The Hereford Brand

Our Slogan—"More People—More Farms"

Published Every Thursday

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Pair Indicted In Car Theft; 2 Convicted

STONE, SHORT BILLED; JACKSON, KNOX GET 2 YEARS

Two Hereford youths, Richard Stone and J. D. Short, were indicted in two separate bills each by the grand jury this week in connection with the alleged burglary and theft of an automobile from the Brumley Chevrolet Co. They face charges of theft and burglary.

The boys were arrested last week in Raton, New Mexico, and Sheriff John Miller went this week to that place to return them here.

Joe Gonzales, Mexican, faces a theft indictment in connection with an attempt to steal merchandise last week from the Sprowls-Cronin store here. He is in jail.

Oren Jackson was found guilty by a jury last week of cattle theft from Bob Higgins last fall and given a sentence of two years in the penitentiary. Clyde Knox was sentenced to two years after conviction on a charge of burglary.

Seaman Addresses Masons, Ladies

Hereford Masons and Easter Star members joined last Thursday night in the celebration of George Washington's birthday. Staged in the dining room of the Baptist church, the program and banquet were pronounced the most successful of the season.

Headed by Bishop E. Cecil Seaman, of Amarillo, the program was full and complete. Bishop Seaman's address was titled, "George Washington As a Man, Mason and Churchman." Citing the spotless character of Washington as an ever-living example for American youth, Bishop Seaman traced his life and accomplishments in the three phases of his subject, winding up with a plea to all loyal American citizens to rally to the support of Washington's ideals, which, he said, are as vital and as alive today as when put forward by the Father of Our Country.

Other numbers included Miss Thelma McMinn and her girls' quartet, a play by Eastern Star members and music by the Herb Sindt Orchestra.

The banquet, prepared by Eastern Star members and wives of Masons, consisted of turkey, the trimmings, cherry pie, coffee and other delectable items. Decorations used profusely were in keeping with the occasion.

JUDGING TEAMS TO GO TO TULIA, AMARILLO

High school stock judging teams will take part in practice contests Saturday at Tulia and the Fat Stock Show contest Monday at Amarillo, announces B. H. Hopkins, instructor.

Both dairy and livestock teams will go to Tulia, while only the livestock team will be in the Amarillo event. Hopkins has not yet determined the personnel of the teams.

Girl Cagers to Play For District Crown In Tourney at Tulia

MEET HAPPY AT 8:30 FRIDAY NIGHT IN FIRST ENGAGEMENT; SEVEN OTHER LEADING TEAMS TO PARTICIPATE IN MEET.

With a squad of a dozen the Whiteface basketballers will go to Tulia tomorrow to battle for the district crown against seven other outstanding teams of the Panhandle.

Coach James Wilson's charges will carry an impressive record into the meet. They have lost only one game the whole season and that was last Thursday night to Friona. The score was 22 to 18. But the girls got revenge Tuesday night in Friona, 18 to 17.

Early in the season the Hereford girls beat Friona 27 to 25, and later played a 28-all tie with them. So the count stands two to one and a tie in favor of Hereford.

First game for the local lasses will be against the powerful Happy Cowgirls at 8:30 Friday night. Other teams competing in the meet will be Friona, Channing, Stratford, Dumas, Canyon and Dimmitt. The meet will last through Saturday and all games will be at the Tulia High gym.

Captain Ruth Smith and 11 mates will make the trip. Others are Genevieve Orr, Helen Danforth, Gaytha Wilson, Gertrude Wilson, Imogene Roberson, Helen Ann Snyder, guards; Phillieu Arthur, Velma Smith, Sue Vaughn, Mary Turrentine and Nora Jean Russell, forwards.

McLEAN TO BE IN PRESENT OFFICE

John McLean, new tax assessor and collector for the Hereford Independent School District, will carry on the work of his new position at his present office for the time being, announces Jesse Stanford, school board head.

McLean will assume his new duties Friday, March 1. His office is the Hereford Insurance Company on Main Street. He is appointed for two years as assessor and collector.

Appointment of this official was made necessary by the new state law combining the office of sheriff and tax collector with that of assessor for the county. School work heretofore has been handled by Jewell Murchison, deputy county tax collector.

The offices were separated to avoid using the same valuation and to relieve Murchison of the additional work, which he was not in a position to handle.

Relief Clients To Obtain Seed

Relief clients who can raise gardens are urged by Administrator Walter Pickett to make application at once for seed. Seed will be furnished in due time for planting, but applications must be in so that sufficient quantity may be obtained.

There will be community gardens again this year, Pickett said. Individuals, however, are urged to raise their own gardens if it is possible.

On Honor Roll at Canyon.

Mary Kate Brotherton and Louise Hamm of Hereford, and Roger George of Dawn were honor students for the first semester of their school work at WTSTC Canyon.

OFFICIAL LAUDS LIONS CLUB FOR WORK

Judge E. L. Pitts of Lubbock, district governor of Lions, addressed the Hereford club at the luncheon yesterday, outlining the history and activities of Lions Clubs.

Stressing the possibilities for crime prevention, Judge Pitts gave especial emphasis to work with boys and girls that Lions may do. He recounted experiences in his own work where a bit of attention might have prevented juvenile delinquency.

Hereford's club is now ranked third among 53 in the district in the membership contest, Pitts announced. Irlan is first and El Paso is second.

Yesterday's visit was Pitts' first to the local club since he became governor last summer. He is making the rounds of all clubs in the district. It is also the first time a district chief has visited the local group in more than two years.

Other Lion activities upon which the Hereford club was commended by the governor included community work, citizenship and aid to the blind as well as educational work.

Chorus Practice Will Be Sunday

A program of numbers to be sung at the Music Festival in Amarillo in March is being practiced by the Civic Chorus. Next meeting will be held Sunday afternoon at the Methodist church at 3 o'clock, announces Miss Mattie Mae Swisher, director.

Carl Wiseman of Dallas will have charge of chorus division at the festival and will direct the choruses singing the Federation contest numbers.

PIONEER RESIDENT DIES LAST WEEK IN COLORADO

John E. Day, 90-year-old pioneer of the Panhandle, died Tuesday of last week at the home of his niece, Mrs. E. H. Tharp, in Denver. Until 10 years ago "Uncle John" Day lived 20 miles northeast of Hereford.

Surviving relatives are Mrs. George Day, a sister-in-law, and three neieces, Mrs. Carl Owen of Amarillo; Mrs. M. H. Burum of Wildorado, and Mrs. Tharp of Denver.

AGRICULTURAL GROUP MEETS HERE TONIGHT

Meeting of the Hereford District Agricultural Association will be held tonight at 7:30 in the county court room, says O. L. Rutherford, president.

On the program will be Miss Lillie Hostetler, Tracy Majes, S. O. Wilson and George Brumley. A group from the Lions Club will give an entertainment.

CORN-HOG CONTRACTS ARE BEING TABULATED

Tabulations are being made of corn-hog contracts signed for the 1935 reduction program here. To date 240 have signed contracts. There were 278 in the 1934 program.

Papers will be submitted to the state board for approval upon completion of the tabulating. With approval of that body, they will be forwarded to Washington for payment.

Cooperation Is Sought In School Count

PARENTS ARE URGED TO SEE THAT CHILDREN ARE NOT MISSED

Cooperation of all parents in taking the school census is urgently requested by Lem Carlyle, enumerator. The annual census starts March 1. All children between the ages of six and 18 next September 1 are to be registered whether or not they are in school.

Apportionment of state funds is based on the count shown in the annual census, and for every child missed the schools lose that much money. Apportionment is usually about $16.50 per child.

"There is a movement throughout the state to prevent 'padding' of the school census," Superintendent C. H. Dillehay pointed out. "Hereford has never been guilty of this as a matter of fact, we have always been short on our census and have therefore lost money every year."

Last year the census showed 881 scholastics and there are more than that in school now. It is for this reason parents and guardians are urged to call Carlyle or Dillehay if there is any chance their children may be missed.

M'WILLIAMS TO SPEAK FOR ECONOMICS CLASS

Rev. E. R. McWilliams will discuss the "Significance of Co-operation in Business" for the economics class Tuesday night, March 5.

In the discussion of crime last Tuesday, Rev. B. N. Shepard stressed the fact that each individual should feel the responsibility of preventing crime. The Boy Scout organization was highly recommended as an anti-crime character builder.

May Use License Tags On March 1

License tags for 1935 may be placed on automobiles Friday, March 1, in accordance with a recent act of the legislature. Already the tags are being sold, but only a dozen have been purchased thus far, says Jowell Murchison of the tax collector's office.

J. A. Buckner obtained the first 1935 plates sold here. His number will be 291-501. Numbers here will be the same as last year's, beginning with 291-501 and going through 292-599.

Income Tax Expert To Be Here Friday

Tomorrow, March 1, Ralph Kenniston, revenue collector of Amarillo, will be in Hereford all day to assist Hereford citizens in preparing income tax returns. He is to be at the post office from 8:30 in the morning until 5 p. m.

Because of several changes of the income tax law since last year, requirements for making returns are not the same. A single person with an income of $1,000 or a married one with $2,500 must file a return, whether or not the person has dependents.

Failure to do so by March 15 will result in an additional tax of $5.00 and the return will still have to be made.

ATTEND DISTRICT LION MEETING LAST MONDAY

The "Lydia Pinkham Quartet," composed of Mrs. C. C. Acker, Mrs. S. P. Rosson, Mrs. R. P. Coneway and Mrs. A. C Thompson, were on the program of a zone meeting of Lions Clubs held Monday night in Dimmitt. Mrs. Jesse Stanford is their accompanist.

At the meeting, held in the Methodist church, were 125 Lions and ladies from Dimmitt, Plainview and Lamesa clubs. Judge E. L. Pitts of Lubbock, district governor, was a featured speaker.

Messrs. Acker, Rosson, Coneway and Stanford also attended.

ROBINSON LAD SUCCUMBS FEBRUARY 13 AT HEBRON

J. B. Robinson, 16-year-old son of Mr. and Mrs. Eska Robinson, died February 13 at the family home in Hebron, Texas.

The Robinson family formerly lived in Arney community.

Thousands Slain In Ward Rabbit Drive

Youngster Sneezes Four Weeks

Ripley probably would not believe this one:

Louie Nowak, ten-year-old son of Mr. and Mrs. Joe Nowak, has been undergoing a severe attack of sneezes for the past four weeks.

During the second week of the spell he sneezed six times per minute for hours at a time. This condition lasted several days. Then during the third week he would have seizures of violent sneezing every time he entered a warm room. Last week it fell off to a spell every half hour with four to six sneezes per spell.

Through it all the lad did not have a cold or influenza or any other illness. Strangely, he can go to sleep normally and is not bothered until he awakes.

CASUALTIES ARE HEAVY IN DAWN, HEREFORD BUNNY CAMPAIGNS

Bounties of two cents per scalp on rabbits will be continued until March 11 by Deaf Smith, Parmer and Castro counties, it was announced this morning. The bounty has been in effect the past month and is resulting in slaying of thousands of the pests.

While there was no way of counting the casualties, Ward's rabbit drive last Friday was the most successful Deaf Smith county has held. Perfect weather, worlds of hunters and lots of rabbits combined to make it the best day of hunting yet.

More than 100 hunters took part in the massacre. According to Jim Lipscomb, the fewest rabbits killed by one person was 43. This places the number of dead in excess of 6,000. All agree that figure is conservative.

About 250 persons, including school children, ate barbecue and drank coffee at the noon hunk. All through the day the hunters came in for coffee. And it lasted until well after dark.

Useless walking by the huntsmen was avoided by the use of trucks to transport them from field to field. They did not waste time tramping over open ground but confined their activities to areas of weeds and stubble.

The hunt began at 10 o'clock and by 11 the roaring ordnance resembled a major engagement. It continued throughout the day and into the night, dozens of hunters continuing by auto lights. One hunter, an Amarillo man, reported that he killed around 220 jackrabbits.

As for the Hereford hunters, H. R. (Hittum Rabbits) Fritz, was the mightiest Nimrod of them all. He bagged a grand total of 180 head, slaying them right and left and with reckless abandon until his arms were too tired to lift the gun and his shoulder too sore to stand the recoil. "Just a breeze for a shootsman like me," he modestly pointed out.

The drive was sponsored by the Community Agriculture Association of Ward, headed by Fred Moreman. Beeves used for barbecue were donated, Henry and George Cloud, assisted by Bob Allison, prepared the food and received the compliments of everyone partaking.

Captains of the various groups were Allison, Fritz, Happy Higgins, George Suggs and Lipscomb.

DAWN DRIVE TUESDAY NETS MANY BUNNIES

More than 100 hunters gathered at Dawn last Tuesday for an all-day drive on jackrabbits. Cannonading started before noon and continued until dark with a pause at noon for sandwiches and coffee prepared by ladies of the community.

Because full reports were not made it was impossible to estimate the total casualties, but August Frye figured there were more than 2,000 of the animals slain. The community agricultural association of Dawn, headed by Frye, sponsored the drive.

HEREFORD SHOOTERS CLEAN UP PARK

Yesterday afternoon a drive to rid the state park site of rabbits was put on by the Lions Club with the result that the rabbit population is several hundred less today.

The drive started at the bridge on 25-Mile Avenue west of the golf course and ended at the quarry in Bradly's ranch, where supper was served.

MAIL CARRIERS IN ROUTE CHANGE

A complete change in the carrier line-up on rural routes from the Hereford post office will become effective Friday, March 1, Mrs. Mina Jones, acting post master, has announced.

Alexander Peterson, transferred here from Carey, Texas, arrived Monday and will carry Route 4, Tuesday, Thursday and Fridays.

Owen Stagner has been shifted from Route Four to carry Routes One and Two, tri-weeklies.

E. Ramey has been resigned from Routes One and Two to Route Three, a daily. Arthur Rogers will be retained as substitute carrier for Route Four.

E. M. Cox has been assigned as substitute for Route Three, changed from One and Two. Joe Green will substitute for Stagner on One and Two.

Application of O. J. Montgomery of Bexar, Arkansas, has been accepted by the department as carrier for the Star Route from Hereford to Springlake.

Wheat Measuring Almost Completed

Measuring of wheat acreage in all the county's nine districts save Ford and Bippus is virtually completed, announces Dewey Reed, county agent. Work in two districts is to be finished shortly.

Wheat growers are asked to give especial attention to letters they will receive shortly from Reed's office outlining errors found in the check up. Compliance papers cannot be completed until all errors are corrected.

If stakes were not satisfactory the producers will be informed that measuring will not be done until they are right. Stakes are to stay until after inspection by Federal men.

Under Texas and Border Skies Now On Sale Here

"Under Texas and Border Skies," a group of Panhandle-Plains sketches by Roscoe Logue of Amarillo, has been published and a limited number may be obtained at the Brand office now.

Mr. Logue, a long time resident of the Panhandle, has assembled a world of historical material in this volume, which contains 31 articles. Many are the pioneers of West Texas whose doings are recounted in it. Many of them lived in and around Hereford—many of they were known to Hereford people.

He starts with the battle of Adobe Walls. Old Tascosa and the XIT Ranch are given articles. Billy the Kid and the blizzard of 1885 and the brand runners and fence cutters are given space.

"... the novelist and historian alike will delight in getting such material as Roscoe Logue has gathered—the material of real history and enthralling romance," says Horace Russell in the foreword.

Only 20 copies are available and they will sell for 50 cents apiece.

Four Projects Provide Work For Over 100

HIGHWAY, ROADS, CITY STREETS USING RELIEF LABOR

Work on four relief projects is providing employment for more than 100 persons in this county, according to Walter L. Pickett, relief administrator.

Highway 33 is using an average of 50 men and seven trucks daily. Construction of city streets with caliche is employing 21 men. Fifteen are working on the county roads and 15 are being used to construct a bridge on Harrison Highway west of Hereford.

The sewing room project is approved for 12 women daily, but only five have been working because of a shortage of sewing machines. Two women are working each day in the county library.

Application of four teachers who have qualified in the FERA school have been sent to state offices, but approval has not been received.

F. W. Brunson Dies Here Last Friday

F. W. Brunson, Jr., 16-year-old son of Mr. and Mrs. F. W. Brunson, died last Friday in the hospital here following an operation. The Brunsons live in the Ford community, north of Hereford.

Funeral services were held Saturday afternoon at the Methodist church in Claude, former home of the Brunsons. Burial was made in the Claude cemetery.

The youngster underwent an appendix operation several weeks ago and was thought to be recovering until complications arose and a second operation was necessary. He failed to rally.

Farm Census Is Almost Finished

Enumeration of farms in the county in the national agriculture census will be completed within the next few days. J. T. Guinn and August Frye are enumerators.

Although figures cannot be given out until the count is complete, it is certain the total farms in the county will far exceed the 1930 figures when less than 700 farms were shown.

The census this year will show each and every landholder, the amount of improvements, livestock, area being farmed and every other imaginable bit of information on farms.

Both enumerators expect to be through with the work this week and will turn over their complete reports to Charles C. Gipson, Amarillo, district supervisor.

MANNING INFANT RITES ARE SAID LAST SUNDAY

Joyce Elaine Manning, three months-old daughter of Mr. and Mrs. R. G. Manning, died at the family home last Friday following an illness of several weeks.

Funeral services were conducted Sunday afternoon at the Baptist church by Rev. B. N. Shepard, pastor. Burial was in Park Cemetery. The parents and two other children survive. Mr. Manning is a laborer.

HEREFORD GRADS MAKE GOOD RECORDS IN COLLEGE WORK

First semester reports have been received on nine graduates of the Hereford high school who are now freshmen in the Teachers' College at Canyon. Three made the honor roll. They are Mary Kate Brotherton, Louise Hamm and George Smith. Another student, Virginia Line, fell only a little short of making the honor roll.

Freshmen from Hereford high school in WTSTC made 15 A's, 18 B's, nine C's, two D's, and two E's in all courses, not including physical education. To state it differently, we find they made 38 per cent A's, 39 per cent B's, 20 per cent C's, and 4 per cent D's and E's. Seventy-two per cent of the grades of this group were A's and B's, while only 40 per cent of the grades of the college are expected to be that high. English grades were especially good, with five of the nine students making A's. Four out of five taking Spanish make A's and B's.

In addition to the above, Dean Story, Viva Mae Thomas, Hugh Harman, Effyie Whitsett and Patricia Wederbrook were students who helped to make this unusual record. Much credit is due them for bringing this honor to themselves, their families and to their high school.

COURTHOUSE RECORDS

Warranty Deeds.

Lizzie Vickers to Mrs. Carrie Black, lots 13 and 14 in block 18, and lots 23 and 24 in block 10, City of Hereford.

R. E. Ramsey et ux to F. P. Swan and B. P. Rudell, SW¼ of section 23, township 4N, range 3E.

New Automobiles.

R. W. Dent, Ford tudor, Hereford Motor Co., 292-775.

Mrs. W. H. Gilbreath, Chevrolet sedan, Brumley Chevrolet Co., 292-775.

C. B. Beauford, Chevrolet pickup, Brumley Chevrolet Co., 50-142.

C. C. Hunter, Ford sedan, Hereford Motor Co., 292-774.

Small Damage In Fire.

A fire started by youngsters at play caused slight damage at the home of Mrs. Effa Rutherford last Friday afternoon. Firemen answering the call put the blaze out quickly.

DALHART DEFEATS WHITEFACE IN TOURNAMENT SEMI-FINAL

Defeating Adrian and Stratford last Friday, the Whitefaces went to the semi-final round in the district basketball tournament at Amarillo only to lose to the Dalhart Wolves Saturday morning.

In the first round game against Adrian the boys had comparatively smooth sailing, winning about as they pleased by a score of 42 to 17. In this melee Wilson did the big scoring, with a half dozen field goals. Posey, Russell and Clayton made eight points each.

The second contest, played Friday afternoon, was also a breeze, although somewhat tougher. The Stratford five was downed 38 to 21. In this bout Clayton clicked in a big way with 19 points, nine field goals and a bucket from the gimme line. Russell, Posey and Jowell made five apiece. Plunk of the losers scored eight points.

Then came the fatal Dalhart contest which the high fly Wolves annexed, 34 to 23. Russell led the Hereford scorers with 10 points, and Clayton got eight all from the floor. Zimlick, Dalhart forward, led with a dozen counters.

Amarillo's Sandies won the district title by defeating Dalhart Saturday evening, 27 to 26, in an encounter that was a thriller all the way. The Sandies beat both Tulia and Dalhart, pre-tourney favorites, to take the crown.

(Continued on page seven)

Grady Odd Fellows Here

Twenty Odd Fellows from Grady, New Mexico, were guests of the local lodge Monday evening, with six of the visitors being given the first degree by the local degree team. Several visitors from Dimmitt also attended.

DRUG PRICES without EQUAL

IT'S THE EVERY-DAY SAVING THAT COUNTS

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IN THESE DAYS OF RISING LIVING COSTS, WE KNOW OUR CUSTOMERS APPRECIATE OUR LOW EVERY-DAY PRICES!

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OF BEAUTY and UTILITY
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We have every conceivable type of kitchen range, burning natural gas, kerosene or gasoline. You will be surprised at the beauty of the new kerosene and gasoline ranges designed for the rural home. They rival the best looking of the beautiful natural gas ranges.

NEW PREFECTION — COLEMAN — MAGIC CHEF
and numerous other standard makes.

VISIT OUR NEW STOVE DISPLAY BALCONY

STREU HARDWARE CO.

CO - OPERATION

That, in a word, is what this institution has to offer to any man with financial or business problems, large or small. We have no magic cures but the personalized information and assistance available here has meant the difference between success and failure in many individual situations. There is no premium to pay to utilize this better, more systematic service. All that is necessary to get our co-operation is to give yours first.



First National BANK

OF HEREFORD — MEMBER FEDERAL RESERVE SYSTEM — A Strong Bank Thoughtfully Managed

Rural School News

WESTWAY

Judge C. W. Humble presented four pennants to winners in each division in basketball Wednesday morning. Captains Leon Hartman, Howard Gore, Wanda Downs and Pauline Edwards received these pennants. Judge Humble presented medals to best boy and girl player in the tournament, Howard Gore and Rilla Mae Baker. The primary Rythm Band played and the Choral club sang. State Deputy Byron Dixon was present and made a short talk, speaking highly of the school and mentioned the fine spirit and enthusiasm exhibited by students and expressed delight with the singing. He assured Westway all the state aid for which a need could be shown. In showing a need for state aid a 90 per cent tax collection is used, which makes it hard to show such need, but he believed the school might count on about $500.

Westway students appreciate the pennants given in an effort to stimulate interest in the basketball tournament.

Junior and sub-junior boys defeated Summerfield 26-17 and 19-9 recently. Jim Noland of Summerfield, was umpire.

Work has begun in track and field and tennis. Leon Hartman, senior, is showing up well as a dash man, and Howard Gore is in the dash for the juniors. Other seniors out for track and field are S. J. Cook, Walter Reeves, Wayne Little, Junior Hyde, Herman Tedford and Norbert Skypala.

A supper and party were enjoyed by 31 pupils and guests at the school house Saturday night, the pupils being from Mr. Dodson's room. At 10.30 Mr. Dodson had them as guests at the Star Theatre to see "College Rythm." Present were S. J. Cook, Leon Hartman, Wayne Little, Herman Tedford, Howard Gore, Walter Reeves, Roy Landers, Junior Hyde, Randolph Hyde, Jiggs Hartman, Leslie Vaughn, Rat Rowe, Marlin and Raymond Pierce, Vern Cornett, Billy Burges, Pauline Edwards, Sylvia Walker, Wanda Downs, Arleta Burges, Betty Tom Roe, Gwendolyn Hyde, Dorothy Edwards, Gladys Gore, Gertrude Wilson, Mrs. Rat Rowe, Mrs. Leslie Vaughn, Elsie Friemel, Miss Dodson, Mr. and Mrs. Dodson.

PROGRESSIVE

Teachers and pupils of Progressive school wish to thank the patrons for donating money for us to buy a playground ball, bat and necessary materials for track practice.

Byron Dixon, deputy state superintendent, visited Progressive school with Judge Humble Wednesday, February 20. Judge Humble gave some standardized tests to the third, fourth and fifth grades. Mr. Dixon left a favorable report for our school.

Geraldine Taylor, who has been ill for several weeks, is back in school.

Honor roll: Ira Jeanne Ricketts, Glenn Ricketts, Norma Lee Edwards, Jimmy Blakemore, Pearl Edwards, Marilyn Edwards, Jimmie Green, Marion Botts.

MESSENGER

Geo. Bowden, Jr., brother of Mrs. Bob Lindsey, Jr., spent Saturday at the teacherage. He is home on a furough from the U. S. Marine post at Quantico, Virginia.

County Superintendent C. W. Humble visited the school last week and gave third, fourth and fifth grade reading tests.

Elden Agee and Nova Wyly have been selected to represent the school in picture memory at the county meet.

Messenger is one of the ten schools to be a member of the Interscholastic League this year in Deaf Smith county. This seems to be a greater number of the 17 schools belonging to the League than ever before. It is hoped by next spring all schools will join and make this valuable work an all-county affair.

A combination Washington and Texas week program was given Friday evening. A Texas Flag made by students was displayed. Five declamations, two extemporaneous speakers and songs by the choral singing group were given. The opinion among patrons after the program was that Messenger declaimers will do well at the meet or we will hear some excellent declamations from the other schools.

DAWN

Every child in school will try to sing in the choral club.

Seventh, eighth and nine grades have formed spelling clubs and a series of matches are scheduled. They will take on any other similar grades in the county in spelling, diagraming, analyzing and parsing.

The seventh grade is visiting European countries and will report on their return.

The fourth grade has completed study of the U. S. and are working on a product and resource map. They are now on a trip to outlying possessions.

Try outs for junior, sub-junior and tiny tot story telling will be held Friday.

Sixth grade geography has finished booklets on leather, cotton, coal and forests.

Intermediates have made song books for use in choral singing, graded from standpoint of art, penmanship, form and punctuation. Asia McDaniel won first, Doris Jean Bowers second, Jesse Smith third.

Fourth and fifth grade will engage in a series of spelling matches, winner to receive reward, and three high scoring individuals to receive certificate in spelling.

Tenth and eleventh grades are going to the training school at Canyon. Three out of seven made the honor roll, with the others on their heels.

Card of Thanks.

I take this means of expressing my gratitude to Chief Dow Mercer and his firemen for their prompt and efficient work in extinguishing the blaze at my home last Friday afternoon.

1c Mrs. Effa Rutherford.

Food . . .
just as you like it
IS OUR SPECIALTY

Lunches, dinners, breakfasts—they are all right in our line. You find them waiting for you at any hour of the day or night. Short orders the same way.

Portions are generous. Service is prompt, efficient, courteous. Prices are right. Come in and see for yourself why IKE'S is the most popular cafe in the city.

WHEN BETTER COFFEE IS MADE —IKE WILL MAKE IT!

Ike's Cafe

Westway Items

(BY WILMA SKYPALA)

Beatrice and Pauline Fangman of Messenger, Henry Kuper of Ford took supper in the V. Skypala home Sunday.

T. L. Vaughn and son went on the rabbit drive at Ward Friday.

Miss Wilma Skypala spent Sunday in the Atchley home at Summerfield.

Mr. and Mrs. C. H. Thomas of Plainview spent Friday night and Saturday visiting in the F. W. Dodson home.

Mrs. L. B. Wolfington and family spent Sunday with S. I. Walker and family.

Sunday a large number of friends gathered at the Dick Whiteside home to enjoy a birthday dinner in his honor. The birthdays of Mrs. Pink Gilliland and Mrs. F. W. Dodson were also honored on this occasion. A big dinner was spread and everyone reported a delightful time.

Mr. and Mrs. C. V. Burgess spent Sunday with her brother, Roy Coker and family at Summerfield.

Dorothy Edwards, Gwendolyn and Junior Hyde spent Saturday night and Sunday with Gladys and Howard Gore.

Miss Sue Vaughn of Hereford spent the week end with her parents, Mr. and Mrs. T. L. Vaughn.

V. Skypala spent Tuesday night with his mother, Mrs. Josephine Skypala, near Dawn.

Leon and G. C. Hartman, Marlin and Raymond Pierce, S. J. Cook, Wayne Little, Howard Gore, Randolph, Junior and Elijah Hyde, Ray Landers, Billy Landay, Herman Tedford, Verne Cornett, Elsie Friemel of Dean, Pauline and Dorothy Edwards, Gertrude Wilson, Wanda Downs, Gladys Gore, Betty Tom Rowe, Gwendolyn Hyde, Sylvia Walker, Arleta Burges and Martha Ellen Dodson enjoyed a party at the school house Saturday night, sponsored by Mr. and Mrs. F. W. Dodson.

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

Colds That Hang On

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



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Baby Well!

There's no wait or worry 'til the water gets hot with an
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SEE YOUR GAS APPLIANCE DEALER OR YOUR GAS COMPANY

West Texas Gas Co.
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One Way Rail
FARES
Every Day
2c Per Mile
Good in Coaches and Chair Cars
3c Per Mile
Good in All Classes of Equipment

Also Low Round-trip Fares with libera privileges.
NO SURCHARGE IN PULLMANS.
These Low Fares apply anywhere on the Santa Fe and throughout the South and West.

Call or write—
Hereford, Texas — J. E. BEYER, Agent.
T. R. GALLAHER, General Passenger Agent, Amarillo, Texas

Horse and Buggy Methods



HAVE NO PLACE IN MODERN BANKING

To keep abreast of the times is the ideal and purpose of this forward-looking institution. It recognizes that changing times call for new vision and new willingness to adjust and improve its services under new conditions. Never losing the advantages of its wealth of experience and reputation for integrity and sound banking practice in the past, this bank moves constantly forward, serving a progressive clientele that appreciates the fine degree of cooperation always obtainable here.



First State Bank

AT'S WRONG WITH THE MOTORIST?

reports indicate that 1934 saw ... men, women and children ...ed in automobile accidents than any previous year. Figures ...plied by the National Bureau Casualty and Surety Underwrit... show that for the first six ...ths of the past year about ... per cent more people were kill... than in 1933, and the worst ...ving months were to come— ...ober and November. In 1933, ...rly 31,000 persons were killed. ... you could add 20 per cent to ... number it will amount to 37,... with more than 1,000,000 per... injured. The economic loss ...aped into the billions.

What is the matter? It is not ...sible that the drivers of the ...ntry have ceased to think. They ...ld not admit that they are ...ing to wipe out or cripple the ...ulation of a large city every ...r. Yet, they do, and seem... they don't care.

There must be some kind of a ... germ in the air which infects ... all. Perhaps it is the speed ... In any event, it compels us ... to dash somewhere or no... ere in our cars day or night, ... no pressing reason. Then we ...e back to the same place in ... the hurry. If a man, wo... or little child gets in the ..., it is just too bad. If an... er car, or bus, or tree, or ...e wall is in the way, that is ... a tough break.

Our authorities have been liber... in the matter of driving rules ... regulations. On the whole, ...vers are legally allowed plen... of speed at all times. But this ...rality does not extend to the ...nt where the authorities are ...ling to have an army of peo... killed every year. The mo... ists of America should realize ... the time will come when ... authorities — representatives ... themselves and their neighbors ...ill pass stricter regulations ... enforce more stringent pen...s. If people will not exercise ... for themselves, society as ...hole must exercise it for them. ...e appears to be no other way

...Y FEBRUARY IS BOB-TAILED MONTH

...he Pathfinder tells why Feb... is the bob-tailed month: ...ruary has been treated like ...tepson since shortly after it ... placed on the calendar. It ... short end of the deal in ... very beginning when Julius ...sar began juggling the days ...ained in the various months ...is attempt to make the calen... equal in length to the solar ... He gave a chosen few of ... lunar periods 31 days, left ...her group with their original ...days each, but hacked Febru... down to 29. This now... ...alled month, however, was des... ...d to undergo even more whit... ... Augustus Caesar came along ...mperor of ancient Rome, and, ...us because July, named for ... famous predecessor, Julius ...ar, had one more day than ...st, named for him, snatch... ...till another day from the ill... February and tacked it on ... end of August, making that ...h equal in length to July. ...ing has ever been done to ... for these injustices and ...with the exception of leap ... which gives it one more ... February still stands three ... shorter than its longest ...ers.

Quality That Counts

...plication is the test of an hon... conscientious workman. No mat... ...ow lowly or unimportant a task ... seem to be, the man who ap... ...mself to it as if it were the ... thing in the world is the ... who soon gets to the top.—Grit.

ALL BUT THREE STATE LEGISLATURES PLAN OLD AGE PENSIONS; 250 BILLS

Pensions for the aged are now occupying attention of 40 of 43 state legislatures in session, a survey by Universal Service disclosed recently. The total number of bills offered is rapidly approaching the 250 mark.

Typical of the state pension bills is a provision for eligibility which demand that those ranging from 65 to 70 years of age be cared for first with pensions from $20 to $50 per month.

Massachusetts takes the lead in the number of bills presented, an announcement of the American Public Welfare Association says. Provisions that money for the pension shall come from the state gasoline tax, unclaimed winnings from horse and dog races and a state subscription fund are set forth in many of the 50 measures.

California and nine other states have taken action memorializing Congress to enact the much talked of Townsend bill which would give all persons over 60 years of age $200 a month to spend as they please.

Iowa and Washington, the survey discloses, would use monies from liquor revenues to meet the pension; Arkansas and Colorado would tax chain stores by license means, and Connecticut would tax all persons $2 a year for four years to provide a fund. Racing license fees in Massachusetts, Indiana, New Hampshire, Oregon and other states would provide money.

State income taxes, and additional levies on tobacco, sales and inheritance taxes are set up in other states as sources of revenue for pensions.

Frank Bane, director of the American Public Welfare association, commenting upon the tax for pensions, said:

"Depression will increase old age problems of the future. Savings will be wiped out and children's income will not help the old people. At present there are about 700,000 over 65 years of age on the FERA lists, and about 180,000 people, most of them over 70, receiving state pensions averaging about $20 a month.

WOULD CHANGE BOARDING HOUSE

An old lady living with her son-in-law remarked to him that she did not know how to spend that $200 a month that the government was going to give her. He said:

"That's easy enough; I'll just charge you $175 a month for board."

"No you won't either," she snapped back. "When I get that much money I won't live with you any longer."

Tea Production

Tea leaves are plucked from the plants or bushes about every seven or eight days, there being from 20 to 30 pluckings in a season.



Disease, Fire Alike In Origin and Spread

"The analogy between fires and communicable diseases is a very close one, observes the Texas State Department of Health. Every fire has a definite cause and usually a small beginning, just as every epidemic of disease has its origin in a single case. The flames of conflagration increase in height, heat and destructive power to a maximum and then gradually recede. In like manner, every outbreak of infectious disease increases to a peak when the most cases are reported, and then subsides. No fire can rage without combustible material; no epidemic can get under way without susceptible persons. A fire may smoulder and break out anew unless checked; similarly, infectious disease may be very subtle and insidious in its manner of spread until investigated and brought under control.

"The practice of disease prevention is beginning to effect public opinion. Certain well known diseases like diphtheria and smallpox are absolutely preventable. Others will soon come under the same category. Dr. Herman Biggs, former health commissioner of New York, said: 'Within certain limits, it is possible for any community to determine its own death rate.' This statement applies without a doubt to diphtheria, but unless local health agencies are adequately supported, this scourge and other preventable conditions as well, will continue to take a toll of infant and child life. Social diseases continue to spread and demand measures to curb and control them, which are similar to those used against typhoid fever or tuberculosis.

"Retrenchment is necessary all along the line and it is not incompatible with progress. Let us retrench, but let us not burn down the bridges which lead to the better health of our present and future citizens."

Some men feel so respectable that they won't get drunk at home but have to go elsewhere for that purpose.

FUNGUS DISEASE STOPS BAD OUTBREAK OF APHIDS

Man has many allies to assist him in combating insect pests. Among these are the fungi that produces disease of insects. Some of these fungi have, under favorable conditions, produced epidemics of disease that have stopped serious insect outbreaks. One such case occurred in the Willamette Valley in Oregon in April of this year.

The pea aphid had increased to enormous numbers, owing to favorable conditions during the fall and winter. Serious and widespread damage to alfalfa, peas and vetches seemed inevitable. The fungous disease had been developing slowly among the insects during the cool weather of winter and early spring until it had increased to an extent that might substantially reduce the aphid population. Warm rains during the latter part of March gave the fungus a tremendous impetus and by April 10 from 95 to 99 per cent of the aphids had been killed. Although some other minor enemies were at work on the aphids by this time, the great reduction was due principally to the fungous disease.

Some fungi belonging to the aphid-fungus group, known as the "Entomophthoraceae," parasitize flies, grasshoppers, caterpillars and the larvae of beetles. Experiments with the Entomophthoraceae have been handicapped by the fact that they cannot grow easily in the laboratory. However, last April, for the first time, the aphid fungus Entomophthora aphids were grown successfully on artificial media in the laboratory by P. L. Rockwood at Forest City, Oregon.

In order to develop an epidemic sufficient to control an insect outbreak, fungous diseases require high humidity and warm temperatures, and they must also have a congested population of host insects. These conditions, in combination with an adequate supply of the fungi, may not occur at the same time.

WHY EAST TEXAS WANTS HOT OIL

An East Texas business man tells us that without hot oil many small refineries would have to close up, and thousands of men would be out of work. With us it means the difference between good and hard times, he said.

He believes in proration, though, and said the East Texas field would have played out in one year if the government had not tried to put a stop to indiscriminate production.

No method has yet been devised to make a man believe that which he does not want to believe.

Knock Out Buying Problems With Credit

Proper use of credit is an ally in the battle to keep budgets and incomes balanced. It's not a question of spending more than you earn, but the idea spreading expenditures into easily handled payments. Adopt the method to your buying and beat your budget problems.

"BUY FREELY AND PAY PROMPTLY"

HEREFORD CREDIT ASSOCIATION
DOROTHY H. ROSS
Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

COMBINATION OFFER

$2.00 Value for only $1

Dorothy Perkins Week-End Treatment Set
Regular Price $1



Dorothy Perkins Face Powder
Regular Price $1

For Limited Time Only

IN order to make new friends for Dorothy Perkins Beauty Preparations, the famous Full Treatment line, we are announcing this sensational Combination Offer, for a limited period. Only one to a person. Get yours this week!

The Week-End Set contains generous-size packages of four different Dorothy Perkins beauty preparations. There's a treatment for Normal or Oily Skin, and one for Dry Skin. Dorothy Perkins Face Powder is the smooth powder that stays on longer! Five lovely shades.

BROOKS' DRUGS

"Pay Cash and Save" Phone 99 We Deliver

We Repeat—

—Send your clothes to an expert laundryman, just as you would call a competent doctor in time of sickness.

ASK US ABOUT PRICES

—Don't jump at the conclusion that others can do the work we do for as low a price without first making sure. We have reduced out prices since installing a new identifying machine that saves much work.

HEREFORD LAUNDRY AND DRY CLEANING CO.

Stop At FURR FOOD Store For Thrifty Bargains

Your food dollars always buy outstanding values in high quality foods at low prices when you shop here. But this is especially true this week-end. Convince yourself—Check the values listed in this advertisement.



Prices Good Friday Saturday & Mon.

GELATINE	Royal, two packages	11¢
SOAP	Blue Barrel, large bar	4¢
SOAP CHIPS	Blue Barrel, 5 pounds	33¢
TISSUE	Northern, 3 rolls	17¢
SUGAR	10-pound bag	51¢

BIRD SEED	French's, pkg 11¢	SHOE POLISH	Dyanshine, any color, bottle 17¢
MUSTARD	French's, pkg 11¢	BAKING POWDER	25 ounces, K. C. 19¢
MATCHES	6-box carton 23¢	PINEAPPLE	Sliced, Libby's, No. 2½ can 19¢
ASPARAGUS	Libby's, No. 1 can 15¢	CHERRIES	Red pitted, No. 10 can 47¢
CATSUP	Empson's, large bottle 15¢	TOMATO SAUCE	8-ounce can 5¢

SHREDDED WHEAT Regular Package 12c

SPINACH	No. 1 tall can 10¢	COCOA	Hershey, 1 pound 12¢
MUSTARD GREENS, TURNIP GREENS		OVALTINE	Large size, 59¢, small size 31¢
CUT BEANS, SPINACH	Standard Quality, No. 2 cans 8¢	POST TOASTIES	Large package 11¢
SALMON	Alaska Pink, No. 1 tall can 11¢	WHOLE BRAN FLAKES	Package 12¢
LUX FLAKES	Large package 24¢	PRUNES	Choice quality, medium size, 2-lb pkg 15¢
LUX TOILET SOAP	2 bars 15¢	COFFEE	Bliss Vacuum Packed, 1-lb can 24¢

FOLGER'S COFFEE
1 lb. — can for - - - - 32c

Phillips' Delicious		NUCO	
PORK & BEANS	No. 1 tall can 5¢	DOUBLE YOUR MONEY BACK GUARANTEE	1 pound 20¢
TOMATO SOUP	No. 1 can for only 5¢		

CRACKERS	2-pound box 18¢	PICKLES	Sour or Dill, quart 16¢
PINEAPPLE JUICE	Dole's, 3 cans 25¢	JELL-O	3 packages 19¢
SYRUP	No. 10 can 59¢, No. 5 can 31¢	MARSHMALLOWS	Angelus, 1-lb pkg 19¢
FLOUR	Sunrise, 48 pounds $1.72	BEANS, Great Northern	Michigan Navies, 2-lb bag 11¢
SODA	Arm & Hammer, 1-lb pkg 8¢	RAISINS, Sun Maid	Seeded or seedless, 15-oz pkg 9¢

Quality — BUY CERTIFIED MEAT HERE!

ROAST — Cut from choice grain-fed steers, lb	15¢
BOLOGNA — Large or small, per lb	15¢
DRY SALT — Chunks, plenty of lean, pound	18¢
BACON — Armour's Sliced, pound	32¢

APPLES	Winesap, dozen	20¢
ORANGES	100 size, dozen	38¢



POTATOES	10 Pounds 16¢
LETTUCE	Crisp Head 5¢
GRAPEFRUIT	Marsh Seedless, 6 for 17¢
LEMONS	Sunkist, dozen 19¢

FURR FOOD PHONE 74 FREE DELIVERY

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS

Here and There

BY MRS. C. E. TICE

Take Produce to Carl's Gro. tf

A large number attended the singing convention Sunday. Big Square was well represented and had a fine class song. C. L. Gunn of Giton was here with a quartet. Several were here from Amarillo.

Mr. and Mrs. Leo Williams returned Tuesday from a week end trip to Lockney and Floydada.

Mrs. D. S. Jones is ill with rheumatism.

Mr. and Mrs. Owen Andrew are the proud parents of a 9½ pound son, born Monday.

J. J. Lindsey and family attended a church rally at Plainview Saturday.

Mrs. G. F. Springer and Miss Gladys Greer returned to Amarillo after a month's visit here.

The WW club met Tuesday with Mrs. C. E. Tice, with six members and three visitors present. A business session was held and meeting dates changed to the second and fourth Thursdays. Mrs. John Boling gave a talk on the sales tax. Visitors were Mmes. Jack Roberson and Mrs. Boling; members, Mmes. W. A. Springer, Paul Williams, J. B. Harlin, H. M. Mobley, Annie Beauford and Miss Blanche Beauford. Next meeting will be with Mrs. Beauford at the home of Mrs. C. E. Beauford.

Much of the wheat in this community has blown out.

The young people are preparing to take their play, "Silar Smidge from Turnip Ridge," to Black on Thursday night of this week. A number of the parents plan to go with them.

GIRL BANDIT CUTS VICTIM'S TRESSES IN DENVER HOLDUP

Denver, Colorado.—A "tiger" woman bandit who brutally attacked Mrs. Ferroll Wilcox, pretty 23-year-old housewife, in her South Denver home, is the object of a widespread search on the part of local police.

Mrs. Wilcox reported that her strange assailant beat her over the head, bound and gagged her and fled with $50 worth of jewelry and $5 in cash. She was found unconscious by her husband when he returned home seven hours later.

Police said that she had probable been choloformed, and that her police dog had also been drugged.

Mrs. Wilcox said that she was standing at an ironing board in her dining room when a woman jumped from a rear room and shouted:

"Don't turn your head or I'll shoot."

Mrs. Wilcox obeyed and did not get a glimpse of the robber. After forcing her, at the point of a gun, to go from room to room, pulling down all the shades, she said her attacker struck her on the head.

As Mrs. Wilcox lay unconscious on the floor the strange bandit cut off her hair with a pair of scissors which police found and examined for finger prints.

BEAUTY SCHOOL CONTROL BOARD PLAN INTRODUCED

Austin.—Beauty schools which depend for income upon those who want their beauty work done at half price are going to have hard sledding in Texas if a bill recommended by the house committee on public health is enacted into law.

The bill proposes to set up strict regulation of the profession of cosmeteology, lay down minimum requirements for operating, and place the whole business under a board similar to the state barber board.

The bill has been reported favorably after a hearing at which several score beauty workers from all parts of the state appeared to support it.

They explained that the common practice in larger cities are for the cheaper beauty colleges to charge students a fee, and then offer these students as beauty operators at half price to the general public.

Ocean Levels at Panama

The mean level of the Pacific at the Panama canal is 8 inches higher than the Atlantic. The normal variation between high and low tide at the Pacific end of the canal is 12½ feet, with occasional ranges of 21 feet; while at the Atlantic end it is about on foot.



Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. tf

Mrs. L. E. Parker and Miss Madge McQuire spent last week in Amarillo, where Mrs. Parker was under a doctor's care.

Mr. and Mrs. S. S. Parks went to Amarillo Tuesday to meet Sid Parks who has been attending school in Port Arthur.

Mr. and Mrs. C. A. Cryer and little daughter of McLean spent the week end here.

Mr. and Mrs. Paris McPherson visited Mr. and Mrs. Raymond Wilson Saturday and Sunday.

Mr. and Mrs. Tom Bice and daughter and Mrs. Christine Parks attended a post office convention in Amarillo Friday.

Mr. and Mrs. Geo. Barnett and daughter of Lubbock spent Sunday with Mr. and Mrs. Andrew Elder.

Mrs. John Flanagin is visiting relatives in Big Spring this week.

W. H. Hulin and Houston Hulin were in Colorado last week.

Jim Elder of Mulesboe spent the week end in Dimmitt.

Mr. and Mrs. W. H. Whitlaw of Kress visited Miss Louise Whitlaw and Pete Whitlaw last week.

John Bagwell was in Ft. Worth last week.

Swain Burkett spent several days in Henrietta last week.

Miss Sarah Brashear and Jim Boone were united in marriage February 2 at Tulia. Mrs. Boone is the daughter of Mrs. Etta Brashear of Dimmitt, and Mr. Boone is the son of Mrs. Riley of Sayre, Okla. They will make their home in Dimmitt.

Ray Wood of Dill, Okla., is visiting Ted and Buck Wood.

E. A. McCullum was in Hobbs, N. M., last week. Ernest Harman returned home with him.

Mr. and Mrs. Goodwin Miller entertained members of the Tres Mesa bridge club with a Washington birthday party last Wednesday night.

Miss Mary Noble visited in Dimmitt last week.

Attending the show in Hereford Sunday from Dimmitt were Messrs. and Mmes. Marlin Cone, C. Morris, Ted Wood, Buck Wood, and Sawnie Carroll.

Mmes. J. M. Wright and Junior Rothwell left Sunday for Wichita Falls to be at the bedside of Houston Winkle, who was seriously injured Sunday morning.

Mrs. Creager returned to her home Saturday after a two months visit in California.

Members of the Senior Study club delightfully entertained the Junior Study club with a Washington tea last Thursday at the home of Mrs. C. O. Bymes. After an interesting program, refreshments of cherry pie and coffee were served to a large number.

FALLING STARS

Falling stars or meteors are small bodies which approach the earth from outside space at a high velocity. They shine only when they enter the outer atmosphere of the earth and become heated by friction in falling through the air. They are then called falling stars. Most of them burn completely up before they reach the earth's surface. Those that reach the surface are called meteorites.

Real Fortitude

It is easy in adversity to despise death; he has real fortitude who dares to live to be wretched.—Martial.

GOOD CAREFUL CLEANING PAYS BIG DIVIDENDS

—To your clothes and appearance as well as your health—

—All buttons sewed on—all repairs FREE!

THEY'RE HERE!

—Come in and see our Spring and Summer samples.

CARROLL and CORBETT

MYSTERIOUS GREEN PLAGUE KILLS NATIVES OF CEYLON

Ceylon, the pearl garden of the Indian Ocean, is a plague-ridden land of apathy and horror.

More than 12,000 are dead and at least 1,000,000, one-sixth of the island's population, are affected by the ravages of a mysterious green germ malaria, a malady new to medical science.

Children less than 15 years old drag their dead parents to their graves. Entire villages are prostrated with overwhelming torpor, the inhabitants unable to help themselves, many resigned to death.

Authorities barely have made headway against the ravages of the disease. Workmen have been rushed to every swamp and pool in the 25,000 square miles of Ceylon, oiling the waters even to the smallest rivulets.

Medical officials do not know how to fight the strange germ which has brought such havoc to one of the most densely populated spots on earth. Day and night doctors work in laboratories, struggling against the germ. Unlike the ordinary malaria germ, which stains red, this virulent organism shows a green stain under the microspoe.

HANDLED $500,000 BETS IN SPITE OF DEPRESSION

St. Louis.—There may be a depression, but Tom Kearney, local betting commissioner, testified recently in a suit he brought against a brokerage firm for allegedly selling securities without his consent, that he handled about $500,000 in bets last year, $300,000 of which was on the world series.

On the last game, he said, he handled $40,000, and lost $2,800 when the Cardinals took the series from Detroit. He handled $70,000 on the Kentucky Derby.

BUYING and SELLING THROUGH THE WANT ADS

WHEELER SAYS FEDERAL OPERATION OF RAILWAYS

Senator Wheeler (Dem.) of Montana Sunday night demanded Government operation and ownership of railroads as a means of escaping stupidity or cupidity in management.

In a radio address the Montana Senator described Government ownership as the only way out of the perplexing difficulties facing private ownership and management of this important public utility.

He predicted that if private ownership is continued the railroads will collapse and bring down with them insurance companies and other institutions which have heavy investments in them.

Instruction

The quotation to the effect that men must be taught without their suspecting it is as follows: "Men must be taught as if you taught them not. And things unknown propos'd as things forgot." Alexander Pope's "Essay on Criticism," part III, lines 14 and 15.

FARM CONDITIONS

It's more than a daily 100-yard dash to get water into the average Texas farm home, for the average distance travelled is 331 feet, and is taken several trips per day. This is one of the astounding facts discovered by the investigators in the rural farm home survey recently completed and summarized for 57,891 farms in 98 counties.

Rarely one farm house in four has water piped into the house, or has an inside pump. Only one home in seven has a bath tub or shower bath.

Sanitation is even worse, the survey reveals. Four out of five farm homes have unsanitary toilets—mostly outdoor privies of the unimproved type. In spite of the well known connection between disease and flies and mosquitoes, more than one farm home out of five is entirely lacking in screens. Screens for windows and doors in two-thirds of the homes are in need of repairs, alterations or new installation.

"These conditions are eloquent testimony of the need of agricultural readjustment," comments Miss Horton, state home demonstration agent. Extension service Texas A. and M. College. "The facts may be a shock to many because a settled in the dreariness of living conditions is one of the deepest prejudices of the American mind. We must face the facts, however, and as farm income is increased through the adjustment program our farm home improvement work must keep pace. For years we have been gradually correcting these conditions through the channels of demonstrators. They have been shown how to make cheap, and convenient, water supply, how to modernize kitchens to make sanitary the, and how to beautify the living and the bed rooms. This we show but it should be faster that the foundations are laid the farm of these depressed which are scattered generally Texas," she concludes.

YOUR STATIONERY NEEDS . . . . .

CAN BE FILLED FROM OUR SHELVES

- TYPEWRITER PAPERS—All sizes and quality.
- INKS—Small bottles to pints.
- GUMMED TAPE—1-inch and 2-inch widths.
- LEGAL FORMS—All kinds.
- FILE INDEXES and FOLDERS.
- LEDGERS, LEDGER SHEETS.
- COLUMNAR SHEETS—All sizes.
- RIBBONS, CARBON PAPER, TYPE CLEANER.
- LIBRARY PASTE, MUCILAGE.

For Your Office, Home, Store

LET US FILL YOUR NEEDS

The Hereford Brand

Phone 30

Somebody Had to make Motoring *Safer!*



See for Yourself How the New 1935 Plymouth Meets this Critical Need

Something had to be done to make motoring safer on traffic-jammed highways and crowded city streets.

Walter P. Chrysler saw the problem clearly. And he created the answer. He built a completely new kind of car . . . America's first high speed safety car . . . the new 1935 Plymouth!

With its new high speed, this Plymouth has tremendous reserve power. It gives you the quick *mobility* to meet any traffic emergency.

And improved Hydraulic Brakes give you positive *control;* a new Safety-Steel Body gives you *security* and new type front springing gives you a *roadability* such as no low price car ever had before.

And no other low priced car is anything like it in Style either. See the new Plymouth yourself. Drive it and experience the difference.

IRELAND - BEAVERS MOTOR CO.

Every Day Throughout the Month of March Will Be A

Bargain Day

Start March Off Right With These Values!



Here's the news in 1935

COATS

Dress and sport styles!

$6.00

Ripple collars, jabots, wide lapels for dress! Action backs, half-belts, checks, plaids for sport! -Wide range of new materials!

NEW PRINTS

—Pretty Spring colors; 36 inches wide; will wash very nicely. Yard—

8c

A REAL BARGAIN

—Solid color broadcloth, fast colors. Yard—

12½c

FACIAL SOAP

—Woodbury; a real soap for your skin—

10c

For that Scrubbed look!

NECKWEAR



Fresh—Crispy!

49c

You'll feel gay—your dress will bloom! New rayons, organdies, piques and other smart fabrics. Plain — fussy!

DRESS SOX

—A pretty assortment of good wearing sox; Mercerized or Rayon—

15c

Segundo Silk Hos

Lowest price

59c

Chiffons! Service weights of all top shades! Full fashioned, 8½-10

RAYON BLOOMERS

—Sizes 2 to 16; California regular styles. Tea Rose col

15c

Fine Quality Rayon

Gowns—



For

49

Lace trimm trimly tail Full cut, finished. rose, flesh, Sizes 15, 1

BROWN SHEETI

—81 inches wide, just ris quilt linings and sheet—

19c

Spring CRETON

Bargain

10

35/36-in. Grand fo drains, cu garments slip-cover

REMNANTS

—Tables piled high colors and patterns; for any use.

ORGANDY FRIL

—Just the thing to your New Spring Froc with colored edgings; same color headings, checks, solids—yard—

10c

Boys' Canvas

Bargai



4

Super and wear rubbe Canv

Very Special

Men's Overalls, Sanforized, extra full cut, triple lots of pockets. Just think, men, of such a garm Close-Out Price—Pair

69c

Men's Shirts and Shorts



Rare buys at

19c each

SHIRTS - swiss ribbed cotton. 32-46. SHORTS broadcloth elastic sides 28-44.

HANDMADE



New sign fav colo unu

PENNEY

J. C. PENNEY COMPANY

HEREFORD, TEXAS

BUY IN HEREFORD CAMPAIGN!

LIST MISSPELLED WORDS HERE

1 _____
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For Better Cleaning and Pressing
SEND US YOUR CLOTHES

We specialize in fine work on fine clothing, Women's silks and other garments are always welcomed by us. And we stand behind the work we do on them. And listen, men, we replace buttons and mend all minor rips and tears.

AGENT FOR INTERNATIONAL TAILOR MADE CLOTHES FOR MEN

West Tailor Shop

West's Is City's Oldest Cleaners

Hereford's oldest cleaning and pressing firm is the West Tailor Shop at 302 Main Street. The company has been in operation nine years, having been established in 1926.

Mrs. O. F. West, the present operator, and her husband opened the business on West Third Street, where it continued to do business until last fall when it was moved to the present location.

Mr. West died in 1927, and since that time Mrs. West has been active head of the business. Associated with her is her brother, E. L. Wade.

Expert cleaning and pressing of clothing is the main activity of the company. They specialize in fine clothing, turning out work of which they are justly proud on women's expensive garmunts.

With all cleaning and pressing work, mending is done free, such as replacing buttons on men's clothes and repairing of minor tears and rips. The firm also does alteration work on all types of clotning.

In addition to this service, the West Shop is agent for custom-made clothes for men. They now have on hand spring and summer samples and they invite all men to inspect them before buying. A perfect fit and complete satisfaction are guaranteed.

GROCERY SPECIALS

SALMON, two cans	25¢
COFFEE, Shilling's, pound	31¢
COFFEE, Golden Light, pound	25¢
COFFEE, bulk, 100 per cent pure, lb	18¢
CORN FLAKES, White Swan, pkg	10¢
RICE, Fancy, 2 lbs 12c, 4 lbs	23¢

?

LUKEN'S GROCERY

$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

DO YOU WANT

—to look well gromed at all times? Then try our cleaning, pressing and repair service. This service keeps your clothes in the best of condition and they will wear much better.

?

WEST TAILOR SHOP

ONLY THE BEST WILL DO FOR BABY

See that your child has milk every day, but see that it is pure Prairie Dairie Milk. Milk is practically the only food which contains all the 32 elemunts said by science to make up a balanced diet for old and young. That is exactly what you get when you order milk here.

?

PRAIRIE DAIRIE

CONTEST RULES

This page will be printed each week for 13 weeks, with one or more misspelled words in each ad. $25.00 in cash will be given to the reader who finds the most misspelled words and places the most pictures correctly in the blank spaces in the advertisement, which has been left for them. Neatness and cleanliness will also be a factor in the selection of the winners. There will be additional prizes of $10.00 and $5.00 for the next best entries. Keep all the pages until you have the full fifteen, then bring or mail them to the Contest Editor, care of the Brand Office. Everyone is eligible to enter except members of the Brand Staff and their families. The decisions of the judges will be final, and no entries will be returned. In placing the pictures in the blank spaces place, for example, Mr. Luken's picture in the advertisement of Luken's Grocery, etc.

HOW WAS YOUR PLUMBING?

When the cold spell arrived last Sunday and Monday. Well, don't let it happen again. Call us wen the weather is good and let us inspect and correct that plumbing. It will be worth the money, wo'nt it?

?

DICK ROUNTREE

EAT MORE BUTTER

Not everything that one likes to eat is good for him. But here's a fact: LOTS OF GOOD BUTTER NEVER HURT ANYONE. And our butter is good. Furthurmore, it is good for you.

Eat More Cream O' Plains Butter!

?

Farmers Creamery Association



WE ARE EQUIPED

—to do practically anything that is done in a modern furniture factory.

Visit Our Shop!

D. M. RAYZOR WOODWORK

?

GOOD MERCHANDISE—GOOD SERVICE—GOOD PRICES

Those things we do offer. Our gas and oils are cheaper because they are independently produced. But they come from refineries exactly like those used to produce high priced fuel and lubricents. Our service excels.

?

Moore Independent Oil Co.

WOULD YOU LIKE

Good, well-seasoned meals at resonable prices? Then visit our cafe and see for yourself that our meals are good, the price is right, and servings are generous. It will pay you to come.

Give Us a Trial Today!

?

HOME CAFE

Oberthier Building

ACHING FEET

Are unnecesary. There is always a definite reason if your feet are giving you trouble. Next Saturday, March 2, a foot specialist from the Scholl Company will be at our store all day to examine aching feet. Come to see him—the examination is free.

"Your Friendly Shoe Dealer"

?

D. R. GASS & SON

WE ARE PLEASED WHEN YOU ARE PLEASED

People habitully praise this restaurant. They like its food and its service. We are continually striving to make it the BEST place in town to eat—serving the best food and having the best service.

?

DE LUXE CAFE

AUTOMOBILE WRECKS

Are amung the things we fix up best. Our body and fender repair services are two things we are proud of. No fender can be too badly crumpled for us to repair—if it's all there. And the same goes for smashed bodies.

We'll Make You Forget That Wreck.

?

BEAMS & MARRS

IT WILL

PAY you to investigate CHIROPRACTIC for your HEALTH'S SAKE. It has been the means of bringing HEALTH to many after all other methods have faled.

PHONE 341

?

DR. J. W. HENDRIX

BEFORE YOU BUY A LISTER

See the new four-row Dempster No. 40 lister drill, spaced 28 inches apart with 10-inch bases. It is fast becoming a favorite tool. It solves the problem of blowing land for wheat and with the cultivater attachments is an ideal row crop planter. Sample on display.

?

M. D. WOMBLE, Implements

LOOK AT THESE PRICES!

Our student operators are giving finger waves at 15 cents, shompoo and finger wave for 25 cents, permenents for one dollar. Don't miss these specails.

?

MORENE'S BEAUTY SHOPPE

ORDER EARLY

All our hatching eggs are produced from parent birds carefully inspected and culed to insure the finest type of chicks. Better Breeding Stock—Better Hatching Eggs.

Chicks Off Every Tuesday. Coctum Hatching Eggs Received Wednesday and Saturday.

?

HILLSIDE HATCHERY

Phone 70-W.

The Hereford Brand

Published Every Thursday. *Our Slogan---"More People---More Farms"*

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN ---------- Publisher and Manager
DEWITT LANDIS ---------- Editor
V. C. NIX ---------- Foreman

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NOTICE TO PUBLIC

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

THAT RECREATION CENTER

An attempt is going to be made to get Uncle Sam to build Hereford a city and community recreation and social center. Rev. E. R. McWilliams is ram-rodding a movement to see what can be done.

Here is what is wanted; a building in which the city's organizations of men and women can hold meetings; a spot for high school basketball games that will accommodate a crowd; where other indoor games such as tennis and volleyball and the like can be played; a recreation hall for billiards and bowling; a place for fairs and exhibits such as the annual poultry show; a place for stage productions—in short, a complete recreation and social center.

McWilliams found a place to put it: in Lake Park. He is working out a method to make the project self-liquidating. Through rentals from organizations, fees on games and dances, recreation fees for bowling and billiards does he see a way to finance it if Uncle Sam will donate the money outright.

The President's idea in the new PWA program is construction of just such projects. Hereford needs it.

BOUNTY ON RABBITS

Parmer county, Texas, is giving a bounty of two cents each for jack rabbits killed in that county during the period from February 1 to 16. The killers merely have to bring the scalps to the court house and the Parmer county commissioners have made arrangements to have them paid off.

Coming at the beginning of the breeding season the expenditure will no doubt be of great help to the farming interests of Parmer county; however, should Mose Crutch organize his Order of Rabbit Twisters for a drive of Curry county rabbits across the line into Texas, the neighboring county of Parmer would soon be in bankruptcy.—Curry County Times, (Clovis).

ADVERTISING FOR RESULTS

One of the greatest tributes recently paid to advertising in local weekly and small daily papers is the change of policy by the Del Monte food products company. For a great many years they were sold on national magazine and billboard advertising, but in more recent experiments in local advertising they have found that the closer range advertising brings them in so much better touch with the housewife that they have cancelled their magazine and billboard budgets and are now spending their entire advertising appropriation, which is a large sum, with the local weekly and small town daily newspapers.

Here in Clarendon the policy is being extensively used and is another striking illustration of the growing potency of Clarendon News advertising—the kind that pays dividends as an investment.—Clarendon News.

SHEPPARD TO HAVE OPPOSITION

Senator Morris Sheppard, two years hence, is sure to have opposition for his place in the United States Senate. Representative Wright Patman and Congressman Joe Eagle are two sure-fire candidates for the place, according to report. Eagle already has notified all and sundry his hat will be in the ring. Now the report has it that Governor Allred, if all goes well, will be an aspirant two years hence—Floyd County Hesperian.



FOOD VALUES

Friday and Saturday Specials

COFFEE, Maxwell House, 1 pound	31¢
BAKING POWDER, K. C. 25 ounces	19¢
SOAP, P. & G., 6 Bars	19¢
MATCHES, carton	21¢
CATSUP, 14-ounce bottle	13¢
SYRUP, Jeffries, gal 59¢, half gallon	30¢
PORK & BEANS, No. 2, two for	25¢
COCOA, Bliss, 1 lb 12¢, 2 lbs	20¢
GINGER ALE, LIME RICKEY, quart	15¢
APPLES, gallon	35¢
SOAP, Castile, one foot, 2 for	25¢
OXYDOL, large package	20¢
EXTRACT, Cages' Vanilla, Lemon, Strawberry	15¢
SUNBRITE CLEANSER	5¢

Texas Market & Grocery

PHONE 353—FREE DELIVERY
Accounts Here Are Payable On First and Will Not Be Carried.

A LONG TIME AGO IN HEREFORD

((From The Hereford Brand, Feebruary 26, 1904.)

Item—"I have sufficient reason for believing that I know who the party is that was fortunate enough to find a pocketbook which I lost on the 19th of January, containing $125, and if the same is not returned I will liberally reward the party for his kindness. D. R. Gass."

Ira Aten, division manager of the XIT, posted a notice forbidding hunting or trespassing on the Escarbada division of the ranch.

J. W. Bradly was a candidate for tax assessor.

W. B. Phillips announced his candidacy for sheriff and tax collector.

War news—"Russia is making a determined effort in war, her preparations and claims she will completely crush Japan by August.

Professors W. B. Parks and Lee Clark had resigned from the faculty of Ad-Ran College to accept positions at Texas Christian University, Waco.

Hereford was trying to be a point on a proposed rail line to Lubbock.

The Prohibition Clue was still at work and the farmers' institute had held another meeting with experts from A. & M. College telling the farmers to raise cotton and cattle.

((From The Hereford Brand, February 27, 1914.)

Two new irrigation wells had just been finished by the McDonald Drilling Company.

Alvin-Houston Creamery Company was contemplating construction of a branch here. A committee of J. W. Barnett, A. H. Ellston and J. A. Wear was visiting surrounding towns working up interest in the project.

Mr. and Mrs. L. Gough were preparing to move back to Hereford.

The Dimmitt Plainsman had discontinued publication.

A cold snap had sent the mercurry scurrying down from 70 to four degrees, thereby nipping the peach crop.

Item—"The biggest trust on earth is the country newspaper. It trusts everybody, gets cussed for trusting, mistreated for trusting and if it busts for trusting, gets cussed for busting."

"Mrs. Emmett Cardwell left Tuesday for her new home at Independence, Kansas."

By Their Words AND OURS

Folks, this week my slogan is "Parking," and I am plenty mad at you all for the way you are doing your parking. Just this Saturday evening I drove down town and there were at least 20 parking places that could not be used because some of you all just shut your eyes and parked.

I may not have much sense, folks, but honestly it looks to me like it's the very simplest matter in the world to watch how you park when you drive in to the curb, and for the life of me I can't see no excuse whatever for any of you to park your car so as to take up space enough for two cars, and why you folks that I positively know have as much gray matter in your heads as I have, will park your car in a way that takes up the space for two cars. It would not do for me to be the city marshal or the mayor or city council, because if I was, believe me, I would get plenty hard boiled and stick plenty of fines on you folks that drive in and park so's to take up the whole block.

And folks, just as much as you think about it, all our traffic laws are just as simple as they can be, and just that easy to observe, and if I was some of you all that violate most all our traffic and parking rules I would simply be ashamed to let other folks know I didn't have brains enough to observe them. It's a downright shame and disgrace and insulting to the intellect of any of us to be so allfired careless and hoggish as to violate any of our simple parking and driving rules. Now get mad as a bunch of hornets, for all I care.—D. A. Davis, in McLean News.

✦ ✦ ✦ ✦

We read in the papers that many towns and counties are preparing to conduct bond elections for the purpose of raising money to meet Federal appropriations on relief projects. I may be dumb, in fact I admit that I am, but I contend that relief clients will continue to increase with the mounting of taxes brought about by bond issues. It used to be said that a man who opposed enactment of a bond issue was an old fogey and ought to be run out of the country, but now most of us are beginning to appreciate the wisdom of the formerly termed "old moss-backs."—Graham, in State-Line Tribune.

✦ ✦ ✦ ✦

Some of the gags about the Dionne quintuplets: "Lucky the Dionne quintuplets were born across the Canadian line, for Secretary Wallace would have plowed them under."

"Dionne quintuplets—a five-year plan gone wrong."

"I hear that Dionne is going to get a divorce from his wife."

"What's the matter?"

"He says she's overbearing."—Dave Warren, Panhandle Herald.

✦ ✦ ✦ ✦

Musing of the moment: An amateur legislator is one who is so green that he carries around a pint or two for lobbyists.

Some of the fellows coming back from Austin refer to the legislature as a glorified night club. What an example some of the dear solons set for Texas University students! We need a shelterbelt for the legislature.—Olin Hinkle, Pampa News.

✦ ✦ ✦ ✦

The Lubbock Journal found this ad in an Arkansas paper: "Anyone found near my henhouse at night will be found there next morning."

✦ ✦ ✦ ✦

The day of miracles is not past. Last Saturday Grandmother Farha, mother of Joe Farha, who is 84 years old and blind, was washing out some towels and hung them on the back of a chair in front of the stove to dry. The towels caught on fire and Mrs. Farha grabbed them up and rushed to the kitchen sink with them. The burning towels caught her apron on fire and burned it off, catching her skirt on fire and burning it half off. To put out the burning clothing, she laid the burning towels in the sink and rubbed the fire out with her hands. The burning towels set fire to the wood work of the sink, which she put out by turning the water on and beating out the fire with wet towels. Grandma was not burned in any way, but the damage to the house and furnishings amounted to about $50.—Portales Valley News.

Messenger News

BY ESTELLE WILLIAMS

Sunday school attendance was light Sunday. Rev. Tucker of Grady will preach Sunday.

Messrs. and Mmes. Bob Lindsey and R. J. Coleman and families were dinner guests in the J. L. Smith home Sunday.

J. A. Hart and family expect to move to Branson, Colo., soon and he has taken several loads of implements to that place.

Mr. and Mrs. Pigg of Mangum, Okla., visited the L. M. Williams home Monday.

County Judge Humble visited the school Monday.

Frank Wilde was in Hereford Monday.

L. M. Turner and W. A. Whitson were in Hereford Wednesday.

In Hereford Saturday were Mrs. Nelda Bragg, Mr. and Mrs. Bob Lindsey and baby, R. J. Coleman, J. L. Smith and sons, Mr. and Mrs. Salon Riggs, Anna and Edna Brown, L. M. Williams and three children.

C. T. Reese, Milton, Estelle, Altis and Quince Williams, and Clayton Woolery called at the W. A. Whitson home Friday.

A large crowd attended the Washington program at the school house Friday night.

Messrs. and Mmes. Fred Collett and Charlie Brown and children were Hereford shoppers Friday.

Bippus Items

BY RUTH REESE

Take Produce to Carl's Gro. tf

Mrs. C. V. Griggs and daughter, Mrs. Helen Barks, spent Wednesday evening with Mrs. C. T. Reese.

Shoppers in Hereford Saturday were Mr. and Mrs. Hoover and children, Rufus Overstreet, Mr. and Mrs. Z. J. Steen, Mr. and Mrs. S. T. Riggs, G. W. Wells, Homer Dodson.

Mr. and Mrs. Wilmur Riggs are home from a trip to California.

The club will meet at the church next Wednesday.

Ruth Reese, Cleo Lee and Alene Norris spent the week end with the teachers, Misses Stagner and Raper.

Wylie Barnes called at the C. T. Reese home Friday.

Marvin Morrison called at the Adrian home Saturday.

Wheat in this community is almost gone on account of the high winds and sand.

FOR JOB WORK, TRY THE BRAND

Aid to the Ablest

The winds and waves are always on the side of the ablest navigators.—Gibbon.

Disappointment

It is a bitter disappointment when you have sown benefits to reap injuries.—Plautus.



EVERY 100-pound bag of Purina Startena gives you 50 sturdy six-weeks-old chicks. Records on more than 900,000 chicks fed on Purina Startena show that at 6 weeks the light breeds averaged 17.4 ounces and the heavy breeds 19.2 ounces.

Results like these have caused Startena to be known as America's best feed for chicks. That's why there's a big swing to Startena from coast to coast. Feed Startena this year and get the kind of chicks you want at six weeks.

McLean & Pitman Grain Company

Phone 1. Buy at Home We Deliver

ADVERTISING—TODAY'S GREATEST BUSINESS ALLY



Strictly at "Profit and Loss" Business Idea!

You men who buy advertising are not purchasing an indefinite, intangible quantity of white space, type and ink. On the contrary, the commodity you secure for your advertising dollar is a definite item of merchandise from which you expect results in accordance with the money you spend on it.

When you buy a car you expect mileage. When you buy a house you expect comfort. When you buy advertising you expect business.

The value of your car may be judged from the mileage you receive. The value of the advertising, in the volume of business as compared to the amount expended.

Consider your advertising from the "profit and loss" standpoint. Judge it strictly on the basis of results—not on the initial cost. And you'll realize that space in the columns of the Brand give you more for your money. Here is a tested and proved medium, reaching a greater proportion of buyers—buyers who are seeking news of your merchandise or services, Mr. Merchants.

THE BRAND—HEREFORD'S MOST PROFITABLE MEDIUM

TECH BAND WILL PLAY AT HIGH SCHOOL MARCH 4



Two soloists and a trick roper will be featured by the Texas Technological College concert band which will be presented in the high school auditorium at 8:00 o'clock p. m., March 4. The 52-piece organization was chosen from the 95-piece college band and is under the direction of Prof. D. O. Wiley.

Alfred Riley, cornet soloist, one of the two to be featured, has won two State contests at the Dallas Fair. Riley was the feature soloist with North Texas Agricultural College band for four years. Director Wiley states that he is perhaps the best cornet soloist he has directed in a college band.

David Humphries, flute soloist, has won many West Texas division contests in the past several years. He will be featured in the concert of Tech's band.

Billy Lewis, who can make a rope do everything except talk, is the most accomplished trick rope artist who has ever been presented with a band directed by Prof. Wiley. Lewis is an aggie student of the college and was with the Hardin-Simmons band last year.

The band leaves Lubbock March 4 to tour 14 West Texas towns in two special buses.

BUSINESS FAILURES IN STATE SHOW DECREASE

There was a total of 24 commercial failures in Texas during January, a decline of 7.7 per cent from January last year, but an increase of 14.3 per cent over the previous month, according to the University of Texas Bureau of Business Research. Total liabilities of the bankrupt firms were $379,000, an increase of 25 per cent over January a year ago, but 28 per cent below those of the previous month. Assets of the firms that failed totaled $154,000, which was 60 per cent greater than those of January, 1934, but 52 per cent below those of the previous month. Average liability per failure was $15,792, as against $25,190 during the previous month and $11,654 in January, 1934.

Mrs. M. L. Steele left last Saturday for Lincoln, Nebraska, where she will make an extended visit with her daughter, Mrs. J. C. McCracken and family.

Shiftless, careless people are often trying to methodical folks, who wants everything in apple-pie order, still they seem to get along about just as well.

YOU CAN ADD $5,000.00 to your estate at an initial cost of only $12.50, and $6.25 per month thereafter, Ages 10 to 60 years. E. F. Connell, Elliston Building, East Third Street. 8-tfc

FOR SALE: Chevrolet truck. Inquire at West Texas Feed and Seed. 1c

FOR SALE: Gas range and heater, both in excellent condition. Fred Ross, 403 Roosevelt. 1c

FOR SALE: One Holstein milk cow, fresh; also one whiteface bull. C. S. Gunter, at Clyde Kibbe place. 1p

LOTS of baled sudan straw, $10 per ton. Deheaded cane bundles $10 per ton. John Lahman or Loyd Crow, Morton, Texas. 5-4p

FOR SALE: Setting eggs from Oscar Hunt Buff Orpingtons. Depression price of 50c for 15. Call 60-W, or see Mrs. Troy Womble, 600 25-Mile Avenue. 5-4c

FOR SALE: Violin, in good condition. Apply Brand Office. tf

Lost and Found

STRAYED: Four year old Holstein cow from my place five miles southeast of Dawn, last Wednesday. Please notify C. F. Finley, Umbarger.

STRAYED: One large Poland-China boar. $2.50 reward for recovery. Alfred May. 6-3p

For Rent

FOR RENT: 160 acres cultivated, partly fenced, about 20 miles west of Hereford (8W¼ of 12-3-3) on shares or will exchange for residence property Southern California, clear for clear. J. S. Warner, 110 W. Fifth, Santa Ana, California. 8-4c

FOR RENT: One furnished bed room, also one room which can be furnished for light housekeeping. Mrs. Neal L. Cress, 500 Miles Avenue. 1c

FOR RENT: Furnished front bedroom with closet, heat and bath. Mrs. F. W. Lambert, at 701 Miles Avenue. 1p

Wanted

WILL PAY CASH for some good used row-crop tractors. C. A. Skelton. 1c

WANTED: To rent small house, duplex or apartment. Must be modern and furnished. Call the Brand. dhtf

Want Ads

For Sale or Trade

FOR SALE: Three work mares in foal, one work horse. Nearly new 3-row Wheatland lister with planter attachments. Two good young saddle horses, six yearling registered Hereford bulls, one seven-foot tandem disc, one 4-bottom tractor plow, nearly new. Wm. Ash, Umbarger. 1p

NEW HATS JUST ARRIVED!

IN ALL SHAPES AND COLORS

We have just what you are looking for. The very best styles in Softies and Tams.

Come In and Look Them Over.

VOGELE MILLINERY PARLOR

PHONE 176

SOCIETY

Plainview Honors B. and P W Club

Fifteen members of the Hereford Business and Professional Women's Club were guests of the Plainview club at an inter-city banquet Friday evening at the Hilton Hotel in that city. The occasion was the third anniversary of the organization of the Hereford club which now has 32 active members. The Plainview club organized the Hereford group.

The George Washington theme was developed in table decorations and appointments.

Miss Mabel Vore acted as toastmaster for the following program: Collect, Mrs. Adella Drew; welcome, Miss Lena T. Glenn, response, Mrs. Cecil Williams, president Hereford club, introductions, Miss Sayde Rigler, Hereford, Miss Curtie Mae Rogers, Plainview.

"Ten Year Objective," Miss Jewel Eiland; "Women's Contribution to Economic Securtity," Mrs. Ed C. Hart; "Old Age Pension," Mrs. W. P. Jennings, honorary member of Plainview club; piano selections, Miss Betty Curry; stunt by Hereford club.

The following guests from Hereford attended: Mmes. Bess Jennings, Cecil Williams, Victoria Rockwell, Virgie Joiner, Gladys Skelton, Viola Foster and Misses Edah Park, Eva Virden, Lavina Gilliland, Ball Harris, Florence Wilkins, Sayde Rigler, Inez Clark, Amy Bowers and Neville Wrenn.

ANN PRICE WEDS IN SPOKANE

Miss Ann Price, daughter of Mrs. John P. Slaton and a former resident of Hereford, was married February 9 to J. Edward Ferguson in Spokane, Washington.

A series of parties and showers honoring Miss Price were given by her friends before the wedding.

Said a Spokane paper: "Miss Price has been in Spokane about 14 years. She is a graduate of the University of Washington. She has been teaching the fifth and sixth grades in the Wilson school. Mr. and Mrs. Ferguson are to make their home at the Stillman Hotel.

"The first of the series of parties which honored the bride-elect was a bridge party which Miss Estelle Owen gave the afternoon of January 19 at the Carlyle Hotel. Mrs. A. E. Nelson was hostess at a beautifully appointed tea for 30 of Miss Price's intimate friends the afternoon of January 26 at her home, 82408 Manito Boulevard.

"January 27 Miss Minnie Ulrich and Mrs. Frank Smith entertained at a dinner for 12 at "A Little Bit of Sweden." Miss Price was the recipient of a miscellaneous shower.

Mrs. J. D. Curtsinger is seriously ill at the home of her daughter, Mrs. Criss Renfro.

JACKET FROCKS AND DRESSES

IN JAUNTY STYLES

—When you see the grand new models that have just arrived, you'll want to plan your Spring wardrobe around them!



—The New Prints and Navies Priced at

$5.95 $16.75

(Sizes 14 to 44)

New spring arrivals In Men's Suits At $14.75 & $20



If you have even seen real bargains you will realize that the two-button sack suits and three-button double breasted models are top notch values for the money.

New Spring Dress Hats at $1.98

SPROWLS & CRONIN Co.

Dalhart Defeats

(Continued from page one)

Box scores of Hereford games:

First Round.

Adrian—	Fg	Ft.	Tp.	Pf.
Scott	3	0	6	2
Brown, f	2	1	5	1
Crenshaw, c	2	1	5	1
Jackson, g	0	0	0	0
Balding, g	0	1	1	0
Donaldson, sg	0	0	0	1
Bell, sg	0	0	0	1
Totals	7	2	17	7

Hereford—	Fg.	Ft.	Tp.	Pf.
Clayton, f	3	2	8	2
Daniel, sf	0	0	0	2
Cockrell, f	1	1	3	0
Benge, sf	0	0	0	0
Posey, c	4	0	8	2
Wilson, sc	6	0	12	2
Russell, g	4	0	8	1
G. Brashear, sg	0	1	1	0
E. Brashear, g	0	1	1	3
Jowell, sg	0	1	1	3
Totals	18	6	42	10

Second Round.

Hereford—	Fg.	Ft.	Tp.	Pf.
Clayton, f	9	1	19	2
Cockrell, f	1	0	2	4
Daniel, sf	0	0	0	1
G. Brashear, sf	0	0	0	1
Posey, c	2	1	5	3
Wilson, sc	0	0	0	0
E. Brashear, g	1	0	2	0
Jowell, sg	2	1	5	0
Russell, g	2	1	5	3
Totals	17	4	38	14

Stratford	Fg.	Ft.	Tp.	Pf.
McDaniels, f	2	1	5	1
Hitchcock, f	0	0	0	2
Plunk, c	2	4	8	1
Keener, g	1	3	5	3
Allan, g	0	1	1	1
Foster, sg	1	0	2	0
Totals	6	9	21	8

Semi-Finals.

Hereford—	Fg.	Ft.	Tp.
Cockrell, f	1	0	2
Brashear, sf	1	1	3
Clayton, f	4	0	8
Posey, c	0	0	0
Daniel, g	0	0	0
Russell, g	3	4	10
Totals	9	5	23

Dalhart—	Fg.	Ft.	Tp.
Hutton, f	4	0	8
Mauldin, sf	0	0	0
Zimlick, f	5	2	12
Ruff, c	3	0	6
Koch, g	0	0	0
Holton, g	0	0	0
Harder, sg	3	2	8
Totals	15	4	34

ELECTRIFICATION FOR RURAL AREAS PLANNED

A rural electrification survey which may bring about one of the most important phases of the 1935 Texas Relief Commission work relief program is in the process of formulation and will be undertaken soon, it has been announced by J. B. Keely, chief engineer of the commission.

Federal officials requested the survey, which will seek to ascertain the possibilities of furnishing electric lights and power to rural homes throughout the state.

The survey will not result in plans for building new power plants, but will seek to discover possibilities for extending present facilities to rural homes.

Officials of the Texas Relief commission have conferred with officials of A. and M. College, where an extensive study of the possibilities of such a plan already have been made. From these conferences, final plans will be formulated for conducting the state-wide survey.

"These projects, if developed," Keely said, "would provide a great deal of work relief, market for materials and result in a happier future for the farmer by relieving him of many burdens and providing rural families with many conveniences now known only to city dwellers.

Seven women and six men went on trial in Hungary for the murder of sixteen unwanted members of their own families. They used the poison method, the prosecution charged. A witness testified that one of the defendants, after the funeral of her husband, remarked: "Well, the old brute's buried. Now we will have peace in the family."

First Christian Church

REV. E. R. McWILLIAMS, Pastor.

An important change in the order of Sunday services will take place Sunday, with the morning preaching and communion serivce coming at 9:45 and the regular teaching or class session period following immedattely. It is hoped all those in habit of attending Sunday school at 9:45 will come on at the usual time, assembling in the basement, and then remain for the usual class period. Both services will be over by 11:15 or 11:30. Visitors are always invited. Sunday night services at 7:30. Morning sermon subject: "Assembling ourselves," emphasizing the communion and attendance at the Sunday services.

Goodfellows Meet.

Thirty men enjoyed a splendid meal, good program and fine fellowship Tuesday night, when the regular monthly meeting took place in the basement of the Christian church. This organization is composed largely of the adult male membership of the Christian church but is not limited in any way. All who enjoy the fellowship of other men are invited to attend. Twenty-five cents is charged for the meal which is followed by a program and then a period of games and visiting. A committee composed of H. R. Seed as chairman, and A. A. Foster and Charlie Bennett, heads the group.

St. Anthony's Church

Quinquagesima Sunday: Mass at 8 o'clock, second mass at Bovina. Benediction at 7:30 p. m. Lent begins Wednesday.

Weekday mass at 8, Thursday at 6:30, Saturday at 7, convent. Ash Wednesday: Ashes will be distributed before and after mass and in the evening at 7:30. Thursday, Holy hour, 7 to 8 o'clock.

FUNDAMENTALIST BAPTIST

This church has moved to a new location in the building at the corner of Fourth Street and Jackson, the location of the old First Baptist church. A larger and better building is being constructed. The church is asking help from those outside the congregation. This is the first time the Fundamentalist church has done this.

We feel sure that some will want to help a good cause, as ours is," Rev. Coleman Campbell, pastor, said. "It is a custom in Hereford for churches to help one another in time of building and many who are not in our congregation will want to help. All labor will be donated.

"Those who want to invest a little where it will do much good can not find a better place than our church."

WE ARE PROUD TO ANNOUNCE

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These feeds are all scientifically blended and mixed at our own feed mill right here in Hereford. Each is the proper diet for its purpose. You will raise better chicks and get better production with BLUE DOT.

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GEO. W. BRUMLEY

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

WHY NOT?

Oh, he is only "Mr. So-andSo," but over there is the high school sprint champion of Texas. Such is the work of the Interscholastic League. It was organized in December, 1910. During the League's primary year its activities were limited to debate. In later years, however, since the organization has grown, it includes in its contests each year a wide variety of student activities. The organization ranking is supreme in the U. S.

In looking over the records of our high school it is found that we participate in only a small portion of events, namely: football, basketball, speech and an occassional track team. Thus we find that art, music, spelling, essay writing, and many other events are not being taken advantage of. There are countless reasons why we should join. We owe it to ourselves as well as the school to participate because, (1) The association and training are beneficial, (2) The experience of mingling with experts raises our standards; (3) As members of the school we should strive to put it in the first ranks in every field; and (4) It will broaden our educational realm to an extent that will enable us to choose with wise forethought and knowledge the work we wish to follow as a career and life work.

Our part of the league is paid. It is our privilege to join in the various events for the joining. Why not work toward a larger representation in 1936? With the willingness and determination of the students, the various teachers concerned will aid in every way to build a winner for next year. Let's put Hereford High school not only on the map, but all over the map. Express your desire to join to your council representative and lend him your encouragement and backing. If you will cooperate and advertise, things will be humming when the League meets in Austin next year.

TEXLESS TAXAN

Weather: Some one shot my bird and I haven't caught another one yet to give the forecast.

Readers, I am just about to get my head chopped off. I wish I had someone to take up for me. I have been dodging around corners two days. I think I will play ostrich and stick my head in the sand.

Well, here it is the end of the month again, and what have you accomplished this month? Some have accomplished a great deal, but look at those who have not. Who has started working on themes and getting ready for the days when you wish you had worked hard this month?

If I remember correctely, I saw something about it snowing in Florida. Did I? Well anyway, I wish we had part of their snow and they had some of our dust.

Friona beat our girls but we still have the best team in the Panhandle. That was their off night. Sorry, girls, but better luck in the tournament.

FFA

Some of the new members were worried to death, more or less, because they thought the initiation ceremony was to take place on the night of February 21. There were seven members due for the paddle, but because of lack of time and a good paddle this business was postponed till the neext meeting. To this list were added three more licks for Mr. Hopkins, making him a total of six; three licks to R. D. Sewell, both of these because of lack of pins. After this the formal business was taken up and after an almost unanimous vote of the chapter to give Billie Roberson the hot hand because it was his misfortune to have his birthday on February 21. After the business was attended to and just before the fatal basketball game started, the chapter was dismissed.

FRESHMAN CLASS

The Freshman class at last has its song and yell printed for each student. There is a demerit penalty for any one failing to bring it to class meeting every Wednesday.

There was a heated discussion on the Student Council Contest. A motion was put before the meeting that the class vote on the program they liked best and then for the representatives to vote the way the class did in Council meeting.

Miss Campbell appointed Ivan Barhyte song and yell leader and the incomparable old maestro Troy Womble will accompany the class. This ought to be good.

The assembly program committee ordered several one-act plays from which they hope to find a suitable one to present.

Three girls from the class went to Canyon Wednesday night to see Louisa Espinel. They enjoyed her immensely. Viola Phillips particularly enjoyed a song about a little donkey. We wonder if Troy Womble had a nice time.

Wednesday, the 20th, the class was going to practice the song but the old maestro was absent and we had no pianist. We used the period to study.

GIVE THE TEACHER A CHANCE

"Yes" men are within the common knowledge of the general public. We are not concerned with them, however. We are concerned with "yes" students. We are concerned with them, because they must not develop into A No. 1 "yes" men and women.

A deplorable situation indeed of an immediate remedy presents itself in any school when an overwhelming majority of its students develop the habit of following the path of least resistance in their studies. They accept the statements of textbooks and teacher with a nonchalant and naive yes sir or yes ma'am, and go on in sublime ignorance of the fact that they miss the joy of school and of life because of their extreme gullibility due to laziness and lack of ambition. Some may memeorize and remember for a limited time a sufficient number of facts and statements to make them capable of reciting when called upon, but unless they know why what they are reciting is true and why it is important they learn nothing.

It takes a questioning nature and a "why" attitude to develop the average intellect. It is the prerogative of every human being to question anything and everything. If the habit of wondering why is not instinctive, it should be cultivated. Conscientious and deliberate questioning at first will lead to an enhanced interest. This interest will lead to more questions, and soon the habit of asking why will be formed.

Once the habit is formed, cultivate it. You are being unfair to both yourself and your teacher when you fail to create an incentive for more and accurate knowledge by asking intelligent questions. Don't ask your questions with the insinuation that the teacher or the textbook might be wrong. Perhaps this is true in some cases, but they are few. If the teacher is wrong, he will gladly admit it and correct the error; but that is not the point around which the questioning should center. The logical and most beneficial object of questions is to understand a thing is true and not to see if it is true or untrue.

The teacher is robbed of his chance to serve the pupil when the pupil proceeds on the erroneous assumption that the teacher is right but that he need not knowingly. The teacher is, in all probability right, but this fact is sufficient as far as the pupil is concerned. The only way for the pupil to learn is to understand why the teacher is right, and the only way the teacher leans that the understanding is lacking is thru questions from the pupil. The questioning habit is essential to a mutal understanding between the teacher and student. It is the key to effective teaching and lucrative learning. The student owes himself, his school and his teacher all the benefits that are to be derived from the intelligent and honest application and cultivation of an interrogative nature.

SPECIAL TOURNAMENT

The annual speech tournament was held in Amarillo Friday and Saturday, February 15-16. This event is held annually in Amarillo, sponsored by Miss Oretha Cornelius and her Amarillo High school public speaking class.

Amarillo was a delightful host to her neighboring cities from all over the Panhandle. Entrants from Quanah, Pampa, Lubbock, Childress, Friona, Canyon and Borger were present.

Entrants from Hereford were made in extempore speaking, declamation and debate, boys and girls, in every event. The extempore speakers were Wayne Evans and Ruth Smith. Declamers were Arlice Mobley and Lorraine Massie. Debaters were Bill McLean, Clyde Hussey, Florene Hunter and Elizabeth Spradley.

None of the contestants placed in the events, but everyone felt as if he received some benefits from the tournament. The greatest lesson which all contestants learned was that "genius is 98 per cent perspiration and two per cent inspiration."

MR. WILSON

Mr. Wilson went to school in Lockney during his grammar school career, and went to high school at Harper, Kansas. Mr. Wilson went to college for one year in Kansas and three years in WTSTC. After leaving college he taught at Clovis one year and was superintendent of consolidated rural schools two years. He came to Hereford in 1930. This makes his fifth year in this school. He teaches geometry and algebra and is one of the best basketball coaches HHS has ever known. He is sponsor of the Cowhand organization and of the Sophomore class. He is popular and well liked by all of the students of HHS.

POISON DRINKS

In Gloversville, Utica and Rome, New York, 32 persons showing these symptoms: intense pains in the back and stomach, dizziness, numbness, blindness and, finally, coma. Each of the 32 died. Each had been drinking poison alcohol. Hysterical persons, fearing that they also had swallowed lethal drinks, besieged hospitals.

Jumbo News

BY MRS. J. W. BERRY

There was no school at Jumbo Monday because of bad weather.

Mrs. C. D. Gilliam spent Wednesday with Mrs. W. A. Hunter.

Mr. and Mrs. Pat Hardy and two children were Sunday guests in the M. L. Hardy home.

Frank Jones and Mrs. Mildred Bailey spent the week end in Canyon with relatives.

C. C. Hunter and family are driving a new car.

Mrs. Bell Oxford and son, William, attended the rabbit drive at Flagg last Monday.

J. C. Stork and family were in Amarillo Thursday.

Pat Hardy and family spent last Monday in the J. W. Berry home.

Mr. and Mrs. Chas. S. King and son were in Amarillo Friday evening visiting in the home of his brother-in-law, H. A. Field. His father, E. E. King, and daughter, Mrs. Ruth Reisdorph and son of Follett were week end visitors in the Field home. The Kings returned home Sunday evening.

Rev. W. C. Howell, Baptist minister of Dimmitt, filled his appointment at Dimmitt Sunday morning, but there was no service at night.

Mrs. Bertie Strain and sister-in-law of Canyon spent Tuesday with her sister, Mrs. M. G. Layman.

Dr. A. R. Matthews spent last Tuesday night in the home of his son, L. A. and family.

Many children in this community are having whooping cough. Betty Jo Baggett, Beulah Mae Layman, Leon and Merle Matthews have been very sick and under a doctor's care.

Mrs. Cocanougher and daughter, Miss Maggie, and William spent last Monday evening in the A. C. Flowers home.

Mrs. W. A. Hunter received a message Saturday evening that her brother-in-law, J. E. W. Jennings, of Lubbock had passed away. He had been in ill health some time, but his death came as a shock. Funeral services were held Sunday at Muleshoe, his former home. Attending the funeral from here were Mr. and Mrs. C. C. Hunter and children, Mr. and Mrs. Ullman Hunter, Mrs. W. A. Hunter, Finis and Sam, Mrs. M. L. Simpson and Tip Nunn, of Hereford.

Miss Kitty Oxford, Ward teacher, spent the week end with her mother, Mrs. Belle Oxford.

A number of ladies met with Mrs. W. A. Hunter Friday and quilted a birthday gift for Mrs. M. L. Simpson from her mother, Mrs. Hunter, and Mmes. C. D. Gilliam and S. M. Hunter. Present were Mmes. F. J. Axe, Ullman, Finis and Sam Hunter, Gilliam, Simpson, C. C. Hunter and the hostess.

A community play, "Beads on a String," will be presented at Jumbo Friday night, March 1. Admission will be 10 cents, or two for 15, or 30 cents per family. Proceeds will be used to buy play ground equipment. Let all the community come and assist these young people in a worthy cause.

About 30 friends of Mr. and Mrs. C. A. Wolf gathered at their home Sunday with well filled baskets to surprise Mrs. Wolf on her birthday. Enjoying the day were Messrs. and Mmes. Fred Winfrey and family, Dieter and family, Wedel family, Ed Tiefel, Henry Tiefel, Mr. C. A. Wolf and boys, C. J. and wife and Harold, and Gus and Fred Teitjeans. A most enjoyable day was spent.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

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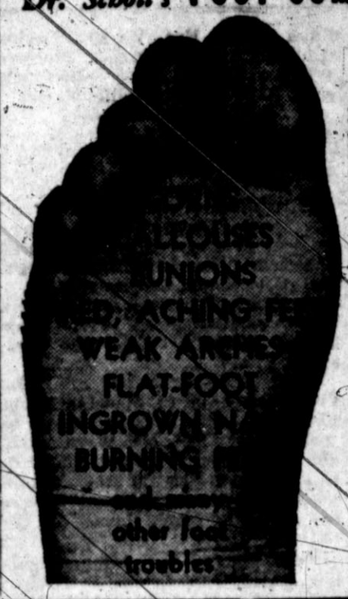
GLEN SNYDER

Do your FEET HURT?

Are you bothered with a hurting corn, callous, bunion, Athlete's Foot, itching feet and toes, excessive perspiration, weak or fallen arches? There is no need to suffer any longer. The representative of Dr. Wm. M. Scholl, internationally famous foot authority, will be in our store on the following date to show you, without cost or obligation, how to obtain quick relief from your particular foot trouble. Attend this

Dr. Scholl's FOOT COMFORT Demonstration

Saturday March 2nd.



Dr. Scholl's representative will show you WHY your feet hurt and HOW to obtain relief. He will demonstrate the effectiveness of a particular Dr. Scholl FOOT COMFORT Appliance or Remedy for every foot trouble. Remedies, 15c, 25c, 35c and 50c. Dr. Scholl's Balanced Posture Arch Supports, orthopedically and scientifically accurate in the minutest detail—at

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SPECIAL WINTER BLEND

CONOCO BRONZE HIGH TEST GASOLINE

Don't let a blizzard keep you from using your car! That's when you need it most. BE PREPARED! Just fill your tank with *Special Winter Blend* Conoco Bronze Gasoline, the high-test blend made for sure-fire starting in sub-zero weather. A MONEY SAVER! Conoco Bronze saves your battery. You choke less—waste no gasoline. FILL UP TODAY! Drive into your Conoco dealer's for a tankful and be set for blizzards.

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5 per cent Federal Farm Loans.

Friona Doings

The sudden drop in temperature caused a bit of consternation and some damage in that automobile radiators, water pipes and house plants in this vicinity were frozen Sunday night and Monday morning.

Bill Hamlin, employed in an Amarillo drug store, visited his parents and friends here Tuesday evening.

The Junior Woman's Club met in the home of Miss Thelma Osborn Tuesday evening. Members present were Mmes. A. C. Echols, Henry Lewis, E. B. Wills, J. G. McFarland, Wright Williams, R. L. Wills, James Bragg, S. H. Osborn, F. B. Raybon, Misses Wanda Walker, Mary Katherine Crawford, Edith Galloway, Orma White, Lola Goodwine, Martha McFarland, Thelma Osborn and the guest, Miss Lillian Rainey. The president, Mrs. Williams, sponsored an original rhyme contest in which Mrs. Bragg was awarded first prize.

Mrs. J. W. Wood and little daughter left Tuesday for Thermopolis, Wyoming, to join Mr. Wood, who is employed in an oil refinery there. The friends of this family extend best wishes for their future in the new home.

Miss Thelma Osborn spent the week end with Miss Martha McFarland.

A group of friends gathered in the home of Miss Edith Galloway Thursday afternoon to enjoy a few rounds of bridge. Present were Mmes. Tommy Galloway, honor guest; J. R. Roden, E. B. Wills, B. F. Meeks, Neva Raybon, Misses Mary Katherine Crawford, Lillian Rainey, Thelma Osborn and the hostess.

Mrs. Raymond Maples of Pampa was in Friona the first of the week visiting and completing arrangement for the removal of her furniture to the new home.

Mrs. W. B. Stark, who has been away under medical treatment for several weeks, returned home last Saturday night.

Mrs. J. B. Brookfield was a Sunday visitor in the W. C. Osborn home.

Mrs. Jack Gray of Pampa is visiting her parents, Mr. and Mrs. Nichols.

The Friona High school chorus entertained radio audience from KGNS in Amarillo Friday afternoon and KICA in Clovis, "Portraits on the Air," Saturday afternoon.

Miss Bonnie Curry, member of the high school faculty at Vega, spent the week end in the home of her parents, Mr. and Mrs. A. A. Curry.

Mrs. A. W. Wood was a business visitor in Amarillo Tuesday.

Fred Helmke, who has been seriously ill from an attack of pneumonia, is reported much improved.

Mr. and Mrs. H. T. Magness and little son, Tim, were in Farwell Tuesday evening on business while there visited relatives and friends.

Miss Juanita Crow was at home over week end.

The Friona girls' high school team played basketball at Hereford Thursday evening and again at Dimmitt Saturday evening.

Miss Pauline Parr, who has been at Hot Springs, New Mexico, the past few weeks, returned home last week.

Miss Geraldine McFarland spent the week end with Misses Irene Sims and Ruth Brown.

Mrs. Sam Taylor, who has been in Amarillo at the bedside of her husband for the last week, was home this week end. She reports Mr. Taylor's condition improved.

The rabbit drive south and east of town Friday was reported a great success. Lunch was served at the Elmer Euler home five miles southeast of Friona.

rian-Sims Notes

MRS. J. M. CHAPMAN

The primary room at Sims, Montgomery teacher, gave a program on Lincoln's birthday.

The school children enjoyed a valentine exchange February 14.

The teachers and children made a trip to the breaks Monday afternoon. A weiner roast was featured.

Friends of Mrs. Jack Fortenberry gathered at her home Friday evening to help her celebrate her birthday.

The teachers, Guilford Miller and Miss Montgomery, attended a rural teachers meeting at Canyon Saturday.

Virginia Chapman was home from Sunday from Vega school.

Mr. and Mrs. Tom Bohannan were at Weatherford last week.

Mrs. I. and John Allen Morris were to Hereford Saturday.

Mrs. Chapman and Carl Johnson were in Amarillo Sunday.

d News Notes

B. WILEY ROBERSON

The Ward rabbit drive was a success. Scores of rabbits were in and a barbecue dinner at the school house was enjoyed by all. Among those attending were people from Borger, Amarillo, Vega, Hereford and Dawn. Mr. and Mrs. Ernest Comer of Dawn spent the past week in the home of Mr. and Mrs. G. M. Davis, Fincher and Oxford, Altus and Wesley Mrs. George Suggs visited in the home of Mr. and Mrs. Bill Tuesday night.

Miss Emily Fincher, who had been visiting at Ward with Misses Ruth Oxford, returned to her home in Tulia Sunday.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. C. P. Caldwell, Miss Eunice, and Miss Lilla Short attended the singing convention at Friona Sunday.

The club met last Wednesday with Mrs. Gilbert Donovan, with 11 members and one visitor, Mrs. Clarence Botts, present. After a short business meeting the club ladies pieced quilt blocks. The next meeting will be the first Wednesday in March at the home of Mrs. Ray Hershey. The ladies will meet then for an all-day session, with a covered dish luncheon at noon. Ladies bring needles and thimbles, as a quilt will be quilted.

Mr. and Mrs. Ray Hershey attended the Masonic banquet at the Baptist church in Hereford last Thursday night.

Glenn Ricketts spent Saturday night with Luke McBrayer.

Mrs. Ray Hershey attended a Sunday school party at the home of Mrs. Hawkins last Tuesday.

Odessa Cockrell spent Saturday night with Ira Jeanne Ricketts.

C. R. Caldwell and Eunice Caldwell attended the rabbit hunt at Ward Friday.

Miss Arseneaux gave a party to the young people of the community Friday night at the home of Mrs. Albert Higgins.

Mr. and Mrs. C. P. Caldwell and Miss Eunice spent Sunday in the Joe Kendall home at Hereford.

Friday night Howard Higgins became ill with an attack of appendicitis. He was taken to the Deaf Smith County Hospital and Dr. Gish of Amarillo, operated Saturday night. He is getting along alright. Mrs. Higgins is staying in Hereford for a few days.

Miss Lilla Short is staying with Miss Arseneaux while Mrs. Higgins is away.

Mr. and Mrs. Mays and daughter of Amarillo visited in the Luke McBrayer home Sunday.

Mr. and Mrs. Emmett Blakemore, Forbes and Jimmy spent Sunday in the J. E. Blakemore home near Summerfield.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

WMS met with Mrs. Dick Allred last Thursday. All enjoyed the program and the evening.

Mrs. Rogers gave a quilting at her home last Thursday.

Wildorado school dismissed for a half day holiday Friday, February 22, honoring the birthday of George Washington. In the afternoon the boys planted trees and this was followed by tennis games. The girls served cake, sandwiches, cocoa and all-day suckers.

A number of women met in the home of Mrs. Burum last Wednesday for a social gathering.

Jack Moore who has recently returned from Colorado, spent Monday night with Cecil and Burl Oglesby.

Mr. and Mrs. Cecil Allred have a new car, bought last Wednesday.

Miss Wannie Thomas has been absent from school several days because of illness.

Mr. and Mrs. Oglesby made a business trip to Amarillo last Saturday.

TRY A WANT AD IN THE BRAND

Ford Doings

MRS. H. M. BENSON

Take Produce to Carl's Gro. tf

The community was saddened Friday by the death of F. W. Brunson, who was thought to be recovering from an operation until he grew worse and died after a second incision was made Thursday. Funeral services were conducted at the Methodist church in Claude at 2 o'clock Saturday afternoon. Burial was in the Claude cemetery. A host of relatives and friends here attended the funeral. The community extends deep sympathy to the bereaved in their distress and may God give to them His comfort and blessings.

There was no Sunday school at Ford due to the high wind and cold weather. Rev. Godwin did not fill his appointment.

Mrs. Harold Wilson attended the home demonstration club meeting at the home of Mrs. H. Climer Friday.

Tom Bassett was in Vega last Friday.

Mr. and Mrs. Earl Dyer and children went to Hereford Saturday.

Misses Rachel Shields and Ida Lee Copeland spent Sunday night with Mr. and Mrs. Ted Langley.

Hardy Benson made a business trip to Hereford Saturday morning.

Mr. and Mrs. Joe Phipps were callers in the W. M. Steward home Friday.

We never learn much in the mistakes of others; the knocks we receive are the only ones that make an impression.

Summerfield News

MAUD E. NOLAND

Study club met last Thursday at noon with a covered dish luncheon at the home of Mrs. Lee Curry. "Winning Frontier" was the subject. The Forty-Niners, Mrs. L. L. Cannon; Pike's Peak or Bust, Mrs. O. B. Roberson. Mrs. Troy Welty gave The Mexican Cession. Nine members were present. Next meeting March 7 with Mrs. B. E. Roberson, Mrs. Curry leader.

Several from this community attended the singing convention at Friona Sunday.

C. R. and G. W. Walser were in Sudan Wednesday, returning home Thursday.

Mr. and Mrs. L. B. Lookingbill made a business trip to Friona Friday afternoon.

B. A. Atchley and family returned from Hot Springs, N. M., Wednesday, where they had been for three weeks.

Mrs. Ray Johnson and Billy Ray, Miss Morris and J. W. Cox were in Amarillo Tuesday. Ray Johnson returned with them Wednesday. He had been in Tulsa, Oklahoma, on business.

T. M. Noland of Floydada and Henry Ely of Plainview brought a truck load of furniture to J. W. Cox Monday and spent Monday night in the J. A. Noland home.

Lee Kendall and Ky Lawrence were sick last week.

Mack Noland of Dumas was at home Sunday, returning to Dumas Monday night.

Everyone is invited to attended a meeting of farmers at the school house Thursday night of this week to reorganize.

Mrs. Gandy, Clifford and Henry visited the Oglesby home Wednesday.

Mrs. Beulah Roberson of Hereford spent the week end with her son, Chas. Roberson, and family.

Mrs. Wilson Vines and Juanell took birthday dinner with her father, Mrs. Cross, at Friona last Sunday.

Mr. and Mrs. Charlie New of Hereford spent a day recently with Mr. and Mrs. Harold Hawkins.

Mr. and Mrs. J. E. Roberson and Britt Clark went to Ancho, New Mexico, on a visit Thursday, returning home Saturday.

Mr. and Mrs. Frank Lookingbill, Mrs. J. L. Lookingbill visited relatives at Tulia last week end.

Robbing Peter to pay Paul is now recommended as a political nostrum to cure all our financial ills by every nut in the country. What Peter has to say about it is ignored completely.

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ARMAND'S 55c face powder	47¢
LUXOR 55c face powder	43¢
ALMOND and CUCUMBER 50c hand lotion	39¢
ULTRA 50c lotion, pint	39¢
NYSIS $1.00 Cleansing cream	69¢
WOODBURY'S 55c face cream	47¢
POND'S 55c face cream	69¢
40c size	29¢
LADY ESTHER 55c Face Cream	47¢
ODORONO 38c Deodorent	29¢
AMOLIN 60c Deodorent Powder	49¢
FITCH'S $1.50 shampoo	$1.19
75c size	59¢
LUCKY TIGER $1.10 hair tonic	89¢
55c Size	43¢

38c Size Mum DEODORENT 29¢

$1.00 Size Vitalis HAIR TONIC 89¢

75c Size Bayer's Aspirin 69¢ 25c size ..... 23¢

KOMPO Bile Salt 50c Size ... 39¢ $1.00 Size 79¢

DR. WEST'S 50c Toothbrush	43¢
PEPSODENT 50c antiseptic	45¢
$1.00 size	89¢
25c size	23¢
LISTERINE 25c Toothpaste	23¢
LISTERINE 50c Antiseptic	45¢
75c Size	69¢
25c Size	23¢
MILK MAGNESIA 50c Toothpaste	39¢
NYDENTA 50c Toothpaste	39¢
PENETRO 25c Nose Drops	19¢
BLACK DRAUGHT 25c package	19¢
MARLIN CRYSTALS $1.00 box	89¢
MENTHOLATUM 60c jar	49¢
30c size	27¢
BATHING ALCOHOL 50c bottle	39¢
LYSOL 30c Disinfectant	25¢
WINE CARDUI $1.00 bottle	89¢
LYDIA PINKHAM $1.50 Compound	$1.29
PROPHYLACTIC 50c Toothbrush	43¢
NYSEPTOL 35c Toothbrush	29¢
NYSEPTOL 25c Toothpaste	19¢
NYSEPTOL 75c Antiseptic, pint	49¢
ARMAND'S 75c Body Powder	69¢
DR. WEST'S 25c Toothpaste	19¢
WOODBURY'S 55c Face Powder	47¢
HONEY and HOREHOUND 50c Cough Syrup	39¢
NYAL 75c Aspirin	39¢
KOTEX 20c box	19¢
KLEENEX 25c package	19¢
WOODBURY'S 10c Soap, 3 for	25¢
ASPIRONAL $1.00 size	89¢
WATER BOTTLE $1.25 value	79¢
FOUNTAIN SYRINGE $1.25 size	79¢
SOCIAL STATIONERY 50c box	39¢

Chamberlain's Lotion 55c Size 39¢ $1.10 Size 73¢

Coty's FACE POWDER $1.10 Size 69¢

SYRUP PEPSIN $1.20 size bottle	98¢
60c Size	49¢
MINERAL OIL $1.25 bottle	89¢
MILK MAGNESIA 50c size bottle	39¢
EX-LAX 25c Laxative	23¢
VICK'S 50c nose drops	43¢
VICK'S 35c Vapo-Rub	29¢
PENETRO 25c Salve	19¢

$1.00 Size Crazy Crystals 89¢

55c Size JERGEN'S Lotion 39¢

ALL SPECIALS SELL FOR CASH ONLY

Food Values Galore

STOCK UP AND SAVE!

FRIDAY AND SATURDAY SPECIALS

OUR SPECIALS ARE CASH

COMPOUND, 8-lb carton, Pure White Brand	$1.10
CORN, No. 2 can	10¢
SALMON, Pink, No. 1 tall can	11¢
PEAS, No. 2 can Mayfair, 2 cans	25¢
MUSTARD, 5 ounces in shaker	5¢
TUNA FISH, regular 15c size, 2 for	25¢
SALAD DRESSING, quart jar, W. P.	31¢
SOAP FLAKES, Blue Barrel, 5-pound box	32¢
DATES, 1½-pound package	22¢
ORANGES, 176 size, nice and ripe, dozen	23¢
COFFEE, bulk Peaberry, pound	17¢
PEACHES, 2½ can, in syrup	15¢
SPINACH, Arkansas, No. 2 can, 3 for	25¢
HOMINY, No. 2½ can	10¢
PORK & BEANS, Armour or Libby, 4 cans	25¢
CRACKERS, 2-pound box	18¢
EGGS, fresh country, dozen	18¢
SUGAR, 10-pound bag	51¢
APPLES, fancy Winesaps, dozen	21¢
RICE, bulk whole grain, 3 pounds	17¢
GINGER SNAPS, pound package	14¢
CHIPSO, large package	19¢
LEMONS, Sunkist, 360 size, dozen	19¢
PINEAPPLE, No. 1 flat, 3 for	25¢
CATSUP, White Swan, 14-ounce bottle	18¢
SALT, one pound, eight ounce package	4¢
SMACKS, 14-ounce box	15¢

FRANK'S CASH GROCERY

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

STAR THEATRE

Hereford, Texas

Thursday

Last Showing of
"SHADOW OF DOUBT"

SATURDAY

SATURDAY MATINEE ONLY
From 10:00 a. m. to 6:00 p. m.
Buck Jones
in
A Big Western
SPECIAL COMEDY
ONLY 10¢
First 25 Kids Free!

Friday Only

MATINEE AND NIGHT
ANOTHER BIG 10¢ SPECIAL
"PURSUIT OF HAPPINESS"
With
Charles Ruggles, Mary Boland, Francis Lederer.
Chapter Two of
"RUSTLERS OF RED DOG"

SATURDAY NIGHT ONLY
From 6:00 p. m. until Midnight
The Big Jungle Special
"Baboona"
It's Greater Than
"Bring 'em Back Alive"
Come Early—Get Good Seats
IT'S THRILLING!

Sunday, Monday Tuesday

YOUR FAVORITE STAR IN HIS HAPPIEST ROLE



WILL ROGERS in THE COUNTY CHAIRMAN

by GEORGE ADE a FOX picture with
EVELYN VENABLE · KENT TAYLOR
Louise Dresser · Mickey Rooney
and STEPIN FETCHIT

News and Mickey Mouse

REGULAR ADMISSION

If your license number is in this ad it entitles one family FREE to see this picture

292-681

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PERSONALS

Dr. and Mrs. Fred Standefer of Lubbock were in Hereford last Saturday and Sunday visiting Dr. T. L. Morgan, who is ill.

Mrs. Lena Stubbs of Amarillo is a visitor this week in the home of her niece, Mrs. T. L. Morgan.

There will be a basketball game between the High School Band Mothers and the Junior Band Mothers this evening at 7:30.

Miss Carey Estes spent last week-end in Amarillo visiting with friends.

George Brumley made a business trip to Tulia Wednesday.

A seven-pound girl was born to Mr. and Mrs. Ellis Wilson February 19.

Eight more wheat checks totaling $731.86, were received Monday, according to Dewey Reed, county agent.

Cooper Dewey was in Amarillo attending the meeting of highway engineers last Thursday.

Mr. and Mrs. W. J. Smith and family spent the week end in Brownfield, where F. E. Walters, father of Mrs. Smith, celebrated his seventy-fourth birthday.

HOSPITAL NOTES

Dr. T. L. Morgan is much improved today. He is convalescing from an appendix operation.

Howard Higgins, 15, underwent an appendix operation Saturday.

Mrs. Ralph Smith, ill for several weeks, is showing improvement.

Card of Thanks.

We take this method to express our appreciation of the many kind deeds and loving sympathy shown us in the illness and death of our darling baby girl, Elaine Manning.

Mr. and Mrs. Roy T. Manning and Children,
Mr. and Mrs. Russell Daniel,
Mr. and Mrs. Aubrey Daniel and Jerrold,
Mr. and Mrs. Buddy Curtsinger and Eddie Ray. 1p

WILL ROGERS PLAYS VIVID ROLE IN 'COUNTY CHAIRMAN'

Will Rogers, the inimitable, will be here again—and that's as good news as that prosperity is back!

On Sunday, Monday and Tuesday at the Star Theatre, this star's newest Fox Film production, "The County Chairman," will show to a delighted audience as perhaps Will's finest vehicle to date—even more mirthful, human and engrossing than "David Harum," "Handy Andy" or "Judge Priest."

"The County Chairman" has been adapted from George Ade's famous stage play of a generation ago and deals with small-town politics back at the turn of the century. Their colorful personalities, their frenzied rallies, their intense feeling made of them a different game from politics today—conducted with reserve and dignity via the radio.

The star is seen as the seasoned veteran of many a campaign—the fiery war-horse of his state, who knows every family skeleton by its first name—and doesn't hesitate to use them! He may be the best baby-kisser in the county, when the need arises, but he's also the stormy petrel of the political camp and a genuine fire-eater. It is another triumph of characterization for this lovable star.

In his support, there is a notable cast of players, many of whom have worked with him in earlier screen hits. Evelyn Venable and Kent Taylor, the young lovers of "David Harum," have important roles and others featured are Louise Dresser, Mickey Rooney and Stepin Fetchit.

ALBINO DEER EXHIBITED

Raleigh, N. C.—An albino deer was killed recently in Northampton county and presented to the state museum here. The deer, a large buck, weighing 170 pounds, is the second of his species to be received at the museum. Old hunters say that albino deer are very rare.

MOTHERS-IN-LAW TO HAVE DAY IN AMARILLO MONDAY

Thousands of mothers-in-law will be feted in Amarillo next Tuesday when the governor of Texas appears to pay his homage to the second Mother-in-Law Day.

March 5 will be re-dedicated to mothers-in-law and all West Texas will be on hand to pay tribute to them. Governor Jimmy Allred will make his first trip from Austin since the inauguration to speak before the group.

A day of free entertainment has been planned for the visiting mothers-in-law. Cafes and drug stores in Amarillo will serve free coffee, ice cream and sodas to all who wear the sweet-pea badge.

A parade in which a dozen bands will participate will be formed of the mothers-in-law and they will pass in review before the governor. Newsreel cameras will record the demonstration.

Registrations for mothers-in-law will start at 9 o'clock in the Amarillo Hotel and the Amarillo Building.

At 1 o'clock the governor will speak to the assembly on Polk Street. The most distinguished mother-in-law in Texas, Mrs. Oran Miller of Wichita Falls, mother-in-law of Governor Allred, will be crowned.

At 1:30 the parade will start and wend its way to the Municipal Auditorium, where the governor will speak to the mothers-in-law. At 3:30 all theatres will be thrown open to the honor guests for a free movie.

The first Mother-In-Law Day was celebrated last year. It was sponsored by Old Tack as a tribute to his mother-in-law. The idea spread rapidly and mother-in-law clubs were formed over the entire nation. Many will send delegates to the celebration in Amarillo.

IDLE CHILDREN

The number of boys and girls between 16 and 21 who are out of school and out of work is estimated at about 3,000,000 by Miss Katherine Lenroot, new chief of the Children's Bureau.

FOR BEST RESULTS



MERIT ALL-MASH STARTER

All-Mash Starter answered chick feeding question for hundreds of West Texas poultrymen who swear by it. Ninety-five per cent of all West Texas Hatcherymen feed and recommend Merit All-Mash Starter which is conclusive proof of its superior quality. It insures life and sturdy growth.

SUCCESSFUL POULTRYMEN PREFER MERIT

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West Texas Feed and Seed

S-P-E-C-I-A-L-S

VANILLA	Extract, 8-ounce bottle	19¢
WASHING POWDER	Swift's Pride, larges, 2 packages	23¢
SARDINES	American, 4 cans	15¢
SNOWDRIFT	6-lb pail $1.04, 3-lb pail	54¢
SOAP	Palmolive, 3 bars	14¢
BEANS	Green cut, stringless, 3 No. 2 cans	25¢
MINCE MEAT	White Swan, 3 packages	25¢
BROOMS	Good ones, each	39¢
JELLO	Any flavor, 3 for	19¢
SUGAR	10-pound bag	51¢
COCOA	Hershey's, pound 12¢, 8-ounce can	8¢
BEANS	Small Navy, 3 pounds	19¢
CORN FLAKES	Jersey or Kellogg's, package	11¢
SOAP	P. & G., small sizee, 10 bars	29¢
PRUNES	No. 10 size	31¢
CRACKERS	Graham, 2-pound box	23¢
MUSTARD	Quart jar	15¢
TOILET TISSUE	Fort Howard, 3 for	19¢
POTTED MEATS	Three cans	10¢
OATS	Large round package	19¢
SYRUP	Worth's Maple Flavor, gal 69¢, half gal	36¢
RAISINS	4-pound package	29¢

SANI-FLUSH, three small cans	25¢
ME-LO, large package	18¢
HY-PRO, quart bottle	15¢

SMOKE SALT	For curing meat, 10-pound can	79¢
BAKING POWDER	K. C., 25-ounce can	18¢
MACARONI	OR SPAGHETTI, package	5¢
CRACKERS	2-pound box	17¢
RIPPLED WHEAT	Package	10¢
SOUP	Heinz, any flavor, can	9¢
PINEAPPLE	Broken slices, No. 2½ can	19¢
SMACKS	Large Package	15¢
CABBAGE	Pound	3½¢

FRESH FRUITS and Vegetables

GRAPES, fresh from Argentina, pound	25¢
LETTUCE, firm heads, each	6¢
SPUDS, 10 pounds	19¢
APPLES, Winesaps, dozen	23¢
ORANGES, large, dozen	29¢
LEMONS, large Sunkist, dozen	19¢

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A car of the newest and most attractive furniture just received. In this shipment you will find just the suite—the couch—or the occasional piece you need to make your home more liveable.

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