogs in the city must be provided with license and tags before February 15. A general round-up of dogs not wearing the tags will be staged on February 16, he says.

Petit Jury for District Court Week Announced

The following were drawn to serve on the petit jury next week, the third of the 60th District session: C. M. Hicks, J. E. Beyer, D. H. Alexander, H. L. Rice, F. A. Giles, E. R. Jackson, W. S. Kerr, A. Lowther, Criss Renfro, E. E. Fridley, Frank Glvan, A. A. Foster; Noah Ewton, Homer Fox, B. A. Atchley, R. A. Gilliam, Vern Witherspoon, C. C. Acker, H. E. Heneslee, W. J. Stanford, W. G. Slagle, C. E. Dyar; Wirt Phillips, J. E. Oglesby, Lee Lambert, John Jacobson, C. E. Gatlin, Miles Robinson, Albert Higgins, W. T. Womble, E. A. Frye, Ed East, John J. Boling, Earl W. Wilson, Colby Cookwright and E. L. Campbell.

Red Cross Extends Invitation.
The Red Cross is anxious to supply flour to those who are in need of food. A large supply of excellent flour is available and families in need are welcome to procure their needs in flour and various articles of wearing apparel. The office is now in the chamber of commerce office and Miss Peggy Mitchell is in charge.

Attend Hardware Association.
Those who attended the Hardware and Implement Dealers convention Monday and Tuesday were Mr. and Mrs. M. D. Womble, Mr. and Mrs. Prentiss Rosson, A. H. and Urlin Streu, Homer Heneslee, Judge C. F. Kerr, Will S. Kerr, Clay Ridgway and C. A. Skelton. They were entertained at a banquet in the convention hall in the Amarillo Hotel and at a dance Monday night at the Country Club.

CWA OFFICER REPORTS MONEY SPENT HERE SINCE OPENING

Snug and satisfied in their newly arranged offices in the court house, members of the local county relief staff are ready for the first deadline on the completion of CWA projects in Deaf Smith county, according to Paul Corbett, chief of Miss Annis Greer's office force. Miss Greer is county relief administrator. The deadline on present CWA projects will fall on February 15. By this date all projects are supposed to be completed under appropriations for this period. After this date, projects will be started anew and the CWA work will commence on another chapter in its life. Mr. Corbett reported the payroll for last week was near the \$2,000 mark, about the same as the week before. In addition to surplus commodity supplies on hand, Mr. Corbett stated a carload of wheat, 8,000 pounds of pork, several cases of cod liver oil, and a shipment of cream cheese have been received recently. Also there are large supplies of butter and beans on hand. CWA officials here are anxious, Mr. Corbett said, to place these surplus commodities with those families or persons who need them. The telephone number is 7, and those who wish to receive commodities are urged to call the office. There must be no waste of these supplies, Mr. Corbett

PRODUCTION CREDIT GROUP TO AID FARMERS-RANCH OWNERS

Nearly 100 farmers and stockmen of this territory met Tuesday afternoon at the court house and heard Earl Shelton explain the purposes of the Amarillo Production Credit Association, an organization sponsored by the Federal Government. Mr. Shelton, as secretary and manager for this district comprising eight counties, explained how any farmer or stockman may borrow money on most any thing of value about a farm excepting the land. Mr. Shelton pointed out the PCA is not a relief organization and that it is intended by the Government to make it a permanent association. Earl W. Wilson, former county judge, was appointed director for Deaf Smith county, at the time the association was organized in Amarillo early in January. H. D. Reed was named as application taker for this territory, and Wirt Phillips was named inspector for this county. At the meeting Tuesday no attempt was made to take applications for loans, the purpose being merely to educate those interested in the new association. Any farmer or stockman wishing to borrow from the PCA may make application for a loan from \$50.00 to \$100,000. He must offer security of real value, for the success of the venture depends solely upon the worth of the property back of the loans. Mr. Shelton stated stock of any sort, machinery, or anything except land may be offered as security. Loans will draw interest at a rate around 6 per cent per annum. This is the present rate charged, and it will probably never vary much from 5 1/2 to 6 1/2.

Borrowers may use the money obtained through the loans for any purpose to further the success of farm or ranch, such as planting crops, feeding livestock, or paying off present indebtedness. Following the meeting, Mr. Shelton and Lindsey Nunn, president of association, left to confer with farmers in other towns. These men are explaining the purposes of the PCA on an average to farmers of four communities per day. The Amarillo District is composed of the following counties: Deaf Smith, Randall, Oldham, Potter, Armstrong, Carson, Hutchinson and Hansford.

Those who wish to make application for loans may do so at once, Mr. Shelton reported. Mr. Reed may be interviewed in the office of Dewey Reed, county agent, in the court house. A nominal inspection fee will be charged the maker of applications. The size of the fee will depend upon the size of the loan and nature of security offered. The minimum inspection charge will be \$2.00.

Chick Raisers to Meet.
The Texas Baby Chick Association will meet in Amarillo of this week at the chamber of commerce office at the city hall, according to Ray Conaway, who expects to attend. Mr. Conaway is a member of the board of that association. Other poultry breeders plan to attend from here.

Warning Of Measles Given By Officials.
Dr. T. E. Morgan, city and county health officer, announced yesterday that parents must be warned during the measles epidemic not to send their children back to school until all traces of the disease has disappeared. Superintendent Dillehay reported a number of children had been returning to school too soon and were not well enough to pursue their class work.

Medical Men Meet Here In Monthly Gathering

The Tierra Blanco Medical Association held its monthly meeting in Hereford at the Presbyterian church last Friday evening. A dinner was served to the doctors with a group of pre-medical students from W. T. S. T. C. Canyon present as guests. Dr. C. E. Donnell, Canyon, president of the association, presided. Drs. D. W. Clark of Vega M. L. Sadoris of Canyon were the principal speakers, talking on technical topics. The next meeting will be held here on March 2. The association is composed of physicians and surgeons of the following counties: Randall, Deaf Smith, Oldham, Castro and Farmer. J. E. Pinner of Portales, New Mexico, was here a short time Tuesday afternoon in quest of some Whiteface bulls. He was enroute from Amarillo to his home. He attended the Hardware Association convention in Amarillo.

Young George Heard Receives Degree From Wisconsin U.

George Gordon Heard, 22-year-old son of Dr. and Mrs. G. W. Heard of Hereford, received his B. S. degree from the University of Wisconsin on February 7, graduating as one of the best students in his class. George, who is a talented musician, majored in chemical engineering. He maintained one of the highest averages in the University during his two years there. He graduated from the Hereford High School in 1929, then majored in chemistry for two years at the W. T. S. T. C. Canyon. In 1931 he entered Wisconsin, his project being worked out in the study of helium, gas and oil.

Rural Schools to Stage Meet Here

The high school gym will be the scene of excitement and enthusiasm Saturday, February 10, when the youthful basketball players of the county rural schools will meet in combat to determine which school team is the best in the county. Basketball lovers will find plenty of enjoyment while the several schools clash. The games will be under the direction of Mr. Boyd, principle of the Progressive school.

The games will begin in the morning and will last until the winner is announced in all the divisions. Schools entered so far in the contest are Dawn, Westway, Progressive, Summerfield and Messenger. Others, no doubt, will enter at the last minute. This series of games is only the beginning of a group of activities in which the rural teachers and patrons are contemplating. The program committee has met and planned a snappy and interesting program, consisting of literary events, story telling by the tiny tots and third graders, declamations by sub-juniors and seniors, spelling and arithmetic tests, music memory and essay writing. The track and field events will consist of running, jumping, shot put, tennis, chinning the bar, and baseball and other exciting events. Everyone is invited to attend all the events and boost their favorites.

Poisoned Grain At Court House.
A shipment of poisoned grain, treated for the killing of rabbits, has been received at the county agent's office, and is available there to farmers. Cost of the grain, Dewey Reed said, is five cents per pound for the first 50 pounds and four cents for all additional. Instruction for handling the grain will be given when farmers obtain the grain. There are also pamphlets available on the control of Jackrabbits.

School Board Meets Tonight.
Members of the Hereford school board will attend their regular monthly meeting tonight. Besides the routine business, it is expected the board will discuss the possibility of continuing the school year on a cash basis and the retaining of a full force. Since tax collections have been above last year's and all of the 1932-33 series warrants have been retired, it is thought the schools may be continued without any sort of interruption until the regular closing date this spring.

RELIEF GRANTED FOR FARMERS IN SUSPENSION OF REGULATION

Relief for farmers in Deaf Smith county has been granted in the suspension of two main clauses of the 1934 wheat reduction contracts. First, restrictions on abandoned acreage have been removed, and requirement that the farmer plant 54 per cent of the acreage in wheat has been suspended. In the wheat contract farmers agreed to reduce acreage by 15 per cent and to plant no commercial crops on the land abandoned. Now he may plant anything he desires for 1934. Because of the lack of moisture, government officials have ruled it would be needless expense on the farmers to plant the 54 per cent in wheat as required in the contract. County Agent Dewey Reed asks that farmers call at his office to sign requests for exemption from this clause of the wheat contract. These provisions are effective in all counties in distress due to the drought.

Minimum Less For Hog Plans

Minimum requirement in the hog reduction plan has been reduced, it was announced this week by Dewey Reed, county agent. Any farmer who had two sows to farrow pigs in 1933 is eligible to make a reduction contract and receive an allotment. Former minimum was three brood sows. Reed urges that every farmer who plans to participate in the corn-hog reduction plan get in touch with his community committeeman by Friday of this week as there will be no more meetings after that day. Through Wednesday 135 contracts had been checked. Reduction as required by those contracts will be 1,745 head of hogs. It is estimated there will be almost 300 contracts in the county. Allotment money will be more than \$40,000, in Reed's opinion. A few corn contracts have been signed. So far, the reduction contracted is 135 acres. Minimum requirements for the corn is ten acres. Absolute proof of sales of hogs is to be required of the grower, Reed said. A government tabulator will go over the contracts and will accept only undeniable evidence of hogs sold. Committeemen in the various communities are as follows: H. P. C. S. Perrin; Dawn, H. H. Miller; Fairview, Lawrence Womble; Ford, John Whitsett; Ward, Jim Lipscomb; Westway, Paul Matthews; Messenger, Fred Collett; Sims, B. F. Kinsey; Hereford, G. W. Brumley.

Bridge on 25-Mile Avenue Is Unsafe To Be Fixed

The road over the bridge at the lake, about four miles north on 25-Mile Avenue will be repaired just as soon as it is possible, Judge C. W. Humble said yesterday. "We have had many complaints about the condition of this part of the road," stated Judge Humble, "but we can not do a thing about it until the water in the lake recedes enough to make it possible the beginning of work on the bridge."

The bridge has shifted eastward, and is not considered safe. The road can not be repaired until the bridge can be made safe. This can not be done until conditions warrant. Car drivers may pass over the bridge, but must do so at their own risk, the Judge said. Signs, notifying drivers of the condition of the bridge, will be placed near the lake this week.

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Whitefaces To Seek Victories

Seeking to avenge a loss suffered in their first game of the season, the Whiteface cagers of Hereford High will be hosts to the Tulla Hornets here Friday night. On Saturday night the Herd will journey to Canyon to meet the Eagles in one of the most important games of the season. Coach Tommy McCollum is not predicting about the outcome of these games. He does say, however, that both the Hornets and Eagles will find the Whitefaces an improved team. Last week the Whitefaces broke even in two games, winning from Vega here Friday night 40 to 17, and losing on the Happy court, 37 to 24. Vega's girl team beat Hereford's girl here Friday, 20 to 17. They then lost at Happy, 36 to 24, on Saturday night.

Ag Students At High School Butcher Hogs

It may be the mid-winter season to some folks, but it is hog killing time to members of B. H. Hopkins' second year Vocational Agriculture class at the high school. Not only are the boys learning the proper way to kill and dress hogs, but they will perform this service for anyone. In fact, they need a few more lessons, and if you have a hog that you wish killed these boys will do it for the experience. But you will have to hurry, for the class is nearly ready to proceed into another phase of their study. Monday and Wednesday are the days for hog-killing. Mr. Hopkins may be seen at the high school during school hours. The class can take care of four hogs at once. The 20-30 members are divided into four groups, each group working on one animal.

Commerce Group To Sponsor Meet

At their regular monthly meeting Tuesday, the directors of the Hereford Chamber of Commerce voted to sponsor the Annual County-wide Rally Day by donating a silver loving cup to be awarded to the champion. Rally Day will be held near the middle of March. Rural school children will compete in literary and track and field events. It is planned to name individual and team champions. In their meeting the chamber of commerce directors transacted the usual routine of business in addition to voting a hearty support of Rally Day.

Twenty-seven New Books In Library.
Twenty-seven new books have been received in the county library since January, Miss Lillie Hostetler, librarian, announced Tuesday. The complete list of new books available to readers now are: Children's reading list Lewis, Young, Fu Newberry prize book 53; Disney, Three Little Pigs; County Schools, State Aid. Inspirational: Pitkins, More Power to You; Young, Fortune to Share, Let's Start Over Again; Hassis, Twenty-One. Social and economical: Bruner & Kolo, Rural Social Trends; Page, Individualism and Socialism; Roosevelt, It's Up to the Women; Wells, Shape of Things to Come; Landis, Rural Education; Come, Amazing Moderns; Trend, New Introductory Lectures. Fiction: Allen, Anthony Adverse (1200 pages); Bronfeld, Farm; Bower, Wagoning Trail; Grey, Flash Knife Outfit; Hill, Beloved Stranger; Kane, Comrades of the Storm; Otonso, There's Always Another Year; Packard, Hidden Door; Rohmer, Fu Manchu's Bride; Van Dine, Dragon Murder Case; Caldwell, One More River; O'Neill, Ah! Wilderness.

J. F. Merritt, barber, is able to be back on the job after an illness with lagrippe for the past week.

Twelve Birthdays Celebrated Last Sunday

A twin birthday dinner was given Earl W. Wilson and Alex Thompson last Sunday at the home of Aunt Jennie Thompson. Turkey stuffing, and all the fixings predominated with the Wilson family, the V. M. Cloyd family, Misses Oleta Boling and Ruby Thompson and Jessie Morris, the Schroeter family and the Thompsons participating. The celebration was one day earlier than the birthdays, but that didn't seem to interfere with the fun. Alex says that he is just a little younger than Grandpa Bowsher and that Earl is a close second. Presents consisting of mustache cups, flannel underclothes, boot-jacks and pocket knives were presented to the honorees. Rilla Mae Baker of Westway community spent Sunday here in the home of a friend, Miss Jettie

Increase In Tax Receipts Index of Improved Status

More cash on hand, more cars on the highway, and more persons qualified to vote are the signs of improved conditions seen in the facts and figures released yesterday by Pete Murchison, deputy tax collector of Deaf Smith county. Nearly 900-car licenses have been issued to date, a gain of over 200 at the close on business on the same day of the month last year. Over 100 licenses for commercial and farm trucks have been issued. The total on trucks for the entire period last year was around 275. With eight more months left, it is expected this figure will be exceeded considerably. More than 1,500 persons are qualified to vote in the county this year. This is a gain of over 50 per cent on last year's figures when less than 650 poll taxes were paid. Payments of Hereford Independent school taxes show a hike of 10 to 12 per cent over last year's collections at this date. Over 50 per cent of this year's assessments has been collected already. Many of the larger tax payers have paid on the half payment plan. The balance will be due on March 31. Mr. Murchison estimates that at least 95 per cent of these second payments will be collected, which will bring the current collections up to around 83 per cent of the total. These school tax collections represent a great gain over last year's figures. Payments on delinquent school taxes also have been unusually large to date. Collections on delinquent school taxes have made it possible to retire every one of the 1932-33 series warrants, Mr. Murchison said. Because of the congestion, due to last minute rushes, Mr. Murchison could not give out actual figures on the collections of county and state taxes. However, he did state that state and county collections will show a large gain over last year. Most of these taxes are being paid on the half-payment plan, the balance falling due on the last of June. Not only have taxpayers swamped the office with payments on current assessments, but also each day sees some delinquent farm tax being paid. "The paying of delinquent taxes and the splendid collections on current taxes are due mostly to the Federal farm and home loans issued in the territory," Mr. Murchison said.

Tax Collections Of City Higher

City property and poll-tax collections were seven per cent higher at the close of the first period on January 31, than were those of last year, it was announced at the city clerk's office yesterday. Delinquent tax payments have shown a material increase, also. Poll tax payments indicate a more general interest among voters, for 384 persons paid the city fee, whereas but 239 paid last year. In the general election of 1932, 440 paid city poll taxes. City commissioners, the clerk and mayor will meet tomorrow night at which time a complete and detailed statement of the condition of the city's finances will be made.

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Penney Store Will Open February 16

Friday, February 16, has been set as the opening date for the Hereford store of J. C. Penney & Co., Inc. M. E. Garrett, former manager of the company's store at Cooper, Texas, has been named manager here. Mr. Garrett arrived in Hereford this week. A. M. Henry is to be assistant manager. "Howard Gildersleeve, Dallas, construction superintendent, and Ray Jenkins, Oklahoma City, district manager, have been here this week assisting Mr. Garrett in preparing for the opening. The store here will bear the number 1292, formerly the number of Mr. Garrett's store at Cooper. It is one of 93 Penney stores in Texas and 1485 stores in the country. The building to be occupied by the firm is owned by J. Ray, and is built to Penney specifications. It is 50 by 100 feet and, according to Mr. Garrett, is one of the finest equipped stores in the entire organization. A brand new stock, valued at more than \$30,000 is being placed on the shelves. "We want to invite all our old friends to our opening next Friday and Saturday," Mr. Garrett declared. "And we want everyone to come and become friends of J. C. Penney Co. "I am sure the people and merchants of Hereford will find a Penney store to be a distinct asset to the community, not only in the service we offer our patrons but also in the general business increase that will result from our drawing buyers here from throughout the territory."

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Four County Cotton Men Sign to Reduce Acreage

Four Deaf Smith county cotton farmers signed contracts to reduce acreage in 1934, according to Dewey Reed county agent, the cut will be 135 acres. Farmers making contracts were Fred Wilsey, Howard Van Bibber, J. E. Crews and H. A. Hoffman. All these farmers were participants in the

The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

MRS. SETH B. HOLMAN
Publisher and Manager.
D. WITT LANDIS
Editor.



TELEPHONE 30

NOTICE TO THE 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 on North Main Street.

Entered as Second-Class Matter at the Postoffice at Hereford, Texas, Under the Act of March 3, 1879.

SUBSCRIPTION PRICES:

Zones 1 and 2, per year \$1.50
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

DON'T STAY BURIED

A farmer had an old blind horse which had outlived his usefulness. One day he fell into an old well. The farmer looked in and saw him standing deep in the water. There seemed to be no way to get him out, as he was quite useless and the well abandoned and dangerous, so the farmer ordered his men to fill up the well and leave the horse buried.

The men began to shovel dirt into the well. But the horse was not willing to be buried. When the dirt began to pour in upon him he began to shake it off and tread it under foot. As the well was filled up the horse came nearer and nearer the surface, and when the men finished their task the horse walked out into the pasture.

The very things which conspire to bury the lion-hearted these days are used by them to lift themselves out of difficulties and into the limelight. The very last thing one should do is to agree to stay dead and buried. —Sentinel, Fairmount, Minnesota.

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



A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 6, 1913.)

Following the disastrous fire which had swept Hereford the previous week, most of those who suffered losses announced their intentions to rebuild, this time with brick. A number of the merchants had reopened in other locations and business was going on as usual.

County Judge Boyd had called an election to determine whether or not Hereford would incorporate. This election was called for February 9, and it was confidently expected by advocates of incorporation that the move would succeed.

Total taxes paid during January reached the record-breaking sum of \$14,849.16, indicating, the editor said, that tax values in Deaf Smith county were growing rapidly and steadily.

(From The Hereford Brand, February 7, 1913.)

Snow began falling Thursday morning at 9:30, and at press time had reached a depth of over four inches.

Attorney W. H. Russell expected to attend court in Tascosa the following week.

Born, to Col. and Mrs. C. S. Richards, Thursday, February 6, a girl.

E. B. Black & Company, furniture dealers, were making extensive improvements on their store building at the corner of second and Main Streets.

Some one, signing himself "U. No Who," was advertising bulk corn for sale at \$1.20 per cwt.

J. G. Callens, one of Hereford's leading merchants, was in Eastern markets purchasing new spring goods.

Stella—"Has she an impediment in her speech?"

Bella—"Yes; there are only 24 hours in a day."

War was being made on dancing, and the three leading churches of the city came out in signed statements condemning the practice, including in the denouncement a few words in reference to gambling and drunkenness.

Uncle George Higgins had celebrated his 66th birthday by having a family reunion at his home with all the children except one present. He was presented a nice gold watch and chain.

What was advertised as the best coal on the market was quoted at \$8.00 per ton, cash.

The Rebekah Lodge has just bought a new piano and the old organ was advertised for sale at a bargain.

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 23, 1934:

For County Judge:
C. W. HUMBLE (re-election)
For Sheriff:
JNO. B. MILLER (re-election)
OMER BAKER
H. M. (Mack) BEACH.

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

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

For Commissioner, Precinct No. 1:
F. 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. P. MCCOLLISTER
JOHN WHITSETT
ERNEST T. (Dick) ALLRED

ANNOUNCEMENT

In my race for the nomination for county commissioner for precinct No. 3, I desire to make further announcement in regard to my citizenship in this county.

I have lived continuously in Deaf Smith county for the past six years, am a property owner, have always paid my taxes here and voted here.

Ic. MARK S. BENEFIELD.

How One Woman Lost 20 Pounds of Fat

Lost Her Prominent Hips, Double Chin, Sluggishness.

Gained Physical Vigor—a Shapely Figure.

If you're fat—first remove the cause.

Take one-half teaspoonful of KRUSCHEN SALTS in a glass of hot water every morning—in 3 weeks get on the scales and note how many pounds of fat have vanished.

Notice also that you have gained in energy—your skin is clearer—you feel younger in body—KRUSCHEN will give any fat person a joyous surprise.

Get an 85c bottle of KRUSCHEN SALTS from any leading druggist anywhere in America (last four weeks). If this first bottle doesn't convince you this is the easiest, safest and surest way to lose fat—your money gladly returned.

TO the Voters of Deaf Smith County:

I take this method in announcing my candidacy for the office of Sheriff and Tax Collector of Deaf Smith County, Texas.

I seek this office feeling that I am qualified to fill the office of assessor and collector of taxes, having had such experience in this branch of our county governmental affairs and during the time that I have served you as tax assessor it was my purpose to make you as good an officer as my ability permitted.

I have never served as peace officer in any capacity, but it is now my desire to do so, and shall do my best to select men of high moral standing and character and ability as my deputies. I feel that I am qualified to fill this branch of office and if you so select me to such place it will be my desire to give all things coming to and called to my attention pertaining to the duties of this office my prompt and untiring attention.

Respectfully,
H. M. (Mack) BEACH.

DOGS MUST GO

There are entirely too many dogs in our town. Many strays, no doubt, but they become and are a nuisance.

This is notice to everyone who owns a dog. Dogs must have on collars and 1934 dog tags by February 15th, or they will be declared a nuisance and treated as strays and disposed of.

On the morning of February 16th, there will be a general dog roundup of all dogs not wearing collars and tags.

Let everybody notify the City Hall of stray dogs around your place.

WALLACE C. COX,
Acting City Marshal.

Westway Items
(BY WILMA SKYPOLA)

Take Produce to Carl's Gro. at Ed Skypala and John McCartney of Hereford visited the Forest Camp at Canyon Tuesday.

A. H. Leub and V. Skypala was in Friona Tuesday.

John Weaver has returned home from a long stay in Colorado.

Westway defeated Dawn boys and girls in basketball Friday by scores of 33-7 the boys, and 23-11 for the girls.

Mrs. C. A. Boughman and son of Hereford spent Sunday in the T. A. Rogers home.

M. M. Gray and family of Hereford spent Sunday in the W. B. Lindsey home.

Mrs. Guy Lawrence of Walcott spent Saturday evening in the R. M. Gunn home.

Mr. and Mrs. Roscoe Landers have moved about three miles west of the store.

Mr. and Mrs. Jim Vines of Hereford visited in the Tom Vaughn home Sunday.

Mr. and Mrs. Smidts of Halfway are visiting in the Rowe home.

Mr. and Mrs. F. W. Dodson and Gomez Lee McCoy visited Mr. and Mrs. Thomas at Plainview Sunday.

Mr. and Mrs. Ben McBrayer visited the Luke McBrayer home at Ford Sunday.

The P. T. A. is sponsoring the play, "Her Step-Husband" Friday night, February 16. The play is directed by Marlin Gilliland, and promises to be a real success. Admission will be 10 and 15 cents, the money to be used for the school. Out-of-community visitors are especially invited.

We buy for cash and sell for cash, and our overhead is extremely low. That's the secret of our ability to sell tires so cheap. Brunswick at RICE'S.

A Treat For You.
The Senior Band Mothers' Play, March 22. High School auditorium.

You believe in accident insurance for yourself, don't you? Then why not TIRE ACCIDENT INSURANCE? Next time try a Brunswick. They are INSURED by RICE and the price is less. Ic.

Star Features Return of Crawford-Gable Duo

Featuring Joan Crawford and Clark Gable as stars and five song hits, Dancing Lady, M-G-M release will be shown at the Star Theatre, beginning with a midnight preview Saturday.

The picture will then be shown Sunday afternoon, Monday and Tuesday nights. Dancing Lady, reuniting Gable and Miss Crawford, is a story about a girl born to the lure of the footlights. Her difficulties on her way to fame on Broadway and Gable's two-fisted role mark the picture as one of the outstanding in its type.

Mr. and Mrs. J. T. Cronin and little daughter, Rosemary, and Mrs. Gertrude Brotherton are in Dallas this week on a combined business and pleasure trip. The Cronins will visit his daughter, Mrs. Sam Mosley and family. Mrs. Brotherton is visiting in the home of her sisters.

H. D. CULPEPPER FOR COMMISSIONER PRECINCT NO. 3

To the Voters of Precinct No. 3: I am announcing for the office of County Commissioner of Precinct No. 3, subject to the action of the Democratic primary to be held on July 23.

I am a tax payer and have lived in this precinct for the last ten years. I feel that I am qualified to fill the office, and if elected will do my best to make you a good commissioner.

I will appreciate the support and influence of the voters of this precinct.
H. D. CULPEPPER.

Fred Brown
(The Grocer)

Says...



The Same Principles Apply to Both Groceries and Gas!

FRED BROWN, the grocer, heard the other day that the average family spends 10 times as much for groceries as for gas. It brought to his mind another comparison—that both businesses must operate on the same fundamental principles. In selling a dozen oranges, Fred's retail price covers their cost, his expenses in handling them and a small profit. If his customers demanded oranges at a price each thought he should pay, the grocer often would lose money, because many would not appreciate all the costs involved in selling oranges, or other food items. As it is, people buy oranges on their value to the customer and both buyer and seller benefit. Fred favors gas rates being controlled by law, but believes all factors of expense to The Gas Company should be considered in arriving at these rates, and some thought should be given to the value of gas.

The Browns are typical of families in your neighborhood who operate their own businesses. They are familiar with the many costs involved in selling the products in which they are interested, and appreciate the fact that their customers buy goods for their value rather than on price alone.

Considering the value of gas, the small place it holds in the family budget, and the fact that good service depends upon sound business principles—you will appreciate gas for the bargain it is.

West Texas Gas Co.
GOOD GAS WITH REPUTABLE SERVICE

THAT X-TRA SOMETHING—

EARLY-HATCHED CHICKS PAY BEST
KEEP
PURINA CHICK STARTENA
—the best starting mash, before the chicks at all times. Then watch them develop into strong, healthy pullets.

We Carry a Complete Stock of
PURINA FEEDS
CAR LUMP AND NUT COAL
NOW ON TRACK

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

BUSINESS AND DIRECTORY

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

LUNCHES
THE CHOCOLATE SHOP
Fine Luncheon Sandwiches
Cold Drinks, Cakes, Magazines.

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

NURSING
PRACTICAL NURSING
At My Home Or At Yours
20 Years Experience
MRS. A. B. GARDNER
Second door west on Eighth Street, off 25-Mile Avenue.
Telephone 291

CLEANERS
WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 355

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

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

OPTOMETRIST
DON'T
Neglect Your Eyes
Dr. T. M. Montgomery
At Clear Drug
Third Friday Each Month.

GAS-OILS
W. J. (Bill) Smith Service Station
Car washing, greasing, tire repairing, 100 per cent Conoco products.
Corner First and Main Sts.
Look for the Red Triangle.

MANOLOGY
Manology - Colon Irrigation
Spinal Adjustments - Vapor Baths
DR. R. E. PERKINS
716 North Main - Phone 346

INSURANCE
INSURANCE
JNO. H. PATTON
PHONE 29

DENTIST
DR. GEORGE W. HEARD
DENTIST
Office Over Corner Drug Store.

SPECIALISTS IN REPAIRS ON FARM MACHINERY

When a minister makes a mistake nobody knows it; when a plumber makes a mistake he charges twice for it; when a doctor makes a mistake he buries it. But when a farmer makes the mistake of buying off-brand farm equipment, he won't have to wait long before he finds it out.

It is our aim to keep our local service worthy of the McCormick-Deering line which we represent. Courtesy and attention to detail shall be our watchword. We are here to give service and that term includes advice and suggestions on all sorts of farm difficulties.

COME IN AND SEE US

Buchanan & Rosson
HEREFORD YOUR I. H. C. DEALER FRIONA

Mr. Farmer:

Insure yourself against drouth by installing an irrigation pump.

You can now buy a pump equipped with geared-head and powered by an automobile engine that will throw 1000 gallons of water per minute and more on less than three gallons of fuel per hour.

No belt to give you trouble.

You can get this complete pumping unit installed for \$1,500 and less.

Convince yourself by seeing this plant in actual operation on the J. E. Springer farm, 10 miles south and east of Hereford.

Mrs. Lydia Hart Is Removed to Friona

Mrs. Lydia Hart of Chicago left here last Thursday afternoon for Friona where she was taken by the E. B. Black ambulance to the home of her brother, Frank Spring and family.

Mrs. Hart suffered the serious accident of breaking her left limb about three months ago while she was visiting with relatives in Muleshoe. She was brought here to the home of Mr. and Mrs. Andy Godwin, where she remained for care for about ten weeks. Mrs. Hart also has a sister, Mrs. John Aldridge, of Farwell. Mrs. Hart was doing nicely when she left Hereford.

Ruth St. Dennis Dances At Canyon February 15

Ruth St. Dennis, acclaimed one of the greatest dancers of all time, will appear in a lecture-recital on the lyceum platform of W. T. S. T. C. Canyon, on the evening of February 15. The program will begin at 8:15 in the auditorium of the administration building.

Miss St. Dennis will open her program with a lecture, "The Dance as a Cultural Force," following it with a group of her best known dances. She will be assisted by Wells Hively, noted composer-pianist, in the dual role of accompanist and soloist.

Cawthon Bryant returned home last Thursday night from Abilene where he visited his brother, Noel, who is a student in McMurry College. Mr. Bryant on his return trip visited his sister, Mrs. Orin Carter and family at Haskell. He was accompanied to Abilene by his sisters, Misses Sarah Agnes and Nora Bryant, who are also students at McMurry.

WYCHE CLUB WOMEN TO HAVE ALL-DAY MEETING

The Wyche home demonstration club will have an all-day meeting Tuesday, February 13, at the home of Mrs. DuBols Walker, for the purpose of quilting. A lesson on the uses of lye in the home, with demonstrations, will be had. Everyone attending is requested to take a covered dish, needle and thimble.

Young People's C. E.

The young peoples Christian Endeavor of the Presbyterian church met Sunday evening with Patricia Wederbrook as leader. The topic was "The Place of Christian Endeavor." This topic and the discussion which followed was very interesting.

A group of the Endeavorers attended the rally at Canyon Tuesday night and heard Dr. Snodgrass of Amarillo Christian church speak on "The Place of Youth in Our Modern World." In his speech Dr. Snodgrass emphasized three notes which he said the young people of today must be able to sound in the new world in which they are finding themselves. These three notes, brotherhood, faithfulness and loyalty, and God, all depend on the final note, God; if we would sound these notes we must find God.

The next rally will be in April and will be held in Pampa. Faye Crosswait will be the leader Sunday. A welcome is extended to all to attend these services.

Man's Heart Stopped, Stomach Gas Cause

W. L. Adams was bloated so with gas that his heart often missed beats after eating. Advertiser rid him of all gas, and now he eats anything and feels fine. City Drug Store.

First Baptist Church

REV. V. M. CLOYD, Pastor.
Sunday school, 9:45.
Morning worship, 11:00.
B. T. S., 6:00 p. m.
B. T. S., 6:15 p. m.
Evening service, 7:15.
Prayer service, Wednesday, 8:00.
You are welcome to all of our services.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor.
Sunday school at 9:45; morning worship and communion, 11; C. E., 6:30; evening services, 7:30. Members of adult classes of Sunday school are reminded to assemble in their classes at 9:45, rather than in general assembly.

The pastor will occupy the pulpit at both the morning and evening services and will deliver the third and fourth sermons in the series "Finding a Rational Religion." The subject of the sermon for the morning will be "What We Can Believe About the Bible," and that for the evening hour, "What We Can Believe About Ourselves."

St. Anthony's Church

Sunday, mass at 8, sung mass at 10, catechism follows; Benediction of Blessed Sacrament, 8 p. m. Weekday mass at 8, Saturday at 7, convent; Thursday, 8 to 9 p. m. Holy Hour.

Lent begins with Ash Wednesday, February 14. These 40 days preceding the Resurrection are a period of wholesome reflection for the Christian. During Lent there will be services Sunday evenings as usual. Thursday Holy hour will also be continued. In addition there will be a service Tuesday evenings at 8, consisting of sermon and benediction of Blessed Sacrament. Benediction and distribution of ashes on Ash Wednesday evening.

Pastors-Laymen to Meet.

The Pastors and Laymen convention of the Baptist church will hold a convention next Tuesday, Wednesday and Thursday at Plainview. Local members here will attend. Rev. V. M. Cloyd stated.

Evangelist Will Be Here Soon

W. M. Speck, traveling evangelist of Abilene, is to begin a series of evangelistic lectures at the Church of Christ, beginning next Monday, February 12. Mr. Speck will lecture on the Holy Land and will deliver a lecture each night, ending Saturday.

Mr. Speck is said to be a very able speaker by those who have heard him, and the public is due for some unusually good talks on the Holy Land. The lectures will be free and will begin each evening at 8:00 o'clock. An invitation is extended to all.

WE SPECIALIZE ON LADIES' SILKS

Must Be Done to Your Entire Satisfaction.

Send us that evening gown, it will be returned to you like new.

Day Service—we call for and make deliveries promptly.

K-C Cleaners

302 Main. Phone 333
C. A. Kriese O. L. Chick

FRONT PAGE NEWS AGAIN

this time it's Plymouth's RIDE



We've seen it; we've ridden in it! And we're here to tell you that this year more than ever before—Plymouth is front page news!

Wait until this town sees it—wait until you see it and ride in it! For this new Plymouth's got everything—Floating Power Engine, mountings, Hydraulic Brakes, Safety Steel bodies—

and a ride that is almost unbelievable.

Take some time tomorrow to drop in at our showroom. See the new Plymouths. Learn what a big, luxurious automobile there is in the low price field this year!

What a car it is—take a ride with us—just a few blocks are enough to convince you!

Ireland-Beavers Motor Co.



Baby Chicks

Will hatch Monday, February 19, and we will have a limited number of chicks for sale.

CUSTOM HATCHING

Careful, scientific handling and expert treatment during every step produces baby chicks that are surer of life, health and strength. There are profits in good chicks and loss in bad ones. Use the services of this able hatchery.

Hillside Hatchery

South Hereford
Phone 79-W

Specials for Friday, Saturday and Monday



The pennies you have on each purchase at FURR FOOD soon add up to many extra dollars for your bank account. Whatever you're saving for, a new dress—a vacation—a car—shop here regularly and you'll be surprised at how fast your savings grow.

APPLE BUTTER Libby's, 2 1/2 can	19¢	SHINOLA All colors, 2 boxes	15¢	MARSHMALLOWS Angelus, 1-lb pkg	21¢
SALAD DRESSING Miracle Whip, quart jar	25¢	HORSERADISH M. & G., bottle	10¢	FIGS White or Black, 2-lb pkg	17¢
HOMINY Van Camp's, No. 2 1/2 cans, 2	15¢	SANELUSH Can	19¢	HONEY, Finest Colorado Sweet Clover, 10-lb	89¢
KARO Light or Dark, No. 10 can	54¢	CLOROX Pint bottle	14¢	PICKLES Sweet or mixed, quart jar	24¢
OLIVES Edward's Queen, quart jar	29¢	BIRD SEEDS French's, 2 Boxes	25¢	OVALTINE Regular 50c size, all for	39¢

WAX
JOHNSON'S, For All Kinds of Polishing
One-Pound Can
59c

SOAP
P. & G.
10 Bars
25c

COFFEE
SCHILLING'S
One-Pound Can
29c



SUGAR Powdered or brown, 2 lbs	15¢	PORK and BEANS Van Camp's, medium can	5¢	COCOA Hershey's, 1-lb can	16¢
OATS Mother's, cup-saucer, large pkg	21¢	MILK Borden's, 3 tall or 6 small	19¢	TOILET TISSUE Scott's, 1000 sheet roll, 3	25¢
BLACKBERRIES No. 2 cans, 2 for	19¢	CORN FLAKES Jersey, 2 large pkgs	19¢	GRAPE JUICE Church's, pint, bottle	15¢
EGGS Fresh country, dozen	12¢	Gallon Size Apricots Peaches, Blackberries, Green Gage-Plums, your choice	39¢	HERSHEY'S Chocolate Syrup, 5 1/2-oz can	5¢
PEACHES Choice evaporated, 2-lb pkg	21¢	COFFEE Standard Brand, 1-lb can for	21¢	CATSUP Eimpson's, 2 large bottles	25¢

ORANGES
Fresh and full of juice
Per dozen **15¢**

BACON
Pinkney's Dry Cure
Slab, per pound **16¢**

FLOUR
Sunrise Guaranteed
48-Pound Bag for
\$1.58
CREAM
It Is Up—Sell us and Save On Groceries!

BANANAS Golden yellow, pound	7¢
TURNIPS Per pound	2¢
APPLES Dozen	19¢
CELERY Fresh and crisp, stalk	7 1/2¢
CABBAGE Large, firm heads, per pound	2 1/4¢
LETTUCE Per head	5¢

BACON Squares, mild cure, not salty, pound	10¢
ROAST Lard from Fancy Baby Beef, pound	10¢
LARD, Home Rendered Nice and white, bring pall, 8 pounds	55¢
BACON Our own sliced, per pound	18¢
CHILI Our own make, 2 pounds	25¢
OLEOMARGARINE Gen Nat, 2 pounds	25¢



Think Before You Invest Have Money

RACKING your brain will not bring your money back after you have made a BAD BUY in stocks or on the Board of Trade.

Play safe... Invest in what you know and can WATCH. This is a surer and shorter way to Fortune.

START SAYING REGULARLY NOW We Welcome YOUR Banking Business

THE **FIRST NATIONAL BANK** HEREFORD
A Strong Bank Thoughtfully Managed
MEMBER FEDERAL RESERVE SYSTEM

FURR FOOD STORES
lower prices

Summerfield News

BY MRS. GUY WALSER

The Study Club met Thursday with Mrs. Wilbura Edelman. Mrs. Ray Johnson presided over the business session, and Mrs. J. B. Saunders had charge of the program, "Washington, D. C." Washington, the pride of the nation; Mrs. Saunders, Lincoln's Memorial; Mrs. Curry, Capitol, the wonder building of the world; Mrs. Huntley, The sources of Washington's charm; Mrs. Ray Johnson, Roll call was answered by giving something on her subject for the year. Refreshments were served to Miss Grace Edelman, of Plainview; Mrs. Davis, Hereford; Misses Snap, Welty, Noland, B. C. Roberson and Bellor, visitors; and nine members. The next meeting will be husbands' night, February 15, at the home of Mrs. Ray Johnson.

Mr. and Mrs. Bob Babb of Amarillo were guests of Mr. and Mrs. J. B. Saunders Sunday.

Mr. and Mrs. H. Hawkins and family spent the week end in Hereford.

The Junior club will meet Tuesday, February 13, with Miss Oleta Bowling at 8:30.

Mr. and Mrs. E. L. Taylor of Amarillo have moved to their place recently vacated by Mr. and Mrs. Lewis Jay.

Jim Barnett of Marlow, Oklahoma, was a guest in the J. R. Ogelsby home last week.

Bill Knox and family of Hereford spent Sunday in the B. A. Atchley home.

Miss Irene Hurst of Jumbo spent the week end with Mr. and Mrs. Jim Clark.

The pie supper given by the young people's Sunday school class last Thursday night was a success. Alex Thompson of Hereford auctioned the pies. J. M. Cox, Mrs. Troy Welty and J. D. Noland furnished music and a group of young people put on a short program. Proceeds of pies, cake and donations amounted to \$49, and with donations to be taken Sunday will be applied to the debt on the church seats.

Messrs. and Misses Louie Huckert, J. M. Cox and J. A. Noland left Monday for Hot Springs, New Mexico.

Jess Masie and family of Claude visited the Lee Curry home Friday.

McMinn & Bellar have opened the Summerfield store.

Mike Stats and James Campbell of Oklahoma visited in the Fred Stats home last week.

Wyche Items

MRS. WES BRADLY

Several people in our community have the measles. They are not very ill and we hope they are able to be about soon.

Mr. and Mrs. J. H. Reinart and family, Mr. and Mrs. J. J. Paetzold and family helped George Loerwald celebrate his seventh birthday.

Mr. and Mrs. DuBois Walker and family spent last week end in Lubbock.

Mr. and Mrs. L. J. Hoffman and family spent Sunday with Mr. and Mrs. Albert Schulz at Nazareth.

Mr. and Mrs. Louie Olson and family spent Sunday with Mr. and Mrs. Early Joiner at Hereford.

Mr. and Mrs. George Roberson and family visited relatives in Hereford Sunday.

R. W. Elliston went to Lubbock on business last Thursday.

Mr. and Mrs. Doyle Rose and family visited in the Egbert Bradley home Sunday.

Robert Paetzold of Iowa visited his uncle and family Monday of last week.

Mr. and Mrs. Louie Olson visited relatives in Hereford Saturday.

Pupils on the honor roll for the past month are, first grade, George Loerwald, Barbara Rose Robertson; second grade, Nona Dear Rose; third grade, Nancy Olson, Bernice Ellison; fourth grade, Elinor Paetzold, Alfred Reinart; seventh grade, Ivagene Elliston.

Mrs. Louie Olson spent Thursday in Amarillo.

Misses Juanita and Hazel Henry spent last week end in their home near Easter.

Basil Jennings trucked a load of work horses to Wellington Tuesday.

E. Ramey, wife and sister, Mrs. W. A. Gentry, visited a sick aunt, Mrs. Lula Pherigo, at Amarillo last Thursday. They took dinner with their brother and wife, Mr. and Mrs. Arthur Stone, who operate the North Pole cafe in Amarillo.

SAM G. BRATTON, EX-HEREFORD CITIZEN, IS FEDERAL JUDGE

A former resident of Hereford, Sam G. Bratton, took a place on the bench of the Tenth United States Circuit Court of Appeals at Oklahoma City last week. The court is composed of four judges and has jurisdiction over Kansas, Oklahoma, Colorado, New Mexico and Texas.

Judge Bratton is the youngest member, appointed in 1933 by President Roosevelt to fill the vacancy created by the death of Judge John H. Cotteral. Bratton's home is now in Albuquerque. He was born in Oklahoma and grew up in Hereford. Mr. and Mrs. W. R. Parmer rear-

ed Bratton. He was a nephew of Mr. Pjrmmer. Coming to Hereford as a child, Bratton went through Hereford public schools. He then attended Clarendon College for a term and returned here to teach at the Rutherford school, 18 miles northwest of Hereford. He was married in 1911 to Miss Vivian Rogers, daughter of Mr. and Mrs. W. J. Rogers of this city. Bratton taught several years then took up the study of law, moving to Farwell where he became county attorney. His political career blossomed in New Mexico where he moved after a short residence in Farwell. His first major office

was that of district judge at Clovis. Later he was appointed to the state supreme court and moved to Albuquerque. After several years on the state bench, Judge Bratton made a successful race for the U. S. Senate, serving in Congress several sessions. Last year, his first out of public office in more than a decade, Judge Bratton was offered the place on the federal bench. It is a life-time appointment.

Mr. and Mrs. Ezra Norton and son and Mr. and Mrs. R. E. McCullough and children spent Sunday in Amarillo.

Miss Johnnie Estes and sister, Mrs. Ruth Baker of Tulsa, are visiting in Lubbock this week.

Bob Renfro returned home last Monday from Abilene where he visited the past six weeks in the home of his sisters, Misses Alta Johnson and Ollie McKinn.

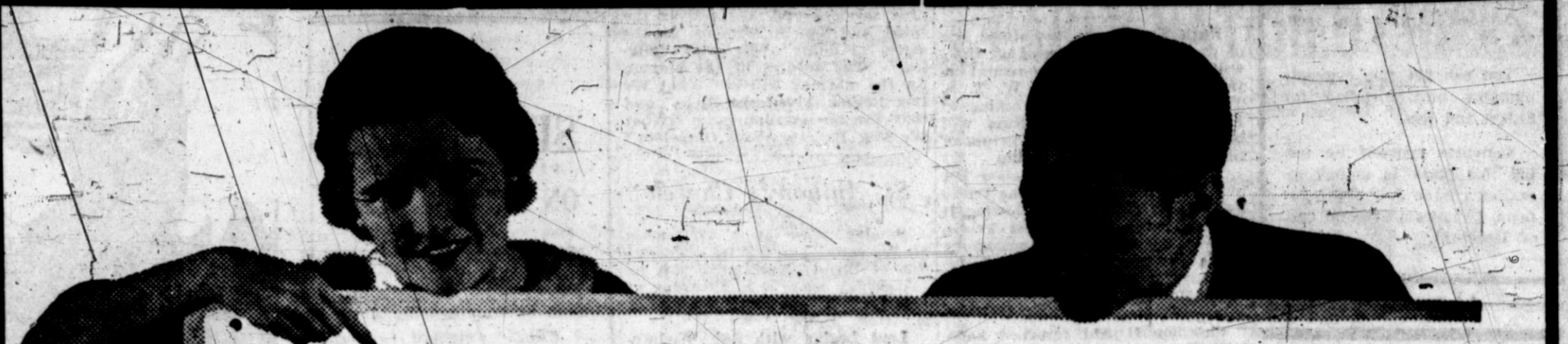
Donald W. Hawkins, son of Mr. and Mrs. D. W. Hawkins, of Hereford, has been appointed agent for the Southland Life Insurance Company, which is said to be one of the strongest companies of the South, with more than \$120,000,000 insurance in force. The Southland Company has headquarters in Dallas.

Mr. and Mrs. Wirt Phillips and daughter, Viola, and Mr. and Mrs.

Arthur Thompson spent last week end in Lubbock visiting their sons, Billie Ross Phillips and Arthur Thompson, Jr.

Mr. and Mrs. J. C. Cox and daughters, Misses Paloma, Theda, Alcia Jo, and son, James, of Pampa, visited with relatives in Hereford over Sunday. They were accompanied by Miss Barbara Kilgore of Pampa.

Fishing Note:
Talking does not scare fish while you are in a boat, says a veteran angler, but the movement of feet on the bottom of the boat, or the noise from a motor can be heard under the water. He says noises are reflected from the surface of the water.



Talk About Bargains, and You Will Talk About the Wonderful Offers In High Class Merchandise that Sprowls & Cronin Company Have For You Every Day

Men's Split Leather Horsehide
GLOVES
59c Pair
All Sizes

Men's Heavy Canvas
GLOVES
10c Pair
All Sizes



Cotton Flannel
OUTING
10c
Per Yard

36-inch heavy outing, light and dark colors, in plain checks and stripes.

A Mighty Value.

Great Reductions
On All Ladies'
Fall and Winter Dresses, Suits and Coats

THE BARGAINS ARE Sensational!

Spring Prints

Quadriga Prints, per yard ----- **19c**

Johnson's Prints, per yard ----- **15c**

Fast Color Gingham, per yard ----- **15c**

Plaids, Checks and Dots. Prints at a low price—that's the kind of good news your pocketbook has been crying for. Guaranteed fast colors.

MEN'S BROADCLOTH
SHORTS AND KNIT SHIRTS
25c
Each
Full Made

FIVE TONS
OF THOSE GOOD SWEET
ORANGES

received the first of the week, and they are half gone. Better get yours while they last.
BUSHEL—\$1.98

Bring us your Cream, Eggs, Poultry, Hides. Come here where prices are always at the top, and where service is courteous.

Square Deal Produce Co.

RANKIN C. REYNOLDS Swift Branch ROY ONSTEAD
Corner Main and Fourth Phone 47

Big Smith Work Pants

Made of gray or brown covet material or solid navy covet. Young men's model, 2-inch waistband, 20 and 21-inch bottoms.

Keystone BELT Loops

HIP POCKET

\$1.25 Pair

SMITH'S PRIDE PANTS

Large Legs

Big Smith Work Shirt

Big Smith

69c Each

Made of plain gray, Blue Boy Chambray coat style, two pockets to button; continuous sleeve facing.

SUNNY SUE
Wash Frocks

Vat Dyed
Pre-Shrunk

\$1.95

Exciting values in charming new house frocks in dainty prints, Chambrays and Linens.

Floral Prints
Check Patterns
Gay Plaids
Candy Stripes

Phone Us Your Orders for
GROCERIES AND MEATS

Our clerks are courteous and deliveries are prompt.

Our Meats and Groceries Are Best.

Texas Market & Grocery
PHONE 353—FREE DELIVERY

Sprowls & Cronin Co.

SOCIETY

BAPTIST W. M. U. IN JOINT SESSION
 Baptist W. M. U. met in joint session Wednesday for their regular monthly business and mission program. Business meeting was held in the morning, conducted by Mrs. Harry Whitchurch, president of the organization. Following the luncheon, a splendid program was led by Mrs. Ed Johnson. Devotional was given by Mrs. Bess Davis. The topic for the program was "For Righteousness Sake." Papers were given by Mmes. H. G. Conkright, Frank Lambert, Jno. Biggs, John Harvey. A special

Want Ads

Lost and Found
 STRAYED: From my place in the Bippus community, dark brown pony mare. Notify J. W. Kirby, Brian, Texas. 1p

Wanted

WANTED: Gentleman desires room or room and board with small, private family. Must be close to business section. References exchanged. Write particulars and terms to Brand Office. 5

WANTED: Someone to carry luggage to Fort Worth or Dallas in a truck or a car. Call at Brand Office. 2-1c

WANTED: To buy or trade for a used 8 or 10 H. P. gasoline engine. A. J. Ellwart, Hereford Nursery, phone 220-W. 1p

WANTED: To rent unfurnished modern house or apartment. W. E. Garrett, manager J. C. Penney's. 5

FOR SALE: 1931 Willys-Knight six, five passenger coach, or will trade for another car and some cash. See Bob Spencer at the Chevrolet Garage. 1p

FOR SALE: Reconditioned 1929 Chevrolet coach and 1929 Chevrolet coupe, worth the money. Grizzle Chevrolet Co. 1c

WANTED: To buy maize heads and threshed grain. Bramley & Son. 42-11c

For Sale or Trade

TO TRADE: 120 acres of semi-improved clear land in Eastern Oklahoma. Will trade for house in Hereford vicinity that can be moved. T. F. Bohannan, Route Four. 4-2p

FOR SALE: A two yard truck jump bed in good condition. Price reasonable. See O. L. Click at K. E. Dealers. 5-2c

FOR SALE: Bundle feed, hegar and sorghum. See or write Joe Kendall, Summerfield. 1p

FOR SALE: Setting eggs from near Hunt Buff Orpingtons. 75c per 15. 600 25-Mile Avenue. Mrs. Troy Wiggie, phone 80-W. 5-4p

FOR SALE: A 16-runner disc harrow, a single row John Deere cultivator and a heavy springer cow. See O. E. Sherman. 1c

FOR SALE: New and used typewriters and ribbons. Jewell Murdock. 42-11c

FOR SALE: At a bargain, three of the new model Majestic radios. Also one new G. E. automobile radio, only used seven weeks. See me at my residence on Knight and Brady Street. Walter Orr. 1p

For Rent

FOR RENT: a two-room apartment, unfurnished. Also bedrooms. John P. Slaton. 8-11c

FOR RENT: 80 acres of one-half section No. 17, in block M-7, Garza county, Texas. Cash in advance. J. J. Worthy, Blue Rapids, Kan. 5-3p

"The Old Rugged Cross" was rendered by Mrs. J. N. Meabinger. Thirty members and one visitor attended. Meeting was adjourned to meet next Wednesday at the following places: Good Cheer, with Mrs. John Harvey, 2:30; Royal Service, Mrs. R. A. Dautel, 2:30; Dorcas, Mrs. John Schwartz, 2:30; East Side, Mrs. E. B. Posey, 2:30; South Side, Mrs. G. Owen, 2:30; Lillie Hundley, all-day meeting with Mrs. J. E. Cockrell.

MRS. GLENN WEIR ENTERTAINS

Thursday afternoon of last week Mrs. Glenn Weir entertained the Pleasure Hour bridge club at her home on East Fourth street.

Bridge was enjoyed, high score going to Mrs. B. R. Dixon. Following the games, a lovely shower was given Mmes. Elmer Mathies and Ralph Smith.

Present were Mmes. Mathies and Smith, Mace Whitman, Homer Henslee, Boyd London, Smith McLeitoy, Buford Farmer, Criss Renfro, W. J. Smith, Carl Gilliam, B. J. Dixon and the hostess.

MRS. W. A. SMITH, MR. SMITH McLEBOY HONORED

Friends surprised Mrs. W. J. Smith and Smith McLeRoy at the home of the former last Saturday night, honoring their birthdays, which fell on the two consecutive days. Bridge was played until a late hour after which refreshments were served.

Happy felicitations were extended to the honorees by Messrs. and Mmes. Elmer Mathies, Boyd London, Criss Renfro, Buford Farmer, Mace Whitman, Carl Jennings and Ralph Smith.

CRESCAT SCIENTIA CLUB ENTERTAINED

Mr. and Mrs. Buren Sowell were hosts to a lovely party last Thursday night when the Crescat Scientia club entertained their husbands. Bridge furnished the diversion of the evening. Mrs. Chas. Sowell and Miss Beth Millard were presented lovely gifts from the club, the occasion being their birthdays.

Those enjoying the affair were Messrs. and Mmes. Chas. Sowell, Troy Moore, Pearl Singleterry, H. L. Stewart, Earl Brock, Dick Rountree, Ralph Sears, Misses Ursulee Fridley, Beth Millard, Genevieve Eberlee; Messrs. Bill Hromas and Frank Huckert.

ED JOHNSON, Jr., WEDS MISS IRENE SAKKIN

Mr. and Mrs. E. A. Johnson and Jimmie Joe Johnson returned from Albuquerque, New Mexico, last week and announced the marriage of their son, Ed Johnson, Jr., to Miss Irene Sakkín of Albuquerque. They were married November 23, 1933.

A big turkey dinner was given Sunday, February 4, at the home of Mr. and Mrs. J. T. Wheeler in Socorro, New Mexico, in honor of the bride and groom. Miss Virginia Sullivan and John A. Johnson assisted Mrs. Wheeler.

Mr. and Mrs. Johnson will make their home in Albuquerque at 510 East Coal Avenue.

The groom is well known in Hereford. He attended Hereford schools, and for several years was employed with the City and Corner drug stores. During the past two years he has been living in New Mexico.

A Three Days' Cough Is Your Danger Signal

Don't let them get a strange hold. Fight germs quickly. Coughs often begin 7 major steps 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 Cressulium. (adv.)

Mrs. Gragg Married To Henry Cloyd

A quiet ring ceremony wedding was performed by Rev. V. M. Boyd last Sunday afternoon at 4:00 o'clock at the home of the bride's brother, J. O. Howard, in West Hereford, the contracting parties being Mrs. Emma Howard Gragg and Henry S. Cloyd, both of this city.

Mrs. Cloyd will be remembered here as superintendent of the local county hospital having resigned her position there early last fall.

Mr. Cloyd is one of the old-timers here, having moved to Hereford about 30 years ago from Pilot Point. He has been engaged in the meat market business practically all the years he has lived here. He sold his interest in the Texas Market to O. G. Hill in July, 1929. The brand extends best wishes to the bride and groom.

Ward News Notes

MRS. WILEY ROBERSON

Take Produce to Carl's Gro. of Messrs. and Mmes. Jim Lipscomb and Mmes. Jim Lipscomb and Bob Wilson were in Clovis Sunday.

Mr. and Mrs. Sonny Ledbetter of Vega spent Sunday with Mr. and Mrs. Jack Hutson.

Sank Ramey and family of Hereford visited in the George Suggs home Sunday.

Jeff Roberson and family of Dawn and Mr. and Mrs. Edgar Sowell spent Wednesday with Mr. and Mrs. Wiley Roberson.

The play, "You Wouldn't Fool Me," will be given at Ward school house Friday night, February 9. Admission 10 cents.

Mr. and Mrs. Bill Hutson and Mrs. Jack Hutson were in Amarillo Wednesday.

Mr. and Mrs. Sam Hutson of Littlefield visited in the Bill and Jack Hutson home last week end.

Miss Alberta Davis was called to Waco by the death of an aunt. Miss Fincher of Canyon is teaching in the place.

Miss Selby of Umberger spent Thursday night in the G. M. Suggs home.

Those attending the county federation from this community were Mmes. Jack and John Hutson, Jim

Lipscomb and Wiley Roberson.

Ward demonstration club met Wednesday with Mrs. Fred Saltzman in an all-day meeting. A demonstration of making lye hominy was given. Attending were Mmes. John Hutson, Moreman, Stivers, Rogers, Rutter, Lipscomb and Suggs.

G. T. Higgins of W. T. S. T. C. Canyon, spent a few days last week here with home folks.

Mr. and Mrs. Hodges of White Deer visited a few days last week in the Chester Hodges home.

Do you want to get into a real old-fashioned spelling match Tuesday evening, February 20, at the Wyche school house?

The Parent-Teacher Association is sponsoring the spelling bee and a program for that evening, and everyone is invited to be present.

Our Just-Right Egg Mash should be fed now to insure better hatching eggs. Just-Right laying mash is fresh because we mix daily. West Texas Feed & Seed Company, Phone 265.

One Decision I Have Made - -

TO PAY MY BILLS PROMPTLY WHEN THEY ARE DUE

"The ups and downs of last year taught me the value of a good credit record. I am going to pay my bills on the tenth of the month from now on.
 "That's a mighty good decision for us all to make."


Business Men's Association
MRS. D. H. ROSS
 Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

Special On LADIES' HOSE 79c
 All New Shades
Men's New Hats
 In the New Spring Styles ----- \$1.65 Up
 Men's Oxfords ----- \$2.48 Up
 When you want clothes or shoes for the family think of us and look our stock over before you make a purchase. We save you money.
The Popular Store
 "SINCE 1921"



ENOUGH INSURANCE?

BETTER FIND OUT---SEE
HEREFORD INSURANCE AGENCY
 John McLean, Owner.



AN ANNOUNCEMENT of SUPREME IMPORTANCE

To the Thrifty Value-Wise People of Hereford and its Vast Trade Territory

THE J. C. PENNEY COMPANY, a nation-wide distribution service, operating nearly 1,500 department stores in the United States, 99 of which are in the great State of Texas, announces the opening of a new store in Hereford, Texas. This announcement comes after a complete survey of the present and future trade possibilities of this city. We believe unreservedly in the possibilities of this trading center and in proof of this we are demonstrating in a very tangible way with the investment of nearly **FIFTY THOUSAND DOLLARS (\$50,000.00)** in a plant which is the most modern, up-to-date in the State of Texas, and in as complete a stock of new, fresh, clean, value-right and style-perfect a stock of merchandise which is the found anywhere.

We are opening Hereford's newest and greatest Department Store in a new building, built expressly for us.

In addition to our regular lines of merchandise, we have purchased several thousand dollars worth of special opening merchandise with which to better acquaint our friends with our merchandise, our values and our service.

Watch this paper for important news and advertising in next week's issue. It is our hope that we may become a part of this community—that we may economically serve your needs and contribute our part to your worthy institutions.

J. C. PENNEY CO., Inc.
 M. E. GARRETT, Manager.

Start Your Spring Wardrobe

—With a new Swagger, fitted tweed or hairbone wool suit. They are plenty smart—

\$19.50 to \$29.50

—Our assortment of Marinette knitted one, two and three piece Sunday Nite Frocks are the most beautiful ones we have ever offered.

Just received, more Redfern coats—they are strictly tailored. Tan, gray and navy. Our assortment of silk print and plain colors in dresses and suits is most complete.

\$6.95 to \$19.50

FASHION DRESS SHOPPE
 Phone 188



FOR SNAPPY SERVICE

And Products That In the Long Run Are Best Drive By the

Texas Service Station
GLEN SNYDER

C. E. Societies to Canyon.

Local Christian Endeavor Societies of both the Presbyterian and Christian churches were in Canyon Tuesday night of this week to attend the District Convention there.

About 20 C. E. workers from here left for Canyon Tuesday

afternoon. The program began at about 7:00 o'clock after the visitors were banqueted at the Presbyterian basement. Doctor Spadgrass of Amarillo was the principle speaker.

Closing out at cost "Speedo" can openers and just a few left at RICE'S.

Jumbo News

BY MRS. J. W. BERRY

Mr. and Mrs. L. C. Baggett and Betty Jo and Mrs. Ovid Pinckert and two sons spent last Monday in the C. D. Spencer home.

Barbara Ann Hunter visited the school last Friday.

Nella Harrel, daughter of C. R. Harrel, took sick at school last Monday and was absent from school the rest of the week.

Mr. and Mrs. J. W. Berry called Saturday night in the J. E. Springer home.

Miss Katharine Hardy, who goes to school in Dimmitt, spent the week end with her parents, Mr. and Mrs. M. L. Hardy.

Mrs. H. R. Harvel and son, Bobbie Lee, spent Sunday afternoon in Dimmitt at the home of her parents, Mr. and Mrs. G. W. McIlroy.

Miss Virginia Simpson of the sixth grade was neither absent nor tardy for the first five months of school, she being the only one to hold that record in Miss Irene Hurst's room.

Rev. E. E. Armstrong of Dimmitt filled his regular appointment at this place Sunday morning and night.

Mr. and Mrs. Sam Hunter called in the M. L. Simpson home Sunday afternoon.

Mr. and Mrs. F. L. Pinckert and son ate Sunday dinner in the C. Kring home.

J. I. Penrod of Lubbock was a caller in Jumbo last Wednesday.

Miss Norma Hunter visited the school last Wednesday.

Mr. and Mrs. J. W. Berry called Thursday evening in the M. L. Hardy home. E. J. Poe of Tulsa spent the night there.

Miss Irene Hurst left Saturday afternoon for Summerfield to spend the week end with Mr. and Mrs. Jim Clark.

Finis Nunn, brother of Mrs. W. A. Hunter, left last Tuesday in his car for Washington, and expected to spend some time in California before going on to Washington.

Mr. and Mrs. Finis Hunter and two daughters spent Sunday with Mr. and Mrs. J. W. Berry.

The Jumbo Presbyterian Missionary Auxiliary met last Thursday with Mrs. Jessie McGinnis.

Mrs. W. A. and Finis Hunter, Mrs. L. E. Beck and Mrs. J. W. Berry helped Mrs. Ullman Hunter quilt out a quilt last Wednesday.

W. A. Hunter received a telegram that his brother-in-law, B. F. Smith, of Sidney, Arkansas, had died Friday morning. This was the first death in the Smith immediate family, they having been married 52 years, and the parents of 14 children. Mr. and Mrs. Hunter visited in their home last summer while in Arkansas, but thought they could not go at this time.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. Paul Cavender and Mrs. Jule Merriman of Amarillo and Mrs. Gregory and family spent last Sunday in the J. L. Park home.

Mrs. Charles Green and children spent the week end with her parents, Mr. and Mrs. Charles Smith, at Westway.

Mrs. Owen Neel spent Wednesday with her mother, Mrs. Vicks.

Miss Virginia Bowman and her room mate, Miss Ada Lee Singleton, who are attending college at Canyon, spent Sunday with her parents, Mr. and Mrs. C. C. Bowman.

The Junior boys played the Dawn basketball team Friday afternoon and were victorious.

Mrs. Lowe spent Friday afternoon with Mrs. Ira Ricketts.

Mrs. Jim Caraway of Amhurst visited Sunday with Mr. and Mrs. W. C. Caraway.

Mrs. Gregory and Millard were in Memphis this past week looking after their farm and visiting relatives.

The following pupils were on the honor roll: Jimmy Blakemore, Clyde Neel, Clarence Taylor, Ira Jeanne Ricketts, Glenn Ricketts, and Ray Neel.

Mrs. C. C. Bowman assisted by Misses Evelyn Arseneaux, Eunice Caldwell, Lillith Boyd entertained the young people's Fellowship Sunday school class at her home Wednesday night. Various games and forty-two were enjoyed. Refreshments of grape juice and cake were served.



Try this proven family flour

Test Great West by any recipe that calls for flour—biscuit, pie, cake, or any other baking—notice its velvety, even texture as you knead the dough—its perfect color and uniform body—then compare your baking results! We want you to convince yourself that Great West is the flour for you!

"All Star Recipes" Packed in Every Sack!

FREE!

Your choice of any one of 8 pieces in Friendship Pattern, Wm. Rogers & Son 35-year guaranteed silverware.

Select a butter spreader; salad or dinner fork; tea, soup, dessert or table spoon; or a dinner knife. Then mail to us the coupon below, plus an 8-value coupon, or the equivalent, from coupons found in every sack of this flour (48-lb. sacks have 15-value coupons; 24-lb. 8-value; 12-lb. 4-value; and 6-lb. 2-value coupons.)

Send your set of this silverware with this special offer and complete it easily and quickly by redeeming coupons found in every sack of this flour.

SPECIAL COUPON

(Only valid for two weeks from date of this advertisement. Limit: One to person or family.)

GREAT WEST MILL & ELEV. CO., AMARILLO, TEXAS.

I enclose one 8-value coupon (or an equivalent of an 8-value coupon) with this coupon, for which send me one Wm. Rogers

& Son (NAME ITEM DESIRED FROM THOSE LISTED ABOVE)

PRINT YOUR NAME PLAINLY ON THIS LINE

STREET OR LOCAL ADDRESS

CITY STATE

(Not negotiable. Must be redeemed within two weeks. Not redeemable in or from Kansas, Missouri, Nevada, Washington, outside of U. S., or wherever anti-coupon, cash redemption, license fee or tax for redemption, or prohibition of redemption in specific goods laws prevail.)

The above coupon may also be used with coupons packed in AMARILLIS FLOUR.

At Your Grocer's

LIGHT... POWER

For Every Purpose

And the more you buy the less your cost per kilowatt.

NRA TEXAS UTILITIES CO.



We believe that charm and gracious beauty are the desire of every woman coming to our shop.

All our services are designed to meet that desire.

Yet, we keep our prices low—just as low as is possible with clean, new materials for every operation; expert individual style service and skilled, careful operators.

Star Beauty Shop
MRS. CARL JENNINGS
Phone 26



KING'S CANDIES FOR AMERICAN QUEENS - - -

The delicious candy that is Cupid's own gift—that brings your Valentine message in a way she will understand and appreciate.

City Drug Store

Phone 100.

"Home of Dependable Drugs"

D. R. GASS & SON

IT'S TIME TO CHOOSE THOSE

New Spring Shoes

Our new Spring Shoes have arrived. They have all the trig appearance and fine quality that you usually find in much more expensive quality shoes.



WHITE KID PUMPS \$4.95
In two styles

DRESS OXFORD \$4.95
Black Kid

BLACK KID DRESS PUMP \$2.95
Lady Louis Heel

ALL-WHITE ELK SPORT OXFORDS \$2.75
With Crepe Soles

BROWN SPORT OXFORDS \$2.50 and \$2.69
Crepe Soles

BROWN SPORT OXFORDS \$1.98
In Both Crepe and Leather Soles

ALL-SUEDE SHOES \$1.98
Close-Out Prices—for

Allen A Hosiery

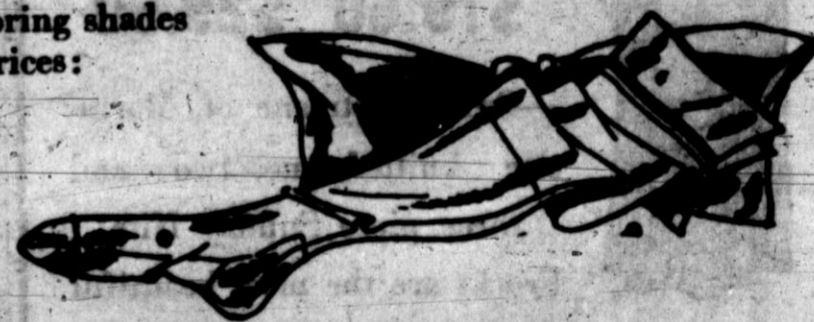
A hose that is known for its quality and loveliness.

We have all the new spring shades in the below prices:

59¢ — 69¢ — 89¢

\$1.00 — \$1.25

\$1.35 and \$1.95



CHILDREN'S SHOES

We have just received a shipment of Kiddies Spring Shoes in white and beige. Oxfords, Sandals and Straps.

Children's Elk Boots, \$2.95 values, for \$2.25

Kiddies' Whit Buck Boots, \$2.50 value, for \$1.98

"The Friendly Shoe Dealer"

COMPLETE EQUIPMENT



FOR YOUR KITCHEN

—Housewives will find an assortment of needed articles at thrifty prices on display in this store. Just a few of these handy conveniences—and your kitchen work will be much lighter.

WE ALSO HANDLE:
 HARNESS
 LEATHER GOODS
 GUNS
 AMUNITIONS
 PAINTS
 STOVES

Our stocks include a complete line of egg beaters, knives, cups, saucers, dishes, crockware, aluminum, cutlery, silver, glasses and hundreds of other items.

—We have the Sunbeam Mixmaster, which is one of the best electrical appliances made—in fact, we have everything you may need in the modern kitchen—all time savers.

STREU HARDWARE CO.
 PHONE 48

Come and Rest

Do you ever want to get away from the hurry-and-scurry 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

Bippus Items

BY MRS. C. T. REESE
 Mrs. Stella Thweat of Vega spent Thursday night with Mrs. Mary Morrison.
 Henry Griggs called at the C. T. Reese home Friday.
 Shoppers in Hereford Monday were Mr. and Mrs. Hugh Grescum, Mr. and Mrs. Frank Canamobie, Bud Morrison, Mr. and Mrs. Bill Whitson, G. W. Wells and Ed Mackie, and C. V. Griggs.
 Mrs. Rufus Overstreet is home from Missouri where she was called to the bedside of her sister in December.
 Miss Tommie Reeves visited in the Morrison home Sunday.
 Mr. and Mrs. Temple Lenche called in the C. V. Griggs home Sunday.
 Tod Steen called at the C. T. Reese home Monday.
 Sunday school was well-attended last Sunday.

Easter Items

BY MISS LOUISE FRYE
 Take Produce to Carl's Gro. if Rev. Schwartz of Happy will preach at the 11 o'clock hour next Sunday.
 Mr. and Mrs. T. N. Jameson attended services at Dimmitt Sunday night.
 H. H. Frye of Davenport, Iowa, came in Saturday and will be here two weeks or more putting up improvement on his place.
 Mrs. J. R. Franks left for Dallas Saturday. She was accompanied by her father and two sisters and plan to have a family reunion at the home of her brother in Dallas.
 Several from this community attended services at Jumbo Sunday afternoon.
 Billie Jean Durant is confined to her room this week with the measles.
 R. J. Franks and family were in Plainview last Friday.
 Mr. and Mrs. C. W. Frye and family spent the week end in Clovis.
 Mr. and Mrs. Harry Smith visited Sunday in the J. S. Smith home.

FOR JOB WORK, TRY THE BRAND



JUST - RIGHT ALL - MASH

—Is a chick feed containing the starting qualities and grain for baby chicks, all in one sack.
 —ALL-MASH is a feed of proven quality; produces quick growth; no screenings, sweepings or cheap filler. ALL-MASH is correctly proportioned and gives excellent results.

West Texas Feed & Seed Company
 Phone 265

Dean News

BY MARY LOUISE ELSIE FRIEMEL
 Mr. and Mrs. Raymond Joyce and son, Mr. and Mrs. Ernest Stoval visited in the Clem Friemel home Saturday evening.
 Mr. and Mrs. Rayleigh Truax, Mr. and Mrs. C. F. McDowell, Mrs. Clem Friemel and Chilton Biggers attended a surprise party in the John Morris home in honor of his daughter, Thelma, who celebrated her 15th birthday.
 Mr. and Mrs. T. P. McCollister, Sid Barkley, Mr. and Mrs. Sowell, Mr. and Mrs. Dean, Mr. and Mrs. B. R. Fulkerson, Mr. and Mrs. M. B. Stone and Vincent Friemel were in Hereford Saturday.
 Mr. and Mrs. Rawleigh Truax left Monday for Kansas City.
 Thelma and John Allen Morris visited in the Friemel home Sunday.
 A dance was given in the B. R. Fulkerson home Saturday night.
 Mr. and Mrs. Edgar Sowell attended Sunday school and church in Hereford Sunday and were dinner guests in the Hodges home at Hereford.
 Miss Mary Louise Dean was in Hereford Sunday.
 Miss Margaret Goodwine spent the week end at her home near Friona.

Ford Doings

BY LA VERNE MANN
 Take Produce to Carl's Gro. if Sunday school was not so well attended this week. Singing was enjoyed by about the same number as usual.
 Virginia Brunson was a supper guest of Euna Mann Sunday.
 Mrs. J. Straub had as her guest last week her father, Mr. Aerdman, of New Mexcal.
 Mrs. H. Climer spent the week end in Hereford.
 D. S. Larson and family took dinner with Mrs. Bertha Larson and sons Sunday.
 Among the Hereford visitors Monday were D. B. and Clye Mann, W. M. Stewart and Joe Phipps.
 O. F. Turner, Herman Larson and Victor Langley were Hereford and Amarillo visitors Friday.
 Mr. and Mrs. Hardy Benson and small daughter and Mrs. Park made a business trip to Amarillo Friday.
 Victor and Miles Langley attended a wrestling match in Amarillo Thursday.
 Miss LaVerne Mann and Mrs. J. Phipps spent Monday with Mrs. T. R. Langley.
 Miss Rachel Shields was ill over the week end.
 A. J. Sanderford was a dinner guest of D. B. Mann Sunday.
 Miss Angie Jacobs of Hereford visited with her mother Saturday evening.
 Miss Snelder of Hereford spent Saturday night and Sunday with her aunt, Mrs. J. Straub.

Dawn Items

BY INEZ MILLER
 E. E. Miller and J. H. Leak made business trips to Amarillo recently.
 Mr. and Mrs. Ed Reynolds attended the President's ball in Canyon last Tuesday night.
 Mrs. Walter Galley was called to Pond Creek, Oklahoma, by the death of her father.
 The girls and boys basketball teams expect to enter the tournament in Hereford Saturday.
 William Miller who has been visiting his brothers here left Wednesday for Colorado.
 Mr. and Mrs. Paul Frye were in Amarillo Saturday.
 Mrs. Nay Olson of Tucumcari is visiting her sister, Mrs. Henard East.
 Mrs. Norma Miller made a trip to Amarillo Saturday.
 About 20 farmers have signed the corn-hog reduction contracts.
 The girls and boys basketball teams went to Westway Friday but were defeated by the Westway teams.

AMARILLO MASONS INVITE LOCAL LODGE TO VISIT
 A number of Hereford Masons plan to visit in Amarillo on February 22, the occasion being the George Washington celebration planned for that date. The program begins in the early afternoon and will last until that night.

GIRL SCOUT NOTES

The following girls received their Tenderfoot awards Sunday afternoon at their first big Court of Awards. The lucky girls were: Bertha Baer, Mary Ann Baird, Joan Barhyte, Lova Barhyte, Barbara Jane Brotherton, Mollie Clayton, Faye Crosthwait, Mary Virginia Eberlee, Henrietta Fritz, Nina Lee Fritz, Gloria Grizzle, Betty Sue Henslee, Vivian Olson, Martha Perkins, Viola Phillips, Wella Rutherford, Minnie D. Smith, Helan Ann Snyder, Jean Snyder, Elsie Mae Wilkins, Dorothy Nell Trimble, Virginia Nix, Lorene Smith, Iona Pearl Woods, Eleanor Altman, Geneva Sue Benton, Miss Nell Kester, Mary Reese.
 We congratulate these girls on their work and fine, cooperative spirit. Most of them are hard at work on the second big job, the Second Class test. We take this opportunity to welcome into our troop Louise Weathered. A Valentine party for Wednesday, February 14, will be planned at the

Here and There

BY MRS. C. E. TICE
 Rev. Rogers of Friona preached at Friona Sunday morning and evening, instead of Rev. Brewer, who was unable to be here. Miss Rogers accompanied her father and they spent the day with Mr. and Mrs. J. E. Andrews.
 Mr. and Mrs. W. A. Campbell and K. F. Campbell were Clarendon visitors last Wednesday.
 Mr. and Mrs. J. E. Springer and Mrs. M. A. Springer spent Sunday at the W. A. Springer home.
 Fred Andrews of Melrose, New Mexico, spent Wednesday here with his brother, J. E. Andrews, and family.
 Mr. and Mrs. Wilhelm, Misses Alfreda Murphy and Sylvia Beh-

rends of Rance attended singing at Friona Sunday night.
 J. J. Lindsey and sons were at Petersburg last Monday on business.
 Mr. and Mrs. J. E. Springer were Amarillo visitors Monday. Junior William was out of school last week because of measles.
 Mrs. Ethel Logan, who has been here the past three weeks helping care for her mother, Mrs. K. F. Campbell, returned to her home in Petersburg Sunday.
 The D. O. Benson family moved to the Beauford place last week.
 Mrs. R. W. Elliston, Lucile Park, Myrtle Ellen and Ivagene Elliston; Jaunita and Hazel Hovey of Wyche attended singing at Friona Sunday night.
 The W. W. Club met with Mrs. U. G. Randall at the home of Mrs.

J. M. Dixon, wardrobe demonstrator. Miss Izora Clark was present and talked on the origin and purpose of 4-H work, the two main projects of which are "Wardrobe" and "Live at home." Mrs. Dixon has her closet partly finished and those attending inspected it. Mrs. W. A. Springer reported on her experiment with sub-irrigation. A number of visitors were present. Misses J. J. Lindsey and A. C. Hawks became new members. Mrs. H. M. Mobley resigned as president and Mrs. C. E. Tice was chosen in her place. The next meeting will be February 11. A quilt was quilted for Mrs. Randall by the 12 members present.
 You can't afford to take chances on cold patching your puncture when RICE will VULCANIZE them for 35 cents.

New Spring Goods Just Arrived

Silks - Silks - Silks

The New Rough Silks
 In Plain and Printed Colors

89c Yard and Up

Printed Rayon Novelty Crepes

36-Inch Width, at the yard **39c** and **49c**

WOOL TWEEDS

New Spring Prints, Solid Colors to Match
 54 Inches Wide **\$1.48** Per Yard

Krinkle Crepe Bed Spreads **98c**
 Size 80 x 105, at

Unbleached Quilt Cotton **39c**
 Special—3-pound Roll

FOX MERCANTILE CO.

"My mamma says I can eat at your house today—she never has time to fix nice meals on wash day!"

"Mine always has nice meals . . . She sends our clothes to the Hereford Laundry and Dry Cleaning Co."

Isn't it about time you quit DRIVING yourself like a machine on wash day? Use those hours for the EXTRA things you want to do; bridge, shopping, reading or just blissful REST! Phone us—we'll pick up your bundle and return it on time DONE RIGHT!

Phone 298
 CALL 298—WE CALL FOR AND DELIVER
 Send Your Dry Cleaning and Laundry to Us

Hereford Laundry and Dry Cleaning Co.

Two Great Americans

This month—the nation celebrates the birthdays of two great Americans—George Washington and Abraham Lincoln—two great patriots who served this country with unequalled devotion and unselfishness. Let's do more this year than just pay homage to their memory by recalling to mind the ideals and ambitions of these two men. They wanted to see this country the greatest in the world—a country happy and prosperous. We have the opportunity to help make this dream come true by getting behind the program of our President and doing everything in our power to gain the goal he is striving for.

START A SAVINGS ACCOUNT

The First State Bank

OF HEREFORD

STAR THEATRE

Hereford, Texas

Thursday Night Only

Big Stage Attraction

All Home Talent

Ralph Smith and his hill-billy band, girl quartette, special dances and song numbers.

This show is being sponsored by THE JUNIOR BAND MOTHERS

On the Screen ED WYNN, in

"The Chief"

Admission will be Only 10-20c

Come out and help buy these little band members new uniforms.

Friday Only

MATINEE AND NIGHT

"The Mad Game"

With Spencer Tracy

SERIAL AND COMEDY

ADMISSION ONLY 10c

ATTEND THE MATINEE

Saturday Only

Matinee - Night

"The Lone Cowboy"

Featuring Jackie Cooper

SPECIAL COMEDY

ADMISSION ONLY 10c

Sunday Matinee

Monday - Tuesday

Saturday Night Preview,

BIG SHOWINGS



This is the biggest, most gorgeous most spectacular musical comedy ever made—even greater than "Gold Diggers" or "42nd St."—And lots of special short subjects. ADMISSION 10c-35c.

Coming Soon

"Dinner at Eight"

—Don't forget every Wednesday night is BANK NIGHT, and always a special picture on these nights.

PERSONALS

Miss Mary Posey was in Amarillo the first of this week visiting with relatives.

And don't forget that Brunswick Super-Service tires are INSURED against road ACCIDENTS by RICE.

Mr. and Mrs. H. J. Line and daughter, Virginia, were in Amarillo Thursday of last week.

Mrs. J. Lewison of Wichita, Kansas, is here this week visiting in the home of her sister, Mrs. Gaston Baer.

The ladies of the Christian church will hold a bake sale at the Furr Food Store on Saturday, February 17.

Mr. and Mrs. Sam Lambrith of Elida, New Mexico, were here the first of the week visiting with old friends, Mr. and Mrs. J. B. France.

Mr. and Mrs. Jack Lester and family of Amarillo were here last week end visiting in the home of her parents, Mr. and Mrs. W. B. Dameron.

Mr. and Mrs. Harvey Edwards of Enid, Oklahoma, visited here Tuesday evening in the home of his grand parents, Mr. and Mrs. L. J. Bennett.

The cost of tire manufacturing is steadily mounting, yet we are still maintaining our special discount prices. Brunswicks at RICE.

The Junior Band Mothers club will raise funds Saturday to aid in purchasing uniforms for members of the band by holding a tag day.

Miss Willie Allen of Lubbock spent the week end with her sister and brother-in-law, Mr. and Mrs. J. C. Parker.

Miss Oline Ramey, daughter of Mr. and Mrs. E. Ramey, was again on the honor roll at the ending of the mid-winter term at Abilene Christian College, Abilene, Texas.

Mr. and Mrs. J. N. Messenger and grandson, Stephen, of the Friona district, were here Wednesday for treatment of Stephen, who has been ill since the first of January.

Prentice Rosson and A. H. Streu attended the Panhandle Hardware and Implement Dealers Association in Amarillo Monday and Tuesday.

Just-Right Chick Starter is now ready for the one who desires to raise an early flock of chickens. It's always fresh. We mix it ourselves and know. West Texas Feed & Seed Co., Phone 265.

H. W. Owens of the Pampa News was a Hereford visitor and called at the Brand office Saturday. Mr. Owens was enroute to Clovis to investigate a position with the News-Journal. He is a printer and linotype operator.

Just-Right Chick Starter is now ready for the one who desires to raise an early flock of chickens. It's always fresh. We mix it ourselves and know. West Texas Feed & Seed Co., Phone 265.

Mr. and Mrs. E. Ramey have been informed that their daughter, Miss Oline, who is attending Abilene Christian College, has been given a leading part in the term play sponsored by the dramatic club. It is a three-act mystery drama entitled "Lady Lilac."

A Treat for You. The Senior Band Mothers' Play, March 22, High School auditorium.

Local 4-H Clubs Enter Contests

4-H Club members in this county may participate in a nation-wide farm cost accounting contest, conducted by the National Committee on Boys and Girls Club Work, sponsored by the International Harvester Co., according to a notice just received by this paper.

The prizes numbering several hundred will range from a small Farmall tractor or a light motor truck or a \$500 merchandise certificate down to a \$10 merchandise certificate. The national winner will receive prizes valued at \$835.

Contestants may use any record book that provides for an opening and closing inventory, money expended and received, costs of producing principal crops, etc., and a balance sheet. If such record books are not available through county agents, a simple one especially prepared for 4-H members may be obtained from the National Committee on Boys and Girls Club Work, Chicago, Ill., for 20 cents, the actual cost of printing and mailing. The National Committee is conducting the contest in cooperation with the state club leaders.

The books must be opened as of January 1, February 1, or March 1, and cover the 12 consecutive months following. Upon completion the books will be judged by the county agent to determine the county winner, who will receive a \$10 merchandise certificate from the International Harvester Co. County winners also have a chance for the state prize, which is choice of a 750-pound capacity cream separator or \$100 merchandise certificate. The state winners will compete in a sectional contest in which the prize is choice of a complete double unit milker or a \$225 merchandise certificate.

efficient. The national winner has a choice of a Farmall 12 tractor, a half-ton truck or \$500 merchandise certificate.

Records must be kept in the handwriting of the club member, but he is permitted and encouraged to make use of help from parents and leaders. Contestants will not be required to reveal the contents of their records at any time except through judges, who will keep them confidential.



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Sound sleep depends upon good bedding. Don't allow yourself to believe that sleep on a poor or worn out mattress is as restful as on a new type inner spring mattress.



This beautiful three-piece bedroom suite in walnut finish for \$39.50 and \$49.50.

You should see our line of inner spring mattresses. The kind that will give years of comfort and rest. Priced at

\$29.50 \$32.50

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COME IN AND LOOK OUR STOCK OVER

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FULLER'S FRESHER FRUITS AND VEGETABLES

CLOSE DRUG STORE FREE

All this week, Mrs. Hazel Stone giving Demonstration of

Martha Lee Cosmetics

Call or come in and make appointment.

Under no obligation to purchase.

PIGGLY WIGGLY ALL OVER THE WORLD

Specials For Friday and Saturday

BLACKBERRIES No. 2 cans, 2 for	23¢	TOMATO SAUCE Spanish, can	5¢
SPUDS Colorado, 10 pounds	23¢	BIG 4 SOAP FLAKES Five-pound package	31¢
LYE Hooker, 3 cans	25¢	JELLO Any flavor	5¢
VANILLA 8-ounce bottle	19¢	JERSEY CREAM FLAKES Package	10¢
SORGHUM Pure East Texas, gallon	59¢	SOAP Lux, 3 for	20¢

Schilling both for only
DRIP coffee \$1.25
and "Columbian Ware"
DRIP Coffee Maker

RAISINS Four pounds	29¢	COCOA Mother's, 2-lb can	23¢
PLUMS Green Gage, gallon	39¢	TAS-TE-MALT 8c size	39¢
BROOMS Five-tie, each	32¢	PORK and BEANS 18-ounce can	6¢
WASHING POWDER 25-c size, Swift's Pride, 3 for	26¢	BLUEING Bottle	5¢
GREAT WEST FLOUR		GRAHAM CRACKERS Two-pound box	24¢
24-Pound Sack	98¢	RIPPLED WHEAT (Small package free)	10¢
48-Pound Sack	\$1.95	GINGER ALE Lime Rickey 24-ounce bottle	15¢
FREE Silverware coupons in every sack.		PEACHES Gallon	41¢
		COCONUT Bulk, pound	19¢

FRESH FRUITS and VEGETABLES

CELERY Bunch	7½¢	CARROTS Bunch	4¢
LETTUCE Head	5¢	BEETS Bunch	4¢
CRANBERRIES Quart	12½¢	RADISHES Bunch	4¢
CABBAGE Pound	2½¢	ORANGES Dozen	12½¢

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PHONE 81. FRANK GYLES, Manager BUY AT HOME