

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 3.

The Hereford Brand, Hereford, Texas, Thursday, January 25, 1934.

Five Cents Per Copy.

Car License Payments Slow

Less than 400 automobiles had been registered in Deaf Smith county yesterday. There are more than 1,300 cars in the county, exclusive of trucks and commercial vehicles. Owners have through next Wednesday to pay the 1934 license.

Warning has been sounded by Sheriff John Miller that automobile owners must have the new tags in order to operate their vehicles after February 1. "People must put on 1934 tags or put their cars up," Miller said. "We have strict orders from the highway department and have no choice except to enforce the order completely."

Several Federal Projects Started

A half dozen federal projects, most of them providing local work, are under way here. Each project is being done under the Department of Agriculture and is directed by the Extension Service.

Two surveys, one on farm housing and the other on delinquent tax payment on farms, got under way last week. Miss Irene McClelland of Lubbock is directing the farm housing work. Ray Conway is heading the tax check-up in the county, while Paul Wilson of Hereford is supervisor of several Panhandle counties.

Beryl Witherspoon has been appointed county sanitation director. His work will require about a dozen laborers and inspectors. Frank Barber is handling a statistical survey pertaining to commodity prices on articles bought by farmers. Lem Carlyle is enumerator for a business survey. J. O. Newell is making a check-up on the influence of the various agricultural allotment programs on local business.

An engineering and geologic survey is to be started shortly. No local men will be employed.

Leonard H. Foster Asks Re-Election

Leonard H. Foster, county and district clerk, announced today that he will seek re-election to that office. He is asking the Democratic nomination in the primary of July 28.

"Efficiency," Mr. Foster said, "is the main requisite in the clerk's office. In asking re-election I submit my record of efficiency in handling all records of the county and the files of the district court. I invite inspection of the records, which are open at all times, by any citizen. I ask support of the voters in this summer's election."

Foster is a member of the American Legion and L. O. O. F. He has lived in Hereford 18 years. He is also a member of the Lions Club and takes a prominent part in civic activities.

Taxes Delinquent After Wednesday

County and state as well as city taxes must be paid before next Thursday, February 1, if the property owner is to avoid penalties attached when taxes become delinquent. Collections to date have been rather slow at both offices, collectors say. The offices will be kept open until midnight next Wednesday if there is any need to do so.

Mrs. J. O. Goad Dies At Daughter's Home

Mrs. J. O. Goad was buried on her 80th birthday Sunday, January 14, at Joy, where she made her home for many years with her daughter, Mrs. Arcola Goad. She died early Saturday morning, January 13.

Mrs. W. E. Hicks, a daughter of the deceased, formerly of this city, now of Garden City, Kansas, and her husband were with Mrs. Goad at the time of her death.

Surviving relatives are a son, C. L. Goad, Hereford, two daughters, Mrs. Hicks, Mrs. V. R. Wrigley of Iowa Park, Mrs. Arcola Goad of Joy; Dr. S. L. Goad of Marlin, Oklahoma, a son and several grandchildren.

Mrs. Goad was well known here, having made many trips to the Panhandle.

Ball Tuesday Night To Honor President

Chilton to Probe Cases On Relief

W. W. Chilton, representative of the Texas Relief Commission, has been stationed at Hereford to check case records of individuals receiving relief and working on relief payrolls. Mr. Chilton's work will be in weeding out those ineligible for the relief benefits. He will investigate records on file in the county relief office.

"Persons needing relief may present their cases to me and I will be glad to investigate and make recommendations," Mr. Chilton said. "It is our aim to help every case which is eligible to receive the benefits of the relief work."

Mr. Chilton will be at the relief office in the court house during his stay here.

Adult Education Reduced by Half

Half time work was ordered in the Adult Education program Tuesday.

An effort will be made to carry on the work with as little change as possible, according to Miss Lillie Hostetler, county librarian, who is directing the county program. Originally six workers were allowed, four for teaching and two for library assistance. By a work-sharing plan, the work of the four teachers was distributed among six women, offering a larger variety of classes for the students.

"We have worked out a program which meets the needs of our community, regardless of plans used by other county organizations," Miss Hostetler said. "We had hoped to add some home economics classes and some additional vocational subjects. In fact we had already made application for more teachers."

"We are not sure just how long the half-time arrangement will be in effect, but we hope that soon we can not only go back to our first program, but materially enlarge it."

Girl Cagers Win, Lose In Clashes Last Week

Following the example of the boys, the Hereford High girls basketball team defeated Vega last Friday night in Vega, then came home Saturday evening and lost to Happy.

Both battles were nip and tuck affairs. Score in the Vega contest was 26 to 23; the Happy clash ended 27 to 23. The local sextette led from the outset at Vega, holding a margin of 11 to 8 at the half. With Happy the count was 14-all at half time, but the Jacquettes pulled away to a four point lead in the last quarter and held it to the end.

American Legion Auxiliary.

The American Legion and Auxiliary met in joint session in their room at the city hall January 16. There was a good attendance and everyone present enjoyed the meeting. We were favored during the evening by music which consisted of a violin duet by Mrs. Paul Foster and Ralph Smith, accompanied at the piano by Mrs. Glenn Snyder; also a piano solo by Bill Smith. During the evening games were enjoyed.

CWA QUOTA HERE IS REDUCED TO 325 WORKERS LAST WEEK

CWA payrolls in Deaf Smith county totaled approximately \$4,400 last week. This figure will be reduced to about \$2,500 this week due to the cutting of the county's quota to 325 workers.

Limit on working hours were also reduced, the maximum now standing at 24 hours per week. As a result, no new projects are to be started until completion of the ones now going on.

Building of offices and store rooms on the ground floor of the court house is scheduled to be completed this week. Surplus commodities furnished the county are to be stored in these rooms which are also to be used as class rooms in the adult education projects.

A. W. Elrod and E. D. McCrum, regional relief officials with headquarters in Amarillo, were here Wednesday on business. W. W. Chilton was stationed here to investigate individual relief cases.

Hereford will take part in the Nation's celebration next Tuesday evening of President Roosevelt's birthday with a big "birthday ball." The dance is being sponsored by the American Legion, Fire Department and Lions Club.

Announcement was made yesterday the affair will be held in the newly completed J. C. Penney building. Permission was granted Homer Grizzle, general chairman by both J. Ray, owner of the building, and the J. C. Penney Company.

Ralph Smith's orchestra will furnish the music for the evening. There will also be bridge, 42 and other game stunts who do not wish to dance. A big feature is to be an old-time square dance, in the approved pre-war manner.

Celebrating the President's birthday in this manner is a national movement. A large part of the proceeds of thousands of such celebrations throughout the country will go to Roosevelt's Warm Springs, Georgia, health foundation.

The building is to be decorated by Beryl Witherspoon and his committee. Tickets are to be on sale at all drug stores in the city, beginning tomorrow. John McLean is directing ticket sales.

On the general committee with Grizzle are J. C. McCracken, Cliff Acker, Glenn Weir, Beryl Witherspoon, Y. T. Downs and Jimmy Robinson. McLean is the treasurer and DeWitt Landis is handling publicity. Robinson will direct the floor committee.

The festivities will start in the neighborhood of 9:00 o'clock next Tuesday evening. Admission is to be one dollar.

Building for Penney Is Almost Completed

The J. Ray building on Main street, formerly the D. R. Gass location, is almost ready for its new occupant, the J. C. Penney Company.

A complete remodeling, which has been under way for several weeks, will be completed Saturday, according to Mr. Ray, who has been personally supervising the work. When completed the building front will be familiar as a replica of other Penney stores with its black and gold tile work.

The work has been done almost entirely by local laborers. The store will be opened probably on February 10, according to Mr. Ray.

Whitefaces Meet 2 Enemies Here

Two basketball games on the home court make up the week-end schedule of the Hereford High Whitefaces. On Friday night the Dimmitt five will return a visit to the Herd made down there two weeks earlier. Friona's Chiefs will be guests Saturday evening.

Both these teams were beaten by the locals on their own courts in previous encounters. Games will start at 7:30 each evening, with the admission 10 and 15 cents.

Farmer Adds Groceries.

The Farmer Fruit Market, located in the Farmer Building on Main Street, is adding a grocery department this week. Shelving is being arranged today and fixtures will be installed ready to show a new line of fresh groceries by Saturday morning.

The new department, along with the fruit and vegetables, will be owned and operated by Mrs. B. B. Farmer.

LESLIE VAUGHN UNDERGOES OPERATION IN TACOMA, WASH.

Mr. and Mrs. Tom Vaughn received a message Friday informing them of the serious illness of their son, Leslie, who has been at Tacoma, Washington, with his aunt, Mrs. Edna Hurd, since last summer. He was operated on for acute appendicitis and is in a hospital at Tacoma.

He was a junior in Hereford high school last year. He has been employed in a theatre in Tacoma for the past six months. He is loved by all who know him and everyone is hoping for a quick recovery.

Robert Holland, who was a graduate of Hereford high school in 1933, has been visiting Leslie the past two weeks. Robert left Hereford with his parents and moved to Eugene, Oregon, last summer.

Impossible, But Mule Has Colt!

"It is biologically impossible," say biologists, "for a female mule to bring forth young." But that is what happened last week on the farm of B. J. Jones, 10 miles south of Black.

The colt, a male, is doing well and so is the mother, Mr. Jones says. As a matter of fact, the rare animal is such a fine specimen a neighbor has offered Mr. Jones \$100 for it.

Judge C. F. Kerr and L. Baskin drove out to see the animal this week. They intend to let Ripley know about it.

District Court Opens Monday

District Judge Reese Tatna will open the spring term of court here next Monday morning, January 29. Grand jurors will report and be sworn in Monday. The first week's petit jury will report Wednesday morning at 10:00 o'clock.

On the petit jury panel for the opening week are Fred Collett, C. O. Phillips, Andy Godwin, J. M. Chapman, Jack Robertson, B. F. Fulkerson, W. Gentry, C. L. Lindsey, Herman Stewart, J. H. Weden, L. J. Straufus, O. Wilber, J. S. Orr, A. B. London, J. H. Lindsey, R. W. Elliston, H. C. Van Bibber, G. E. Benson, H. L. Witherspoon, Lester Galley, J. I. Leub, J. L. Hoffman, Paul Mathers, T. E. Tice, A. T. Frye, Ted Young, George Hippus, Frank Carl, Herman Schulz, John Renfro, Allen Powellson, R. L. Weiser, J. T. McLean and S. O. Wilson.

The second week's petit jurors, ordered to appear Monday, February 5, are N. E. Gass, A. H. Streu, Chas. Whitehead, H. A. Gray, O. J. Lacy, F. M. Kester, E. L. Brady, J. H. Landers, George LeGrand, Matt Gilliland, Henry Clay, A. N. McWright, S. L. Harman, O. E. Esley, C. S. Perrin, John Whitsett, J. G. Weir, Gordon Witherspoon, C. A. Wolf, Ira Ricketts, D. B. Mann, Arrie Dean, L. W. Carlyle, P. M. Houser, J. N. Brown, T. C. Bates, G. A. Harris, W. R. Scheibates, B. H. Beavers, W. P. Canaway, E. F. Crosswhite, J. T. Gilbreath, W. E. Floyd, E. B. Posey, D. C. McLean, Glenn Snyder.

The following were summoned as grand jurors: L. A. Smith, H. H. Miller, Cecil Allred, J. C. Ricketts, E. S. Ireland, T. F. Bohannon, C. J. Paddock, G. O. Hartman, Troy Womble, H. G. Conkright, E. W. Womble, J. G. Fortenberry, G. W. Brumley, J. D. Buchanan and Henry Hastings.

Whiteface Five Defeats Canyon

In a nip and tuck battle at the high school gym Tuesday evening, the Whiteface cagers returned to their winning ways by eking out a 31 to 29 victory over the Canyon Eagles.

It was an exciting affair in the last half when the Eagles all but won after erasing a six-point deficit that existed at half-time. The locals, however, managed to be two points ahead when the final gun sounded.

Walter Seed and J. D. Clayton led in the scoring with 10 points each, although Seed went out in the last half on fouls. Elliston, Canyon's center, led his team in tallying, with eight markers. He also went out on fouls. Hereford led 22 to 16 at half-time.

The girls did not fare so well, bowing to the Canyon sextette, 25 to 22, after leading, 13 to 12, at the half.

Player	fg	ft	ft %
Elliston	3	1	1
Seed	3	0	0
Elliston	3	2	4
Williams	0	2	0
Brasell	0	0	0
Solomon	3	0	0
Totals	12	3	14
Hereford	4	2	4
Russell	3	1	2
Cockrell	0	0	0
Clayton	4	2	1
Daniel	0	1	1
Baker	1	1	2
Totals	12	7	10

Band Mothers to Meet.

The High school band and orchestra mothers will meet in the high school auditorium next Tuesday afternoon at 3:30. All members are earnestly requested to attend this meeting.

COMPLETE CORN-HOG ORGANIZATION; TO BEGIN CONTRACTS NEXT WEEK

ANNUAL CHAMBER BANQUET SCHEDULED FOR NEXT WEEK

Deaf Smith County Wheat Board and County Agent Dewey Reed will be guests of honor at the annual Chamber of Commerce banquet, tentatively set for February 1.

The splendid work of the allotment committee, who, with Agent Reed, brought about the increase of the allotment for Deaf Smith county, will be especially commended. J. A. Pittman is president; Jim Lipscomb and J. W. Kirby are members.

Senator Clint Small of Amarillo will be the principal speaker. Ted Taylor, executive secretary of the Tri-State Fair Association, will tell of the return of the Hereford Show to the annual fair in the 1935 event after an absence of three years.

Members of the wheat board are Jim Lipscomb, Wiley Roberson and Bill Hutson, Ward community; G. C. Hartman, Mark Benefield, and Paul Mathers, Wabway; J. W. Kirby, G. W. Smith and C. S. Perrin, Bippus; Carl Brown, Fred Collett and Louis Woodford, Messenger; W. M. Stewart, D. B. Mann and Carl Straufus, Ford; Alfred May, W. J. Stewart and A. T. Frye, Dawn; J. A. Pittman, C. A. Skelton and Troy Womble, Hereford; E. T. Allred, R. L. Campbell and Lawrence Womble, Fairview; B. H. Kinsey, W. F. Fisher and F. Bohannon, Sims. County Judge V. W. Humble is treasurer of the board.

Champ Gridders Feted by C. of C.

The pennant-winning Whitefaces, Hereford High school's football were guests of honor at a luncheon given by the Chamber of Commerce Tuesday in the First Baptist church.

The civic leaders honored the team that took not only the district championship, but trounced the highly-favored Dumas eleven for the bi-district title.

The boys were commended by John Olson, chairman of the membership committee of the chamber of commerce, Tommy McCollum, Whiteface coach, introduced the team members.

Welcome was the report of B. H. Hopkins, business manager of the team, that the season was profitable, not only for fame but for finance.

The board of directors and committee chairman of the chamber of commerce were introduced by Alex Thompson, president. The board is composed of Mr. Thompson, Mr. Olson, Gus Streu, B. H. Hopkins, Mrs. John McLean and Mrs. Seth B. Holman. Judge John P. Slaton is chairman of the highway division; B. H. Hopkins of the agriculture committee; John Olson of the membership and finance; A. H. Streu of trade extension, and Mrs. John McLean of civic improvement.

Ladies of the First Baptist church served the luncheon.

Present were Peggy Mitchell, Mr. and Mrs. Alex Thompson, Chas. Wilson, Joe Hucker, Carl Mounts, Wilburn Benge, Superintendent C. H. Dillehay, L. H. Foster, W. T. Thurmond, J. T. Cronin, Herbert Boardman, C. H. Dyer, Dr. F. E. Bowe, Carl Howard, L. W. Carlyle, Fred Oberthier, Jr., Dean Storey, John H. Olson, Judge C. W. Humble, Dennis Baker, W. J. Stanford, Jim Kirby, Henry A. Turner, N. C. Vogebe, Bill McLean, J. D. Harrell, Donald Hicks.

Mrs. Seth B. Holman, Bob Baird, Rev. V. M. Cloyd, E. C. Embanks, T. C. Willett, Geo. Parker, Earl W. Wilson, Jess M. Carter, J. W. Cockrell, A. H. Streu, H. D. Blythe, Jr., Mont E. Baker, Buddy Sewell, W. L. Darris, Walter Seed, Bessie L. Smith, R. A. Daniel, Gordon Durham, Pless Baker.

Wind Up Caliche Work.

The last two blocks of caliche paved streets is being constructed on Tenth Street, in front of the residence properties of E. L. Donner, Mrs. L. R. Brady, G. W. Brumley and J. O. Newell, in the northeast section of town. Other projects will be built as soon as property owners sign for the work.

Work was resumed Wednesday morning on the highway on First Street with a light crew.

Cotton Farmers To Sign Friday

Deaf Smith county's cotton reduction program for 1934 will be wound up in short order Friday afternoon when contracts are to be signed at the county agent's office.

B. H. Hopkins, vocational agriculture teacher, and Wirt Phillips will be in charge of the work, according to Dewey Reed, county agent. The signing will begin at 3:00 o'clock. All cotton farmers who took part in the 1933 program have been notified. Others are urged to be on hand if they are interested in making contracts.

Thirteen cotton growers received checks in this county last year for reduction of acreage. It is believed there are around 200 cotton farmers in Deaf Smith.

Farmers must be on hand Friday afternoon as all contracts must be executed and recorded before February 1, Reed pointed out.

Lions Induct Four Members

Four more new members of the Lions Club went through the rites of initiation at this week's luncheon. Nestor Gass, John Coffee, W. L. Ayers and Rufus Sewell were the foursome who blythely skipped ropes down the main drag Wednesday. Claude Ricketts and John Miller, comprising the initiating committee, trailed the novices like Simon Legree.

John McLean and R. E. Perkins represented the local club at a district celebration in Panhandle Tuesday night.

Red Cross Keeps All Its Officers

All officers of the Deaf Smith County Chapter, American Red Cross, were re-elected at a business meeting last week. They will serve throughout the year.

Rev. V. M. Cloyd was re-elected chairman, and Mrs. B. F. Guthrie, vice chairman. Other officers are Mrs. E. W. Harrison, secretary; G. A. F. Parker, treasurer; Miss Frances Fullington, Junior Red Cross chairman; Mrs. D. K. Robinson, director of voluntary service; John Olson, disaster chairman; L. H. Foster, home service chairman; Mrs. C. P. Cockrell, supervisor of distribution.

Mrs. Guthrie reported that the chapter's membership quota of 200 was reached in January. Activities of the chapter during the year included the distribution work of Mrs. Cockrell who gave out the flour and cotton goods and garments furnished here by the national organization.

Methodists to Meet Here.

Zone No. 2 of the Methodist church, composed of Dimmitt, Friona, Bovina, Oklahoma Lane and Flagg, will meet Wednesday, January 31, at Hereford at 10:00 a. m. The program arranged for this meeting is of special interest as a number of conference and district officials will be present. Lunch will be served at noon.

RECEIVE GRAIN, FOODSTUFFS FOR DISTRIBUTION LOCALLY

The first of the grain allotments for Deaf Smith county given from the government's store of surplus stocks bought by the now extinct Federal Farm Board, has arrived in Hereford.

Two carloads of corn and two carloads of wheat are being distributed as quickly as possible to the farmers of the county for use in feeding livestock.

A variety of food allotments has also arrived, in addition to the fourth shipment of salt pork. They, too, are part of government-purchased surpluses.

Smoked pork was included in the 2,100 pounds of meat sent, as well as 840 cans of beef from the OWA canning plant in Amarillo. Twenty-five hundred pounds of flour, 475 pounds of butter, eggs, cheese and beans from New Mexico will be included.

Deaf Smith county's organization to handle the corn-hog reduction program was to be completed this afternoon with a meeting at 4:30 in the court house of farmers in the Hereford district, the last of nine to hold its meeting and appoint its directors.

A meeting in County Agent Dewey Reed's office next Monday afternoon of the nine directors will complete preliminary work. Signing of contracts will start Tuesday in the various communities, under the direction of each community's director.

The county is divided into the same districts used for the wheat allotment program. Contracts were given out by Reed to all hog and corn growers attending the organization meetings this week. Any farmer who failed to obtain a contract at one of the meetings is asked to call at Reed's office where he will be furnished with the contract and given instructions for preparing it.

A list of the nine major points of the corn-hog adjustment contract has been prepared and is presented herewith for the benefit of the farmer:

1. The contract signer agrees to cut the corn acreage on the farm he will operate in 1934 to at least 20 per cent less than the average on that farm during 1932 and 1933. If he is to operate a new farm in 1934, the size of corn crop on previously operated farm is not to be considered. Corn acreage base stays with the land.
2. Acreage can be reduced more than 20 per cent, but benefit payments will not be made on an area in excess of 20 per cent.
3. Farmer must not increase corn acreage on other land he owns, controls or operates above the average acreage on that land in 1932-1933.
4. Contracting producer shall reduce the number of litters of pigs farrowed on his farm or farms in 1934 to at least 75 per cent of the average number of all litters owned by him when farrowed in 1932 and 1933.
5. He agrees not to increase above his 1932-1933 average the number of feeder pigs he buys in 1934.
6. The farmer agrees to reduce the total number of hogs he markets in 1934 to at least 75 per cent of the average number marketed from litters owned by him farrowed in 1932 and 1933.
7. Unless given special permission to the contrary, the farmer shall use retired corn land only in one or more of five ways: To plant more permanent pasture; to plant crops such as clover or lespedeza to improve the soil or to prevent soil washing, but not to be harvested; let the land stand fallow; carry on a campaign to eradicate weeds; or plant a farm woodlot.
8. The farmer agrees not to increase his total acreage of feed crops, other than hay, or any crops planted for harvest stipulated as basic crops, or livestock above the production in either 1932 or 1933, whichever ones are higher. Basic commodities named in the act are cotton, wheat, field corn, tobacco, hogs, rice, milk or its products.
9. A producer may hasten the delivery of his benefit payments by signing a "rider" in which he gives advance permission to the county allotment committee to adjust or correct the figures in his contract without recourse by him.

As compensation for the adjustments listed above, cooperating farmers shall receive as benefit payments \$5 a head on 75 per cent of the adjusted annual average number of hogs produced for market from 1932 and 1933 litters, and 30 cents a bushel on the estimated yield of corn that might have been produced on the land retired from production.

Mr. and Mrs. Roscoe Davidson, Mr. and Mrs. J. E. Speegle and little son, Billie Joe, all of Clovis were here last Sunday visiting relatives and friends.

A room has been built in the basement of the court house for the storing of the food which will be distributed where most needed, according to Miss Annis Greer, county administrator.

The food is entirely separate from the county OWA budget. The salt pork has been given each month and Miss Greer expects that the other foods will be given also in monthly allotments.

"CWA workers are entitled to the food, if necessary. It can also be given as direct relief. It will be distributed by the relief committee, according to the needs of the community," Miss Greer said.

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Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS
MRS. SETH B. HOLMAN
Publisher and Manager.
DeWITT 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.

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SUBSCRIPTION PRICES:
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Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$1.25
Outside Zone 2, six months \$1.00
Outside Zone 2, four months \$1.75
ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Politics and The Brand.

With the beginning of a political year, it is a good time to make the Brand's position on local issues clear. The Brand will publish political advertising for any person or any party at its usual rates, provided it is not abusive. The Brand, of course, reserves the right to support any candidate or principle believed to be advantageous to Hereford and Deaf Smith county. Its news columns will be open at all times to any political happenings that might be construed as news. No other political publicity will be carried unless it is paid.

The time draws nigh, let us say, again, for the payment of poll taxes. Remember, those of you who did not pay, how much you regretted not having the right to vote two years ago?

It finally happened. The Ferguson are using relief works and workers to build a political machine. Down in East Texas, where the voters are and where Farmer Jim is worshipped, posted signs have been put up on the roads and in the relief offices admonishing the voters to pay their poll taxes. Needless to say, most of the them feel that Jim furevey will be there to help them this summer.

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



By Their Words

What Panhandle Papers Say

Typographic errors can cause many laugh-provoking monstrouities. A circular distributed here the first of the week described a very "heart rendering" event. In last week's Enterprise, before it was proofread, occurred the paragraph, Mr. and Mrs. Joe Doe had a surprise shower Saturday for Mr. and Mrs. John Brown, who were "decently" married. Turkey Enterprise.

News is scarce these days. Most of the old thrills have been worn out, death is common, life is cheap, there's always a war somewhere, the gamut of human emotions has been run so many times that tragedies excite hardly a yawn. Americans see so many staggering figures that no mortality totals are apt to shock them. Real grief is limited in most cases to the nearest relatives involved in any death. Personality, we read, is "that which one leaves with another." So, if someone gives you a pain, just call it personality and forget it.—Olin Hinkle, Tampa News.

Our chief concern in connection with crime should be a firm hand to see that it does not become rooted in this region. Criminal operations should be cleaned up as fast as they are discovered, and offenders should be put away for sufficient time to break up their organizations. Crime is organized now. That is what makes it so difficult to handle. Peace officers are handcuffed and poorly equipped. Criminals have the upper hand in many places. Crooked policies is their refuge and their protection. Our cities of this region must keep a tight hold on law enforcements.—Jack Hull, in Clovis News-Journal.

In February we are to have an eclipse of the Sun which will be over before it starts. It will be February 14, cross the International Date Line where it will end on February 13. That reminds this editor of a trip he made on the train, on which he left Farwell and landed in Clovis, New Mexico, thirty minutes before he left Farwell. We left at 12 noon and landed at Clovis at 11:30 a. m., just thirty minutes before we left Farwell. Farwell, where mountain time sets in, therefore, there is a difference of one hour at Clovis and Farwell.

Say, folks, did you ever have the influenza on the installment plan? Well, I'm having it via that method. I've been in bed three times with it in the last two weeks, and after a few hours in bed, I'm up and out again. I've tried every remedy that has been recommended to me except using a 45, and I'm not going to use that except as a last resort. I've used keosene, sulphur and molasses, cough medicines, laxatives, quinine pills, capsules and hot baths.—Archibald, in The Abernathy Review.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 23, 1903.)

Ross W. Davis was erecting a fine new residence in the northwest part of town.

W. O. London, of Ardmore, Indian Territory, had decided to locate here and had under construction a new home.

Mrs. W. H. Patton and children had gone to Phoenix, Arizona, to join Mr. Patton, who had been there some time.

Troy Womble and family had returned from Huntington, Tennessee, where they spent the holidays with relatives and friends.

Ira Aten of the XIT ranch had given notice in The Brand to the effect that all the company's land which had been offered at \$2.50 per acre had been sold, and that the lowest price prevailing after that date was to be \$3.00 per acre.

A Junior Christian Endeavor had been organized for the children of the First Christian church.

T. D. Hunt had returned from Missouri, bringing with him a newly acquired bride.

Two fires, one in the J. H. Calloway home, the other in the Rich-ey Hotel, had been discovered in time to prevent damage in either case.

Channing was telling the world that its population was not less than 500, and invited anyone doubting that fact to come make a count.

(From The Hereford Brand, January 24, 1903.)

"D. R. Gass received an invitation to attend the Governor's inaugural ball at Austin, but being a little stiff on the "Turkey Trot" movement, failed to take advantage of the opportunity."

Superintendent Ben Short had received notice from the state department that Hereford had been listed as having a "First Class High School."

Warren Hardware Co. had sold their holding to the Walker-Perkins company.

Sheep raised in the Hereford area had topped the market in Kansas City.

J. A. Fox, C. C. Ferguson, B. H. Arnold, F. W. Lambert, Homer Wilkinson and H. B. Stephens were listed as the owners of new automobiles.

Ladies of the Monday Afternoon Club had donated their library to the city.

The Magnolia Oil Co. had made arrangements for the erection of five large storage tanks. J. W. English was local manager.

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. If a corn-bog reduction meeting was held at Frio school house last Thursday afternoon, with about 25 farmers present to hear the plan outlined by County Agent Thomas of Castro county. Henry Allman was elected temporary chairman. Mr. and Mrs. W. S. Dixon left for Rockport last Thursday to spend the winter. Freeman Curtis is staying in the Dixon home.

Mrs. K. F. Campbell has been ill the past week but is improving. Two cases of scarlet fever are noted in this community, both of which are reported of mild form. Mr. and Mrs. J. M. Dixon spent Sunday afternoon in the Joe Hastings home in Dimmitt.

Rhea Robbins of Canyon was at the Haskell Robbins home Saturday. Messrs. and Mmes. W. A. Springer and Wm. Craig spent Sunday afternoon in the H. Atwood home who are the proud parents of a baby daughter, Gordon Ingle sold Mr. and Mrs. A. T. Jones a cow and calf last week to the E. Beauford Mrs. A. Beauford and daughter will move there this week, the Ingles going to Pampa where he expects to begin work soon.

Mr. and Mrs. Geo. Ward of Arney visited here Sunday. Mrs. Edna Rose of Quitaque spent Saturday night with Mrs. Everett Cornett.

Messrs. and Mmes. A. T. and Elmer Jones and Mrs. W. A. Springer attended services at Easter Sunday. Rev. and Mrs. Emmett Armstrong were supper guests in the A. T. Jones home. This is his first meeting with the Easter congregation.

Mr. and Mrs. Oscar Griffin of Amarillo spent last Thursday with Mrs. J. M. Dixon.

Misses Ruby and Alma Andrews and Henry entertained the young people Saturday night with a party, all later going to the show

CITATION BY PUBLICATION

THE STATE OF TEXAS,

To the Sheriff or any Constable of Deaf Smith County—Greeting: You are hereby commanded to summon Louise Bolard More by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if there be no newspaper published in said County, then in a newspaper published in the nearest County; to said Deaf Smith County, to appear at the next regular term of the County Court of Deaf Smith County, to be holden at the Court House thereof, in the City of Hereford, on the first Monday in February, A. D. 1934, the same being the 5th day of February A. D. 1934, then and there to answer a petition filed in said Court on the 3rd day of December A. D. 1932, in a suit, numbered on the docket of said Court No. 1124, wherein J. E. Bray is Plaintiff, and Louise Bolard More is Defendant, and said petition alleging: That the defendant contracted and agreed to pay to plaintiff the sum of \$322.00, in consideration of plaintiff's finding a purchaser of certain lands belonging to defendant, and that plaintiff found a purchaser to buy defendant's land and defendant sold the same to such purchaser, and that defendant sold said land to such purchaser on or about the 14th day of August, 1930, and paid to plaintiff the sum of \$100.00, and agreed to pay to plaintiff the balance of said amount of the 15th day of August, 1931, together with interest at the rate of 6 per cent per annum, from August 14th, 1930; That defendant is a feme sole; That Plaintiff, in all things, performed his part of said contract; That defendant failed and refused to pay said \$222.00, when due, and interest thereon, all to plaintiff's damage in the principal and interest. Plaintiff prays for personal judgment.

Herein fail not, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same. Given under my hand and the Seal of said Court, at office in Hereford, Texas, this, the 2nd day of January A. D. 1934. (Seal) L. H. FOSTER, Clerk, County Court, Deaf Smith County. 63-4c

Public Opinion

Now that election day is drawing near, it seems expedient that we give some thought to many matters confronting us. The idea of extending our independent school district to several times its present limits—some going so far as to suggest that it take in the entire county—is perhaps one of the most important things for us to consider and ponder over. Under present conditions, the district taking in so little territory, the burden of the tax payer within this district is getting too heavy for him to carry. Should the district be enlarged the burden would be much lighter, and should it be made to cover the entire county the tax would hardly be felt by anyone, and at the same time the non-resident tax payer would help to bear this tax, with very little additional tax placed upon him. This, too, would enable us to have better and bigger school facilities, with the added advantage to children in the rural districts attending higher degrees of having to pay tuition. In my office and I merely pass it on for thought and consideration, with the hope that we might have many expressions covering both sides of the question.

Another matter should be mentioned here, and that is the habit we have been in for some years of passing around petitions shortly before election time asking that so and so be continued in office for another term, etc. This is hardly fair and the practice should cease now and henceforth. One of the best and quickest ways to stop this, in case it should be attempted, is to absolutely refuse to sign any such petition. Let us have other suggestions, all in a spirit of harmony and for the good of our future well being.

L. BASKIN.

READ THE ADS Keep Step With THE TIMES!

GUILTY!

Vote a Life Sentence For Rubbish and Waste

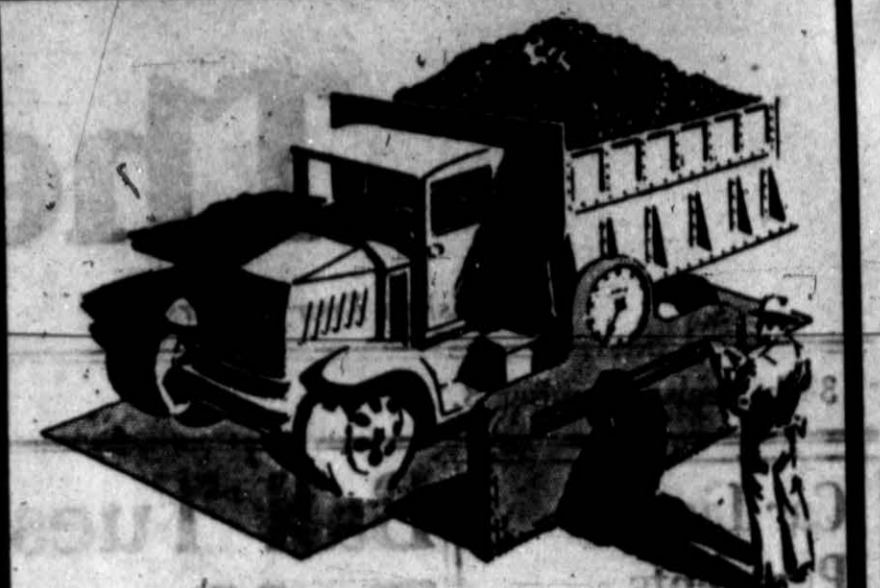


There is no greater menace to public health and safety than the rubbish pile and the old-fashioned garbage can. Year after year they take their terrific toll with fire and disease.

There is just one effective way to combat these two evils—by burning them before they have a chance to do their devilish work. A Gas Incinerator is quick-acting, odorless, inexpensive to install and operate. It's the easiest and best way to vote a "life sentence" for Rubbish and Waste.

See your Gas Appliance Dealer.

Wool Texas Gas Co. (Seal) W. H. FOSTER, Clerk, County Court, Deaf Smith County. 63-4c



Colorado Lump Coal Nut Coal Petroleum Coke

See Us for Your Fuel Needs

HEADQUARTERS FOR PURINA FEEDS

McLean & Pitman Grain Company

Phone 1 Buy At Home We Deliver.

BUSINESS AND DIRECTORY

PROFESSIONAL

ABSTRACTS: The title to your land is vital. Our Abstracts correctly reveal the title. A. C. THOMPSON ABSTRACT CO. 5 1/2 per cent Federal Farm Loans. LUNCHES: THE CHOCOLATE SHOP. Cold Drinks, Candles, Magazines.

AUDITOR: PAUL S. COMBETT, Accountant and Auditor, Income Tax Service, Office County Court House.

CLEANERS: WEST TAILOR SHOP, MRS. O. F. WEST, Proprietor, Clothes Called for and Delivered, Phone 185.

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

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

OPTOMETRIST: DON'T Neglect Your Eyes, Dr. T. M. Montgomery, At Close Drug, Third-Friday Each Month.

INSURANCE: 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.

INSURANCE: JNO. H. PATTON, PHONE 30.

MANOLOGY: Manology - Colon Irrigation, Spinal Adjustments - Vapor Baths, DR. R. E. PERKINS, 710 North Main - Phone 246.

SWAP Through the WANT ADS

Our Repair Prices have not advanced under N. R. A.

We make a sincere effort to maintain an adequate supply of I. H. C. parts for repairs on I. H. C. and McCormick-Deering farm equipment. We are in a position to meet every reasonable repair demand on short notice. Nevertheless, there are definite advantages to you in ordering parts and repairing machinery during the slack season, rather than when you are in desperate need of the machinery.

Are these facts not worth consideration when buying your farm machinery?

Buchanan & Rosson

HEREFORD YOUR I. H. C. DEALER FRIONA

Westway Items

(BY WILMA SKYPOLA)

Gene Lorenwald and Walter Laeb of Wyche visited the V. Skypala home Wednesday.

Get highest cream prices at Farmers Creamery Association. Tit: A bridal shower was given for Mrs. Ray Rowe recently. Many beautiful things were given and an enjoyable dinner served.

Mr. and Mrs. V. Skypala had Sunday dinner in the A. H. Laeb home.

Mr. and Mrs. Ben McBrayer visited in the C. P. Grimes home Tuesday night.

Miss Irene Grimes spent the week end in the home of her parents, Mr. and Mrs. D. H. Grimes, in Herford.

Mr. and Mrs. A. H. Laeb of Herford spent Monday in the V. Skypala home.

Mrs. Henry Fangman, Beatrice and Pauline of Messenger visited Friday afternoon in the V. Skypala home.

Tom Vaughn and family spent Sunday of last week in the A. H. Laeb home.

Mr. and Mrs. C. P. Grimes spent Sunday in the Bill Rice home.

Mrs. Bruce Edwards spent Saturday evening in the Branshear home.

Mr. Rogers and family were recent visitors in the Lindsay home.

Eric Branshear spent Saturday night in the Davis home.

Miss Dorothy Vernon of Herford visited in the T. E. Baker home Sunday.

O. Hutcherson of this community is spending a few weeks in California.

Mr. and Mrs. T. E. Seigler of Herford spent Sunday in the R. M. Gunn home.

Sunday school was well attended. Westway Sunday school meets each Sunday afternoon at 2:30.

Mr. and Mrs. Frank Weaver of Herford spent Sunday in the home of Mr. and Mrs. W. T. Weems.

News has been received that Leslie Vaughn, of Tacoma, Washington, son of Mr. and Mrs. Tom Vaughn, had undergone an operation, and at last reports was doing well.

Mr. and Mrs. Ben McBrayer and son took dinner in the O. G. Hill home Saturday.

Mr. and Mrs. Ben McBrayer and visited the Elwin Hutchinson home in Herford Sunday.

C. W. Whitehead of Herford spent Sunday in the G. C. Hartman home.

Miss Mary Turentine spent the week end with her mother, Mrs. Turentine.

Mr. and Mrs. L. O. Gore spent Sunday in the Earl Little home.

Miss Stella Mae Gore spent last week with Mrs. Homer Gore.

Mr. and Mrs. F. W. Dodson, Misses Hastings and Barnard enjoyed a birthday supper in the

Summerfield News

BY MRS. GUY WALSER

The year's work for the Junior Study club was outlined January 16 at the meeting held at the home of Miss Mary Lee Curry, who presided. Among plans will be the featuring of individual roll call topics. Year books were discussed and programs planned. Officers for the coming year will be Mary Lee Curry, president; Mrs. Jim Clark, vice president; Mrs. Wilson Vines, secretary; Maude Noland, treasurer; Olefa Bowling, parliamentarian; Misses Wilburn Edelman and Perry McMin, sponsors.

Miss Hazel Oglesby gave a piano solo; Mrs. Major Scherzer of Herford gave a talk on junior club work; Miss Ruby Thompson sang a solo, accompanied by Mrs. Schreuder. Cocoa and cake were served.

Mr. and Mrs. Louie Huckert visited their daughter, Mrs. John Heisenand and family at Vega last week.

Obe Roberson attended court at Farwell several days last week.

Several men of this community attended the corn-bog reduction meeting at Frlo.

Mr. and Mrs. C. R. Waiser spent Saturday night and Sunday in the J. C. Lane home at Herford. Messrs. and Maes, Jim Clark and Fritz Clark and family also spent Sunday in the Lane home.

The Senior Study club met with Mrs. Lee Curry Thursday, but on account of so much sickness very few were present. Miss Clark gave a talk on the duties of officers and members. Mrs. Peacock of Bethel and Mrs. A. J. Blakemore were guests.

Mrs. Emma Gracey of Brokenridge was a week end guest of her nephew, Lee Curry.

Miss Izora Clark of Dimmitt and Mrs. Ed Peacock of Bethel spent Thursday with Mrs. A. J. Blakemore.

The young people's Sunday school class is sponsoring a pie supper to be given at the school house on Thursday night, February 1. All are urged to come, the ladies and girls bringing pies and the men and boys plenty of money. The proceeds go for the debt on the church seats.

Bob Bellar and Perry McMin have bought the Summerfield store

STATE SERVICE MEDAL

Authorized for TEXAS VETERANS



By a Joint Resolution the 43rd Legislature Texas has honored all its military veterans who have served the nation's armed forces during time of war. Above is shown the attractive new medal authorized by the 43rd legislature for all residents of Texas who have honorably served in the United States Army, Navy or Marine Corps during the Spanish War, Mexican Border, Mexican Expeditionary or World War. Veterans may secure the necessary application blanks by writing the Adjutant General, Austin, Texas.

Drink Water With Meals Good For Stomach

Water with meals helps stomach juices, aids digestion. If bloated with gas add a spoonful of Adlerika. One dose cleans out poisons and washes BOTH upper and lower bowels. City Drug Store.

ADVERTISEMENTS

are Printed for YOUR CONVENIENCE

Week-End Specials

Notice Our Prices On LADIES' COATS

Only 12 Left—Fur Trimmed and Plain.

Regular Values—\$29.75

Close-Out Price—\$15.00



SPRING WASH DRESSES

In all sizes and colors—88¢

Don't fail to visit our MEN'S AND BOYS' DEPARTMENT, where you will find New Spring Suits, Trousers, Shirts, Ties, Caps, Etc. AT LOW PRICES.

254 Pairs of Spring Shoes for the whole family. Ladies' Oxfords.

The Popular Store

"SINCE 1921"

Texaco Gas, Oil and Greases

Instant Tire Service

Texas Service Station

GLEN SNYDER

GIRL SCOUT NOTES

The Whiteface troop of Girl Scouts re-organized their patrols at the meeting Wednesday, putting all Tenderfoots in one patrol, the advanced second class in another and second class aspirants in another, and then ones who will soon be Tenderfoots in the remaining patrol.

The Girl Scouts flag song, "O Beautiful Banner" was learned and the horseshoe formation for the presentation of awards was practiced.

Here is the best news yet: Scouts, the Tenderfoot pins of our first order, 18, have arrived so now we can look forward to our installation ceremony, which will be very soon.

The troop meets every Wednesday afternoon at 4:30 in the basement of the Christian church. Any girl interested in joining is invited to meet with the troop at that time.

COURTHOUSE RECORDS

Warranty Deeds.

G. W. Webb et ux to A. Taylor, southeast 1/4 of section 51, block K-3

W. M. Cogdell et ux to E. J. Boeskin, northeast 1/4 of section 88, block M-7.

John W. Robinson et ux to Mrs. Ella Phillips, east 1/2 of lots 7, 8 and 9, block 30, City of Herford.

New Cars.

E. H. Sewell, Ford sedan, Herford Motor Co.

J. D. Buchanan, Chevrolet sedan, Gitzale Chevrolet Co.

Kipke to Teach.

Popular demand of last year's attendants at the Texas Technological College coaching school has secured the consent of Harry Kipke, coach of the Michigan Wolverines, to return and teach at the 1934 school to be held in Lubbock from July 30 to August 11, according to Coach P. W. Cawthon.

Mr. and Mrs. B. R. Fulkerson and children returned home Friday from a trip to Roswell, New Mexico, where they hauled a truck load of household goods to his father, B. F. Fulkerson, who is to make his home near Roswell on an 80-acre well improved farm for which he recently traded.

Shop here and SAVE

Outstanding Bargains for Friday, Saturday and Monday, January 26-27-29

BLACKBERRIES No. 10 can	39¢	TOILET PAPER Charmin, 4-roll box	23¢	Breakfast Food Hereford whole wheat, 5-lb bag	19¢
CHIPSO Large package	15¢	CLEANSER Sunbrite, 2 cans	9¢	HOMINY Per gallon	25¢
MIRACLE WHIP Salad dressing or spread, qt. jar	27¢	TOMATO SAUCE Libby's, 2 cans	15¢	BLACK PEPPER 1-pound can for	25¢
LYE Red Top, 3 cans	23¢	PINEAPPLE Libby's sliced or crushed, 2 1/2 can	22¢	EXTRACT Large 8-ounce size for	15¢
OATS Large pkg. 2 for	25¢	FRUITS FOR SALADS Prunes, peaches, apricots, pears, Libby's, 8-oz cans, 3 for	25¢	BROWN SUGAR 3-pound bag for	19¢

SOAP SALE

FREE 1 cake Kirk's Castile soap with 6 large P. and G soap for 25c

OXYDOL, two 10c packages for 11c

CAMAY or PALMOLIVE SOAP, per bar 5c

Shortening Mrs. Tucker's 8-lb carton 54c

SUGAR 10-lb cloth bag On Sale 25c

SOAP P. and G., regular 10 bars 25c

BUTTER Fresh Creamery 19c Pound

GELATINE Royal, All Flavors, 3 packages 15c FREE

1 package Royal Chocolate Pudding

NOW

It is Time to Start to Save Hatching Eggs

Feed Balanced Egg Mash to insure a better hatch and stronger baby chicks. JUST-RIGHT EGG MASH solves the problem.

West Texas Feed & Seed Company

Phone 265 Deliveries We Buy Produce

DISH RAGS

MADE OF DOLBROOF PAPER

Sanitary and Durable

Check closer to handle than a cloth

For Sale At Brand Office.

POLITICAL TICKET

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

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

For Sheriff: JNO. B. MILLER (re-election) OMER BAKER

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

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

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

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

For Commissioner, Precinct No. 3: GEO. C. MESSENGER

For Commissioner, Precinct No. 4: J. M. (Jim) CHAPMAN

CHILI

Fresh Brick, made in our own market from selected beef, two pounds 25c

CHEESE Elisha, pound	18¢	OYSTERS Large and fat, pint	35¢	ROAST Fancy Baby Beef, pound	11¢
LARD Home rendered, nice, white, 8 lbs	55¢	BACON Pinkney's, Special Sliced, pound	19¢	PORK Shoulder Roast, pound	10¢

EGGS Fresh country, two dozen for	29¢	COFFEE—Standard brand, high quality, packed in can, 1 pound for	21¢	SPINACH Medina, 2 1/2 cans, two for	25¢
MILK 3 tall cans 19¢, 6 small cans	19¢	CATSUP Empson's, 2 large bottles	25¢	BLACKBERRIES No. 2 cans, two for	19¢
BAKING POWDER 50-ounce can 32¢, 25-ounce can	18¢	SALMON Pink, 2 tall cans	25¢	SALAD WAFERS Supreme, 2-pound caddy	29¢
KARO Red or Blue Label, No. 10 can	54¢	BLACK-EYED PEAS 4-pound bag for	21¢	COCOA Hershey's, 1-pound can	15¢
RIBBON CANE Pure East Texas, No. 10 can	63¢	PEACHES Choice Yellow, 2-pound pkg	23¢	PEACHES In heavy syrup, 2 1/2 can	15¢

Sell Us Your Cream and Eggs

Try trading us your farm produce for groceries—see how much you save

ORANGES Sweet and juicy, per dozen	15¢	CRANBERRIES Two quarts for	25¢	LETTUCE Good firm heads, special price, head	4 1/2¢
BANANAS Gold'n yellow, per pound	7¢	CELERY Fresh and crisp, per stalk	7 1/2¢	YAMS Fancy No. 1 grade, per pound	3¢

FURR FOOD STORES

lower prices

Happy Is Winner In Cage Contest

A pair of brothers—Barnard by name—ruined the opening of the home basketball season for the Whitefaces last Saturday evening by guiding Happy's Jacks to a 37 to 16 victory over the locals.

Heralded as one of the strongest teams in the state, the Jacks appear to be just that as they controlled the game from the outset. Big W. C. Barnard at center looked like an all-star as he lopped seven field goals and a free throw. His little brother, A. L., at forward, ran him a close second with six goals from the court and a charity shot.

Harter, Happy's other forward, was third in the scoring with seven counters. Clayton at center and Russell at forward were the Whitefaces' scoring leaders with five apiece. Each scored a field goal and three free ones.

Happy's first string, playing throughout the opening half, had a lead of 26 to 5 at that point. Each crew counted 11 in the last half with the Jacks' second stringers playing most of the time.

Happy lost three players, Big Barnard, Fortenberry and Derruon, guards, through personal fouls. Clayton also was ousted for four violations.

Friday night the team journeyed over to Vega and cleaned up 34 to 19. Russell with 13 and Seed with 12 points led the scoring parade. Halliburton at forward for the Vega five scored ten counters.

Community Bible Class.

The Bible class meets each Sunday morning at 9:30, at the I. O. O. F. Hall on Main Street. Instead of the regular lesson from the Book of Acts, Rev. Heard East will preach on the subject, "The Doom of America." We feel sure that you will enjoy this message by this scholarly, courageous young man. Ladies, gentlemen and children welcome.

Want Ads

Wanted

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

WANTED: Plain or fancy sewing, party or graduation frocks special, satisfaction guaranteed—at reasonable prices. Mrs. Besse Davis, first house south Presbyterian church. 2-2t

WANTED: To lease stalk field pasture for cattle. O. K. Higgins. 49-1fc

WANTED: To buy maize heads and threshed grain. Brumley & Son. 42-1fc

For Sale or Trade

FOR SALE: 1932 model BB Ford truck, long wheel base. See this bargain at Buchanan & Rosson Company. 2-2p

FOR SALE—About 21 head of good average Jersey cows; 20 head of calves and yearlings; also 15 head of full blood Hampshire hogs, weight from 60 to 130 pounds. B. R. Fulkerson, 20 miles northwest. 3-2p

WILL TRADE: Used 15:30 McCormick-Deering tractor for a Farmall, Buchanan & Rosson 2-3c

FOR SALE OR TRADE: Good 1930 Chevrolet truck. Buchanan & Rosson. 2-3c

FOR SALE: New and used typewriters, and ribbons. Jowell Michison. 42-1fc

For Rent

FOR RENT: a two-room apartment, unfurnished. Also bedrooms. Mrs. John P. Slaton. 3-1fc

FOR RENT: The George Garrison residence on Third Street. Furnished and modern, on pavement. See Carl Cockrell. 1p



Advance News On HATS

Side width is what Paris is talking this spring, which is good news to everyone. Other styles and modes too numerous to mention.

Priced \$1.50 and up.

VOGELE MILLINERY PARLOR

Apply for Book Fund for Country Schools

Books valued at \$540 may be available to the rural schools of Deaf Smith county if application made recently to the state board of education is granted.

By a plan in the rural aid division of the state department of education, any school room raising \$10 will be granted a like amount for the purchase of needed books. Twenty-seven schools in the county have already obtained their quotas and County Judge C. W. Humble has filed application for the state funds.

In some cases teachers have prepared the needed list of books; in others Miss Lillie Hostetler, county librarian, is compiling the list. The books will be bought through the county library and some will be kept there for circulation only among the rural schools.

"The plan gives the school children a chance not only to participate in the books which are allotted their rooms, but in the entire group," Miss Hostetler said.

Jack Tate, age 36, died at his home in Dimmitt Monday. Funeral services and burial were held at Dimmitt the following day. Mr. Tate was ill for several years before his death. He was well known in Hereford.

Young Demos to Meet In Lubbock Next Week

Young Democratic Clubs from 125 West Texas counties are invited to participate in the first annual convention scheduled for February 3 in Lubbock.

A permanent organization will be perfected to take its place along with similar ones in East and South Texas.

Dances, a banquet, and other entertaining features are being worked out. Any Democrat between the ages of 18 and 40 may join the clubs, according to the national regulations. All interested persons are urged to attend the convention.

ESTRAY NOTICE

Taken up about June 1, 1933, at the home of the undersigned, living about 20 miles north from the Town of Hereford in the County of Deaf Smith, the following described animal, known to be estray, viz: one sorrel pony mare, about five or six years old, unbranded; weight about 850 pounds, bald faced. If not legally proven by the owner thereof within TWENTY DAYS from the date hereof I will proceed to Estray the same in accordance with law.

D. B. MANN, Taker Up. Hereford, Texas, this 8th day of January, 1934. 1-3p

B. Y. F. U. Notes.

All young people who are members of the B. Y. F. U. of the First Baptist church, or young people who do not belong to any young people's church organization in Hereford are requested to be at B. Y. F. U. in the regular young people's department at 6:15 o'clock Sunday evening, January 28.

We are planning a great reunion for the young people who have at one time been B. Y. F. U. members, those now members and those who do not belong to a church organization in Hereford. It will be lots of fun. Come and see.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

Baby Chicks

That have proved real profit makers, are the daily testimony of our customers. Order Now for February Delivery. CUSTOM HATCHING Hillside Hatchery Phone 70-W

HELP...

WE NEED MILLING WHEAT

The demand for that good PACKARD'S BEST Flour has caused us to run out of grain.

A premium of 5 cents a bushel will be paid the rest of January.

Packard Milling Co.

Penny Savers

You can save every day on every item you purchase at Sprowls & Cronin Company. Our quantity buying has made it possible for us to pass many savings along to our customers.

We have a delightful selection of gay, airy dresses for the home. Dresses that make you feel fresh from the coffee 'till hubby gets home in the evening.

Sunny Sue

Quadriga Fabrics

A new shipment arrived this week

\$1.95 All Sizes

One Lot for Only **98c**

A print that simply won't shrink or fade.

Grand New Patterns. Spring Colors

Great reductions on all ladies' fall and winter DRESSES, SUITS AND COATS. The Bargains Are Sensational!

Ladies' and Misses'

Print Pajamas

98c Sizes 15 to 20

Clever Styles—Fast Colors

Cotton Flannel Outing **10c** Per Yard

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

Big Smith Overalls

Guaranteed Garments

The **\$1.35** Pair

Fully Sanforized, 8-ounce material, has been fully shrunk and permits a permanent fit. Buy your correct size—continued laundering will not shrink them. They contain more cloth than any other overalls.

MEN'S BROADCLOTH SHORTS AND KNIT SHIRTS

Full Made **25c** Each

UNCLE FULLER AND BIG SMITH

Work Shirts

Heavy, extra full made gray chambray

69c

School Shirts For Boys **49c**

Heavy gray Chambray, extra full made.

WORK SOCKS **10c** Pair

Smooth toe, good tops, brown, black, gray, white.

Sprowls @ Cronin Co.

CHEVROLET FOR 1934 ON DISPLAY SATURDAY, JANUARY 27th

Knee Action Wheels—Longer Wheel Base
Bigger Fisher Bodies—4 Inches More Room
Blue Streak Engine—80 Horsepower
80 Miles An Hour
Faster Acceleration
12% Greater Economy at Touring Speeds
Increased Smoothness and Quietness
New Larger All-Weather Brakes
Smart New Styling
Typically Low Chevrolet Prices

Drive It Only Five Miles and You'll Never
Be Satisfied With Any Other Low-Priced Car
It's Different—totally unlike anything you've
seen or anything you will see in motor
cars for 1934



GRIZZLE CHEVROLET CO.
HEREFORD, TEXAS

SOCIETY

Milton Davidson Wed In Clovis

Milton Davidson, son of Mr. and Mrs. Roscoe Davidson, of Clovis, New Mexico, and Miss Marcelle Gurley, also of Clovis, were married there last Thursday. Mr. and Mrs. Davidson left immediately for their new home in Vernon where Mr. Davidson was transferred by the Woolworth Company, of which he is an assistant manager of the Vernon store.

Last week The Brand carried an item of the happenings of 21 years ago and stated that a son, Milton, had been born to Mr. and Mrs. Roscoe Davidson, Thursday, January 17, 1913.

Mr. and Mrs. Davidson passed through Hereford Thursday night enroute to Vernon.

MRS. CAMPBELL HONORED AT SHOWER

Honoring Mrs. H. Coleman Campbell, a recent bride, Mmes. Edgar East and Henard East were hostesses at a miscellaneous shower at the home of Mrs. Edgar East Tuesday afternoon, January 23.

After the arrival of the guests, Mrs. Henard East directed a program which included readings and songs by Mary Evelyn Lindsey, Mary Olive Frye and Wilma Jean Miller. Each guest was then asked to give some advice to the new bride and then they were asked to tell of their first bean.

The honoree received many beautiful gifts. Music was played softly while a delightful refreshment plate was served.

The guest list included Mmes. Baker Womble, Johnnie Womble, Herbert Miller, W. J. Stewart, August Frye, Paul Frye, Ernest May, W. T. Barwell, H. E. Miller, Orlis Lindsey, Messrs. Campbell and Joe Thomas.

MISS MARY CALLOWAY WEDS EZRA J. BAGWELL

Miss Mary Calloway and Ezra J. Bagwell were married last Thursday afternoon in Clovis, New Mexico.

Mrs. Bagwell is the daughter of Mr. and Mrs. W. A. Callaway, who live northwest of Hereford. She attended school at Dawn.

The groom is the son of M. H. Bagwell, of Dawn.

The young couple will make their home in Hereford.

NORTH HEREFORD DEMONSTRATION CLUB

"The Lives of Great Women" was the topic discussed by the North Hereford demonstration club Tuesday, January 23, when it met with Mrs. C. L. Whitehead. The members voted to make each member a friendship quilt block for her birthday as each birthday came, the member herself making the block with the club emblem, the four leaf clover, appliqued on it. Therefore, each member shall possess a beautiful friendship quilt top with the emblem by the end of the year.

The next regular meeting will be with Mrs. Al Vaughn February 13, at 2:30. Mrs. Vaughn will demonstrate one of the many uses of dye by using it in the making of hominy.

MESSANGER CLUB TO FEED HUSBANDS

Husbands of members of the Messenger Club will be guests at a dinner Saturday evening 5:45-7:30 at the school house. A message to the husbands says "come and enjoy yourselves and get a square meal for once."

MRS. ALEXANDER GIVEN SURPRISE PARTY

Mrs. W. L. Alexander was given a lovely surprise dinner Thursday, January 18, by the Home Makers class, the occasion being her birthday. After dinner, Mrs. Alexander was given a beautiful Bible by the class.

Those enjoying the occasion were Mmes. Walter Easter, Louie Olson, Claude Dixon and Elton Ray, Roy Thompson, Gilbert Hooper, Jeff Roberson and Eugene, Walter Ayers, Leora Massie, Edgar Moseley, A. C. Thompson, Earl Lance, Paul and Roscoe, R. E. McCullough and Norma Jean, Gordon Durham, Wood Vaughn, Tom Major, John Hacker and Fair Gwendoline, R. B. Young, Barrett Sowell and J. B. W. L. Alexander, Mary Lee and Beverly, and Mr. W. L. Alexander.

MARY JACQUELINE WRIGHT CELEBRATES BIRTHDAY

Little Mary Jacqueline Wright celebrated her fifth birthday anniversary last Saturday afternoon, when 24 of her little friends gathered at the Wright home for an afternoon of entertainment.

The party of youngsters were entertained with games and various other sorts of amusement such as is common with a gathering of youths of that age. The lively little hostess demonstrated that she was a past master when it comes to throwing a party.

Following were the guests: David and Margaret Helen Sowell, Jas. Bernard and Bob Hicks, Paul and Jean Andrews, Norma Jean McCullough, Tom Wilson, Barbara Gabreath, Alvin William Dawson, Helen Acker, Ruth Temple, and Doris Jean Hastings, Joan Smith, Charles Skelton, Virginia Bates, Jeannine Singleterry, Jimmie Easley, J. B. Sowell, Jr., Martha Mae Stewart, Maydell Beaver, Pat Landrum, Reuben and Alma Faye Knox. At the close of the affair the guests were served refreshments, and with balloons and suckers.

BLUE BONNETS ENTERTAINED

Mrs. R. M. Allred entertained her Sunday school class with a waffle supper Thursday evening at 7:00 o'clock.

Those present were Mildred Rutherford, Virginia Newell, Betty Sue Hensley, Inez and Dorothy Funderburg, Helen Ann Snyder, Billie Whitehead, Ida Bell Hicks, Minnie Dea Smith, Nancy Millard, Barbara Jane Brotherton, Virginia Erie Reed.

LOYAL WORKERS CLUB MEETS

The Loyal Workers club met at the L. O. O. F. hall January 19. A covered dish lunch was served to the members and several husbands. Two quilts were quilted for Mrs. Murchison. Officers for the next term were elected. Mrs. Virgie Walls was elected president, Mrs. Mary Cox, vice president; Mrs. Verna Sowell, secretary and treasurer. Members present were Mmes. Leah Stewart, Ola Womble, Ailie Elliston, Connie Williamson, Ethel Fridley, Mary Cox, Edna Rowe, Verna Sowell, Ann McCullough, Virgie Walls, Flossie Williams and Jewell Murchison.

PIONEER STUDY CLUB MEETS

Tuesday, the Pioneer Study club met at the home of Mrs. T. E. Seigler, and the following program on Italy was rendered:

"Responsibilities gravitate to persons who can shoulder them; and power flows to the man who wills to know."

Italy's points of scenic interest: Mrs. A. A. Foster.

Politics in Italy: Mrs. H. G. Conkwright.

Art in Italy: Mrs. J. M. Gilliland. Giovanni Baraccoco, as a writer: Mrs. F. L. Lucas.

(and synopsis of one of his works) Refreshments were served to Mmes. H. G. Conkwright, A. A. Foster, Burl France, J. M. Gilliland, P. H. Gilliland, Bob Higgins, E. S. Ireland, Minnie Jones, Frank Lucas, H. D. Reed, J. W. Spradley, Arthur Thompson, Bess Turrentine, M. D. Womble and the hostesses, Mmes. T. E. Seigler and F. M. Kester.

First Presbyterian Church

Young people's Christian Endeavor met at 6:00 to enjoy an air-pane tour conducted by Herbert Boardman.

A contest between the Conquerors and Invincibles grows warmer. Sunday night 19 Invincibles and 20 Conquerors were present. The contest runs until February 23, when the side with the least points will give a St. Patrick's day party to the winners. John Williams captain the Conquerors, Patricia Wedebrook, the Invincibles. If you are interested you will be welcomed. The campaign is for more members, the motto being, "The more the merrier."

Phillips Seeks Commission Post

To My Friends and the Voters of Precinct No. 2:

I am kindly asking for favorable consideration of my candidacy in the next July Democratic primary for re-election. Because of the existing conditions of the times, I do not believe it fair to the people or to myself to launch a platform more than to promise to use every effort for the betterment of our county affairs.

If you see fit to favor me with your support and influence, I can assure you it will be greatly appreciated. W. B. PHILLIPS. (Political Adv.)

Messenger Runs For Commission

To the Voters of Commissioners Precinct No. 3:

I hereby announce my candidacy in the election of your Commissioner. I respectfully solicit your vote and support on the Democratic ticket. If elected I will endeavor to attend to the duties of the office honestly and to the best of my ability.

-GEO. C. MESSENGER. (Political Adv.)

"Flying Down to Rio" Is Sunday Star Film

One of the biggest entertainment bills he has ever offered is on J. C. Parker's schedule at the Star Theatre, beginning with a midnight matinee Saturday. The feature is the musical, "Flying Down to Rio." Walt Disney's now famous "Three Little Pigs," which will probably share the main interest with the feature. And there is a Harry Langdon comedy and Paramount News. This bill will run through Tuesday.

Opening Wednesday is the long awaited "Prizefighter and the Lady," with Max Baer, Myrna Loy, Walter Huston, Jack Dempsey and Primo Carnera.

Hereford is the first small town in Texas to offer "Flying Down to Rio." Parker has also booked for early showing "Dynamo at Eight" and "Christopher Bean," Marie Dressler's latest starring vehicle.



A THOROUGH ASSORTMENT

of styles that lend an
air of refinement can
be found here.

F. M. Kester

Optometrist
Hereford, Texas



Know That
Mouth - Watering
Zest

Delicious food quickly served. The
kind a hungry man or woman enjoys.

IKE'S CAFE

Truck Load of California Navel

ORANGES

Tree ripened, sweet as sugar, the best you have
ever eaten, various sizes.

Bushel, Only

\$1.98

Bring Us Your Cream, Poultry and Eggs.

Square Deal Produce Co.

RANKIN C. REYNOLDS Swift Branch ROY ONSTEAD
Corner Main and Fourth Phone 17

CLOSE DRUG STORE

BARGAINS IN EVERY-DAY DRUG WANTS—EVERY WEEK
Make Your Purchase With Us and Save.

SPECIALS THIS WEEK

\$1.50 Water Bottle	59c
16-Ounce Lady Margaret Almond Lotion	59c
\$1.00 Box Stationery—60 sheets, 50 envelopes	59c
50c Bottle Milk of Magnesia	39c
50c Bathing Alcohol	39c
60c Syrup Pepsin	49c
\$1.20 Syrup Pepsin	98c
\$1.00 Wine of Cardui	89c
One Pound Jar Cleansing Cream	69c
50c Pine Tar Cough Syrup	39c
16-Ounce Kitchen Lotion	49c
\$1.00 Cream of Nujol	89c
100 Tablets Nyal Aspirin	49c
\$1.50 ALARM CLOCK	98c
60c Aspirin	49c
16 Ounce French Flake Soap	23c
32 Ounces Mineral Oil	89c
16 Ounces Nysseptol	49c
35c V-8 Brushless Shave Cream	29c
75c Bridge Cards	39c
50c Milk Magnesia Tooth Paste	39c
50c Nydenta Tooth Paste	39c
50c Prophylactic Tooth Paste	39c
\$1.00 Flashlight, Complete	59c
50c Hair Oil	39c
50c Body Powder	39c
12 Bars Soap, French Perfumed	39c

SAVE—WITH US—SAVE

Something of Interest To YOU!

We now have with us Mr. J. A. George
of Fort Worth, who has charge of our
cleaning department.

Mr. George is a graduate of the
National Association Institute of Dyers
and Cleaners of Silver Springs, Mary-
land.

We Positively Guarantee All Work.

CALL 296—WE CALL FOR AND DELIVER
Send Your Dry Cleaning and Laundry to Us.

HEREFORD LAUNDRY AND DRY CLEANING CO.

STREU HARDWARE CO.

'Home of Service and Quality.'

We still have some of those Quick
Meal and other gas ranges we are
selling at Real Bargains.

Come in and look them over.

We will have another shipment of Aladdin Lamps

In a few days, priced from \$4.75 to \$10.50

Complete stock of Paints and Varnishes
Pratt and Lambert 61, and Duco.

Good assortment of colors in ALABASTINE
water color for walls.

BUY AT HOME

Five Days In Which to Pay Your City Taxes

Your taxes are delinquent February 1st.

You will relieve your city and at the same
time meet a just obligation to your community.

Your city taxes are about twenty-five per
cent less than they were two years ago and
can still be made lower if all would pay
promptly.

You may split your city taxes and pay
half now and have six months on the other
half at six per cent interest per annum.

We invite the cooperation of all at this
time.

E. B. BLACK, Mayor.
Eva Skelton, City Clerk.

What's the Excitement?

(HONEY)



Do Not Miss Our Rocky Mountain
and South Texas Honey—
Saturday Only.

Good things to eat?—You bet your life, we have them by the
TONS—Fresher Fruits and Vegetables are always appreciated
and are cheaper after all. Pay us a visit and you will be sur-
prised at the good things you will find.

We Will Have Real Bargains Friday and Saturday.

YOU ARE ALWAYS WELCOME.

FULLER'S FRESHER FRUITS AND VEGETABLES

Spotlight SPECIALS

FOR FRIDAY AND SATURDAY

- Soap, 6 bars P. and G., 1 Cocoa Hardwater **25c**
- COCOA, Mother's, 1-lb box **12c**
- COMPOUND, 8-lbs pure vegetable **55c**
- COCONUT, long thread, 1 lb **21c**
- MILK, 3 tall cans **18c**
- SYRUP, Mary Jane, gallon **54c**
- BAKING POWDER, K. C., 25-oz can **19c**
- OATS, Brimfull, large box **12c**
- CORN FLAKES **10c**
- VANILLA WAFERS, bulk, lb **19c**
- CATSUP, large bottle **15c**
- SWEET POTATOES, nice, lb **3c**
- COFFEE, bulk, Peaberry, 2 lbs **27c**
- MACARONI or Spaghetti, box **6c**
- SPUDS, 10 pounds **17c**



RIPPLED WHEAT
Large box **10c**
Small box free

FRUITS AND VEGETABLES

- APPLES, Winesaps, dozen **21c**
- BANANAS, nice and yellow, 1 pound **7c**
- LETTUCE, real nice and firm, head **5c**
- CELERY, well bleached, bunch **8c**

Frank's CASH Grocery

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

Something About Your Home

... needs to be repaired or renewed. Why not start checking up to find those little things that need to be done? A fence repaired, the garage doors may need attention, a window may be in bad shape or the roof or the floor. All these minor things need attention lest they become major disorders.

TAKE THAT STITCH IN TIME

Rockwell Brothers & Co.

LUMBERMEN

In Hereford Since 1898

1934 DODGE AND PLYMOUTH CARS

The unusual demand for the new models has been so great it has been impossible for the factory to fill orders promptly, but we are assured that we will soon be supplied.

These new models have everything plus Floating Power, Hydraulic Brakes, All-steel Safety Bodies, re-inforced with steel; as well as DODGE DEPENDABILITY.

Wait and See Them.

Ireland-Beavers Motor Co.

301 East Third Street.

Phone 383

Dawn Items

BY INEZ MILLER

Miss Mary Calloway and Ezra Bagwell were married in Clovis, New Mexico, last Thursday. They intend to make their home in Hereford.

Get highest cream prices at Farmers Creamery Association. 7:10c

Rev. Coleman Campbell will preach at Dawn Sunday evening, January 28, on the subject, "When the Morning Was Come." Everyone invited.

Mrs. Nay Orson visited relatives here recently.

B. Y. P. U. was well attended Sunday evening and Rev. Henard East preached after the program.

Mr. and Mrs. Ed Reynolds and family made a trip to Canyon Saturday.

Miss Inez Miller, who attended school in Canyon, spent the week end at home.

A large number of members were present at the meeting of the Woman's Club, which met with Mrs. Ray Bowers.

Miss Hazel Crouch was in Canyon Saturday.

The girls' and boys' basketball teams from Jumbo played Dawn teams Friday afternoon. Dawn losing both contests, the boys 24-7, the girls 14-21.

Miss Mary Chambers spent Friday night in Canyon. She was there on a business trip.

Miss Hazel Crouch, Margot Bowers, Inez and Alma Miller visited in the Cookin home Sunday.

Mrs. W. L. Baggott spent several days last week with her parents in Bovina.

Mr. and Mrs. L. N. George and Byron spent the week end with friends in Hereford.

Mr. and Mrs. Coleman Campbell made a trip to Plainview last week, where Mrs. Campbell was given a bridal shower.

On Friday evening of this week there will be a talk on "Life in Honduras" by Mrs. Dee Graham.

For the past two years Mr. Graham has been with the American Airways Co. in Central America, and Mr. and Mrs. Graham have been living in Sabia. She will tell of the dangers of the daily air mail route over the jungle, of some narrow escapes from sharks while swimming and of the life of the natives. Everyone is invited. The program will begin at 8:00 o'clock and there will be special music. Mrs. Graham is the daughter of Mr. and Mrs. F. L. Bishop of Canyon. The program will be given at the Dawn school house.

Ward News Notes

MRS. WILEY ROBERSON

Mrs. Jim Lipscomb was hostess to L. A. E. club Tuesday afternoon of last week with ten members present. An interesting program on the Middlewestern States was given. Refreshments of sandwiches, chicken salad and coffee were served by the hostess. The next meeting will be with Mrs. Bill Hutson, February 6.

Get highest cream prices at Farmers Creamery Association. 7:10c

Mr. and Mrs. John Hutson made a business trip to Claude last Monday, returning Tuesday afternoon.

Mrs. Grace Hughes of Hereford called on Mrs. Hughes Thursday.

Mr. and Mrs. Dock Roberson and two children of Wyche spent Sunday with Mr. and Mrs. Wiley Roberson.

Mr. and Mrs. Reed Williams of Hereford visited Mr. and Mrs. Jim Lipscomb Sunday afternoon.

Mr. and Mrs. Gibbs and children spent Sunday with relatives in Wildorado.

Misses Davis and Oxford took supper in the Wiley Roberson home Thursday night.

Mr. and Mrs. Sonny Ledbetter and daughter, Bettie Jean, of Vega spent the week end with Mr. and Mrs. Jack Hutson.

Mrs. Glenn Rutter was in Amarillo Thursday.

Bill Womble of Hereford called in the G. M. Suggs home Saturday afternoon.

Mrs. J. W. Hicks, Miss Vida Hicks of Hereford and Mr. and Mrs. Arlie Dean spent Wednesday with Mr. and Mrs. Wiley Roberson.

Mr. and Mrs. Lynn Powelson have moved to Amarillo.

Rev. Harrison filled his regular appointment here Sunday. There was a good attendance at both church and Sunday school.

Rev. Hornbeak will preach here next Sunday.

Lynn Powelson of Amarillo took dinner in the Boyer home Sunday.

Rev. Bennie Harrison, wife and two sons took Sunday dinner in the W. R. Harrison home.

Mr. and Mrs. Chester Hodges and son, Kenneth, took dinner in the Roberson home Friday.

Mr. and Mrs. Fred Saitzman and children visited in the W. P. Curaway home at Progressive Sunday.

Hicks and Donald Roberson spent Friday night and Saturday with Howard Gibbs.

Mr. and Mrs. Cecil Lady visited Mr. and Mrs. Edgar Sowell last Tuesday night.

Bob Higgins was in Friona on business Friday.

Mr. and Mrs. Arlie Dean, Mary Louise Dean and Miss Margaret Goodwine called in the Wiley Roberson home Sunday night.

O. J. Lady made a business trip to Friona Friday.

Black

BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. if Mr. and Mrs. R. E. Barnett were Amarillo visitors Saturday.

Miss Lucille Elmore has installed a beauty parlor at Friona.

The independent basketball team played that of Hereford Friday night, Black winning by several points.

Irvin Kimmins spent the week end in Canyon.

Mrs. H. L. McLean was in Friona Saturday.

Ladies of this community, with a covered dish luncheon, met at the home of Mrs. Cecil Vandiver Thursday for an all-day quilting.

The quilt was a gift to Mrs. Vandiver from the ladies and was worked in the Friendship design.

F. E. McMurry and H. L. McLean were in Farwell Thursday.

Mr. and Mrs. C. J. Jackson of Tulla visited Mr. and Mrs. Fern Barnett Sunday.

Miss Rozelle McKinney, county demonstrator, was a visitor here last Thursday.

Mrs. A. B. Hinds was very ill last week but is now improving.

Mrs. Will Price has returned from a visit with her sisters, who is very ill at Falls, Oklahoma.

E. B. Black was a visitor in that community one day last week.

Several farmers of this community attended the bridge meeting in Friona last Thursday night.

Bippus Items

BY MRS. C. T. REESE

Take Produce to Carl's Gro. if Mr. McLeroy of Friona was in this community Saturday.

Mr. and Mrs. Ed Lee called in the C. T. Reese home Sunday.

The club met with Mrs. George Bippus Wednesday, with five present. Luncheon was served.

Mrs. Chas. Hoover and children, Mrs. Dollie Whitson and children visited in the Morrison home Sunday.

Miss Tommie Reeves, who is teaching at Valentine, spent the week end with Mrs. Mary Morrison.

Clarence Morrison and family took dinner in the John Walker home Sunday.

Sunday school was well attended last Sunday.

Work is in progress on Harrison Highway, and will be of benefit to this community.

Vincine Wheeler is back from Arkansas where he spent the holidays with his mother.

Messrs. and Misses Ed Lee and C. T. Reese were in Hereford shopping last Tuesday.

Progressive News

BY OLIVE PERKINS

Get highest cream prices at Farmers Creamery Association. 7:10c

The following pupils are on the honor roll: Jimmy Blakemore, Ed-ward Lowe, Norma Lee Edwards, Clyde Neel, Roy Bost, Anthony Marnell, Edgar Russell, Ray Neel, Ira Jeanne Ricketts, Forbes Blakemore, Glenn Ricketts and William Bowman.

Lucille Park spent Sunday in Amarillo visiting her sister, Mrs. Paul Cavender.

Mrs. Jeff Roberson and sons visited her mother, Mrs. C. F. Caldwell, Friday.

Ira Jeanne Ricketts spent the week end with Odessa Cockrell.

Mances Lowe and Ira Ricketts spent Tuesday with Mrs. W. A. Ricketts at Hereford.

Mr. and Mrs. J. L. Click made a business trip to Amarillo and White Deer last week.

Miss Elizabeth Bowman spent Sunday with Mrs. Gilbert Donovan at Hereford.

Mr. and Mrs. Ira Ricketts and Glenn visited in the J. E. Cockrell home Sunday.

Forbes Blakemore, who had an attack of appendicitis last week, was able to return to his school work Monday.

The ladies club met with Mrs. C. C. Bowman last Wednesday. Misses Donovan, Chas. Green and Caraway were visitors. After a short business meeting the following program on Texas was given: The High Plains and Plateau Region of Texas, by Mrs. Roy Warner. Caves and Caverns, by Mrs. C. C. Bowman. Texas Indians, Yesterday and Today, Mrs. Blakemore. The next meeting will be with Miss Olive Perkins the first Wednesday in February.

On account of several being sick with severe colds, literary did not meet Friday night. The same program will be given in two weeks.

The school pupils are taking examinations this week for the first half of the year's work.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Iris Bohannon and family have moved to Hereford.

Mr. and Mrs. Lige Ellison went to Crosbyton last Tuesday for the remainder of the winter.

Mr. and Mrs. Floyd West and baby of Hereford are visiting their parents, Mr. and Mrs. Tom Bohannon.

Misses Alma and Laelle Foxall were shopping in Hereford Saturday.

Mr. and Mrs. Tom Cook have returned from a visit at Lebanon, Missouri.

Floyd Mitchell of Vega called at the J. M. Chapman home last Friday.

Mr. and Mrs. Tom Bohannon were Hereford visitors last Wednesday.

Everett Kinney and wife of Plainview, were here Monday visiting friends and attending to business matters. Mr. Kinney owns a farm in the Arney community.

Easy Pleasant Way To Lose Fat

How would you like to lose 15 pounds of fat in a month and at the same time increase your energy and improve your health?

How would you like to lose your double chin and your too prominent abdomen and at the same time make your skin so clean and clear that it would compel admiration?

Get on the scales today and see how much you weigh—then get an 85 cent bottle of Kruschen Salts which will last you four weeks. Take one half teaspoonful in a glass of hot water every morning and when you have finished the contents of this first bottle weigh yourself again.

After that you'll want to walk around and say to your friends—"One 85 cent bottle of Kruschen Salts is worth one hundred dollars of any fat patron's money."

Leading druggists America over sell Kruschen Salts—You can always get it.



WATCH OUT Have Money

ROBBERS have a way of finding out where money is buried or hidden.

They are DANGEROUS MEN... watch out for them or you may lose both your MONEY and your LIFE.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business



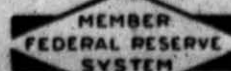
THE FIRST NATIONAL BANK OF BANK HEREFORD



HAVE MONEY!

A Strong Bank Thoughtfully Managed

HAVE MONEY!



KVP HEAVY WAXED PAPER



THOSE TEMPTING PICNIC LUNCHES—

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

Another Product

For Sale At Brand Office.



SAVORY MEATS

Fresh from the market every day in grade A varieties of choicest cuts of the season—delivered when and as you want it, at dependable prices.

—where groceries are better

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Sale of HOUSEHOLD HELPS

—We are proud of our display of kitchenwares and home helps. Fine things, useful gadgets, and everyday time-savers. They are all here and we offer them all unusually low-priced.



WEIR'S VARIETY

Taut nerves mean tired tomorrows



"Did you hear that noise...?"

How many times have husbands been awakened in the middle of the night by that tense question? How many times have wives been rudely reminded... "It's your imagination...!"

But, fear is something real. Taut nerves cause sleepless nights and tired tomorrows. A woman is afraid... and a man fails to make an out-of-town trip essential to his business. Serious illness often is traceable to fear.

May we suggest a simple remedy?

Have a telephone installed within easy reach of the bed. It's a comfort to know that police, firemen, physicians, await your call. And, wouldn't it be a pleasure to have a willing servant ready to run your errands, help you to visit with friends... 24 hours a day?

You can have a telephone for less than a dime a day. Call the Business Office. Say: "I want a telephone."

SOUTHWESTERN BELL TELEPHONE CO.

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

The Accounts of the Late

W. D. KELIEHOR

have been placed with J. K. Gray for collection. All those indebted to him please settle at once.

Mrs. W. D. Keliehor

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if Mr. and Mrs. U. G. Randall called Tuesday night in the L. F. Beck home.

Mrs. C. C. Hunter and Barbara Ann visited school last Wednesday afternoon.

Miss Elaine Dyer who attends school in Hereford, spent the week end with her parents, Mr. and Mrs. P. H. Dyer.

Mrs. W. L. Hardy helped Mrs. Pat Hardy can meat last Thursday.

Mr. Murphy of Hereford came to the M. E. Simpson home last Wednesday and called their chickens.

J. P. Wood of Hereford spent several days last week in the home of his daughter, Mrs. C. D. Gilliam. They went to Dimmitt on business Friday.

Mr. and Mrs. H. R. Harrell were in Dimmitt Tuesday evening on business.

The measles are breaking out in this community. Among the victims are Sammy Dale Hardy, the young son of Mr. and Mrs. Pat Hardy, and Marjorie and Bobbie Carthel, children of Mr. and Mrs. Wayne Carthel.

R. W. Baird and sons H. C. and Fred, were in Plainview on business Wednesday.

W. Burni Axe spent Sunday with Bill Hacker.

Miss Tincy Andrew, who attends school at Dimmitt, spent the week end with her parents, Mr. and Mrs. C. Andrew.

Mr. and Mrs. Hunga and her brother, Clarence Layman of the Rance community called in the M. G. Layman home Saturday.

Mr. and Mrs. M. L. Simpson and son, M. L., were in Amarillo Saturday.

Miss Lucille Dyer spent Sunday with Miss LaRue Beck.

Chester Lindsey and family of Westway spent Sunday in the C. Andrew home.

C. D. Spencer was a dinner guest Sunday of Mr. and Mrs. M. L. Simpson.

Miss Mabel Pinckert, who attends W. T. S. T. C. at Canyon, spent the week end with her parents, Mr. and Mrs. F. L. Pinckert.

Virgil Decker and Bill Kring spent Saturday night and Sunday in the Robert Hicks home.

Fred Axe spent Sunday with Luther Lee Beck.

Mrs. Sam Hunter spent several days last week in the home of her parents, Mr. and Mrs. Ed Allen of Easter to help care for the new son, born to her sister and husband, Mr. and Mrs. Harry Smith, January 16.

Miss Irene Hurst returned Sunday evening from spending the week end with her father and family near Canyon.

Mrs. M. G. Layman and children visited Saturday and Sunday with relatives at Canyon.

Mr. and Mrs. Lee Oxford and son, William, were Sunday visitors in the L. E. Beck home.

Mr. and Mrs. W. A. Hunter and son, Addison, Mr. and Mrs. Bruce Hunter and daughters were entertained Sunday in the Ullman Hunter home.

Mr. and Mrs. L. O. Norman of Blueidge came Sunday and their daughter, Mrs. Bruce Hunter and two children, returned home with them to visit in their home a few days this week.

Miss Edna Hall, who recently moved from this neighborhood, called on Jumbo friends last Thursday and told of the arrival of a nine-

pound daughter, Shirley Ann, who was born to Mr. and Mrs. John Hall Thursday, January 16. Mrs. Hall and daughter are doing fine and Billy is very proud of his new sister.

Mrs. L. E. Beck, Mrs. Ullman Hunter and daughters and Mrs. J. W. Berry called in the Hall home last Sunday evening to get acquainted with the new daughter born to Mr. and Mrs. John Hall.

Wayne Thomas, county agent, met with a number of farmers at the school house Wednesday night to discuss the corn-bog reduction plan.

The Jumbo basketball teams, with their coaches, Mr. and Mrs. H. R. Harvel, went to Dawn Friday and played the Dawn teams, resulting in victories again for the Jumbo teams, the score being 24-6 for the girls and 21-14 for the boys. The teams here this week start in for some hard practice as they intend entering the tournament at Dimmitt next month.

Mr. and Mrs. DuBols Walker entertained the young people of this community and Wyebe Saturday night with a party in honor of Misses Gladys and Juanita Henry, cousins of Mrs. Walker. The evening was spent playing games and at a late hour the hostess served apples and delicious home-made candy.

There was a larger attendance at the young people's meeting Sunday night, and the program was interesting. Miss Athalia Wilder has been retained as president. The membership and attendance contest closed Sunday night and the losing side entertains the winners Friday night, January 26.

Mr. and Mrs. Ullman Hunter and twin daughters, and Mr. and Mrs. J. W. Berry were entertained at a turkey dinner and bridge party at the W. C. Nix home in Hereford last Saturday night.

Other guests were Mr. and Mrs. H. C. Baird, Bob and Mary Ann, Mr. and Mrs. E. B. Posey and daughter, "Boots"; Mr. and Mrs. Wes Brady and son, Buster. A most enjoyable evening was spent.

The Jumbo Mission Auxiliary entertained their husbands and families with a party last Friday night in the W. A. Hunter home. Games were enjoyed and the older people found out how easy it is to forget Mother Goose rhymes, which the children could easily repeat. Refreshments of chicken sandwiches, pumpkin pie with whipped cream, and cocoa were served to Mr. and Mrs. F. J. Axe, Robert Hicks, C. D. Gilliam, M. L. Simpson and family, C. C. Hunter and family, Ullman Hunters and family, J. W. Berry and wife, and the host and hostess.

Mr. and Mrs. J. W. Berry entertained Messrs. and Mmes. M. L. Hardy and daughter, Kathleen, Buck Wood and Truitt Booth, of Dimmitt, at supper Thursday night in honor of Mrs. Hardy's birthday. After supper the evening was spent playing dominoes and visiting.

Mr. and Mrs. Bert Magnus of Happy spent Wednesday in the C. Kring home. Mrs. Jessie McGinnis returned home with them and visited in Happy until Sunday.

There has been lots of sickness in the community the past few weeks.

D. B. Mann and R. W. Stephens returned Thursday from a few days spent on a business trip around Muleshoe and vicinity.

Friday night was social night at Ford, and the evening was spent playing card games.

George Mann, who for the past year has been with his uncle, D. B. Mann, is now making his home near Vega.

Mr. and Mrs. Gilbert Stroop are the proud possessors of a new baby daughter, born Thursday.

Several from this community were in Hereford Saturday on business.

J. W. Dickinson and Bob Orr visited D. B. Mann Monday.

Mr. Williams and sons of White Deer arrived here for a few days work on their farm.

Mr. and Mrs. Bob Orr and Clyde Mann made a business trip to Hereford Tuesday.

Ford Doings

BY LA VERNB MANN

Sunday school attendance was 45 last Sunday. Singing was not so well attended.

The club ladies held their meeting at the school house Wednesday. The day was spent quilting. At noon the teachers and school children were invited to eat with the club ladies. The quilt was finished and will be sold later.

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Easter Items

BY MISS LOUISE FRYE

Rev. Armstrong preached here Sunday morning and evening. He will be here each third Sunday.

The E. H. D. club met with Mrs. Clem Wegner Friday afternoon with all members except one present. The hostess served refreshments of cocoa and cake. The next meeting will be the second Thursday with Mrs. Fred Walters.

Mr. and Mrs. Harry Smith announce the arrival of a new son, January 16, who has been named Walter Neal.

Mary Lee Alexander of Hereford visited Friday night with Louise Frye.

Aubrey Epperson and Emerald Smith visited with Mr. and Mrs. Claude Smith in Dimmitt Sunday evening.

Mr. and Mrs. B. Saxon of near Olton are moving to the Lem Carlyle place. The Saxons formerly lived on the Fields place.

Mr. and Mrs. A. T. Jones and family, Elmer Jones and wife of Frye attended services here Sunday.

Mr. and Mrs. Frank Givan of Hereford called in the C. W. Frye home Sunday afternoon.

Messenger News

BY MISS EUNITA WILLIAMS

Quince Williams spent Thursday night with Charles Brown.

Mrs. R. J. Coleman, Mrs. R. W. Panning, Alta Wyly, Minnie Jack, Jewel Russell, Mrs. L. M. Williams, and two daughters, Misses Eunice and Estelle, spent Wednesday afternoon in the Tom Hancock home.

Mr. and Mrs. L. M. Turner and children called at the L. M. Williams home Sunday.

Mr. Pinkerton of Elk City, Oklahoma, is spending a few days in the home of his daughter, Mrs. R. J. Coleman.

Mr. and Mrs. Bob Finch who have been living in Hereford the past three months, are moving back to this community, and we are glad to welcome them.

H. Ages and family spent Sunday at Tucumcari, New Mexico.

There were not many at Sunday school last Sunday on account of bad weather.

Among those shopping in Hereford last Saturday were L. M. Turner and family, W. A. Whitson and family, Mrs. P. C. Short and daughter, Vida, R. J. Coleman and family.

Mmes. R. J. Coleman and E. M. Green attended council meeting in Hereford Saturday.

Rev. Harrison will preach at the school house Sunday, January 28.

Walter Crews left Tuesday for Oklahoma to spend a few days.

Stephen Messenger is improving at this time.

Mr. Perry has been very ill the past week.

Elden and Manard, ages are new pupils in Messenger school.

J. H. Crews returned Monday from Oklahoma where he spent the Christmas holidays.

Little Ruth Ann Febr of Nazareth is spending a few weeks with her aunt, Mrs. W. A. Whitson.

COUGHS

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

Cleaning - Pressing

Bring your clothes to

K-C Cleaners

For Kleane Clothes.

We Call for and Deliver.

302 Main. Phone 333

The Certainty of Uncertainty

Protect What You Have

INSURE YOUR PROPERTY

HEREFORD INSURANCE AGENCY

John McLean, Owner.

No Task Is Too Large

And None Too Small

When You Do It Electrically

... Electric service does not fail when called upon for a task of precision. From the kitchen clock to the largest motor in the industrial plant—electricity does the task efficiently.

... Take advantage of the opportunities for better living—less drudgery in your home—offered by our good electric service.



TEXAS UTILITIES CO.

Between You and



Winter's Health Dangers

The human system, confronted with violent changes of temperature and humidity, suffers great dangers in the winter. Hot, stuffy homes; chill, damp air brings colds and troubles. A capable druggist can do much to aid you in combating cold weather. His stock of fresh, pure drugs and his ability to compound prescriptions carefully and faithfully means much in your fight for health. Use these services offered by your drug store—they're an inexpensive and sure way to strength and safety.

A Fresh Shipment of

KING'S CANDIES

FOR AMERICAN QUEENS

City Drug Store

Phone 100.

"Home of Dependable Drugs"



You Owe It To Yourself To Save a Little Each Week!

Are you getting just a living out of your work or are you putting some money aside for the future? If you spend all you make all there is for you to look forward to is more work—if you save, leisure will be yours some day. Start saving today—start a bank account. You'll find it easy to save—and it's a great feeling to watch your account grow and grow, week by week, with systematic savings.

Start A Savings Account TODAY

The First State Bank OF HEREFORD

Announcing the opening of a new GROCERY DEPARTMENT

at the
PARMER FRUIT MARKET

On Saturday, January 27

Mrs. B. B. Parmer

STAR THEATRE

HEREFORD, TEXAS

Friday Only

MATINEE AND NIGHT
"Meet the Baron"
Featuring Jack Pearl, Jimmy Durante, Zasu Pitts
Also



JONES
GORDON OF
GHOST CITY
Episode 3 - Trapped

News and Comedy
Attend the Matinee!
ALWAYS A DIME

Saturday Only

Matinee - Night

Big Western

"Frontier Marshal"

With George O'Brien

Special Comedy

ONLY 10c

SATURDAY NIGHT PREVIEW

Again
SUNDAY, MONDAY AND TUESDAY

4 Big Showings

The biggest musical comedy of the year.

You can sell your troubles for a SONG!

FLYING DOWN TO RIO

With **DOLORES DEL RIO**
GENE RAYMOND
RAUL ROULIEN
GINGER ROGERS
FRED ASTAIRE

Music by **VINCENT YOUMANS**

Thrilling STARS!
Teasing TUNES!
Delirious FUN!

200
10,000

Lyrics by Edward Eliscu and Gus Kahn. Directed by Thornton Freeland.
MERIAN C. COOPER, executive producer. Louis Brock, associate producer.
MEO-RADIO PICTURE

EXTRA SPECIAL SHORT SUBJECTS
Walt Disney's **"THREE LITTLE PIGS"**
Harry Langdon in "The Stage Hand."
Paramount News—Paramount Pictorial
Two and a half hours of real entertainment
Only one show Saturday-Midnight
Two shows Sunday—1:30 and 4:00 p. m.
Come early and get good seats. Hereford is the first town west of Dallas to play this big musical.
ADMISSION—Children, 10c; Adults, 35c

Wednesday and Thursday, January 31
"Prizefighter and the Lady"
With Jack Dempsey, Max Baer, Carnera, Myrna Loy, Walter Huston.
Watch for date on **"DINNER AT EIGHT"**

PERSONALS

Selden Warren of Friona was here last Friday on a business trip. Selling out at cost; Speedo can openers. Just a few left. H. L. RICE 1c

Judge C. F. Kerr and L. Baskin made a business trip to Dimmitt Tuesday.

John Patton and R. J. Richardson are home from a business trip to Dallas.

R. J. Spencer of the Grizzle Chevrolet Company, spent Tuesday in Amarillo.

Robert Barrett and two sons, Jess and Arch, arrived here from Dallas last Saturday.

450-21 Brunswicks \$4.20, 4.75-10 \$4.00. Other sizes and types proportionately low at RICE'S. 1c

H. H. Broadwell of Electra arrived here last Saturday to spend a few days with his family.

Let us convince you that we can do your tube repairing as cheap as any one and better than most. Steam is always up at RICE'S. 1c

Mr. and Mrs. R. G. Alexander of Silverton arrived Tuesday to visit Mr. and Mrs. D. H. Alexander.

Dr. T. L. Morgan spent the first part of the week in San Angelo visiting his mother, who has been seriously ill.

G. S. Richards of San Bernardino, California, arrived here Friday to visit with his son, Frank Richards and family.

When you are thinking of buying a new jack you will naturally think of RICE'S where the stock is best and prices right. 1c

W. F. Gillis and J. F. Hickman left Tuesday morning for Wichita Falls, Electra and Burkburnett on a business trip.

We will do your tube repairing as cheap as others, probably better and save you time for steam is always up at RICE'S. 1c

O. E. Sherman returned home Monday from a three weeks visit with his two sons, Henry and O. E., Jr., and their families at Los Angeles.

J. P. Wood of South Hereford visited a few days the latter part of last week in the home of his daughter, Mrs. C. D. Gilliam, in the Jumbo community.

Mrs. Harvey Cash of Canyon arrived last Thursday to visit her mother, Mrs. B. T. Bell, and her sister, Mrs. E. S. Ireland. She returned home Saturday.

J. B. Fritz and son, J. B., Jr., arrived here last Friday from their home in Denton. Mr. Fritz has farming interests located about 15 miles northeast of town.

Your old tires are worth more now in trade than they will be a little later. You can't beat Brunswick service and prices. They are insured against ACCIDENTS. At RICE'S. 1c

H. B. Hultman of Bellview, New Mexico, was in Hereford last Saturday trading with Hereford merchants. While here Mr. Hultman became a new subscriber to The Brand.

Crude rubber is steadily advancing. Tire makers must buy at the new price. Figure it out for yourself then hurry and buy Brunswicks at RICE'S. Sale prices are still on. 1c

St. Anthony's Church

Septuagesima Sunday (pre-Lent season begins Sunday): Mass at 8:00 and sung mass at 10. Religious instruction after second mass. Benediction at 8:00 p. m. Weekdays, mass at 8:00 a. m., Saturday 7:00 at convent. Thursday, 8:00 to 9:00 p. m., holy hour.

Today the feast of the conversion of St. Paul ended the universal octave of prayer for Christian unity, which in the past few years has taken on a world-wide scope. A goodly number of the members of St. Anthony's parish came each evening to the services and joined their little efforts towards the realization of the heartfelt wish expressed by our Saviour the night before he was crucified on Calvary. Much good is being reported throughout the various countries of the world as the result of this prayer octave. Avoiding the dangers of controversy this supernatural method of allying differences has helped many here and abroad to come to a better understanding of God's truth. Instead of stopping with the octave many have decided to implore the Holy Spirit throughout the year in behalf of the cause of Christianity.

Tech Gets Improvements From Public Works Fund

Work on the \$50,000 CWA campus improvement projects at Texas Technological College, Lubbock, is under way with the college civil engineering department supervising the work. G. W. Parkhill, of the civil engineering department, is in charge, with F. L. McRee, also of the department, as designing engineer.

Specifications of the driveway provide for a 24 foot width and a triple bituminous surface on a callide base, bordered by concrete gutters and curbs.

A Want Ad in The Brand is sure, steady worker—try it out

Introductory Special ONE ONLY

Grunow 8-Tube Electric Radio

\$87.50

Short Wave

Brand New

We will allow \$28 of purchase price on any used model.

E. B. BLACK CO.

Step Out

—In a new spring Print or Plain Color in the vivid Chinese Blues and Gossamer Prints. You will feel like spring-time in one of these. A few real bargains left in Fall Dresses and Coats. Buy one to finish the season.

ONLY \$3.98 \$5.00 AND \$7.00

Try a pair of Special Values in Hose—**79c**

NEW COATS AND SUITS FOR SPRING

—New woollens in Her-ringbone Weave, Tweed Mixture; nobby sleeves and neck lines, button trims—looks like Paris. Make your selection early.

FASHION DRESS SHOPPE

Phone 188

HEADQUARTERS For Quality at Low Prices



Specials For Friday and Saturday

Coffee

Schilling's

29c

SOAP

P. and G., Five Bars

25c

1 Kirk's Hardwater FREE

FIGS White California, 1½-lb pkg	25c	WAPCO PANTRY DEAL 12 Cans	89c
CRACKERS 2 Pounds	21c	MEAL Hereford, 10 pounds	24c
COCOA Mother's, 2 pounds	23c	BAKING POWDER Calumet, pound can	24c
SALE WHILE SUPPLY LASTS (ONLY ONE SALE TO A FAMILY)	10c	SANI-FLUSH Can	19c
OATS 3-Minute, China Ware, large	21c	MELO Three cans	25c
VANILLA WAFERS Pound, bulk	18c	SARDINES Large, oval, can	10c
PEACHES Gallon-Size	41c	TOMATO JUICE 4 for	25c
CELERY Bunch	7½c	RAISIN BRAN Two packages	23c
JELLO All Flavors	5c	BLACKBERRIES Two cans	23c
SALT 25-pound bag	32c	SYRUP Mary Jane, gallon	52c
CRANBERRIES Quart	12½c		

ORANGES
Dozen **29c**

BANANAS
Dozen **25c**

LETTUCE
California, Medium **5c**

GRAPEFRUIT
Texas Seedless Five for **19c**

BUCKWHEAT FLOUR, 5-lb Bag... 47c

Quality and Service Are Paramount Always at

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME