# The Hereford Brand

Published Every Thursday

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

Five Cents Per Copy.

34th Year-Number 5.

w. W. Cihiton, special representive of the Texas Relief Combision sent here to investigate acase records of all persons on e rolls, announced yesterday that men had progressed nicely.

Mr. Chilton also announced that rs. Carl Cockrell had been hired assist him in his work.

Mr. Chilton has full and complete row money on most any thing of walve about a farm excepting the row is a talented music-row money on relief.

Mr. Chilton has full and complete row money on most any thing of walve about a farm excepting the row money on is a talented music-row money on in the court house and heard Earl Shelton explain the purposes of the Amerillo Production Credit Association, an organization sponsored by the Federal Government.

Mr. Shelton, as secretary and manager for this district comprising eight counties, explained how any farmer or stockman may borrow money on most any thing of walve about a farm excepting the harge of all case records on relief

d CWA rolls.

He said his work would keep in here indefinitely. The purpose nchecking the records is to make certain those who are entitled to relief in its various forms get it. Chilton stated he is certain e no difficulty in getting its t share of relief ald. All I ask of Deaf Smith citi-

Mr. Chilton said, "is the sed cooperation of every one

### Dogs Are Nuisance Here

Dogs, according to City Marshal Vallace Cox, are getting to be a ubile nuisance in Hereford. In proclamation issued today Cox s that all dogs in the city must provided with license and tage ore February 15. A general and up of dogs not wearing the

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

Those who wish to make appared the make may be interviewed in the office of Dewey Reed, county agent, in the court house.

A nominal inspection fee will be charged the maker of applications. The size of the loan and nature of security offered. The minimum inspection charge will be Attend Hardware Association.

Those who attended the Hard-ware and Implement Dealers con-vention Monday and Tuesday were Mr. and Mrs. M. D. Womble, Mr. Mr. and Mrs. M. D. Womble, Mr. and Mrs. Prentiss Rosson, A. H. ciation will meet in Amarillo of this week at the chamber of com-Judge C. F. Kerr, Will S. Kerr, merce office at the city hall, ac-Clay Ridgway and C. A. Skelton. cording to Ray Coneway, who ex-They were entertained at a ban-quet in the convention hall in the a member of the board of that as-Amarillo Hotel and at a dance Mon-day night at the Country Club. plan to attend from here.

### UCTION CREDIT GROUP TO AID FARMERS-RANCH OWNERS

value about a farm excepting the

that it is intended by the Government to make it a permanent

Amarillo early in January. H. D. Reed was named as application taker for this territory, and Wirt Phillips was named inspector for Rural Schools to

Says City Marshal Cox tempt was made to take applications for loans, the purpose being morely to educate those interested in the new association.

At the meeting Tuesday no attempt was made to take applications for loans, the purpose being merely to educate those interested in the new association.

Any farmer or stockman wishing to borrow from the PCA may make At the meeting Tuesday no at-

application for a loan from \$50.00 to \$100,000. He must offer secur-

Those who wish to make application for leads may de no at once, Mr. Shelton reported. Mr. Reed may be interviewed in the office of Dewey Reed, county agent, in the court house.

charged the maker of applications.
The size of the fee will depend
upon the size of the loan and nature of security offered. The minimum inspection charge will be

#### Chick Raisers to Meet.

#### CWA OFFICER REPORTS MONEY SPENT HERE SINCE OPENING

Snug and satisfied in their new-ly arranged offices in the court house, members of the local coun-tress. house, members of the local countries.

ty relief staff are ready for the Nearly \$40,000 in cash has been

Mr. Corbett reported the payroll or last week was near the \$2,600 ark, about the same as the week

Mr. Corbett reported the payroll for last week was near the \$2,600 mark, about the same as the week before.

In addition to surplus commodity supplies on hand, Mr. Corbett stated a carload of wheat, 8,000 pounds of pork, several cases of codiliver oil, and a shipment of cream cheese have been received recently. Also there are large supplies of butter and beans on hand.

CWA officials here are anxious, its construct severs and do other work that will make the community a more healthful place. CWA laborers will do the actual work of construct severs and do other work that will make the community a more healthful place. CWA laborers will do the actual work of the special speakers, talking on technical topics.

Signs designating each CWA here on March 2. The association is composed of physicians and surgeons of the following counties: A. C. Thompson was appointed.

A. C. Thompson was appointed

Corbett said, to place these a director of safety to help lessen the number of accidents on all the county.

The telephone number is and those who wish to receive and the modities are urged to call the contract. County Agent Dewey and those who wish to receive the number of accidents on all the CWA projects in the county.

Mrs. Florence Shore Rose has been added to the local staff in the county of stenographer in the county of stenographer in the county office.

There must be no waste the county office.

The and Parmer.

A. C. Thompson was appointed a director of safety to help lessen the number of Portales, New Mexico, was here a short time office to sign requests for exemption to this clapse of the wheat contract.

There must be no waste the county of stenographer in the county office.

first deadline on the completion spent in Deaf Smith county on turning to school too soon and were of CWA projects in Deaf Smith CWA projects since November 16, not well enough to pursue their county, according to Paul Corbett, according to Mr. Corbett. About 75 per cent of this amount has been used on the improvement of roads and highways. Half of this according to Mr. Corbett. About class work

## CS Progress Nearly 100 farmers and stock- Young George Heard men of this territory met Tuesday Receives Degree

George, who is a talented music ian, majored in chemical engineer-Mr. Shelton pointed out the PCA ing. He maintained one of the is not a relief organization and highest averages in the University during his two years there. He graduated from the Here Earl W. Wilson, former county judge, was appointed director for Deaf Smith county, at the time the association was organized in project being worked out in the

The high school gym will be the scene of excitement and enthusiasm Saturday. February 10, when the youthful basketball players of the county rural schools will mett in combat to determine which school team is the best in

round up of dogs not wearing the tags will be staged on February 16, he says.

Mr. Shelton stated stock of any sort, machinery, or anything sort, machinery, or a

The program committee has net and planned a snappy and interesting program, consisting of literary events, story telling by the tiny tots and third graders, decianations by sub-juniors and sculors, spelling and arithmetic tests, music memory and emay writing.

The track and field events will consist of running, jumping, shot put, tennis, chinning the bar, and haseball and other exciting events. Everyone is invited to attend all the events and boost their favorites.

The bridge has shifted east-put, tennis, chinning the bar, and haseball and other exciting events. Everyone is invited to attend all the events and boost their favorites.

Car drivers may pass over the literary complaints about the condition of this part of the part of the road, stated Judge Humble, with the condition of this part of the road, stated Judge Humble, with the water in the lake recedes enough to make it possible the beginning of work on the bridge.

The bridge has shifted east-put, tennis, chinning the bar, and the bridge can be made safe. This the bridge can be made safe. This county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January, Miss Lillie Hostetler, and the county library since January and county library since January, Miss Lillie Hostetler, and the county library since January and county library since January lib ton and Lindsey Num, president of association, left to confer with farmers in other towns. These were and planned a snappy and interesting program, consisting of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on as average to larming the purpose of the PGA on a

### Poisoned Grain

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

#### Warning Of Measles Given By Officials

Dr. T. L. Morgan, city and county health officer, announced yesterday that parents must be warned during the measle epidemic not to send their children back to school until all traces of the disease has disappeared.

Superintendent Dillehay reported number of children had been re-

# For Hog Plans Butcher Hogs

Dewey Reed, county agent. Any second year Vocational Agriculture farmer who had two sows to far- class at the high school. row pigs in 1933 in eligible to

corn-hog reduction plan get in touch with his community commit- perience. teeman by Friday of this week day 135 contracts had been checkcontracts will be 1,745 head of hogs. It is estimated there will high school during school hours. be almost 300 contracts in the county. Allotment money will be hogs at once. The 20-odd members more than \$40,000; in Reed's opin- are divided into four groups, each

A few corn contracts have been signed. So far, the reduction con-tracted is 135 acres. Minimum Stage Meet Here tracted is 135 acres. Minimum requirements for the corn is ten

own risk, the Judge said. Signs, At Court House of the bridge, will be placed near the lake this week.

### School Board Meets Tonight Harris, Twenty-One.

Members of the Hereford school board will attend their regular monthly meeting tonight. Besides the routine business, it is expected the board will discuss

the possibility of continuing the school year on a cash basis and the retaining of a full force, Since tax collections have been above last year's and all of the 1932-33 series warrants have been retired; it is thought the schools may be continued without any sort

Edgar Ireland, recently employed by the McCartey Bros. Dry Goods Co. at Canyon, came in Saturday to visit his parents.

closing date this spring.

## Less Ag Students At High School

Minimum requirement in the lit may be the mid-winter season to some folks, but it is hog killing ed, it was announced this week by time to members of B. H. Hopkins'

Not only are the boys learning make a reduction contract and re-the proper way to kill and dress ceive an allotment. Former mini- hogs, but they will perform this service for anyone. In fact, they Reed urges that every farmer need a few more lessons, and if who plans to participate in the you have a hog that you wish killed these boys will do it for the ex-

But you will have to hurry, for as there will be no more meetings the class is nearly ready to proafter that day. Through Wednes- ceed into another phase of their study. Monday and Wednesday Reduction as required by those are the days for hog-killing. Mr. Hopkins may be seen at the

The class can take care of four group working on one animal.

ed in their first game of the seaon, the Whiteface cagers of Hereford High will be hosts to the Tulla On Saturday night the Herd will journey to Canyon to meet

important games of the season. Bridge on 25-Mile Avenue predicting about the outcome of tway. Is Unsafe; To Be Fixed these games. He does say, however, that both the Hornets and Eagles will find the Whitefaces

Twenty-seven new books have been received in the county library since January, Miss Lillie Hostetler, librarian, announced Tuesday.
The complete list of new books
available to readers now are:

Children's reading list Lewis Young, Fu Newberry prize book '33: Disney, Three Little Pigs; County Schools, State Aid. Inspirational: Pitkins, More Power to You; Young, Fortune to Share, Let's Start Over Again; Social and economical: Brunet

& Kolo, Rural Social Trends; Page, . Individualism and Social ism: Roosevelt, It's Up to the Women : Wells, Shape of Things to Come : Landis, Rural Education : Combs. Amazing Moderns; Freud, New Introductory Lectures.

Fiction: Allen, Anthony Adverse (1200 pages); Bromfeld, Farm; Bower, Whoop-up Trail; Grey, Hash Knife Outfit; Hill, Beloved Stranger: Kyne, Comrades of the Storm: Otenso, There's Always Another Year: Packard, Hidden Door: Rohmer, Fu Manchu's Bride; Van of interruption until the regular Dine, Dragon Murder Case: Galsworthy, One More River; O'Neill, Ah! Wilderness.

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

## Increase In Tax Receipts **Index of Improved Status**

Our Slogan—"More People—More Farms"

### Tax Collections Of City Higher improved conditions seen in the facts and figures released yester-

City property and poll tax collections were seven per cent higher at the close of the first-period on January 31, than were those of last same day of the month last year. year, It was announced at the city clerk's office yesterday. Delinquent tax payments have

hown a material increase, also. Poll tax payments indicate a . more 384 persons paid the city fee, ceeded considerably, whereas but 239 paid last year. More than 1,500

and mayor will meet tomorrow night at which time a complete paid. and detailed statement of the condition of the city's finances will

#### Second Batch of Wheat Checks In

A second batch of wheat allotment checks, 206 in all, were received Monday of this week by the county wheat board. This makes 1,122 checks delivered in the county, 916 having been in the first group, received December 26. represented \$33,455.00. The checks represented \$33,455.00. The checks received in December amounted to approximately \$175,-

still to be sent before the first payment of 1933 allotment is com plete, Dewey Reed said. The first

### Commerce Group To Sponsor Meet of these taxes are being paid on the ball-payment plan, the ball-name failing due on the last of June.

At their regular monthly meeting Tuesday, the directors of the Hereford Chamber of Commerce voted to sponsor the Annual County-wide Rally Day by donating a silver loving cup to be awarded to the champion.

June.

Not only have taxpayers swamped the office with payments on current assessments, but also each day sees some delinquent farm tax being paid.

"The paying of delinquent taxes and the splendid collections on current assessments, but also each day sees some delinquent taxes and the splendid collections on current.

the champion.

Rally Day will be held near the middle of March. Rural school children will compete in literary and track and field events. It is planned to name individual and eam champions.

In their meeting the chamber of

commerce directors transacted the usual routine of business in ad-dition to voicing a hearty support of Rally Day.

#### **Tumblers Please** Lions Wednesday

A pair of bouncing, tumbling high school boys entertained the Lions Club yesterday at the regular weekly luncheon. They were Earl Trimble and Jim Kirby.

exercises used by High School ing for the opening. Principal G. M. Hudson to retain The store here will bear the his "figure of Adonis."

Band Mothers in their efforts to Texas and 1485 stores in the coun-Band Mothers in their critical try.
raise enough money to purchase try.
The building to be occupied by new uniforms. It was announced a benefit show would be held tolight at the Star Theatre. .

were Rev. W. M. Griffin, new Presbyterian pastor, and Jerry Malin, sports editor of the Ama-rillo Globe-News.

#### Twin Birthday Party Is Celebrated Last Sunday

A twin birthday dinner was given Earl W. Wilson and Alex Thompson last Sunday at the home of Aunt Jennie Thompson. Turkey stuffing, and all the fixings prerived in Hereford Monday to as- dominated with the Wilson famsume his duties as pastor of the ily, the V. M. Cloyd family, Misses Oleta Boling and Ruby Thompson and Jessie Morris, the Schroeter family and the Thompsons par-ticipating. The celebration was one day earlier than the birthdays, but that didn't seem to in-terfere with the fun. Alex says that he is just a little younger Hereford Girl Makes Honor Roll. than Grandpa Bowsher and that Earl is a close second. Presents Miss Katherine Miller, daughter consisting of mustache cups, flan-of Mr. and Mrs. J. H. Miller of pocket bulkers, boot-jacks and

> Rilla Mae Baker of Westway community spent Sunday here in the home of a friend, Miss Jettalee

#### More cash on hand, more cars on the highway, and more persons qualified to vote are the signs of improved conditions seen in the day by Pete Murchison, deputy tax

collector of Deaf Smith county. Nearly 900 car licenses have been issued to date, a gain of over 200 at the close on business on the Over 160 licenses for commercial and farm trucks have been issued. The total on trucks for the entire period last year was around 275. With eight more months left, it general interest among voters, for is expected this figure will be ex-

More than 1,500 persons are In the general election of 1932, qualified to vote in the county
440 paid city poll taxes. this year. This is a gain of over City commissioners, the clerk 50 per cent on last year's figures when less than 650 poll taxes were

Payments of Hereford Indepen dent school taxes show a hike of 10 to 12 per cent over last year's collections at this date. Over 50 per cent of this year's assessments has been collected already.

Many of the larger tax payers have paid on the half payment plan. The balance will be due on March 31. Mr. Murchison estimates that at least 95 per cent of these second payments will be collected, which will bring the current col-lections up to around 63 per cent of the total.

These school tax collections represent a great gain over last year's figures. Payments on delinquent school taxes also have been unusually large to date.

Collections on delinquent school taxes have made it possible to re-tire every one of the 1932-33 series warrants, Mr. Murchison said.

Because of the congestion, due to last minute rushes, Mr. Murchison could not give out actual figures on the collections of county and state taxes.

However, he did state that state and county and c and county collections will a large gain over last year.

rent taxes are due mostly to the Federal farm and home loans is-sued in the territory," Mr. Murchi-

#### Penney Store Will Open February 16

Friday, February 16, has been set as the opening date for the Hereford store of J. C. Penney & Co., Inc. M. E. Garrett, former manager of the company's store at Cooper, Texas, has been named manager here. Mr. Garrett arrived in Hereford this week. A. M. Henry is to be assistant man-

The boys did a series of acrobat-struction superintendent, and Ray ic stunts which were enjoyed by Jenkins, Oklahoma City, district those present. Young Kirby ex- manager, have been here this week plained that these sunts were the assisting Mr. Garrett in prepar-

number 1292, formerly the number Several speakers asked the club of Mr. Garrett's store at Cooper. members to support the Junior It is one of 93 Penney stores in

the firm is owned by J. Ray, and is built to Penney specifications. Among the visitors introduced It is 50 by 100 feet and, according to Mr. Garrett, is one of the finest equipped stores in the entire organization. A brand new stock, valued at more than \$30,-000 is being placed on the shelves. "We want to invite all our old friends to our opening next Friday and Saturday," Mr. Garrett declared. "And we want every-one to come and become friends of J. C. Penney Co.

"I am sure the people and merchants of Hereford will find a Penney store to be a distinct asset to the community, not only in the service we offer our patrons but also in the general business increase that will result from our drawing buyers here from through-

#### Four County Cotton Men Sign to Reduce Acreage

Four Deaf Smith county cetton farmers signed contracts to reduce acreage in 1934, according to Dewey Reed county agent, the cut will be 135 acres. Farmers making contracts were Fred Winfrey, Howard Van Bibber, J. E. Crows and H. A. Hoffman, All these 1933 plow-up campaign.

## RELIEF GRANTED FOR FARMERS force. Miss Greer is county relife administrator. The deadline on present CWA projects will fall on February 15. By this date all projects are suppropriations for this period. After this date, projects will be started answ and the GWA work will commence on another chapter in its mence of the improvement of the In Monthly Gathering IN SUSPENSION OF REGULATION

ond, requirement that the farmer plant 54 per cent of the acreage in wheat has been suspended.

In the wheat contract farmers agreed to reduce acreage by 15 per cent and to plant no commer-cial crops on the land abandoned. Now he may plant anything he de-sires for 1934.

Because of the lack of moisture, government officials have ruled it would be needless expense on the farmers to plant the 54 per cent in wheat as required in the

#### Minister Arrives Rev. W. M. Griffin and family,

formerly of Dexter, Missouri, ar-Presbyterian church. Rev. Griffin will fill the pulpit

next Sunday at his church at both morning and evening services. The new minister was introduced to the Lions Club Wednesday.

Hereford, who is attending the the honorees. University of Arkansas, was on the bonor roll last month. This is

her first year to attend the Uni-

#### The Hereford Brand Published Every Thursday at HEREFORD, DEAF SMITH

MRS. SETH B. HOLMAN Publisher and Manager. DeWITT LANDIS Editor.

COUNTY, TEXAS



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.

d as Second-Class Matter at the toffice at Hereford, Texas, Under The Act of March 3, 1879.

#### SUBSCRIPTION PRICES:

and 2, per year and 2, six months Zone 2, per year Zone 2, six months Zone 2, four months

ALL SUBSCRIPTIONS STRICHLY CASH IN ADVANCE.

#### DON'T STAY BURIED

A farmer had an old blind horse which had outlived his usefulness. One day he fell into an old well. The farmer looked in and saw him standing deep in the water. There from a long stay in Colorado. seemed to be no way to get him seemed to be no way to get him Westway defeated Dawn boys out, as he was quite useless and and girls in basketball Friday by the well abandoned and dangerous, so the farmer ordered his men to fill up the well and leave the of Hereford spent Sunday in the horse buried.

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

The very things which conspire Mr. and Mrs. F. W. Dodson and business and pleasure trip. The to bury the lion-hearted these days Gomer Lee McCoy visited Mr. and Cronins will visit his daughter, The very things which conspire are used by them to lift themselves Mrs. Thomas at Plainview Sunday. Mrs. Sam Mosley and family. Mrs. out of difficulties and into the limelight. The very last thing one should do is to agree to stay dead and buried.—Sentinel, Fairmount, Minnesota.

The P. T. A. is sponsoring the play, "Her Step-Husband" Friday night, February 16. The play is directed by Marlin Gilliland, and promises to be a real success. Adproximately the state of the contents of the

Try and find anything of mission will be 10 and 15 cents, the money to be used for the school. wood that I can't make or repair.



## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 6, 1013.)

Following the disastrous fire fered losses announced their inten- four inches. tions to rebuild, this time with brick. A number of the merchants had reopened in other locations ed to attend court in Tascosa the and business was going on as us-

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

Total taxes paid during Jannary reached the record-breaking sum of \$14,849.16, indicating, the editor said, that tax values in rapidly and steadily.

Westway Items

(BY WILMA SKYPOLA)

Take Produce to Carl's Gro. ti

Ed Skypala and John McCartney

of Hereford visited the Forest

A. H. Leub and V. Skypala was

John Weaver has returned home

scores of 33-7 the boys, and 23-11

for the girls.
Mrs. C. A. Boughoman and son

M. M. Gragg and family of

Mrs. Guy Lawrence of Walcott

spent Saturday evening in the R.

Mr. and Mrs. Jim Vines of Here-

Mr. and Mrs. Smidts of Halfway

visited the Luke McBrayer home at of her sister.

are visiting in the Rowe home.

Out-of-community visitors are es-

We buy for cash and sell for cash, and our overhead is extreme-

ly low. That's the secret of oru abil-

ity to sell tires so cheap. Bruns-

A Treat For You. The Senior Band Mothers' Play,

Hereford spent Sunday in the W.

Camp at Canyon Tuesday,

in Friona Tuesday.

A. Rogers home.

B. Lindsey home.

M. Gunn home

of the store.

home Sunday.

Ford Sunday.

pecially invited.

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

Snow began falling Thursday which had swept Hereford the pre- morning at 9:30, and at press vious week, most of those who suf- time had reached a depth of over

> Attorney W. H. Russell expectfollowing week.

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

E. B. Black & Company, furniture dealers, were making extenbuilding at the corner of second and Main Streets.

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

J. G. Callens, one of Hereford's

Star Features Return

of Crawford-Gable Duo

Featuring Joan Crawford and Clark Gable as stars and five song

hits, Dancing Lady, M-G-M release will be shown at the Star

Theatre, beginning with a midnight

preview Saturday.

The picture will then be shown

Sunday afternoon, Monday and

Dancing Lady, reuniting Gable

and Miss Crawford, is a story

about a girl born to the lure of

Mr. and Mrs. J. T. Cronin and

little daughter, Rosemary, and

Mrs. Gertrude Brotherton are in

County Commissioner of Precinct

No. 3, subject to the action of the

Democratic primary to be held on

to fill the office, and if elected will do my best to make you a good commissioner.

I will appreciate the support

I feel that I am qualified

H. D. CULPEPPER.

Dallas this week on a comb

Tuesday nights.

Mr. and Mrs. Ben McBrayer Brotherton is visiting in the home

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

Bella-" Yes; there are only 24 hours in a day." War was being made on danc-

ing, and the three leading churches of the city came out in signed statements condemning the practice, including in the denouncement a few words in reference gambling and drunkenness.

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

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

The Rebekah Lodge has just leading merchants, was in East- bought a new plano and the old Deaf Smith county were growing ern markets purchasing new spring organ was advertised for sale at a bargain.

#### You believe in accident insur- TO the Voters of Deaf Smith ance for yourself, don't you? Then County:

why not TIRE ACCIDENT IN-I take this method in announc-SURANCE? Next time try a Brunswick. They are INSURED by RICE and the price is less. 1c ing my candidacy for the office of Sheriff and Tax Collector of Deaf Smith County, Texas.

I seek this office feeling that I am qualified to fill the office of having had such experience in this branch of our county governmental affairs and during the time that I have served you as tax assessor it was my purpose to make you as I have lived continuously in good an officer as my ability per- Deaf Smith county for the past six mitted.

I have never served as peace of ficer in any capacity, but it is always par now my desire to do so, and shall voted here. do my best to select men of high 1c moral standing and character and ability as my deputies. I feel that How One Woman Lost of office and if you so select me the footlights. Her difficulties to such place it will be my desire on her way to fame on Broadway to give all things coming to and Mr. and Mrs. Roscoe Landers have moved about three miles west of the store.

And Gable's two-fisted role mark the called to my attention pertaining to the duties of this office my prompt and untiring attention.

Respectfully, H. M. (Mack) BEACH.

DOGS MUST GO

There are entirely too many cause

up of all dogs not wearing collars Let everybody notify the City

Hall of stray dogs around your

Fred Brown

WALLACE C. COX, Acting City Marshal.

#### POLITICAL TICKET

The following andidates 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 H. M. (Mack) BEACH.

For County Treasurer: MRS. BESSIE L. SMITH (reelection) For County and District Clerk: L. H. FOSTER (re-election)

H. D. REED For Commissioner, Precinct No. 1: P. J. (Jack) Rose, (re-election) For Commissioner, Precinct No. 2:

T. W. (Wiley) ROBERSON W. B. PHILLIPS For Commissioner, Precinct No. 3: GEO. C. MESSENGER. E. M. JACK

MARK S. BENEFIELD H. D. CULPEPPER Commissioner, Precinet No. 4: J. M. (Jim) CHAPMAN T. P. McCOLLISTER

JOHN WHITSETT ERNEST T. (Dick) ALLRED

#### ANNOUNCEMENT

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

I have lived continuously in years, am a property owner, have always paid my taxes here and

MARK S. BENEFIELD,

20 Pounds of Fat

Lost Her Pominent Hips, Chin, Sluggishness.

Gained Physical Vig

If you're fat-first remove the dogs in our town. Many strays, Take one-half teaspoonful of no doubt, but they become and KRUSCHEN SALTS in a glass of are a nuisance.

are a nuisance.

This is notice to everyone who owns a dog. Dogs must have on collars and 1834 dog tags by February 15th, or they will be declared a nuisance and treated as strays and disposed of.

On the morning of February 16th, there will be a general dog round-

Get an S5c bottle of KRUSCHEN SALTS from any leading druggist anywhere in America (last four

ks), If this first bottle doesn' afest and surest way to lose fat your money gladly returned.

### THAT X-TRA SOMETHING-



### EARLY-HATCHED CHICKS PAY BEST

## PURINA CHICK STARTENA

-the best starting mash, before the chicks at all times. Then watch them develop into strong, healthy pullets.

> We Carry a Complete Stock of **PURINA FEEDS**

CAR LUMP AND NUT COAL NOW ON TRACK

### McLean & Pitman

Grain Company

Buy At Home Phone 1.

We Deliver,

#### BUSINESS AND DIDECT - Shapely PROFESSIONAL

#### ABSTRACTS

NURSING

ABSTRACT CO.

**AUDITOR** 

office County Court Ho

### CLEANERS

WEST TAILOR SHOP RS. O. F. WEST, Proprieto

Clothes Called for and Delivered.

PRAIRIE DAIRIE Grade "A" Mill

eetmilk, Cream, Buttermilk. We Deliver Daily. PHONE 666

#### GAS-OILS

Corner First and Main Sta. Look for the Red Triangle.

INSURANCE

INSURANCE

JNO. H. PATTON

MANOLOGY

OPTOMETRIST &

DONT

Neglect Your Eyes

Dr. T. M. Montgomery

At Close Drug

Third Friday Each Mont

Office Over Corner Drug

## SPECIALISTS IN REPAIRS ON FARM MACHINERY

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

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

COME IN AND SEE US

## Buchanan & Rosson

The Same Principles Apply to Both Groceries and Gas!

DAIRY

## armer:

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 trou-

You can get this complete umping 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 batchery.

Hillside Hatchery South Hereford Phone 70-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 Muleshoe. She was brought here to the home of Mr. and Mrs. Andy Godwin, where she remained for care for about ten weeks. Mrs. Hart also has a sister, Mrs. John Aldridge, of Farwell. Mrs. Hart was doing nicely when she left Hereford.

### Ruth St. Dennis Dances

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.

Can Believe About the Bible," and that for the evening hour, "What We Can Believe About Ourselves."

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 acompanist and soloist.

Cawthon Bryant returned home last Thursday night from Abilene day, February 14. These 40 days where he visited his brother, Noel, preceding the Resurrection are a 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 there will be a service Tuesday and Nora Bryant, who are also evenings at 8, consisting of serstudents at McMurry.

#### WYCHE CLUB WOMEN TO tribution of HAVE ALL-DAY MEETING day evening.

The Wyche home demonstration 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 iye in the home, with demonstratious, will be had.

Everyone attending is request-ed to take a covered dish, needle and thimble.

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

The young peoples Christian En-deavor 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 at-tended the rally at Canyon Tues-day night and heard Dr. Snod-grass of Amarillo Christian church speak on "The Place of Youth In Our Modern World." In his speech Dr. Suodgrass 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 ex-

leader Sunday. A welcome is ex-tended to all to attend these ser-

#### Man's Heart Stopped,

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



### Think Before You Invest Have Money

DACKING your brain will not bring your money back after you have made a BAD BUY in stocks or on the oard 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



THE FIRST NATIONAL OF BANK HEREFORD



First Baptist Church REV. V. M. CLOYD, Pastor.

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

#### First Christian Church REV. E. R. M'WILLIAMS, Pastor

Sunday school at 9:45; morning 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.

At Canyon February 15 pit 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

#### 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 Wednespreceding 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 evenings at 8, consisting of ser-mon and benediction of Blessed Sacrament. Benediction and dis-tribution of ashes on Ash Wednes-

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

### **Evangelist Will** Be Here Soon FRONT PAGE NEWS AGAIN

W. M. Spech, 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.

### WE **SPECIALIZE** ON LADIES' SILKS

Must Be Done to Your Entire Satisfaction.

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

Day Service-we call for and make deliveries promptly.

## K-C Cleaners

302 Main. Phone 333

this time it's Phymouth's RIDE

Mr. Speck is said to be a veryable speaker by those who have vorship and communion, 11; C. E. 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'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

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

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

Bridget Food Sale 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

Libby's, 2½ can	15
SALAD DRESSING	25¢
Miracle Whip, quart jar	A STREET, S.
HOMINY Van Camp's, No. 2½ cans, 2	15¢
KARO	54¢
Light or Dark, No. 10 can	ART STATE
OLIVES	29¢

Powdered or brown, 2 pkgs .

Mother's, cup-saucer, large

BLACKBERRIES

No. 2 cans, 2 for \_\_\_\_

Fresh country, dozen \_\_\_

Choice evaporated, 2-lb pkg

EGGS

PEACHES

your savings grow.

APPIE RITTER 404

HORSERADISH M. & G., bottle -SANIFLUSH CLOROX Pint bottle \_\_ BIRD SEEDS French's, 2 Boxes

SHINOLA

10¢

PORK and BEANS Van Camp's, medium can MILK Borden's, 3 tall or 6 small CORN FLAKES Jersey, 2 large pkgs \_\_\_\_ Gallon Size Apricots-Peaches, Blackberries, Green 39 COFFEE

Standard Brand, 1-lb can for

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

COFFEE SCHILLING'S One-Pound Can

16¢ COCOA Hershey's, 1-lb can TOILET TISSUE Scottissue, 1000 sheet roll, 3 15¢ GRAPE JUICE Church's, pint bottle ----HERSHEY'S Chocolate Syrup, 51/2-oz can CATSUP Empson's, 2 large bottles \_

**ORANGES** Fresh and full of juice

BANANAS Golden yellow, pound \_\_\_\_\_ TURNIPS 19¢ APPLES 71/24 CELERY Fresh and crisp, stalk ----CABBAGE Large, firm heads, per pound LETTUCE

**BACON** 

16¢ Pinkney's Dry Cure Slab, per pound -----

10¢ BACON Squares, mild cure, not salty, pound ... 10¢ ROAST Cut from Fancy Baby Beef, pound \_\_\_ 55¢ LARD, Home Rendered Nice and white, bring pail, 8 pounds :-18¢ BACON Our own sliced, per pound \_\_\_\_\_ 25¢ CHILI Our own make, 2 pounds ----25¢ OLEOMARGARINE Gem Nut, 2 pounds .....

FLOUR

It Is Up—Sell us and Save On Groceries!

lower prices



#### Summerfield News

BY MRS. GUY WALSER

The Study Club met Thursday with Mrs. Wilburn Edelmon. Mrs. Ray Johnson presided over the business session, and Mrs. J. B. Saunders had charge of the program, "Washington, D. C." Washington, D. C." ington, 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 hee subject in Lubbock. for the year. Refreshments were served to Miss Grace Edelmon, of Plainview; Mrs. Davis, Heroferd; Mmes. Snap, Welty, Noland, B. C. Roberson and Bellor, visitors; and nine members. The next meeting will be busbands' night, February 15, at the home of Mrs. Ray John-

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

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

Mr. and Mrs. E. L. Taylor of ly home Sunday.

Amarillo have moved to their place Robert Paetzold of Iowa visited recently vacated by Mr. and Mrs. his uncle and family Monday of

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

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

Mrs. Jim Clark.

The pie supper given by the cess. Alex Thompson of Here-ford auctioned the pies. J. M. Cox, Mrs. Troy Welty and J. D. Neland furnished music and a group of young people put on a short pro-Proceeds of ples, cake and donations amounted to \$49, with donations to be taken Sunday will be applied to the debt on the church seats.

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

Jess Massie and family of Claude visited the Lee Curry home Friday. McMinn & Bellar have opened the

Stats home last week.

#### Wyche Items

MRS. WES BRADLY Several people in our community have the measles. They are not

very ill and we hope they are able to be about soon. Mr. and Mrs. J. H. Reinart and family, Mr. and Mrs. J. J. Paetzold and family helped George Loer-

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

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 Here-

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

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

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

Mr. and Mrs. Doyle Rose and family visited in the Egbert Brad-

Robert Paetzold of Iowa visited

Mr. and Mrs. Louie Olson visited relatives in Hereford Satur-

Pupils on the honor roll for the past month are, first grade, George Miss Irene Hurst of Jumbo Loerwald, Barbara Rose Robertspent the week end with Mr. and son; /second grade, Nona Dean Rose; third grade, Nancy Olson, young people's Sunday school class Bernice Ellison; fourth grade, Elilast Thursday night was a suc- nor Paetzold, Alfred Reinart; seventh grade, Ivagene Elliston.

Mrs. Louie Olson spent Thursday in Amarillo.

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

Basil Jennings trucked a load of work horses to Wellington Tues-

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. Mike Stats and James Campbell and Mrs. Arthur Stone, who opf Oklahoma visited in the Fred erate the North Pole cafe in Ama-



and Texas.

Judge Bratton is the youngest Rogers, daughter of Mr. an member, appointed in 1933 by Presi-W. J. Rogers of this city. dent Roosevelt to fill the vacancy

A former resident of Hereford, ed Bratton. He was a nephew of Sam G. Bratton, took a place on Mr. Parmer. Coming to Hereford the bench of the Tenth United as a child, Bratton went through States Circuit Court of Appeals Hereford public schools. He then at Oklahoma City last week. The attended Clarendon College for a court is composed of four judges term and returned here to teach and family helped George Loer-wald celebrate his seventh birth-Oklahoma, Colorado, New Mexico northwest of Hereford. He was married in 1911 to Miss Vivian Rogers, daughter of Mr. and Mrs.

Bratton taught several years then created by the death of Judge John took up the study of law, moving Mr. and Mrs. L. J. Hoffman and H. Cotteral. Bratton's home is to Farwell where he became counnow in Albuquerque. He was born ty attorney. His political career Mr. and Mrs. W. B. Parmer rear- in Farwell. His first major office other relatives.

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. Mc-Cullough and children spent Sunday in Amarillo.

Mr. Klett and family, Mrs. Pearl now in Albuquerque. He was born in Oklahoma and grew up in Hereford.

Mr. and Mrs. W. B. Parmer roan.

The description of Lubbock, Mr. and Mrs. in Dallas.

Mr. and Mrs. W. B. Parmer roan.

Mr. and Mrs. W. B. Parmer roan.

Mrs. Ruth Baker of Tulsa, are end in Lubbock visiting their sons visiting in Lubbock this week.

Billie Ross Phillips and Arthur

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.

and Mrs. D. W. Hawkins, of Here. accompanied by Miss Barbara Kilford, has been appointed agent for gore of Pampa. 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

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

Phompson, Jr.

Mr. and Mrs. J. C. Cox and daughters, Misses Paloma, Theda Alcia Jo, and son, Jimmie, Pampa, visited with relatives in Donald W. Hawkins, son of Mr. Hereford over Sunday. They were

Fishing Note

Talking does not scare fish while you are in a boat, says a veteran ander, 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 wa-



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** 

**590** Pair

All Sizes

Men's Heavy Canvas **GLOVES** 

TOC Pair

Great Reductions

On All Ladies'

Fall and Winter

Dresses, Suits

and Coats

THE BARGAINS ARE

Sensational!

All Sizes



Cotton Flannel

Per Yard

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

A Mighty Value.



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 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

# Spring Prints

Quadriga Prints, per yard \_\_\_\_\_

Johnson's Prints, per yard -----

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 erying for. Guaranteed fast colors.

MEN'S BROADCLOTH SHORTS AND KNIT SHIRTS

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.



### **Big Smith Work Shirt**



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

#### SUNNY SUE

## Wash Frocks

Vat Dyed Pre-Shrunk

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

Floral Prints Check Patterns Gay Plaids Candy Stripes



Sprowls & Cronin Co.

t W. M. S. met in joint. Wednesday for their regu-thly business and mission Business meeting was the morning, conducted by larry Whitchurch, president organization. Following the n, a splendid program was Mrs. Ed Johnson. Devowas given by Mrs. Bess
The topic for the program
"For Righteousness Sake."
s were given by Mmes. H.
nkwrigt, Frank Lambert, Jno.
John Harvey. A special,

### ant Ads

#### Lost and Found

YED: From my place in the community, dark brown mare. Notify J. W. Kirby, Texas.

#### Wanted

ED: Gentleman desires room and board with small, priamily. Must be close to section. References ex-Brand Office.

ED: Someone to carry lugor a car. Call at Brand

ED: To buy or trade for a or 10 H. P. gasoline engine. Ellwart, Hereford Nursery,

n house or apartment. W. rrett, mahager J. C. Pen-

#### For Sale or Trade TRADE: 120 acres of semi-roved clear land in Eastern

Will trade for house lereford vicinity that can be

"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 Schwarts, 2:30; East Side, Mrs. E. B. Posey, 2:30; South Side, Mrs. G. Owen, 2:30. Lillie Hundley, all-day meeting with Mrs. J. E. Cockrell.

#### MRS. GLENN WEIR ENTERTAINS

Thursday afternoon of last week Mrs. Glenn Weir entertained the Pleasure Hour bridge clab 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 Mathles and Ralph Smith.

Present were Mmes. Mathies and Smith, Mace Whitman, Homer Henslee, Boyd London, Smith Mc-LeRoy, Buford Parmer, Criss Ren-fro, W. J. Smith, Carl Gilliam, B. R. Dixon and the hostess.

#### MRS. W. J. SMITH, MR. SMITH MELEROY 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 which fell on the two consecutive ection. References ex-days. Bridge was played until a Write particulars and late hour after which refreshments were served.

Happy felicitations were extended the honorees by Messrs, and Mmes, Elmer Mathies, Boyd London, Criss Renfro, Buford Parmer, 2-tfc Mace Whitman, Carl Jennings and for a Ralph Smith.

#### CRESCAT SCIENTIA

Mr. and Mrs. Buren Sowell were hosts to a lovely party last Thurs-SALE: 1931 Willys-Knight club entertained their husbands. Bridge furnished the diversion of the evening. Mrs. Chas. Sowell and Miss Beth Millard were presented levels.

Chevrolet Co.

TED: To buy maize heads tree, Ralph Sears, Misses Ursalee threshed grain. Brumley & Fridleyy, Beth Miliard, Genevieve Eberlee; Messrs. Bill Hromas and Frank Huckert.

#### ED JOHNSON, Jr., WEDS MISS TRENE SAFKIN

T. F. Bohannan, Route Jimmie Joe Johnson returned from Albuquerque, New Mexico, last week SALE: A two yard truck and announced the marriage of bed in good condition. Price their son, Ed Johnson, Jr., to Miss See O. L. Click at K. Irene Safkin of Albuquerque. They were married November 23, 1933. SAEE: Bundle feed, hegari A big turkey dinner was given

ghum. See or write Joe Sunday, February 4, at the home 1p of Mr. and Mrs. J. T. Wheeler in SALE: Setting eggs from Socoro, New Mexico, in honor of

#### AThree Days' Cough Is Your Danger Signal

## Start Your Spring Wardrobe



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

#### \$19.50 \* \$29.50

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

Phone 188

#### 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

Mrs. Cloyd will be remembered ere as superintendent of the local county hospital, having resigned her position there early last fall. Mr. Cloyd is one of the olders here, having moved to Hereford about 30 years ago from Pilot Point. He has been engaged in the meat market business practicall the years he has lived here. He sold his interest in the Texas Market to O. G. Hill in July, 1929.4 The Brand extends best wishes the bride and groom.

#### Ward News Notes

MRS. WILEY ROBERSON

Take Produce to Carl's Gro. 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

Sugge 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 e," will be given at Ward school house Friday night, February 9. Admission 10 cents. Mr. and Mrs. Bill Hutson and

Mrs. Jack Hutson were in Amarillo Mr. and Mrs. Sam Hutson of Littlefield visited in the Bill and Jack Hutson home last week end. Miss Alberta Davis was called to Wato by the death of an aunt Miss Fincher of Canyon is teaching in the blace.

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

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

Lipscomb and Wiley Roberson, .

Ward demonstration club met man in an all-day meeting. A demonstration of making lye hominy was given. Attending were the spelling bee and a program for that evening, and everyone is instituted to be present.

G. T. Higgins of W. T.S . T. C. Canyon, spent a few days last week here with home folks. Mr. and Mrs. Hodges of White Deer visited a few days last week West Texas Feed & in the Chester Hodges home..

old-fashioned spelling match Tues-Wednesday with Mrs. Fred Saltz- day evening, February 20, at the Teacher Association is sponsoring

> Our Just-Right Egg Mash should be fed now to insure better hatching eggs. Just-Right laying mash is fresh because we mix daily. pany, 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

All New Shades

Men's New Hats

In the New Spring Styles ..... \$1.65 Up Men's Oxfords When you want clothes or shoes for the

family think of us and look our stock over be-

fore you make a purchase. We save you

### The Popular Store

"SINCE 1921"



BETTER FIND OUT --- SEE

HEREFORD INSURANCE AGENCY

John McLean, Owner.

# N 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, valueright 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.

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

Mrs. Charles Green and children

Mrs. Owen Neel spent Wednes-

Miss Virginia Bowman and her

day with her mother, Mrs. Vicks.

room mate, Miss Ada Lee Single-

ton, who are attending college at

Canyon, spent Sunday with her

parents, Mr. and Mrs. C. C. Bow-

The junior boys played the Dawn

Mrs. Lowe spent Friday after-

Mrs. Jim Caraway of Amhurst

Mrs. Gregory and Millard were

visited Sunday with Mr. and Mrs.

in Memphis this part week look-

ing after their farm and visiting

the honor roll: Jimmy Blakemore, Clyde Neel, Clarence Taylor, Ira

Jeanne Ricketts, Glenn Ricketts,

Mrs. C. C. Bowman assisted by

Misses Evelyn Arseneaux, Eunice

Caldwell, Lilieth Boyd entertained

the young people's Fellowship Sun-

day school class at her home Wed-

nesday night. Various games and

forty-two were enjoyed. Refresh-

ments of grape juice and cake

The following pupils were on

basketball team Friday afternoon

oon with Mrs. Ira Ricketts.

and were victorious.

W. C. Caraway.

and Ray Neel.,

were served.

spent the week end with her par-

FOR SNAPPY SERVICE

And Products That In the Long

Run Are Best

Drive By the

**Texas Service Station** 

**GLEN SNYDER** 

Local Christian Endeavor Socie- ors were banqueted at the Presties of both the Presbyterian and byterian basement. Doctor Snod-

About 20 C. E. workers from openers and just a few left at

GREAT WEST MILL & ELEV. 6

family flour

Test Great West by any recipe that calls for flour--biscuit,

pie, cake, or any other baking-notice its velvety, even text-

ure as you knead the dough -- its perfect color and uniform

body -- then compare your baking results! We want you to

"All Star Recipes" Packed in Every Sack!

convince yourself that Great West is the flour for you!

Christian churches were in Can- grass of Amarillo was the prin-

about 7:00 o'clock after the visit-

Closing out at cost "Speedo" can

C. E. Societies to Canyon.

yon Tuesday night of this week ciple speaker.
to attend the District Convention

here left for Canyon . Tuesday RICE'S.

you last cess for Mri fur you gra and and Sur on

# \$4.95

\$4.95

\$2.75

\$2.95 BLACK KID DRESS PUMP

ALL-WHITE ELK SPORT OXFORDS With Crepe Soles \$2.50 and \$2.69 BROWN SPORT OXFORDS

WHITE KID PUMPS

DRESS OXFORD

BROWN SPORT OXFORDS

In Both Crepe and Leather Soles

KING'S CANDIES

Phone 100.

FOR AMERICAN QUEENS

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.

The delicious candy that is Cupid's own gift-that brings your

Valentine message in a way she will understand and appreciate.

D. R. GASS & SON

y Drug Store

"Home of Dependable Drugs"

**\$1.98** 

ALL-SUEDE SHOES Close-Out Prices-for \_\_\_\_\_

Lady Louis Heel

## Allen A Hosiery

A hose that is known for its quality and loveliness.

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

\$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 \_\_\_\_\_

"The Friendly Shoe Dealer"

#### **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 ents, Mr. and Mrs. Charles Smith, donday and was absent from at Westway. school the rest of the week.

Mr. and Mrs. J. W. Berry called Saturday night in the J. E. Spring-

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, Bob bie Lee, spent Sunday afternoon in Dimmitt at the home of her parents, Mr. and Mrs. G. W. Mc-

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

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 chool last Wednesday.

Mr. and Mrs. J. W. Berry called Thursday evening in the M. L. Hardy home. E. J. Poe of Tulia 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 Mrsr. J. W. Berry. The Jumbo Presbyterian Missionary Auxiliary met last Thurs-

day 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 ter gram 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



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.

-just as low as is possible with clean, new materials for every operation; expert individual style service and skilled, careful operators.

Star Beauty Shop MRS. CARL JENNINGS

Phone 26

For Every Purpose

And the more you buy the less your cost

per kilowatt.



### pieces in Friendship Pattern. Wm. Rogers & Son 35-year guaranteed silverware. Select a butter spreader; salad or dinner fork; ted, soup, dessert or table spoon; or a dinner knife. Then mail to us the coupon below, plas an 8-value coupon, or the equivalent, from coupons found in every sack of this flour (48-lb, sacks have 13-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.

ment, fimit: One to person or family.)

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

Your choice of any one of 8

Lenclose one 8-value coupon (or an ecoupon) with this coupon, for which sen

PRINT YOUR NAME PLAINLY ON THIS LINE

STREET OR LOCAL ADDRES

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

At Your Grocer's



thrifty prices on display in this store. Just a few of these handy conveniences—and your kitchen work will be much

WE ALSO HANDLE: HARNESS LEATHER GOODS MUNITIONS

line of egg. beaters, ry, silver, glasses and hundreds of other items.

We have the Sunbeam Mixmaster, which is one of the best ectrical appliances made—in fact, we have everything you

## 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

#### ODATU WATED HOTEL CKAZY WAIEK HUIEL

get a comfortable, well-furnished

## Water Hotel

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

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

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

Tod Steen called at the C. Reese home Monday. Sunday school was well attended last Sunday.

### Easter Items

BY MISS LOUISE FRYE Take Produce to Cari's Gro. tf

Rev. Schwartz of Happy will preach at the 11 o'clock hour next Sunday.

tended services at Dimmitt . Sun-H. H. Frye of Davenport, Iowa, came in Saturday and will be here two weeks or more putting up im-

provement 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 day afternoon

Billie Jean Durant is confined man, of New Mexaci. to her room this week with the

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

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

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

OR JOB WORK, THY THE BRAND



-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, sweep ings or cheap filler. ALL-MASH is correctly proportioned and gives excellent results.

### West Texas Feed & Seed Company

Phone 265

### mamma says I can eat at your house today—she never has time to fix nice meals on "Mine always has nice meals She sends our clothes to the Hereford Laundry and Dry Cleaning Co. sn'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! CALL 296-WE GALL FOR AND DELIVER Send Your Dry Cleaning and Laundry to Us. Hereford Laundry and Dry Cleuning Co.

#### 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. Mrs. J. E. Andrews. Clem Friemel and Chilton Biggers attended a surprise party in the John Morris home in honor of his

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. Dean, Mr. and Mrs. B. R. Fulkerson, Mr. and Mrs. B. R. Fulkerson, Mr. and Mrs. B. Stone and Vincent Friemel were in Hereford Saturday Mr. and Mrs. Rawleigh Truax

left Monday for Kansas City.

Thelma and John Allen Morris
visited in the Friemel home Sun-

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 din-ner guests in the Hodges home, at

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. tf Sunday school was not so well attended this week. Singing was enjoyed by about the same num-

Virginia Brunson was a supper guest of Euna Mann Sunday. Mrs. J. Straub had as her guest last week her father, Mr. Aerd-

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

Mann. Phipps. O. F. Turner, Herman Larson and Victor Langley were Here-ford and Amarillo visitors Friday.

Mr. and Mrs. Hardy Benson and small daughter and Mrs. Park. made a business trip to Amarillo Victor and Miles Langley at-

tended a wrestling match in Amarillo Thursday.
Miss LaVerne Mann and Mrs. J

Phipps spent Monday with Mrs. T. 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

Miss Sneider 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 miness trips to Amarillo recently. Mr. and Mrs. Ed Reynolds at-

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.

in Amarillo Saturday.

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

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 AMARILLO MASONS INVITE LOCOL LODGE TO VISIT

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 after-noon at their first big Court of Awards. The lucky girls were: Hertha Baer, Mary Ann Baird, oan Barhyte, Lova Barhyte, Bar-oara Jane Brotherton, Molive Claybara Jane Brotherton, Molive Clayton, Faye Crosthwait, Mary Virginia Eberlee, Henrietta Fritz,
Nina Lee Fritz, Gloria Grizzle, Betty Sue Henslee, Vivian Olson,
Marthella Perkins, Viola Phillips,
Wella Rutherford, Minnie D. Smith,
Helan Ann Snyder, Jean Snyder,
Elsie Mae Wilkins, Dorothy Nell
Trimble, Virginia Nix, Lorene
Smith, Iona Pearl Woods, Eleanor Altman, Geneva Sue Benton, Altman, Geneva Sue Benton liss 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 Weatherred. A Valentine party for Wednesday, February 14, will be planned at the

#### Here and There

BY MRS. C. E. TICE

Rev. Rogers of Friona preached at Frio 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

and K. F. Campbell were Claren- in Petersburg Sunday. don visitors last Wednesday. Mr. and Mrs. J. E. Springer and Mrs. M. A. Springer spent Sunday Mrs. R. W. Elliston, Lucile Park, ing will be February 14. A quilt

Mexico, spent Wednesday here with his brother, J. E. Andrews,

at Frio Sunday night.

J. J. Lindsey and sons were at Petersburg last Monday on busi- purpose of 4-H work, the two main

were Amarillo visitors Monday. Junior William was out of school those attending inspected it. last week because of measles. here the past three weeks helping care for her mother, Mrs. K. F. Mr. and Mrs. W. A. Campbell-Campbell, returned to her home

at the W. A. Springer home. Myrtle Flien and Ivagene Ellis-Fred Andrews of Melrose, New ton, Jaunita and Hazel Hewey spent Wednesday here of Wyche attended singing at Frio Sunday night.

Mr. and Mrs. Wilhelm, Misses The W. W. Club met with Mrs. when RICE will Alfreda Murphy and Sylvia Beh- U. G. Randall at the home of Mrs. them for 35 cents.

tor. Miss Izora Clark was pres ent and talked on the origin and Mr. and Mrs. J. E. Springer and "Live at home." has her closet partly finished and W. A. Springer reported on her Mrs. Ethel Logan, who has been experiment with sub-irrigation. A number of visitors were present. Mmes. J. J. Lindsey and A. C. Hawks became new members. Mrs. H. M. Mobley resigned as presi-The D. O. Benson family moved dent and Mrs. C. E. Tice was chosto the Beauford place last week, en in her place. The next meet-Myrtle Filen and Ivagene Ellis- 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

## New Spring Goods Just Arrived

Silks - Silks - Silks 🚿

The New Rough Silks In Plain and Printed Colors



**Printed Rayon Novelty Crepes** 

36-Inch Width, at, the yard \_\_\_\_\_ 39¢ and 49¢

### WOOL TWEEDS

New Spring Prints, Solid Colors to Match

54 Inches Wide

Krinkle Crepe Bed Spreads Size 80 x 105, at

**Unbleached Quilt Cotton** Special-3-pound Roll

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 unequaled 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 strive ing for.

START A SAVINGS ACCOUNT

The First State Bank

OF HEREFORD



dereford, Texas

### Thursday Night Only

Big Stage Attraction Il Home Talent

Ralph Smith and his hillspecial dances and song numbers.

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

This show is being sponsored by THE JUNIOR BAND MOTHERS

On the Screen ED WYNN, in

#### "The Chief"

Admission will be Only 10-20¢ Come out and help buy these little band members new uniforms.

#### Friday Only MATINEE AND NIGHT

"The Mad Game" With Spencer Tracy SERIAL AND COMEDY ADMISSION ONLY 10¢ ATTEND THE MATINEE

### Saturday Only

Matinee - Night

### The Lone Cowboy

Featuring Jackie Cooper SPECIAL COMEDY ADMISSION ONLY 10¢

### **Sunday Matinee** Monday - Tuesday

Saturday Night Preview 4—BIG SHOWINGS—



he biggest, most gorgeous etacular musical comedy er made—even greater than lold Diggers" or "42nd St—" lots of special short subjects
ADMISSION 10e-35e

Coming Soon Dinner-at Eight'

## Local 4-H Clubs

with relatives. And don't forget that Brunswick Super-Service tires are INSURED road ACCIDENTS

Miss Mary Posey was in Ama-

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

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

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

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

of Enid, Oklahoma; visited here Tuesday evening in the home of his grand parents, Mr. and Mrs.

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

The Junior Band Mothers club club will raise funds Saturday to aid in puprchasing uniforms for members of the band by holding

Mrs. J. C. Parker.

Mr. and Mrs. E. Ramey, was again milker of a \$225 merchandise ceron 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 Fri-ona 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 Hardwaye and Implement Dealers Associa-tion in Amarillo Monday and Tues-

Just-Right Chick Starter is now raise an early flock of chickens. It's always fresh. We mix it our-selves 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 It's always fresh. We mix it our-selves 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 Abi-lene 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.

## Enter Contests dise certificate.

rillo the first of this week visiting 4-H Club members in this couny may participate in a nation-wide farm cost accounting contest, conducted by the National Committee Boys and Girls Club Work, vester Co., according to a notice keep them confidential. just received by this paper.

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

Contestants may use any record book that provides for an opening and closing inventory, money expended and received, costs of producing principal crops, etc., and a balance sheet. If such books are not available county agents, a simple pecially 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 print-Mr. and Mrs. Harvey Edwards ing 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 Miss Willie Allen of Lubbock which is choice of a 750-pound caspent the week end with her sis- pacity cream separator or \$100 ter and brother-in-law, Mr. and merchandise certificate, The State winners will compete in a sectional contest in which the prize is Miss Oline Ramey, daughter of choice of a complete double unit

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

Records must be kept in the handwriting of the club member, but he is permitted and encouragents and leaders. Contestants will not be required to reveal the con-tents of their records at any time sponsored by the International Har- except through judges, who will



Presenting Spring's

sions of fashion's latest styles for every costume and

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

> VOCELE MILLINERY PARLOR

to believe that sleep on a poor or worn out mattress is as restful as on a new type inner spring mattre



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

\$32,50 \$29.50 \$18.75 \$22.50

E. B. Black Co. Furniture :: Undertaking

## BESHI Fruits and Vegetables for

COME IN AND LOOK OUR STOCK OVER

Many New Fruits and Vegetables Look for the

5 Big Specials

We Thank You-Come Back Again

After having been solicited by many of my friends to make the race for County Commissioner of precinct No. 4, Deaf Smith county

the primary election in July.

Having come to Deaf Smith county in 1902, I have lived here continuously since that time, excepting a period of about three years that I lived in Oldham coun-

ty, just across the line.

I would like to have all of the voters in my precinct investigate my record in order to determine my ability to cope with the demands of the position I seek.

Should I be successful in the race.
I promise to make an honest endeavor to perform the duties of the office to the best interest of all the people concerned.

the recopie concerned.

ERNEST T. (Dick) ALLRED

William (Bill) Parker has re-cently accepted position with the legal department of the RFC in Washington, D. C. He was former-by with the Riggs National Bank

## CLOSE DRUG STARE 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.

#### Specials For Friday and Saturday

BLACKBERRIES 239	TOMATO SAUCE 5¢
SPUDS 239	BIG 4 SOAP FLAKES 31¢
LYE ER 25	JELLO 5¢
VANILLA 19	JERSEY CREAM FLAKES 10¢
SORGHUM Pure East Texas, gallon59	SOAP Lux, 8 for

Schilling . DRIP coffee and "Columbian Ware DRIP Coffee Maker

A PART OF THE PART	Charles and the second
RAISINS Four pounds PLUMS Green Gage, fallon	TAS-TE-MALT 20¢
BROOMS Pive tie, each WASHING POWDER 25-c aime, Swift's Pride, 2 for	PORK and BEANS
GREAT WES	
FLOUR 24-Pound Sack	RIPPLED WHEAT 10¢ (Small package free) 10¢  GINGER ALE Lime Rickey 24-ounce bottle 15¢
48-Pound Sack \$1.	PEACHES
FREE Silverware coupo in every sack.	COCONUT 19¢

CELERY 71/29	CARROTS	44
LETTUCE 5	BEETS	40
CRANBERRIES 121/29	RADISHES Bunch	4¢
CABBAGE 21/29	ORANGES Dozen	12%

Quality and Service Are Paramount Always at