





### Mr. Farmer:

Insure yourself against drouth by installing an irrigation pump.

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

No belt to give you trouble.

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

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



### Baby Chicks

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

#### CUSTOM HATCHING

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

Hillside Hatchery  
South Hereford  
Phone 76-W

### Mrs. Lydia Hart Is Removed to Friona

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

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

### Ruth St. Dennis Dances At Canyon February 15

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

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

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

#### WYCHE CLUB WOMEN TO HAVE ALL-DAY MEETING

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

#### Young People's C. E.

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

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

### Man's Heart Stopped, Stomach Gas Cause

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

### First Baptist Church

REV. V. M. CLOYD, Pastor.

Sunday school, 9:45. Morning worship, 11:00. B. T. S., 6:30 p. m. E. T. S., 6:15 p. m. Evening service, 7:15. Prayer service, Wednesday, 8:00. You are welcome to all of our services.

### First Christian Church

REV. E. R. McWILLIAMS, Pastor

Sunday school at 9:45; morning worship and communion, 11:00. E. T. S., 6:30; evening services, 7:30. Members of adult classes of Sunday school are reminded to assemble in their classes at 9:45, rather than in general assembly.

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

### St. Anthony's Church

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

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

#### Pastors-Laymen to Meet

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

### Evangelist Will Be Here Soon

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

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

### WE SPECIALIZE ON LADIES' SILKS

Must Be Done to Your Entire Satisfaction.

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

Day Service—we call for and make deliveries promptly.

### K-C Cleaners

302 Main. Phone 333  
C. A. Kristie O. L. Click

# FRONT PAGE NEWS AGAIN

this time it's Plymouth's RIDE



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

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

and a ride that is almost unbelievable.

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

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

## Ireland-Beavers Motor Co.

### Specials for Friday, Saturday and Monday



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

- APPLE BUTTER 19¢  
Libby's, 2 1/2 can
- SALAD DRESSING 25¢  
Miracle Whip, quart jar
- HOMINY 15¢  
Van Camp's, No. 2 1/2 cans, 2
- KARO 54¢  
Light or Dark, No. 10 can
- OLIVES 29¢  
Edward's Queen, quart jar

- SHINOLA 15¢  
All colors, 2 boxes
- HORSERADISH 10¢  
M. & G., bottle
- SANIFLUSH 19¢  
Can
- CLOROX 14¢  
Pint bottle
- BIRD SEEDS 25¢  
French's, 2 Boxes

- MARSHMALLOWS 21¢  
Angelus, 1-lb pkg
- FIGS 17¢  
White or Black, 2-lb pkg
- HONEY, Finest 89¢  
Colorado Sweet Clover, 10-lb
- PICKLES 24¢  
Sweet or mixed, quart jar
- OVALTINE 39¢  
Regular 50c size, all for

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

**SOAP**  
P. & G  
10 Bars  
**25c**

**COFFEE**  
SCHILLING'S  
One-Pound Can  
**29c**

- SUGAR 15¢  
Powdered or brown, 2 pkgs
- OATS 21¢  
Mother's, cup-saucer, large pkg
- BLACKBERRIES 19¢  
No. 2 cans, 2 for
- EGGS 12¢  
Fresh country, dozen
- PEACHES 21¢  
Choice evaporated, 2-lb pkg

- PORK and BEANS 5¢  
Van Camp's, medium can
- MILK 19¢  
Borden's, 3 tall or 6 small
- CORN FLAKES 19¢  
Jersey, 2 large pkgs
- Gallon Size Apricots—  
Peaches, Blackberries, Green  
Gage Plums, your choice 39¢
- COFFEE 21¢  
Standard Brand, 1-lb can for

- COCOA 16¢  
Hershey's, 1-lb can
- TOILET TISSUE 25¢  
Scotttissue, 1000 sheet roll, 3
- GRAPE JUICE 15¢  
Church's, pint bottle
- HERSHEY'S 5¢  
Chocolate Syrup, 5 1/2-oz can
- CATSUP 25¢  
Empson's, 2 large bottles

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

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

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

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



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



### Think Before You Invest Have Money

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

Play safe... invest in what you know and can WATCH. This is a surer and shorter way to Fortune. START SAVING REGULARLY NOW We Welcome YOUR Banking Business

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

**Summerfield News**

BY MRS. GUY WALSER

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

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

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

The Junior club will meet Tuesday, February 13, with Miss Oleta Bowling at 3:30.

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

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

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

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

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

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

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

McMinn & Bellar have opened the Summerfield store.

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

**Wyche Items**

MRS. WES BRADLY

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

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

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

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

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

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

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

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

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

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

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

Mr. Louie Olson spent Thursday in Amarillo.

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

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

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

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

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

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

Mr. and Mrs. W. B. Parmer rear-

ed Bratton. He was a nephew of Mr. Parmer. Coming to Hereford as a child, Bratton went through Hereford public schools. He then attended Clarendon College for a term and returned here to teach at the Rutherford school, 18 miles northwest of Hereford. He was married in 1911 to Miss Vivian Rogers, daughter of Mr. and Mrs. W. J. Rogers of this city.

Bratton taught several years then took up the study of law, moving to Farwell where he became county attorney. His political career blossomed in New Mexico where he moved after a short residence in Farwell. His first major office

was that of district judge at Clovis. Later he was appointed to the state supreme court and moved to Albuquerque. After several years on the state bench, Judge Bratton made a successful race for the U. S. Senate, serving in Congress several sessions.

Last year, his first out of public office in more than a decade, Judge Bratton was offered the place on the federal bench. It is a life-time appointment.

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

Mr. Klett and family, Mrs. Pearl Roberts of Lubbock, Mr. and Mrs. Harrell of Abernathy, spent Sunday with Miss Johnnie Estes and other relatives.

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

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

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

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

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

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

**Fishing Note**

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



**FIVE TONS**  
OF THOSE GOOD SWEET  
**ORANGES**

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

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

**Square Deal Produce Co.**

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



Phone Us Your Orders for  
**GROCERIES AND MEATS**

Our clerks are courteous  
and deliveries are prompt:

*Our Meats and Groceries Are Best.*

**Texas Market & Grocery**  
PHONE 353—FREE DELIVERY



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

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

Men's Heavy Canvas  
**GLOVES**  
**10c** Pair  
All Sizes



Cotton Flannel  
**OUTING**  
**10c**  
Per Yard

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

A Mighty Value.

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

**THE BARGAINS ARE Sensational!**

**Spring Prints**

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

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

Fast Color Gingham, per yard .....

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

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

**Big Smith Work Pants**

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



Keystone BELT Loops  
HIP POCKET  
SMITH'S PRIDE PANTS  
Large Legs

**\$1 25**  
1 Pair

**Big Smith Work Shirt**



69c Each

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

**SUNNY SUE**

**Wash Frocks**

Vat Dyed  
Pre-Shrunk  
**\$1 95**



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

Floral Prints  
Check Patterns  
Gay Plaids  
Candy Stripes

**Sprowls & Cronin Co.**

**SOCIETY**

**W. M. U. IN SESSION**

W. M. U. met in joint Wednesday for their regular business and mission. Business meeting was the morning, conducted by Harry Whitchurch, president organization. Following the session, a splendid program was given by Mrs. Ed Johnson. Devotion was given by Mrs. Bess. The topic for the program "For Righteousness Sake." were given by Mmes. H. Ankrewitz, Frank Lambert, Jno. John Harvey. A special.

**Want Ads**

**Lost and Found**

**LOST:** From my place in the community, dark brown mare. Notify J. W. Kirby, Hereford, Texas. 1p

**Wanted**

**WANTED:** Gentleman desires room and board with small, friendly family. Must be close to city section. References exchanged. Write particulars and to Brand Office. 5

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

**WANTED:** To buy or trade for a 10 H. P. gasoline engine. Elhart, Hereford Nursery, 220-W. 1p

**WANTED:** To rent unfurnished room or apartment. W. Barrett, manager J. C. Penney. 5

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

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

**WANTED:** To buy maize heads and threshed grain. Bramley & Co. 42-1c

**For Sale or Trade**

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

**SALE:** A two yard truck in bed in good condition. Price reasonable. See O. L. Click at K. Cleaners. 5-2c

**SALE:** Bundle feed, beggar program. See or write Joe Hall, Summerfield. 1p

**SALE:** Setting eggs from a pair of Buff Orpingtons. 75c. 15. 600 25-Mile Avenue. Mrs. Womble, phone 60-W. 5-4p

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

**SALE:** New and used typewriters and ribbons. Jowell Murphree. 42-1c

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

**For Rent**

**FOR RENT:** a two-room apartment, unfurnished. Also bedrooms. See John P. Stetson. 3-1c

**FOR RENT:** 50 acres of one-half section No. 17, in block M-7, Castro county, Texas. Cash in advance. W. J. Worthy, Blue Rapids, Kansas. 5-3p

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

**MRS. GLENN WEIR ENTERTAINS**

Thursday afternoon of last week Mrs. Glenn Weir entertained the Pleasure Hour bridge club at her home on East Fourth street. Bridge was enjoyed, high score going to Mrs. B. R. Dixon. Following the games, a lovely shower was given Mmes. Elmer Mathies and Ralph Smith. Present were Mmes. Mathies and Smith, Mace Whitman, Homer Henslee, Boyd London, Smith McLeRoy, Buford Farmer, Criss Renfro, W. J. Smith, Carl Gilliam, B. R. Dixon and the hostess.

**MRS. W. J. SMITH, MR. SMITH McLEROY HONORED**

Friends surprised Mrs. W. J. Smith and Smith McLeRoy at the home of the former last Saturday night, honoring their birthdays, which fell on the two consecutive days. Bridge was played until a late hour after which refreshments were served. Happy felicitations were extended the honorees by Messrs. and Mmes. Elmer Mathies, Boyd London, Criss Renfro, Buford Farmer, Mace Whitman, Carl Jennings and Ralph Smith.

**CRESCAT SCIENTIA CLUB ENTERTAINED**

Mr. and Mrs. Buren Sowell were hosts to a lovely party last Thursday night when the Crescat Scientia club entertained their husbands. Bridge furnished the diversion of the evening. Mrs. Chas. Sowell and Miss Beth Millard were presented lovely gifts from the club, the occasion being their birthdays. Those enjoying the affair were Messrs. and Mmes. Chas. Sowell, Troy Moore, Pearl Singletary, H. L. Stewart, Earl Brock, Dick Houtree, Ralph Sears, Misses Ursalee Fridley, Beth Millard, Genevieve Eberlee, Messrs. Bill Hromas and Frank Huckert.

**ED JOHNSON, Jr., WEDS MISS IRENE SAFKIN**

Mr. and Mrs. E. A. Johnson and Jimmie Joe Johnson returned from Albuquerque, New Mexico, last week and announced the marriage of their son, Ed Johnson, Jr., to Miss Irene Safkin of Albuquerque. They were married November 23, 1933. A big turkey dinner was given Sunday, February 4, at the home of Mr. and Mrs. J. T. Wheeler in Socorro, New Mexico, in honor of the bride and groom. Miss Virginia Sullivan and John A. Johnson assisted Mrs. Wheeler. Mr. and Mrs. Johnson will make their home in Albuquerque at 510 East Coal Avenue.

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

**A Three Days' Cough Is Your Danger Signal**

Don't let them get a strange hold. Fight them quickly. Croomulsion 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 Croomulsion. (adv.)

**Mrs. Gragg Married To Henry Cloyd**

A quiet ring ceremony wedding was performed by Rev. V. M. Cloyd last Sunday afternoon at 4:00 o'clock at the home of the bride's brother, J. O. Howard, in West Hereford, the contracting parties being Mrs. Emma Howard Gragg and Henry S. Cloyd, both of this city. Mrs. Cloyd will be remembered here as superintendent of the local county hospital, having resigned her position there early last fall. Mr. Cloyd is one of the old-timers here, having moved to Hereford about 30 years ago from Pilot Point. He has been engaged in the meat market business practically all the years he has lived here. He sold his interest in the Texas Market to O. G. Hill in July, 1929. The Brand extends best wishes to the bride and groom.

**Ward News Notes**

**MRS. WILEY ROBERSON**

Take Produce to Carl's Gro. of Messrs. and Mmes. Jim Lips-Reed Williams and Bob Wilson were in Clovis Sunday. Mr. and Mrs. Sonny Ledbetter of Vega spent Sunday with Mr. and Mrs. Jack Hutson. Sank Ramey and family of Hereford visited in the George Suggs home Sunday. Jeff Roberson and family of Dawn and Mr. and Mrs. Edgar Sowell spent Wednesday with Mr. and Mrs. Wiley Roberson. The play, "You Wouldn't Fool Me," will be given at Ward school house Friday night, February 9. Admission 10c. Mr. and Mrs. Bill Hutson and Mrs. Jack Hutson were in Amarillo Wednesday. Mr. and Mrs. Sam Hutson of Littlefield visited in the Bill and Jack Hutson home last week end. Miss Alberta Davis was called to Waco by the death of an aunt. Miss Fincher of Canyon is teaching in the place. Miss Selby of Umberger spent Thursday night in the G. M. Suggs home. Those attending the county federation from this community were Mmes. Jack and John Hutson, Jim

Lipscomb and Wiley Roberson. Do you want to get into a real old-fashioned spelling match Tuesday evening, February 20, at the Wyche school house? The Parent-Teacher Association is sponsoring the spelling bee and a program for that evening, and everyone is invited to be present. Our Just-Right Egg Mash should be fed now to insure better hatching eggs. Just-Right laying mash is fresh because we mix daily. West Texas Feed & Seed Company, Phone 265.

**One Decision I Have Made - -**

**TO PAY MY BILLS PROMPTLY WHEN THEY ARE DUE**

"The ups and downs of last year taught me the value of a good credit record. I am going to pay my bills on the tenth of the month from now on."

"That's a mighty good decision for us all to make."

**Business Men's Association**

**MRS. D. H. ROSS**

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

**Special On LADIES' HOSE**

**79c**

All New Shades

Men's New Hats

In the New Spring Styles \$1.65 Up

Men's Oxfords \$2.48 Up

When you want clothes or shoes for the family think of us and look our stock over before you make a purchase. We save you money.

**The Popular Store**

"SINCE 1921"



BETTER FIND OUT--SEE

**HEREFORD INSURANCE AGENCY**

John McLean, Owner.

**AN ANNOUNCEMENT of SUPREME IMPORTANCE**

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

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

We are opening Hereford's newest and greatest Department Store in a new building, built expressly for us. In addition to our regular lines of merchandise, we have purchased several thousand dollars worth of special opening merchandise with which to better acquaint our friends with our merchandise, our values and our service. Watch this paper for important news and advertising in next week's issue. It is our hope that we may become a part of this community—that we may economically serve your needs and contribute our part to your worthy institutions.

**J. C. PENNEY CO., Inc.**

M. E. GARRETT, Manager.

**Start Your Spring Wardrobe**



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

**\$19.50 to \$29.50**

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

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

**\$6.95 to \$19.50**

**FASHION DRESS SHOPPE**

Phone 188

### FOR SNAPPY SERVICE

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

**Texas Service Station**  
GLEN SNYDER

#### C. E. Societies to Canyon.

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

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

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

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



*Try this proven family flour*

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

"All Star Recipes" Packed in Every Sack!

# FREE!

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

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

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

## SPECIAL COUPON

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

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

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

& Son (NAME ITEM DESIRED FROM THOSE LISTED ABOVE)

PRINT YOUR NAME PLAINLY ON THIS LINE

STREET OR LOCAL ADDRESS

CITY STATE

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

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

At Your Grocer's

### Jumbo News

BY MRS. J. W. BERRY

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

Barbara Ann Hunter visited the school last Friday.

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

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

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

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

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

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

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

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

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

Miss Norma Hunter visited the school last Wednesday.

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

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

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

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

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

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

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

### Progressive News

BY OLIVE PERKINS

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

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

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

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

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

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

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

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

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

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



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

All our services are designed to meet that desire.

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

Star Beauty Shop  
MRS. CAEL JENNINGS  
Phone 26

# LIGHT... POWER

For Every Purpose

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

NRA TEXAS UTILITIES CO.



## KING'S CANDIES

FOR AMERICAN QUEENS - - -

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

# City Drug Store

Phone 100.

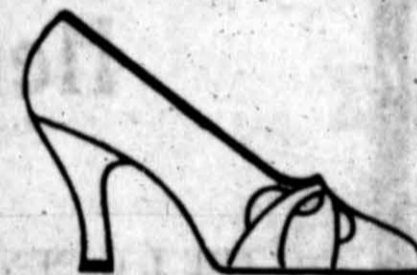
"Home of Dependable Drugs"

## D. R. GASS & SON

IT'S TIME TO CHOOSE THOSE

# New Spring Shoes

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



WHITE KID PUMPS  
In two styles ----- \$4.95

DRESS OXFORD  
Black Kid ----- \$4.95

BLACK KID DRESS PUMP  
Lady Louis Heel ----- \$2.95

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

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

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

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

## Allen A Hosiery

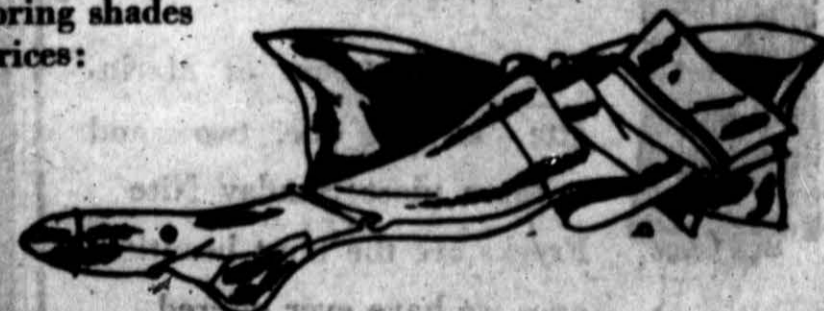
A hose that is known for its quality and loveliness.

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

59¢ — 69¢ — 89¢

\$1.00 — \$1.25

\$1.35 and \$1.95



## CHILDREN'S SHOES

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

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

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

"The Friendly Shoe Dealer"

## COMPLETE EQUIPMENT



### FOR YOUR KITCHEN

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

**WE ALSO HANDLE:**  
 HARNESS  
 LEATHER GOODS  
 GUNS  
 AMUNITIONS  
 PAINTS  
 STOVES

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

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

## STREU HARDWARE CO.

PHONE 48

## Come and Rest

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

## CRAZY WATER HOTEL

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

## Crazy Water Hotel

THE HOME OF CRAZY WATER  
 Mineral Wells, Texas

### Bippus Items

BY MRS. C. T. REESE

Mrs. Stella Thweat of Vega spent Thursday night with Mrs. Mary Morrison.

Henry Griggs called at the C. T. Reese home Friday.

Shoppers in Hereford Monday were Mr. and Mrs. Hugh Giescum, Mr. and Mrs. Frank Canamobie, Bud Morrison, Mr. and Mrs. Bill Whitson, G. W. Wells and Ed Mackie, and C. V. Griggs.

Mrs. Rufus Overstreet is home from Missouri where she was called to the bedside of her sister in December.

Miss Tommie Reeves visited in the Morrison home Sunday.

Mr. and Mrs. Temple Lenche called in the C. V. Griggs home Sunday.

—Tod Steen called at the C. T. Reese home Monday.

Sunday school was well attended last Sunday.

### Easter Items

BY MISS LOUISE FRYE

Take Produce to Carl's Gro. if Rev. Schwartz of Happy will preach at the 11 o'clock hour next Sunday.

Mr. and Mrs. T. N. Jameson attended services at Dimmitt Sunday night.

H. H. Frye of Davenport, Iowa, came in Saturday and will be here two weeks or more putting up improvement on his place.

Mrs. J. R. Franks left for Dallas Saturday. She was accompanied by her father and two sisters and plan to have a family reunion at the home of her brother in Dallas.

Several from this community attended services at Jumbo Sunday afternoon.

Billie Jean Durant is confined to her room this week with the measles.

R. J. Franks and family were in Plainview last Friday.

Mr. and Mrs. C. W. Frye and family spent the week end in Clovis.

Mr. and Mrs. Harry Smith visited Sunday in the J. S. Smith home.



## Chicks

### JUST - RIGHT ALL - MASH

—Is a chick feed containing the starting qualities and grain for baby chicks, all in one sack.

—ALL-MASH is a feed of proven quality; produces quick growth; no screenings, sweepings or cheap filler. ALL-MASH is correctly proportioned and gives excellent results.

## West Texas Feed & Seed Company

Phone 265

### Dean News

BY MARY LOUISE—ELSIE FRIEMEL

Mr. and Mrs. Raymond Joyce and son, Mr. and Mrs. Ernest Stovall visited in the Clem Friemel home Saturday evening.

Mr. and Mrs. Rayleigh Truax, Mr. and Mrs. C. F. McDowell Mrs. Clem Friemel and Chilton Biggers attended a surprise party in the John Morris home in honor of his daughter, Thelma, who celebrated her 15th birthday.

Mr. and Mrs. T. P. McCollister, Sid Barkley, Mr. and Mrs. Sowell, Mr. and Mrs. Dean, Mr. and Mrs. B. R. Fulkerson, Mr. and Mrs. M. B. Stone and Vincent Friemel were in Hereford Saturday.

Mr. and Mrs. Rayleigh Truax left Monday for Kansas City.

Thelma and John Allen Morris visited in the Friemel home Sunday.

A dance was given in the B. R. Fulkerson home Saturday night.

Mr. and Mrs. Edgar Sowell attended Sunday school and church in Hereford Sunday and were dinner guests in the Hodges home, at Hereford.

Miss Mary Louise Dean was in Hereford Sunday.

Miss Margaret Goodwine spent the week end at her home near Friona.

### Ford Doings

BY LA VERNE MANN

Take Produce to Carl's Gro. if Sunday school was not so well attended this week. Singing was enjoyed by about the same number as usual.

Virginia Brunson was a supper guest of Euna Mann Sunday.

Mrs. J. Straub had as her guest last week her father, Mr. Aerdmann, of New Mexack.

Mrs. H. Climer spent the week end in Hereford.

D. S. Larson and family took dinner with Mrs. Bertha Larson and sons Sunday.

Among the Hereford visitors Monday were D. B. and Clye Mann, W. M. Stewart and Joe Phipps.

O. F. Turner, Herman Larson and Victor Langley were Hereford and Amarillo visitors Friday.

Mr. and Mrs. Hardy Benson and small daughter and Mrs. Park made a business trip to Amarillo Friday.

Victor and Miles Langley attended a wrestling match in Amarillo Thursday.

Miss LaVerne Mann and Mrs. J. Phipps spent Monday with Mrs. T. R. Langley.

Miss Rachel Shields was ill over the week end.

A. J. Sanderford was a dinner guest of D. B. Mann Sunday.

Miss Angie Jacobs of Hereford visited with her mother Saturday evening.

Miss Snelder of Hereford spent Saturday night and Sunday with her aunt, Mrs. J. Straub.

### Dawn Items

BY INEZ MILLER

H. E. Miller and J. H. Leak made business trips to Amarillo recently.

Mr. and Mrs. Ed Reynolds attended the President's ball in Canyon last Tuesday night.

Mrs. Walter Galley was called to Pond Creek, Oklahoma, by the death of her father.

The girls and boys basketball teams expect to enter the tournament in Hereford Saturday.

William Miller who has been visiting his brothers here left Wednesday for Colorado.

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

Mrs. Nay Olson of Tucumcari is visiting her sister, Mrs. Henard East.

Mrs. Norma Miller made a trip to Amarillo Saturday.

About 20 farmers have signed the corn-hog reduction contracts.

The girls and boys basketball teams went to Westway Friday but were defeated by the Westway teams.

### Here and There

BY MRS. C. E. TICE

Rev. Rogers of Friona preached at Frío Sunday morning and evening, instead of Rev. Brewer, who was unable to be here. Miss Rogers accompanied her father and they spent the day with Mr. and Mrs. J. E. Andrews.

Mr. and Mrs. W. A. Campbell and K. F. Campbell were Clarendon visitors last Wednesday.

Mr. and Mrs. J. E. Springer and Mrs. M. A. Springer spent Sunday at the W. A. Springer home.

Fred Andrews of Melrose, New Mexico, spent Wednesday here with his brother, J. E. Andrews, and family.

Mr. and Mrs. Wilhelm, Misses Alfreida Murphy and Sylvia Beh-

rends of Rance attended singing at Frío Sunday night.

J. J. Lindsey and sons were at Petersburg last Monday on business.

Mr. and Mrs. J. E. Springer were Amarillo visitors Monday.

Junior William was out of school last week because of measles.

Mrs. Ethel Logan, who has been here the past three weeks helping care for her mother, Mrs. K. F. Campbell, returned to her home in Petersburg Sunday.

The D. O. Benson family moved to the Beauford place last week.

Mrs. R. W. Elliston, Lucile Park, Myrtle Ellen and Iwagone Elliston, Jaunita and Hazel Hewey of Wyche attended singing at Frío Sunday night.

The W. W. Club met with Mrs. U. G. Randall at the home of Mrs.

J. M. Dixon, wardrobe demonstrator. Miss Izora Clark was present and talked on the origin and purpose of 4-H work, the two main projects of which are "Wardrobe" and "Live at home." Mrs. Dixon has her closet partly finished and those attending inspected it. Mrs. W. A. Springer reported on her experiment with sub-irrigation. A number of visitors were present. Misses J. J. Lindsey and A. C. Hawks became new members. Mrs. H. M. Mobley resigned as president and Mrs. C. E. Tice was chosen in her place. The next meeting will be February 14. A quilt was quilted for Mrs. Randall by the 12 members present.

You can't afford to take chances on cold patching your puncture when RICE will VULCANIZE them for 35 cents.

## New Spring Goods Just Arrived

### Silks - Silks - Silks

The New Rough Silks  
 In Plain and Printed Colors

## 89c

Yard and Up



### Printed Rayon Novelty Crepes

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

## WOOL TWEEDS

New Spring Prints, Solid Colors to Match

## \$1.48

54 Inches Wide Per Yard

### Krinkle Crepe Bed Spreads

Size 80 x 105, at


## 98c

### Unbleached Quilt Cotton

Special—3-pound Roll

## 39c

## FOX MERCANTILE CO.



## Two Great Americans

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

**START A SAVINGS ACCOUNT**

## The First State Bank

OF HEREFORD



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

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

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

Phone 296

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

## Hereford Laundry and Dry Cleaning Co.

### AMARILLO MASONS INVITE LOCAL LODGE TO VISIT

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

### GIRL SCOUT NOTES

The following girls received their Tenderfoot awards Sunday afternoon at their first big Court of Awards. The lucky girls were: Hertha Baer, Mary Ann Baird, Joan Barhyte, Lova Barhyte, Barbara Jane Brotherton, Mollie Clayton, Faye Crosthwait, Mary Virginia Eberlee, Henrietta Frits, Nina Lee Frits, Gloria Grizale, Betty Sue Henslee, Vivian Olson, Martha Perkins, Viola Phillips, Wella Rutherford, Minnie D. Smith, Helian Ann Snyder, Jean Snyder, Elsie Mae Wilkins, Dorothy Nell Trimble, Virginia Nix, Lorene Smith, Iona Pearl Woods, Eleanor Altman, Geneva Sue Benton, Miss Nell Kester, Mary Reese.

We congratulate these girls on their work and fine, cooperative spirit. Most of them are hard at work on the second big job, the Second Class test. We take this opportunity to welcome into our troop Louise Weathered. A Valentine party for Wednesday, February 14, will be planned at the meeting this week.

# STAR THEATRE

Hereford, Texas

## Thursday Night Only

**Big Stage Attraction**  
**All Home Talent**  
Ralph Smith and his hill-billy band, girl quartette, special dances and song numbers.

This show is being sponsored by **THE JUNIOR BAND MOTHERS**

On the Screen  
**ED WYNN, in**

### "The Chief"

Admission will be Only **10-20c**  
Come out and help buy these little hand members new uniforms.

## Friday Only

MATINEE AND NIGHT

### "The Mad Game"

With Spencer Tracy  
**SERIAL AND COMEDY**  
ADMISSION ONLY **10c**  
ATTEND THE MATINEE

## Saturday Only

Matinee - Night

### "The Lone Cowboy"

Featuring Jackie Cooper  
**SPECIAL COMEDY**  
ADMISSION ONLY **10c**

## Sunday Matinee

## Monday - Tuesday

## Saturday Night Preview

## 4-BIG SHOWINGS



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

## Coming Soon "Dinner at Eight"

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

## PERSONALS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Local 4-H Clubs Enter Contests

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

The prizes numbering several hundred will range from a small Farmall tractor or a light motor truck or a \$500 merchandise certificate down to a \$10 merchandise certificate. The national winner will receive prizes valued at \$535.

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

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

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

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



## Presenting Spring's Smart New Modes in HATS

Youthful, refreshing versions of fashion's latest styles for every costume and occasion.

Dosens of flattering models in all of the popular new materials and colors. The values will prove a thrifty surprise.

### VOGELE MILLINERY PARLOR

## SOUND SLEEP FOR SALE

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



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

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

**\$29.50 \$32.50**

**\$18.75 \$22.50**

## E. B. Black Co.

Furniture :: Undertaking

## FRESH Fruits and Vegetables for WINTER HEALTH

COME IN AND LOOK OUR STOCK OVER  
Many New Fruits and Vegetables  
Look for the

# 5 Big Specials

We Thank You—Come Back Again

## FULLER'S FRESHER FRUITS AND VEGETABLES

# CLOSE DRUG STORE FREE

All this week, Mrs. Hazel Stone giving  
Demonstration of

## Martha Lee Cosmetics

Call or come in and make appointment.  
Under no obligation to purchase.

# PIGGLY WIGGLY ALL OVER THE WORLD

## Specials For Friday and Saturday

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

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

RAISINS Four pounds	29c	COCOA Mother's, 2-lb can	23c
PLUMS Green Gage, gallon	39c	TASTE-MALT 80c size	39c
BROOMS Fivete, each	32c	PORK and BEANS 16-ounce can	6c
WASHING POWDER 25-c size, Swift's Pride, 2 for	26c	BLUEING Bottle	5c
<b>GREAT WEST FLOUR</b>		GRAHAM CRACKERS Two-pound box	24c
24-Pound Sack	98c	RIPPLED WHEAT (Small package free)	10c
48-Pound Sack	\$1.95	GINGER ALE Lime Rickey, 24-ounce bottle	15c
<b>FREE</b> Silverware coupons in every sack.		PEACHES Gallon	41c
		COCONUT Bulk, pound	19c

## FRESH FRUITS and VEGETABLES

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

Quality and Service Are Paramount Always at

# PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME