

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 6.

The Hereford Brand, Hereford, Texas, Thursday, February 15, 1934.

Five Cents Per Copy.

CHILTON APPOINTED COUNTY RELIEF HEAD HERE

Westway Hogs Rural Tourney

Pupils of the Westway school hogged nearly all the honors of the county rural basketball tournament held here last Saturday.

Exhaust Gas From Tractor Injures Pair

Carbon monoxide gas, that innocent looking smoke that is discharged through auto and tractor exhaust pipes, nearly laid low two Hereford business men Tuesday morning.

Deaf Smith Corn and Hog Producers to Get \$50,000

Deaf Smith county corn and hog producers will receive almost \$50,000 in allotment moneys for reduction of those crops.

State To Aid In Beautifying Of Dump Ground

E. H. Gohmert, state highway engineer of Canyon, reported to County Judge C. W. Humble he had approved and sent to the state headquarters a plan to beautify the plot of ground east of Hereford known as the "dump grounds."

325 WORKMEN IS QUOTA SET BY STATE; MAY BE REDUCED

W. W. Chilton, sent here several weeks ago as a relief investigator, was appointed county relief administrator last week.

Friemel Trial Set For Today

The trial of Ted and Harry Friemel, jointly indicted by the grand jury during the present term on a charge of possession of a still and having liquor for sale, is scheduled to start today in Judge Reese Tatum's district court.

"The quota here was reduced last month by orders from state and federal officials," Chilton said.

A. R. Johnson of Austin was appointed new state relief chief this week. No orders pertaining to a reorganization of the set-up have been received by Chilton.

Word has reached here that the mysterious special road fund appropriated last fall for relief in drought-stricken West Texas counties had been located by the new state chief and the highway commission will have charge of spending it for road construction in those counties.

"It is the plan gradually to reduce the Civil Works program until May, when it is to be stopped entirely," Mr. Chilton said.

The relief organization is housed in new offices on the ground floor of the court house. Chilton has effected an entire reorganization of his office.

This week he is submitting a number of new projects upon which to keep the men working.

"Most of the present projects are approaching completion," he said, "and we plan to have enough work on hand to keep all the men working."

Herd To Close Schedules Here

The Hereford Whitefaces, champions of Deaf Smith county, will wind up their basketball schedule this week in a two-game series with the Amarillo Golden Sandies.

Mrs. Jowell Enters Treasurer's Race

Mrs. Nona Jowell announced today that she will make the race for treasurer of Deaf Smith county, subject to the Democratic primary of July 23.

Dr. Condron Will Be Here Monday

Dr. S. H. Condron, head of the government and economics department of the West Texas State Teachers College, will speak here the evening of Monday, February 26, on international relations and disarmament.

Penney Store Will Open Here Friday

The J. C. Penney Company, a newcomer among Hereford's business institutions, will open in the new J. Ray Building on Main Street tomorrow morning.

Girl Debaters In Practice Match

Girl debate teams of Hereford and Friona High schools met in a practice argument Tuesday night here.

Troy Womble to Consumers Meet

Troy Womble left Saturday for Chicago where he will attend the National Consumers Association convention to be held there Monday, Tuesday and Wednesday of this week.

Wives Are Feted At Lions Banquet

Members of the Lions Club Tuesday night fed and entertained their wives at a banquet in the Presbyterian church.

Miss Westbrook Has Appendix Operation

Miss Bess Westbrook, teacher of science and physical education in Hereford High school, was operated on for appendicitis at the county hospital last Saturday.

Rev. McWilliams Attends Meeting

Rev. E. R. McWilliams, pastor of the Christian church, attended the mid-winter conference of ministers of Christian churches in Fort Worth Tuesday and Wednesday of this week.

Friona Citizens In Community Meet

People of Friona and vicinity attended a party in the basement of the Congregational church at Friona Friday evening.

Post Office Exams Will Be Held Here

Examinations to fill positions of postmaster at Bovina, Dimmitt, Farwell and Silverton are to be held in Hereford, according to a communication from the Civil Service Commission.

Pink Gilliland Is In Campaign

Pink H. Gilliland, a citizen of Deaf Smith county for over 25 years, has announced his candidacy for the combined office of sheriff, tax collector and assessor.

Culpepper Seeks Precinct 3 Post

H. D. Culpepper announced his candidacy last week for the post of county commissioner from precinct No. 3.

Hereford Masons to Amarillo Feb. 22

Hereford Masons plan to attend a joint session of Amarillo Lodge No. 731 and Palo Duro Lodge No. 1239, A. F. & A. M., in Amarillo Thursday, February 22, the occasion being the celebration of George Washington's birthday.

WHITEFACE CAGERS LOSE TO CANYON AND WIN FROM TULLA

A win and a loss was the record of the Whiteface basketball team in a pair of games last week. On Friday night they journeyed to Tulla, there trouncing the Hornets for the second time this year.

Player	FG	FT	TP
Smith, st	0	0	0
Baker, g	2	0	6
Womble, sg	0	0	0
Carlyle, sg	0	0	0
Totals	16	6	38
Tulla—			
Jennings, f	0	0	0
Evans, sf	0	0	0
Cashy, f	2	0	4
Bucanal, sf	1	0	2
Stages, c	0	1	1
Fletcher, sc	1	1	3
Butler, g	3	1	7
Spear, c	1	0	2
Harmon, sf	0	0	0
Totals	8	3	19
Summary: Score at half, Hereford 27, Tulla 10. Personal fouls, Russell, Clayton 4, Daniel, Womble, Bucanal 3, Stages, Butler 3, Harman.			
HEREFORD	FG	FT	TP
Baker, f	1	3	5
Seed, f	3	0	6
Clayton, c	1	2	4
Cockrell, sc	0	0	0
Daniel, g	0	0	0
Womble, g	0	0	0
Totals	5	5	15
CANYON—			
Braswell, f	0	0	0
Clouch, sf	0	0	0
Slack, f	3	1	7
Elliston, c	3	2	8
Williams, g	0	0	0
Solomon, sg	0	1	1
Ellison, f	1	1	8
Totals	7	5	19
Summary: Score at half, Hereford 10, Canyon 7. Personal fouls, Baker, Seed, Clayton 4, Womble, Braswell, Elliston 2, Williams 2, Ellison.			

Mack Beach Is Out For Sheriff's Job

H. M. (Mack) Beach, in the race for the office of sheriff and tax collector with which office will be combined the duties of tax assessor after the current term, Mr. Beach is at present the county assessor.

Wolfington Is Found Guilty In Wire Case

Fred Wolfington was found guilty and given a five-year suspended sentence in district court Tuesday for willfully cutting a wire fence.

African Missionary to Speak at Local Church

Miss Ruth Musgrave, for the past 15 years a missionary in the Belgian Congo region of Central Africa, will speak at the Christian church here next Monday afternoon and evening.

Congestion Relieved In County Tax Office

With the congestion in the routine work of the tax department of the sheriff's office, Peck Murchison, deputy tax collector, is busy this week preparing his report on state and county taxes paid.

FEED COMPANY BACK IN CREAM MARKET

The West Texas Feed and Seed Company is again buying cream and eggs, beginning Friday of this week.

The West Texas Company discontinued buying cream shortly after the Farmers Creamery began operations July 15, 1929.

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

MRS. SETH B. BOLMAN
Publisher and Manager.
DEWITT LANDIS
Editor.



TELEPHONE 30

NOTICE TO THE PUBLIC

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

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

SUBSCRIPTION PRICES:

Table with subscription rates: Zones 1 and 2, per year \$1.50; Zones 1 and 2, six months \$1.00; Outside Zone 2, per year \$2.00; Outside Zone 2, six months \$1.25; Outside Zone 2, four months \$1.75.

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

Young Democrats.

Considerable interest and comment were engendered throughout Texas a couple of weeks ago by the Young Democrats of West Texas when they came out flatly for sweeping constitutional reform in Texas.

This young organization in its action is grasping its greatest opportunity for leadership and is advocating changes which most intelligent Texans believe are needed.

We congratulate the Young Democrats of West Texas and believe with Dale Miller of The Texas Weekly that they "have enthusiasm and sincerity to see it through." A Deaf Smith County club of Young Democrats should be organized at once.

Truly important is the fact that relief agencies are furnishing along with food and clothing, cod liver oil for children of families on the rolls. The value of cod liver oil to growing children is well known and need not be discussed here. The significant point is that it is available and W. W. Chilton, the county's new administrator, is eager to furnish it to the needy.

E. F. Connell and H. H. Miller of Dawn made a business trip to Amarillo Tuesday.

By Their Words

What Panhandle Papers Say

Have you noticed the relieved expressions on most everyone's face since the grand jury has adjourned for good? It is funny how a little thing like that will make us all look different. "Pinky" Martin, in The State-Line Tribune.

Three-two, our four-months-old pup, didn't know what was happening when he got out in the rain this morning. He nearly ran his legs off trying to catch the rain drops, which he probably figured were some new kind of fly.—The Hale Center American.

Occasionally you see a speed maniac who will lie in the bed till time to go somewhere, then jump up, dress quickly and gulp a cup of coffee, then light a cigarette, jump in his car and astonish the natives with his frenzied driving, and eventually die the most expeditious way possible, and that is heart disease; instead of going calmly about his business and growing old gracefully and dying a natural death.—O. L. D. T. Imer, in McLean News.

If the average country newspaper man desired a sure way of making his troubles multiply—and they are too many now—all he would have to do would be to begin publishing all advance information about the prospective visit of the stork to the community, as do the big city dailies. Just another instance of how much more wholesome are the local newspapers who strive not for cheap sensation, but for the welfare and progress of the home community and its citizenship.—Clarendon News.

Some of us think so much about tomorrow that we haven't time to live today, a well-fed and warmly clad body may house a starved soul. Do you remember the last sunset you saw? Can you recall the smell of violets in the spring? Do you thrill to a yellow moon shining across our wind-swept prairies? Can you sit with quiet pleasure and listen to good music? Can you lose yourself in a good book? These are little things that make a large life. Take time to enjoy the small things, make each moment count for something. Live each day as though it were your last.—Babber, in Tulla Herald.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 13, 1903.)

Over at Portales, New Mexico, three tough Mexicans made the mistake of attempting to have some fun at the expense of a West Texan—the fun consisting of pistol shots fired at his feet. One fatally wounded Mexican and two others all cut up with a pocket knife ended the sport.

D. R. Gass & Son were building a warehouse adjoining their store.

The long-anticipated election to determine whether or not Hereford would sail along as an incorporated town had been held, and out of the 11 votes cast 90 favored the move and 59 were opposed. Incorporation having carried the old reliable political potter the old reliable "holding" and was really and truly "holding" and prospective candidates for the various places to be filled were popping up on every side. In fact it took almost a column in the Brand to enumerate all those suggested as being fitted for the places.

E. J. White was preparing to launch a new business in Hereford, proposing to put in a full and complete line of furniture.

Following the disastrous fire of a few weeks before, Hereford merchants were replacing the burned building with substantial bricks.

Rat Jowell had made a business trip to Roswell, New Mexico, the previous week.

Our Stoneback Subscriber says he's a mind to write Mr. Roosevelt and see if he can't get him to reduce the sand content of these windstorms by about 41 per cent, like he did the gold content of the dollar.—Hale Center American.

Lubbock citizens are trying to find out why the school board ousted Supt. M. H. Duncan, but the board is maintaining its position—wrongly, we think—that its action taken in executive session is no concern of the press, and the public. Another reason why we don't like recent weather is that it apparently was designed only for nudists. Whisky, complains the Carlsbad, New Mexico, Argus, is "getting no better since repeal." Well, neither are the drinkers thereof, which even things up.—Pampa News.

When officers are straining every effort to get the "bad men" behind prison walls, it is most discouraging to see bandits already stowed away being released in Oklahoma and Texas on parole, or through the executive pardoning system. Will some crime expert enlighten prison officials as to a method of keeping prisoners, once they are turned over to them? From the records it would appear that the state penal institutions in Oklahoma, Texas and Kansas are sorely in need of a good "shake up" with no probability of getting one. It must be the climate for one thing. No sooner do desperadoes effect their easy escapes from prison than they head for the Oklahoma hills and safety. In Oklahoma they are furnished guns and ammunition, food and hide-outs. Banks and filling stations keep them plentifully supplied with funds. Yes, it must be the climate.—Graham Crackers, in State-Line Tribune.

Hereford Masons, who lost their building in the recent fire, were meeting in the court house until completion of their new lodge rooms.

B. C. Roberson, from over Summerfield way, had been in town and renewed his subscription to The Brand.

A new concert grand piano had recently been installed in Hereford College.

A. G. and W. Boyce, and Ira Aten were advertising XIT ranch lands for sale at from \$5 to \$4 per acre.

(From The Hereford Brand, February 14, 1913.)

Ed Wilson of Abilene had bought the laundry and was preparing to open it at once for business.

John Sherman and W. S. Fullwood were the only two young men in the county to take out exemption certificates which entitled them to vote that year.

A total of 355 poll taxes had been issued, 91 less than the preceding year.

Probably for the first time in history that now familiar phrase, "car turns turtle," was used in describing that kind of an accident which happened near Canyon. To L. L. Johnson, Santa Fe agricultural demonstrator, belongs the honor of having ridden in the first car to "turn turtle."

J. H. Woods, local sheepman, was on his way from Fort Stockton with 8,000 sheep, which he had recently bought there. He was bringing the animals through the country and expect to complete the drive of about 300 miles by June 15.

E. E. Ramsey had paid The Brand a pleasant visit. It was generally understood then, as now, that when a "pleasant visit" was "paid" it was either a new subscription or renewal.

Workmen were ditching the court house grounds for installation of 18 hydrants. With water ready for use, the commissioners stated they would make the lawn a "thing of beauty and joy forever."

Henry Cloyd had bought the Hill Meat Market and was in active charge.

Oscar Cllett, grocer, offered to sell flour at \$3.10 per hundred, potatoes \$1.75; cane sugar, \$6.00; three cans hominy, 25c; three cans kraut, corn, string beans, pork and beans, tomatoes or pumpkin for a like amount. Evaporated peaches, raisins, apples or prunes were quoted at 10 cents per pound.

This area seemed to be elated over the discovery by an Oklahoma chemist of an economical method of making alcohol from kafir corn. They were boasting over the high price of gasoline and fuel oil and believed this might offer a way to lower cost of automobile and irrigation well engines.

We pay our taxes to sustain the county officials we help to vote into office, then when we need information from them, we get it from the other county officials because of their proximity—good roads makes the difference.

I was talking with one of your widest-read and most conservative citizens and the thought was given to me that if the county could be unified and developed for the common interest of all it would be a good thing and I do so heartily agree with that thought. Mary Mims book, "The Awakening Community," is such good food for thought. We become interested in Roosevelt's care for the "National Family" and we feel that a closer feeling of unity is our best asset. We are almost always willing to pay any reasonable price if we can bring home the bacon. Our forefathers said, "Taxation without representation is tyranny," and we still cleave to that idea. Just give us some details of a practical reason for our sharing your tax burden and we shall say "aye" for we are education conscious.

We would favor very much becoming a part of your independent school district, sharing your tax burden, if our children of the rural districts have the same opportunities that your children have in the accredited high school. There immediately arise grave problems. How are you going to overcome distance—and make opportunities the same for us who are 25 miles from our county seat? Proximity to market is an economic law that cannot be disregarded without economic destruction. School busses would have to be equipped with sleeping compartments. If our county-wide district is prosperous and establishes dormitories and make life as ideally home-like as humanly possible, I still contend it would not be the wholesome thing for the tiny tots who are just entering school. The best of education cannot be a substitute for the intelligent mother's care and molding of the tender, timid child's character, but our taxes would be for grade and high school pupils alike. Now for the last consideration, I say we would have to move our county seat to somewhere near the center of the county. In order to do this we would only have to create public opinion to do a thing, then it is done. From our standpoint this is the only feasible plan of affording us opportunities for free access to the higher degrees of learning. As we are now situated, we send our children to accredited high schools when we can manage the board bill and the school district in which we live pays the tuition—so you don't help us with the in-

Public Opinion

A Cry from the Hinterland.

By MRS. JOHN J. BOLING
Dear Editor: I read with interest Mr. Baskin's letter of week before last. I rather enjoyed it for it had a progressive ring—rather Utopian. I have no acquaintance with Mr. Baskin, hence my comments shall not be personal, but I would objectively treat his thought.

ducement of free tuition. We pay our taxes to sustain the county officials we help to vote into office, then when we need information from them, we get it from the other county officials because of their proximity—good roads makes the difference. I was talking with one of your widest-read and most conservative citizens and the thought was given to me that if the county could be unified and developed for the common interest of all it would be a good thing and I do so heartily agree with that thought. Mary Mims book, "The Awakening Community," is such good food for thought. We become interested in Roosevelt's care for the "National Family" and we feel that a closer feeling of unity is our best asset. We are almost always willing to pay any reasonable price if we can bring home the bacon. Our forefathers said, "Taxation without representation is tyranny," and we still cleave to that idea. Just give us some details of a practical reason for our sharing your tax burden and we shall say "aye" for we are education conscious.

That X-tra something - INGREDIENT X PURINA EARLY-HATCHED CHICKS PAY BEST KEEP PURINA CHICK STARTENA -the best starting mash, before the chicks at all times. Then watch them develop into strong, healthy pullets. We Carry a Complete Stock of PURINA FEEDS CAR LUMP AND NUT COAL NOW ON TRACK McLean & Pitman Grain Company Phone 1. Buy At Home We Deliver.

BUSINESS AND DIRECTORY PROFESSIONAL ABSTRACTS LUNCHES THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks Candles Magazines NURSING PRACTICAL NURSING At My Home Or At Yours 25 Years Experience MRS. A. B. GORDON Second floor west on Eighth Street, off 25-Mile Avenue, Telephone 351 PHYSICIANS DR. T. L. MORGAN Physician and Surgeon Above Corner Drug Store Office Phone 403 Residence Phone 405

YOU ARE TO BE CONGRATULATED Mr. Ray, for the beautiful business building that you have just completed for the J. C. Penney Company Store We take off our hats to you for the splendid job you have done. Fox & Godwin Decorator and Paint Contracts for the J. Ray Building.

McCormick-Deering Service A GREAT DEAL OF FARM MACHINERY AT THIS TIME IS IN POOR REPAIR CONDITION. WHY NOT TALK THIS CONDITION OVER WITH OUR SERVICE DEPARTMENT? WE MAY BE ABLE TO HELP YOU. ALL TIMKEN BEARINGS SHOULD BE INSPECTED AND ADJUSTED AT LEAST ONCE A YEAR. Buchanan & Rosson YOUR I. H. C. DEALER

SWAP! Through the WANT-ADS Is This Too Good for Your Cough? Creosolium may be a better help than you need. It combines seven major helps in one—the best help known to science. It is made for quick relief, for safety. Mild coughs often yield to lesser helps. No one can tell. No one knows which factor will do most for any certain cough. So careful people, more and more, are using Creosolium for any cough that starts. The cost is a little more than a single help. But your druggist guarantees it, so it costs nothing if it fails to bring you quick relief. Coughs are danger signals. For safety's sake, deal with them in the best way known. (adv.) NO TROUBLE—NO WASTE SLICED BREAD 10c Loaf Hereford Bakery No more uneven slices, no discarded broken pieces. The same delicious flavor—and an extremely low price!

DAIRY PRAIRIE DAIRIE Grade "A" Milk Sweetmilk, Cream, Buttermilk. We Deliver Daily. PHONE 666 GAS-OILS W. J. (Bill) Smith Service Station Car washing, greasing, tire regripping, 100 per cent Conoco products. Corner First and Main Sta. Look for the Red Triangle. INSURANCE INSURANCE JNO. H. PATTON PHONE 50 OPTOMETRIST DON'T Neglect Your Eyes Dr. T. M. Montgomery At Close Drug Third Friday Each Month. MANOLOGY Manology - Colon Irrigation Spinal Adjustments - Vapor Baths DR. E. H. FERRIS 710 North Main - Phone 346 DENTIST DR. GEORGE W. HEARD DENTIST Office Over Corner Drug Store.

SOCIETY

FORMER HEREFORD GIRL MARRIES IN CALIFORNIA

Miss Frances Fullwood, daughter of Mr. and Mrs. E. H. Fullwood of Hereford, and J. P. Watson of Long Beach, California, son of D. W. Watson of Fort Worth, were married Monday, February 4, at high noon at the First Methodist church in Riverside, California.

While the organist softly played "I Love You Truly," the ring ceremony was read by Rev. B. Dudley Snadden.

The bride is well known here, having made this her home for a number of years. She was a graduate of the Hereford High school, after which she moved with her parents to McAllen, Texas, where she has been employed for the past four years as bookkeeper and credit manager for the Mountjoy Parts Company.

The groom is not known in Hereford. He is connected with the Allied Oil Co., of Long Beach.

After a trip to Catalina Islands, the couple are at home at 1711 Appleton Street, Long Beach.

B. & P. CLUB MEET MONDAY NIGHT

The Business and Professional Women's club met last Monday night in the court house, with a program in charge of the International Relations committee with Miss Eunice Rutherford presiding.

The opening of the program was the club collect by Miss Edah Park, an assembly song, The Eyes of Texas. The program proper consisted of the Status of Business Women in Spain, by Miss Eunice Rutherford; Mrs. G. M. Hudson in Spanish costume gave two Spanish vocal solos; Miss Neville Wrenn talked on What Place the German Women Have in the World; Miss Ardelle Foster gave several piano numbers of German folk songs. Mrs. Pearl Gass gave a short talk on French women, then Mrs. Hubert Dowell, dressed as a peasant woman, told a story in French. The last number on the program was the Characteristics of the Polish people, according to classes, by Miss Ella Mae Alkman, followed by a Polish violin solo, Mazurka Fr. Chopin, by Mrs. Paul Foster.

MR. AND MRS. H. K. FOX ENTERTAIN CLUB

The Bridge Dinner Club was delightfully entertained last Wednesday evening by Mr. and Mrs. Homer K. Fox at their home on Lee Avenue.

Miss Eloyse Pitman received high score for the ladies, and high for the gentlemen went to S. P. Rossion.

Present were Messrs. and Meses. J. A. Pitman, S. P. Rossion, C. A. Skelton, Oscar Easley, Mrs. Seth R. Holman, Misses Eloyse Pitman and Gwendolyn Spradley; Messrs. E. D. Fox, Mac Pitman and C. C. Acher.

Announcing The Opening of Our Cream Station

at our feed store on the corner of Sampson and Second Streets. Our station will operate INDEPENDENT, and will pay the TOP PRICE for Cream, Poultry, Eggs, Hides.

Open Friday of This Week

West Texas Feed & Seed Company

Home of JUST-RIGHT feeds—a home mixed, correctly balanced ration for poultry and dairy cows.

Phone 265

JUNIOR BAND MOTHERS HAVE MEETING

The Junior Band Mothers met in regular session February 5, at Central school. Plans were discussed to raise money for the Junior Band uniforms. A tag day will be given Saturday, February 17, and a chili sale will be given the following Saturday, February 17.

NORTH HEREFORD CLUB HAS MEETING

The North Hereford demonstration club held an interesting meeting Tuesday in the home of Mrs. A. Vaughn.

Eleven members and visitors were present. Mrs. Vaughn demonstrated one of the many uses of lye in the home by making hominy.

Refreshments were served after the brief business session. The valentine motif predominated. Mrs. D. Vaughn aided the hostess in serving the light course.

Mrs. Elmer Patterson will be hostess at the club's next regular meeting February 27.

DEMONSTRATION CLUBS TO HOLD MEETING

The County Council of the Home Demonstration Clubs will hold its regular monthly meeting in the county court room Saturday afternoon at 2:30 o'clock. Each club in the county is urged to have a representative on hand.

SURPRISE CLASS ENJOYS FEAST

The Surprise class of the Methodist Sunday school gave an enjoyable supper Tuesday night at the home of Miss Arline Willett. The supper consisted of two courses, chili and pickles, pie and ice cream.

The house was decorated in red and white. Games of various sorts were played with Miss Dora McCord and Donald Hawkins winning the two prizes.

Those present were Mrs. Paul Foster, teacher, and Miss Arline Willett, hostess, and the Misses Bonnie Jean Smith, Marjorie Golden, Birdie Dee Schiehlagen, Virginia Cox, Beth Millard, Madge McCord, Dora McCord, Virginia Madux, Ruth Marie Mountz, Margarite Brown, Angie Jacobs, and Messrs. W. R. Schelhorn, Donald Hawkins, Fete Caldwell, Cawthon Bryant, Donald Willett, J. C. McCullough, Nethar Crawford and Arnold Hershey.

JUNIOR PIONEER CLUB MEETING

The next meeting of the Junior Pioneer club will be with Lyndell Mitchell Tuesday, February 20, at 7:30 o'clock. All members be there.

HOME MAKERS CLASS MEET

The Home Makers class of the First Baptist Sunday school met Friday, February 9, for their usual monthly meeting. After a business session a social hour was enjoyed. Refreshments of sandwiches, cake and coffee were served to Meses. J. E. Sewell, Otto Maasie, Edgar Mosley, J. G. Harvey, Edgar Sewell, Walter Easter, Herman Gray, Jeff Robertson, Earl Lance, Wood Vaughn, R. E. McCullough, John Renfro, W. L. Alexander, H. L. Morel and Louis Olson.

JUNIOR PIONEER VALENTINE PARTY

Laverna Harman and Jean Streu were hostesses to a lovely Valentine party Tuesday evening. A delicious buffet supper was served, after which bridge was enjoyed. At the end of the playing white elephants were placed on a table and chosen, according to score. Violet Orr received high score.

Just before leaving, Valentines were presented to each one present from a lovely decorated valentine box.

Present were Lyndell Mitchell, Violet Orr, Pauline Wilson, Florence Rose, Lois Moore, Marie Cogdell, Wynell Clark, Bettye Ruth Pickett, Genevieve Eberly, Virginia Lillard, Ardelle and Earl Marie Foster, Nora Alice Daniel and the hostesses, Jean Streu and Laverna Harman.

W. W. Wimberly of Dawn was here on a business mission Monday.

Newspaper Advertising Sells Goods

Here and There

BY MRS. C. E. TICE

A number of farmers attended the corn-hog reduction meeting at Frio school house Wednesday. County Agent Thomas had charge of the meeting. Several contracts were signed.

Misses Alma and Ruby Andrews spent Tuesday afternoon with Mrs. Luther Ramsey.

Lnerlene Dixon, small daughter of Mr. and Mrs. J. M. Dixon, underwent an operation at the Hereford hospital Monday for appendicitis, and reports say she is doing nicely.

Mr. and Mrs. Elmer Jones and Mrs. J. E. Andrews spent Sunday in the W. R. Boyd home at Sudan. About 30 friends surprised Mrs. H. M. Mobley at dinner Sunday. They accompanied her home from Sunday school. Present were Messrs. and Meses. Owen Andrews, H. D. Allman, A. L. Jones, W. A. Springer, Haskell Robbins, D. S.

Jones, Misses Koma and Ruby Hyatt and Freeman Curtis. J. D. Barton of Wellington was here several days last week visiting the J. E. Andrews home.

Miss Ruby Hyatt entertained pupils of her room and a number of friends with a Valentine party at the H. D. Allman home Saturday night, with about 20 present. Mr. and Mrs. Britt Boyd spent Wednesday with Mr. and Mrs. Luther Ramsey.

C. M. and Edward Bell of Armistad, New Mexico, were here over the week end, visiting friends.

RESULTS



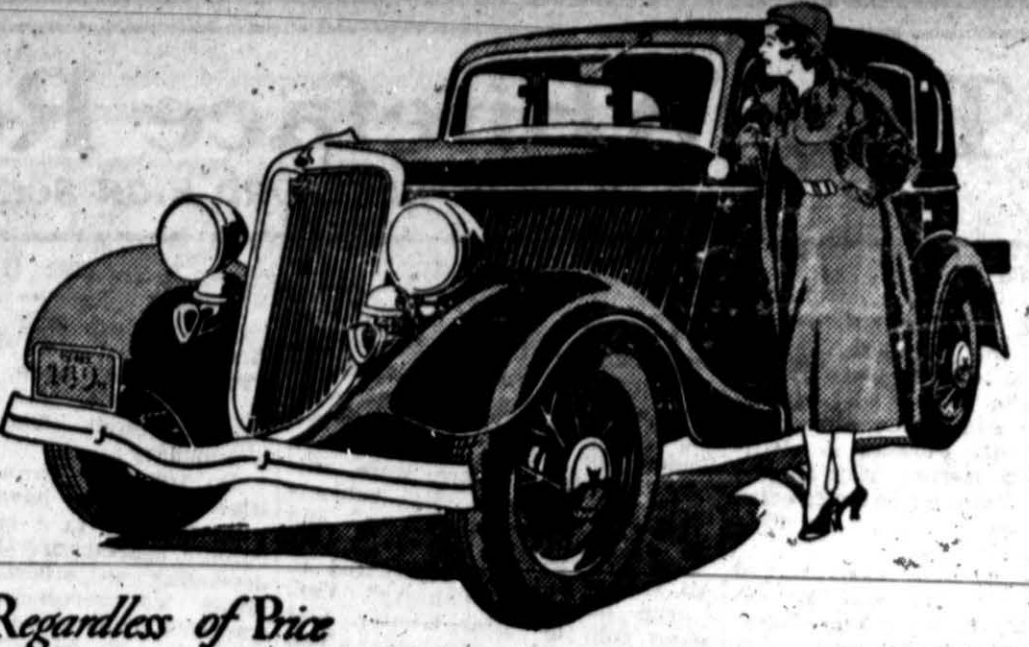
—or can you start these cold mornings?

We GUARANTEE all work done here. We repair any make car to your satisfaction.



Clarence Strange

Repair of Service-U-Like Station.



Regardless of Price
Judge the new FORD V8
on what it will do

Thousands of people who can afford to spend two or three times as much for a car, are today choosing the Ford V-8 for 1934, instead. Here are some of the reasons.

VENTILATION. With the window in one piece it offers you free action for all four wheels—plus the comfort of Ford Cantilever Springs and the proved safety of a front axle.

SAFETY. With the new Ford V-8 you get an all-steel body, safety glass, welded steel-spoke wheels, exceptionally low center of gravity and more braking surface per pound of weight than any other American-made car we know of.

ECONOMY. Gasoline economy is increased by two or three miles per gallon with the new Ford V-8. Test runs show that the new engine will give 20 miles per gallon at 45 miles per hour.

POWER. The Ford V-8 for 1934 gives you better than 80 miles per hour with the quicker acceleration and greater smoothness of an 8-cylinder motor. Power has actually been increased by 12 per cent over last year's model.

COMFORT. The Ford V-8 for 1934 offers more actual body room than many other cars that cost considerably more. It offers you new Clear-Vision

FORD V8 IMMEDIATE DELIVERY NO DELAY

NEW FORD RADIO PROGRAM
With Warner's Pennsylvanians: Sunday, 8:30 P. M., Thursday, 9:30 P. M., over Columbia network.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST
\$15 and up—F. O. B. Detroit. Easy terms through Universal Credit Company—the authorized Ford Finance Plan

FURR FOOD STORE IS MARCHING FORWARD WEEK BY WEEK!

It's a happy feeling when an institution can go right along, day after day, year after year, serving its friends and patrons, and constantly increasing both. That's what we have been doing and our success can be attributed solely and only to the fact that we have handled High Quality, Pure Food Products, sold them at most reasonable prices, given courteous and honest service—and have shown our interest in this city, state and section by aiding and cooperating in all movements for their upbuilding and development.

SPECIAL LOW PRICES FOR FRIDAY, SATURDAY AND MONDAY

FREE! FREE!
Coffee will be served all day Saturday.

3-Lb. pail Blossom 63c

CRANBERRIES Two quarts for	25¢	APPLES Dozen	15¢
CABBAGE Pound	2½¢	CELERY Large stalks, each	7½¢
ORANGES Sweet and juicy, dozen	15¢	LEMONS No. 1, extra large, dozen	23¢

SHORTENING 54c
Mrs. Tucker's, 8-pound carton

CANDY BARS All popular 5c size, each	4¢	Ovaltine, Swiss Health Drink, 41 size 79c, 50c size	39¢
Cherries, Red Pitted In sugar syrup, No. 2 can	15¢	COCOA Hershey's, 1-lb can	16¢
PEACHES Packed in sugar syrup, 2½ can	15¢	SANI-FLUSH Can	19¢

CREAM
Trade us your cream for groceries.
Price and Test Guaranteed.

PEANUT BUTTER Finest quality, quart jar	25¢	APRICOTS Choice, 2-lb pkg	29¢
Grape Juice, Chuch's Quart bottle 29c, pint bottle	15¢	KARO Light or Dark, No. 10 can	54¢
MUSTARD Prepared, quart jar	15¢	FIGS White or black, 2-lb pkg	17¢



Bacon Pinkney's Best Cure, Medium
Slabs, Per Pound **16c**

CHILI Fresh home-made brick, 2 lbs.	25¢	LARD Home rendered, fresh-white, 8 lbs	55¢
BACON Pinkney's sliced, pound	18¢	ROAST Fancy Baby Beef, per pound	10¢

FLOUR \$1.45
Hereford, 48-Pound Bag for

ASPARAGUS Libby's Picnic, 2 cans	25¢	TOILET SOAP Palmolive, 3 bars	14¢
WAX PAPER Cut-Rite, 2 pkgs	15¢	Honey, Colorado Sweet Clover, gal. 89¢, ½ gal	45¢
SUGAR 10-pound cloth bag for	49¢	GUM All kinds, 3 pkgs	10¢
Salmon, Heart's Delight Alaska Red, No. 1 tall can	19¢	GELATINE Royal, all flavors, pkg	5¢
VINEGAR Apple Cider, quart	17¢	Macaroni, Spaghetti Noodles, skinner's, 2 pkgs	13¢
GRAPELADE Welch's, 16-oz jar	15¢	CHIPSO Large package	15¢
APPLE BUTTER Libby's, 2½ can	19¢	BRAN Mill run, 100-lb sack for	\$1.05
TOMATO JUICE Libby's, 3 cans	23¢	BREAKFAST FOOD Hereford whole wheat, per bag	19¢
BEANS Out green, No. 2-cans, 3 for	25¢	PEAS No. 2 size can, 3 for	25¢
SPINACH No. 2 cans, 3 for	25¢	BROWN SUGAR 3-pound bag for	19¢

Butter Fresh Creamery
Pound **21c**

CHEESE Long Horn, per pound	19¢
BACON Squares, Sugar Cured, pound	10¢

WELCOME—J. C. PENNEY COMPANY
Furr Food Store is Always Eager to Cooperate in Any Movement For the Good of Hereford and Deaf Smith County.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

H. Y. S. A.

The H. Y. S. A. held its regular meeting in the chemistry laboratory at 4:00 o'clock Tuesday afternoon. The house was opened for business and a committee composed of Odella Flowers as chairman, Palmer Norton and Marvin Thomas as assistant committeemen was appointed to amend the Constitution.

The meeting was then turned over to Berry Orr and Marvin Thomas, who gave a very interesting program on Dinosaurs. A dinosaur—what on earth is one of those things? Well did you see the picture on the board? That was one.

Berry told us about the reptiles of long ago. About the reptile bird because it had feathers and laid eggs! The skeleton was found in Wyoming. The apatosaurus was the biggest animal to ever walk the earth. Isn't its name a knockout? His skeleton is also the most complete one that is in the American Museum of Natural History. Most, or at least quite a few, of the members decided that they were plated lizards, because these were so ugly they needed no other protection, but soon decided they were not for the following reason: "Behold the mighty dinosaur far famed in prehistoric lore not only for his weight and strength, but for his intellectual length you will observe by these remains. The creature had two sets of brains, one in his head the usual place; the other at his spinal base. Thus he could reason a priori as well as a posteriori. No problem bothered him a bit. He made both head and tail of it. So wise was he, so wise and solemn, each thought filled a spinal column. If one brain found the pressure strong, he passed a few ideas along; if something slipped his forward mind, 'twas rescued' by the one behind, and if in error he was caught, he had a saving afterthought; as he thought twice before he spoke, he had no judgment to revoke; for he could think without congestion upon both sides of every question, or gaze upon this model feast, deduct ten million years at least!"

Marvin next told the members about the largest bird that was ever found. It had no feathers, and resembling a bat, measured 18 to 20 feet from one wing tip to the other. The Thunder Lizard was a very slow, toothless animal. He didn't fight, for he was a coward; but if one could hear his roar, I should imagine he wouldn't want to fight.

When the Diplocus was found, it was discovered at Canyon City, Colorado, but the majority of these reptile skeletons have been uncovered in Bone Canyon Quarry, Medicine Bow, Wyoming, where the burying ground of the reptiles is believed to be.

Vivien Davis gave the social committee report. Don't forget your dates and quarters.

When the Diplocus was found, it was discovered at Canyon City, Colorado, but the majority of these reptile skeletons have been uncovered in Bone Canyon Quarry, Medicine Bow, Wyoming, where the burying ground of the reptiles is believed to be.

The classes appreciated his talk very much, as he made it clear and very easy to understand.

VLH

MR. G. M. HUDSON
Mr. Hudson! quite a large man, I should say.
But jolly! He's got the world beat for laughing.
When he gives you "3" a day.
Author Unknown.

MR. G. M. HUDSON
Mr. Hudson! quite a large man, I should say.
But jolly! He's got the world beat for laughing.
When he gives you "3" a day.
Author Unknown.

PEP CLUB

Last Thursday the Pep Club met solely for the fun of meeting. Though there was no business to transact, there was a pep meeting. Some of the would-be yellers. Some of the '34 team made a leaders for the '34 team made a good showing. There were various talks on such vital subjects as "How to Get the Elusive Male," "Broken Hearts," "Love," and as "Shorty" Van, a tap dance by Miss Hunter, and piano solo by Miss numbers. The numerous other enjoyed singing several songs (in unison of course). But the most interesting item on the program was the application of the "hot hand" idea. Two young ladies arrived late in white trouses and on roller skates. They actually seemed to think they could get away with a thing like that!

As the secretary would like to know why some pep sets were not turned in on time, will some of the boys who are always making peculiar collections, inform her?

On the whole, the Pep Club enjoys plain old "get-togethers."

BB

HAVE YOUR HEARD?

Dean Story tells Miss Crawford that he isn't a girl—yet.

Did you know that Wilbur Womble is too timid to go up to the door after his girl, and that he sends someone else?

Several students think the speaker in assembly for the H-Y gave a rather good description of Mr. Hudson and his wife when he told the story of the 215-pound fellow and his small better-half.

Could Sallie Gilbreath have possibly obtained her skinned knee from skating with Jim Kirby, what's your excuse, Jim? Too, what is possible that Sallie and Florence H really like to go airplane riding?

Have you noticed that the boys don't run over Joe Huckert when there are any girls around? Joe, how does it feel to have bodyguards?

The Girls Reserve surely do like to discuss the boy friends. They even discuss their ill manners and rudeness.

Ask Elizabeth S. if she knows the meaning of the word "intact." What is this I hear about Fuller, Seed and Daniels and several (dozens?) hamburgers? No wonder you boys look bad.

According to just as soon stab anyone in the back as not. Ask James Garrett.

ASSISTANT EDITOR.

SENIORS

An important announcement was made Wednesday morning in class meeting, which was: The Senior Mothers are entertaining the Senior class with a valentine party Thursday, February 15, at 7:30 in the home of Mrs. Line. Of course we must pay our 15 cent class dues, but what do we care? We are certainly planning on having a good time—now don't ask why, because surely you know the traditions of Valentine.

Baby, will you be my valentine for tonight? Whether we have dates or not, we are coming and expect to have a good time. We certainly wish to express our appreciation to our mothers for planning this party for us.

Fellow students, we have already selected our commencement announcements. Now this doesn't mean that all of us have "etched" a diploma, but it is best to be prepared. The announcements we selected are 6.525 cents each, provided 1000 are purchased. As the custom is, the cards must be purchased extra.

VLH

SENIOR HI-Y

At the last HI-Y meeting, the first four chapters of the book "Twenty One" were discussed by E. Trimble, B. McKinley, B. Orr and H. Jowell. The following is a summary:

Do you have chronic spectatoritis? If you do have such a distill, you are in a bad shape. By chronic spectatoritis is meant the depending on others for amusement. To overcome this disease, one should have an education if he desires to be a well rounded person.

How would you like to have your teeth knocked out? How absurd, you may say. Perhaps you would not think that in Africa. There is a ceremony is given to our U. S. laws of manhood at 21. But how old are you at 21? In the records, you are 21 and allowed to vote. Are you deserving a vote? Are you mentally 21? As food for your brain, which man became 21 first, the man who grew alive at 15 or the man who grew of 4 and died of old age at 7? You, as a rule, are mentally a man when you choose your vocation wisely. Have a job as you like, is profitable and useful, and one for which you have ability.

The new pastor of the Presbyterian church gave the club a short, yet interesting discussion, a few songs were sung, and the club adjourned.

HJ

ENGLISH CAMPAIGN.

Hey! Next week is Better English week. Now, all your grammar friends can have your fun. A great English campaign is to last five days. The English teachers will be captains. It is the duty of everyone to correct any faulty English he may hear. Who wants a chance to correct his teacher? Here it is. To everyone who is in the habit of ignoring correct usage: You had better don your best "English" expression and abolish your slang. Watch your step!

UPON CHEWING

Francis Bacon once wrote, so-called English IV students are painfully aware of this advice: "Some books are to be tasted, others to be swallowed, and some few to be chewed and digested."

This eminent gentleman of the 18th century would undoubtedly be flattered by the accuracy and even enthusiasm, with which some students of this high school are following his advice. This seems to be one bit of advice they joyfully take. A close observer can see at nearly any time some student carefully chewing his book or perhaps even swallowing it. Bacon says that some books are to be digested. Evidently this is possible because the students in the halls do not seem to be doubled up with indigestion.

Perhaps this habit of thoughtfully chewing our books is a new way of acquiring knowledge, but it is surprisingly hard on the books. Although most advice should be conscientiously followed, there would probably be more and better books in high school if its students would not interpret this particular bit quite so literally.

EDITOR.

COWHANDS

G. B. Hagar, H. D. Blythe and Dean Story are Cowhands to-be. They were shown how the "hot-hand" felt and how to sing and make speeches.

There was no business, so the Pete Garret, Wilbur Womble match was staged. At the beginning of the match everyone thought Womble would score two out of three falls easily. Well, he did. Pete Garrett was a regular fly bothering a horse. Pete would run up to Wilbur and bend his hand back. Wilbur would merely shove Pete away at will. The second fall looked like a fake. Someone told Pete to kick Wilbur in the stomach. Pete ran up to Wilbur and kicked away. He caught him in the stomach, Wilbur really got serious and won the match. SNF

PICTURES SHOWN

Mr. Hudson surprised his two History I classes Thursday afternoon by showing them pictures of ancient Rome and its surroundings.

The classes went into a darkened room where they were shown these pictures. They were very interesting, as Mr. Hudson had a pamphlet explaining each picture.

The History I class was pleased to have as a visitor of their class January 25, Miss Barlow, a teacher at Canyon.

Mr. Hudson appointed Louise Frye as chairman. She conducted the class in a very interesting manner.

VLH

words, "bare" and "mountain." Here is the sentence she made: "The bare mountain was cold." Dorothy Funderburg and Robert Green have been having many disputes in history class lately. I wonder what is the matter.

Has anyone ever looked into Viola Phillips' purse? Here is the reputation it has, "If she would just put in a change of clothing, she could go on a trip."

Elsie Mae Wilkins' compact has blue eye shade in it, and it's been used, too!

W. J. (Bill) SMITH'S Service Station

Corner First and Main Streets

provides beside instant starting, and a remarkable get-away.

Register for your TONY SARG book containing a birds-eye view of CONOCO LAND. Come in and fill out your application card for Tony Sarg.

W. J. (Bill) SMITH'S Service Station

Corner First and Main Streets

provides beside instant starting, and a remarkable get-away.

Register for your TONY SARG book containing a birds-eye view of CONOCO LAND. Come in and fill out your application card for Tony Sarg.

W. J. (Bill) SMITH'S Service Station

Corner First and Main Streets

provides beside instant starting, and a remarkable get-away.

Register for your TONY SARG book containing a birds-eye view of CONOCO LAND. Come in and fill out your application card for Tony Sarg.

W. J. (Bill) SMITH'S Service Station

Corner First and Main Streets

Dean News

BY MARY LOUISE ELSIE FRIEMEL

Mrs. Morel returned home Monday from Fort Worth where she has been visiting the past three months.

T. W. Roberson and family, Misses Hughes and Garrett visited the Arlie Dean home Saturday night.

Clem Friemel and family visited

the P. Friemel home at Umbarger Sunday.

The D. S. S. club met February 8 with Mrs. Dean in a surprise luncheon for the hostess. In the afternoon a business session and social hour were enjoyed.

Mr. and Mrs. C. Friemel were in Hereford Monday on business. Mary Louise Dean spent Saturday night and Sunday in the Wiley Roberson home.

Mr. and Mrs. Arlie Dean and Miss Goodwine attended the show at Hereford Monday night.

Extra Miles Is What Conoco Bronze produces beside instant starting, and a remarkable get-away.

Register for your TONY SARG book containing a birds-eye view of CONOCO LAND. Come in and fill out your application card for Tony Sarg.

W. J. (Bill) SMITH'S Service Station
Corner First and Main Streets

You have to equal the gasoline if you want to equal the speed! Conoco Bronze Gasoline has definitely superior qualities that can only be duplicated by another type of gasoline in a new formula that has created its leadership. Instant starting, lightning pick-up, extra mileage, great power, smooth operation and greater anti-knock—these are Conoco and at no premium price.

CONOCO BRONZE GASOLINE
INSTANT STARTING—LIGHTNING PICK-UP—HIGH TEST

Gimme a shot of that Conoco Bronze—I gotta catch that guy!

CONOCO RADIO PROGRAM
NBC Network
Wed. E. M. 10:30 P. M. T.
9:30 C. S. T.
8:30 M. S. T.

At the Sign of the Red Triangle

Get a free Tony Sarg book of these eighteen advertisements. Go to any Conoco station or dealer, who will give you a postpaid, self-addressed postcard. You will receive this large book of entertaining advertising illustrations by mail.

at your SERVICE

—Our clerks are your friends. They want to serve you honestly by giving you the very finest, tastiest, tenderest meat, and the freshest and best groceries that you can buy.

And the prices—well, you will be surprised at what low prices we offer.

Visit Our Store and See.

Texas Market & Grocery
PHONE 333—FREE DELIVERY

Packard Milling Co.
HEREFORD, TEXAS

Suggests For

The Particular Housewife

Packard's Best
The Best Flour You Can Buy

Then we have

SUNRISE
PANHANDLE MAID
WESTERN BEAUTY. . Excellent Flour

Made in Hereford of home-grown grain. We also produce TASTY CEREAL, and Fresh Ground Corn Meal.

At Your Grocer's

We Anticipate
More Than
25,000
People

Will Visit Our New
Store Opening
Tomorrow.
Come, You Won't Be
Disappointed

PENNEY'S OPENS

STARTLING Hereford with an avalanche of bargains—PENNEY'S—the new ECONOMY CENTER . . . off to a flying start with a Spectacular demonstration of value-smashing. Shop every department. Join the crowds of thrift-wise shoppers . . . you'll marvel . . . you'll buy . . . you'll save as never before.

In addition to our regular stock, we have been able to secure \$20,000 worth of Special Merchandise which we are going to offer on the opening day of our new store—Bargains for everyone!

We Have Secured a
Large Force of
Experienced
Sales
People
To Serve
You
Efficiently!

OPENING SPECIAL
5,000 Yards
of "Home Town"
PRINTED
BROADCLOTH
36
Inch
Yard **15c**

OPENING SPECIAL
MARQUETTE
PANELS
Full Length,
Cream and Ecru
Extra
Value
Each **25c**

OPENING SPECIAL
Cannon Terry
TOWELS
Borders in colors of
pink, blue, green, gold.
Stock Up
NOW
Each **6c**

OPENING SPECIAL
4000 Yards
DRESS PRINTS
Fast Color
36-In.
Yard **10c**

OPENING SPECIAL
Full Size, 81x99
SHEETS
Take advantage of this
opportunity
Two **\$1**
For

OPENING SPECIAL
Heavy Quality
**BROWN
MUSLIN**
36-In
Wide
Yard **7½c**

OPENING SPECIAL
2,000 Yards
9-4 Brown
SHEETING
What a
Value
Yard **17c**

BED SPREADS **97c**
Full size, 81 x 90
Scalloped edges,
Jacquard Designs, each

36-Inch Heavy, Fancy
OUTING Yard **10c**

COTTON BATT **25c**
Full 2 1-2 Pound Each

Ladies Plain White
Handkerchiefs **10c**
6 for

ANKLETS **10c**
Children's Plain,
Pastel Shades Pair

Birdseye Weave
DIAPERS **88c**
Size 27x27 Dozen,

FANCY ART TICK **10c**
An Outstanding Special,

OPENING SPECIAL!
900 Pairs Ladies All-Silk
FULL FASHIONED
HOSE
Chiffon and
Service Weight
A Value Scoop
49c
Pair
New Spring Shades




OPENING SPECIAL!
Ladies' Plain and Printed
Rayon Crepe
Dresses
200 to be featured in the
opening of our new store.
New smart spring styles—
sizes 14 to 44.
\$2



OPENING SPECIAL
1000 Yards Plain and Printed

**Rayon
Crepe**
Lustrous finish,
heavy quality,
36 inches wide,
49c
Yard



OPENING SPECIAL
200 Extra Large
DOUBLE BLANKETS
Part Wool,
Sateen Bound
Edge **\$1.69**

OPENING SPECIAL!
Featuring 200 Ladies' New Spring
HATS
—This value is so out-
standing you can see at
a glance the savings of-
fered. New Spring col-
ors and shapes
98c



OPENING SPECIAL
Ladies, here is a val-
ue we know you will
appreciate
1,000
Wash
Frocks
New Spring patterns,
every dress guaranteed
fast color
44c



OPENING SPECIAL
32-Piece
DINNER SET
Be Here
Early for
Yours **\$2.49**

OPENING SPECIAL!
Men, here is an opportunity
you cannot pass up. All-
Wool Worsted
SUITS
Remember you should come
early for best selections.
\$14.75



OPENING SPECIAL!
Of 500 Men's fancy and plain
BROADCLOTH
Dress Shirts
Fast colors, pre-shrunk, ocean pearl
buttons, full cut, new spring pat-
terns.
98c
Sizes 14-17



Men's Swiss Ribbed
ATHLETIC SHIRTS **22c**
Each
Men's Covert
WORK PANTS **98c**
Men's Blue Chambray
SHIRTS **49c**
Men's Heavy
MOLESKIN PANTS **\$1.49**
Men's Oxhide
OVERALLS **89c**
Heavy Quality
Boys' Oxhide
OVERALLS **59c**
72 x 84 Single
Cotton Blankets **50c**
Boy's and Men's Athletic
TENNIS SHOES **49c**

OPENING SPECIAL
Men's Extra Quality
**BROADCLOTH
SHORTS**
Neat
Patterns
Each **22c**

OPENING SPECIAL
Men's Rayon Fancy
DRESS SOCKS
New Spring Patterns
Pair **10c**

OPENING SPECIAL
Penney's Famous
SCOUT SHOE
All Leather Upper
Compo-
Sole
Pair **\$1.25**

OPENING SPECIAL
Boys' Fancy
DRESS SHIRTS
New Patterns
Fast
Color
Each **49c**

OPENING SPECIAL
Boys' Slip-Over
SWEATERS
Blue, Red, Tan
Each **25c**
An Outstanding Value

OPENING SPECIAL
Men's Dress
OXFORDS
Sizes **\$1.98**
6 to 11

OPENING SPECIAL
70x80 Double Cotton
BLANKET
Supply Your **\$1**
Needs Now

J.C. PENNEY CO. HEREFORD, TEXAS

HARDWARE

For Every Household Need

Why try to struggle along with antiquated equipment when all these new devices may be had for so little?

Buy now for real savings. Our stock includes a complete line of Knives, Dishes, Aluminum, Cutlery, Silver, Kettles, Crock-ware, Clocks, Pyrex, Cookie Jars, Sun-beam Mixmaster and a hundred other items.

We also handle —
Carpenters' Tools
Leather Goods
Ammunitions
Paints
Stoves
Kelvinators



STREU HARDWARE CO.

PHONE 48

H. E. Danforth of the Packard Milling Co. made a business trip to Tucumcari Tuesday afternoon. Mr. and Mrs. Frank Pinckert of Dallas, made a business trip near Dimmitt were Hereford visited Tuesday afternoon, and Wednesday of this week.



Mack Wilson

(The Service Station Owner)

Tells . . .

"MY CUSTOMERS TALK ABOUT 'GAS' AND GAS"

MACK WILSON, the service station owner, discovers a lot about people in his daily contact with motorists, but one thing he can't understand is the difference in attitude toward the price of natural gas and the price of gasoline. He says that over the period of a few months the price of gasoline will fluctuate several cents, and there is never a murmur from his customers, in spite of the fact that gasoline is the only fuel that operates the common automobile.

He couldn't understand it because there are several fuels that people can turn to for general household purposes. Mack took the trouble to find out why they continue to use gas. He discovered that they would use gas if it cost several times the amount asked because it still would be the best bargain in fuel. He found, also, that people with automobiles spend more for gasoline than they do for gas for cooking and water heating.

You need not be a dealer in gasoline to appreciate Mack Wilson's attitude on gas rates. Consider gas for its value and you will recognize it for the bargain it is.

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

Select an Organization famed for fine work—



Give your old clothes a new deal. Let us clean them and you'll recover all their original smartness, freshness and the longer service they offer in their renewed form.



CORBETT & CO.

Cleaners and Hatters

Easter Items

BY MISS LOUISE FRYE

Take Produce to Carl's Gro. If There will be a pie supper at the school house Friday night, February 16. The proceeds are to be used to buy books for a school library. A short program will be given by the school children and some of the young folks of the community. Messrs. Jameson, Dixon and Miss Anna Mae Jameson will furnish music for the evening. Mrs. J. S. Smith has been in Dimmitt several days at the home of her son, Claude Smith. Mr. and Mrs. Smith announce an eighth-pound son at their home, born on February 10. Mrs. Smith was formerly Miss Ailene Smith of Hereford.

Lewis Anderson of Rogers, New Mexico, and Bill Epperson of Tlan, New Mexico, spent Sunday with Aubrey Epperson. Mr. Epperson remained over until Monday night when he left for Tennessee where he will visit the next year with a daughter.

Mr. and Mrs. West of Olton visited Saturday night and Sunday in the Barnard Saxon home.

Miss Izora Clark of Dimmitt visited Tuesday afternoon with Mrs. Betty Cocanougher and daughter.

The E. H. D. club met Thursday, February 8, with Mrs. Fred Walton. A very interesting program on state and county government was given by all members present. The next meeting will be at the Cocanougher home Friday of this week. Miss Clark will meet with the club.

Walton and Wegner attended services at Jumbo Sunday afternoon. Several from this community attended a party given at the Milton Hardy home in the Jumbo community Friday night.

Rev. Armstrong will conduct services next Sunday morning and evening at the school house. All are invited to attend both Sunday school and preaching services. Marvin Lynn, February 5. Messrs. and Mrs. Slemmons.

YOUR Mouthwash COSTS LESS



... when you use this NEW REINFORCED FORMULA

The same pleasant taste, the same safe action—but Mi 31's NEW reinforced formula kills germs even when diluted half strength. You get the equivalent of two pints of antiseptic for less money than you pay for a pint of inferior mouth washes. Mi 31 is the "MOUTH-TESTED" antiseptic that is sold only at Rexall Drug Stores. Next time ask for Mi 31 Solution.

"MOUTH-TESTED" Mi 31 SOLUTION 49¢ full pint

YOUR NAME _____
Street _____ Phone _____

SAVE WITH SAFETY AT THE CORNER DRUG STORE

CORNER DRUG STORE

Income Tax Aid Will Help Here

For the convenience of those required by law to file Federal income tax returns, a deputy collector will be at the post office here on March 1, between the hours of 10:00 a. m. and 3:00 p. m. He will assist taxpayers in filing their returns. No charge will be made for this service. Returns for the calendar year 1933 are to be filed not later than March 15. In order to avoid payments of penalty and interest, the matter of filing returns must be given immediate attention.

Westway Items

(BY WILMA SKYPOLA)

Raymond Pierce of Walcott visited Sunday with his parents, Mr. and Mrs. A. C. Pierce.

Mr. and Mrs. Ulys Pierce visited her parents, Mr. and Mrs. N. P. Sikes, at Summerfield Sunday.

Mr. Snapp and son of Summerfield visited in the Edwards home Sunday.

Mrs. Ann Black of Summerfield spent Thursday evening in the Brashear home and with Mrs. Virgie Merrill.

Miss Mable Baggett of Hereford spent Sunday with Miss Rilla Mae Baker.

Mr. and Mrs. Madison and Mrs. Wilder, S. J. and Loy Cook went to Amarillo Friday.

Mr. and Mrs. A. T. Walthall and family of Olton visited their daughter, Mrs. F. W. Dodson, Sunday.

Mr. and Mrs. G. W. Wilson and family spent Sunday afternoon in Muleshoe with Jeff White.

Mr. and Mrs. G. W. Wilson are proud of a new car.

Ben McBrayer, Jr., had a birthday party Sunday. Those attending were J. W. Schulz, Mr. and Mrs. C. F. Grimes.

Mr. and Mrs. Tom Vaughn visited with Mr. and Mrs. Wood Vaughn in Hereford Sunday.

Miss Katherine Vaughn spent Sunday with Barbara Higgins.

Mr. and Mrs. Guy Lawrence of Walcott spent Sunday with her parents, Mr. and Mrs. R. M. Gunn.

Miss Ina Mae Hastings visited in Tulia Sunday with her friend, Miss Bertha Zimmerman.

J. W. Hyde went to Lorenzo, and is expected home soon.

Rev. Eunice Harrison preached a good sermon here Sunday, and Sunday school was well attended.

Miss Iena Rogers and Miss Beth Weaver spent Saturday in the Bouchon home.

Rev. Harrison and Miss Beth Weaver took dinner in the Beckham home Sunday.

Mrs. Beckham visited in the Weaver home Tuesday.

John Weaver is employed at the Alton Fraser farm.

The basketball teams climaxed a very successful season last Saturday by winning three first places out of four divisions. The senior boys and girls teams found little difficulty in romping to a 29-13 score over the Dawn boys and our girls 26 to 18 over Summerfield girls in the final games. The junior boys, after defeating Summerfield to the tune of 43 to 5, moved out a 12 to 9 victory over Dawn. The junior girls lost to Summerfield by 16-18.

Attention has been turned to the interscholastic league meet. The work has been divided among the teachers and practice has begun in literary events. Track teams ball team, tennis and junior playground teams will start work this week. With the interest displayed we hope to win the meet. An enjoyable evening is assured those attending the play Friday. Good music by the Ralph Smith orchestra.

First Presbyterian Church

W. F. GRIFFIN, Minister.

Sunday school, 9:45; G. M. Hudson, superintendent.

Morning worship, 11:00. Christian Endeavor, 6:30. Evening services, 7:30. You are always welcome.

St. Anthony's Church

Sunday, mass at 8:00, sung mass at 10 a. m. Instruction following second mass. Benediction at 8:00 p. m.

Week-days, mass at 8:00 a. m., Saturday at convent, 7:00 a. m., Monday, Mass at Bovina.

Lenten devotions, Tuesday evening, 8:00 o'clock, Rosary, sermon, benediction, Thursday evening, 8:00 to 9:00, Holy hour. Stations of the cross and benediction.

First Christian Church

REV. E. R. WILLIAMS, Pastor

Sunday school, 9:45 a. m. Morning service and communion, at 11:00 a. m.

Christian Endeavor, 6:30 p. m. Evening services at 7:30.

The special attention of the members and other interested folks of the community is called to the visit of Miss Ruth Musgrave, missionary to Africa. Miss Musgrave is to be with the Hereford Christian church for two meetings on Monday the 19th. Those who are interested in hearing an informal account of her experience and work in Africa are invited to bring a covered dish to a luncheon at 12 o'clock. Miss Musgrave will make another address at 7:30 that evening. Everyone is invited to attend.

Some of the ladies of the Women's Federated Clubs of the Seventh District of Texas are scheduled to give a musical radio program this afternoon in Amarillo, and Mrs. Carl Moutz and daughter, Ruth Marie, will render several selections between 4:30 and 5:30 over one of the Amarillo stations. Mrs. L. N. George of Dawn will have charge of the program. Mrs. Moutz will sing three solos and Miss Moutz will play two piano selections.

CLOSE DRUG



Keep Beautiful for HIM

We carry a complete line of the most popular cosmetics Elizabeth Arden Du Barry Muriel Astor Marjorie Lee Armadillo Harriet Hubbard Ayer and others.

Only one woman in ten uses essential cosmetics to keep the skin natural and beautiful.

Specialists say that out of 100 women, fourteen per cent use cleansing cream.

Seven per cent use astringent. Nine per cent use finishing cream. Fifty-nine use rouge.

Eighty-three per cent use face powder.

Eleven per cent use skin and tissue cream.

The cosmetics we have in stock are essential and supply every need of the skin to keep it natural and lovely. Scientific care of the skin should be a part of your daily routine in the home.

We have many other Drug Special on Display.

THRIFT SPECIALS

- SUGAR, 10 pounds ----- 20¢
- MEAL, Hereford, 10 pounds ----- 23¢
- COMPOUND, 8-lb carton 54¢, 4-lb carton ----- 29¢
- COOKIES, nice and fresh, 1 lb ----- 19¢
- COCOA, Hershey's, 1-lb can ----- 19¢
- VANILLA, large 8-oz bottle ----- 14¢
- APPLE BUTTER, gallon tin ----- 57¢
- SYRUP, pure sorghum, gallon ----- 30¢
- SPUDS, 10 pounds ----- 22¢
- JELLY, quart jar ----- 23¢
- PEACHES, No. 2 1-2 can, in heavy syrup ----- 16¢
- PEAS, No. 2 can, 3 for ----- 25¢
- COFFEE, 3 pounds Texas Girl ----- 74¢
- One cup and saucer free
- SOAP, Palmolive, bar ----- 5¢
- SOAP, Big 4, 10 bars ----- 25¢
- BEANS, green, No. 2 cans, 3 for ----- 27¢
- ROLLED WHEAT, delicious, healthful, large package ----- 17¢
- SYRUP, Pan Cake, gallon ----- 54¢
- JELLO, all flavors, 3 for ----- 16¢
- BEANS, Pinto, 5 pounds ----- 24¢
- POWDERED SUGAR, 3 boxes ----- 25¢
- CORN FLAKES, 2 boxes ----- 19¢
- PEARS, gallon tin ----- 43¢
- SOAP FLAKES, Crystal White, box ----- 5¢

FRUITS AND VEGETABLES

- LETTUCE, nice California, head ----- 5¢
- BUNCH VEGETABLES ----- 4¢
- CELERY, large California, bunch ----- 8¢
- SPINACH, 1 pound ----- 6¢
- ORANGES, tree ripened, 2 dozen ----- 25¢
- LEMONS, 360 size, dozen ----- 21¢
- APPLES, fancy Winesaps, dozen ----- 21¢

Frank's CASH Grocery

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



F. M. KESTER
Registered Optometrist
HEREFORD, TEXAS

WE WILL DELIVER

A 1934 Master Chevrolet Coach

AT YOUR DOOR

112-Inch Wheelbase — YK Frame

Knee Action Wheels

For \$729

Equipped with Bumpers, Spare Tire, Tube and Tire Lock

NO "PACKS" — NO "PADDING"

Protect Yourself by Comparing

Delivered Prices

Before You Buy Any Low Priced Car

Grizzle Chevrolet Co.



Perfect Service
Perfect Food

Good food, well prepared, but we have gone beyond that. We have perfected the art of serving every dish in its daintiest and most appetizing form.

When Better Coffee Is Made,
We Will Make It.

IKE'S CAFE

ANNOUNCEMENT

We Have Closed a Contract for the

Maytag

WASHING MACHINE

franchise for this territory and are expecting our initial shipment in TODAY, including all model machines and a complete line of REPAIR PARTS. We also have competent service men to take care of your needs.

We Extend a Special Invitation

to customers from adjoining counties to call and look our new line over.

M. D. Womble, Implements

POLITICAL TICKET

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

- For County Judge: C. W. HUMBLE (re-election)
- For Sheriff: JNO. B. MILLER (re-election) OMER BAKER H. M. (Mack) BEACH HENK H. GILLILLAND.
- For County Treasurer: MRS. BESSIE L. SMITH (re-election) MRS. NONA JOWELL.
- For County and District Clerk: L. H. FOSTER (re-election) H. D. REED
- For Commissioner, Precinct No. 1: F. J. (Jack) BASS (re-election)
- For Commissioner, Precinct No. 2: T. W. (Wiley) ROBERSON W. B. PHILLIPS
- For Commissioner, Precinct No. 3: GEO. C. MESSENGER E. M. JACK MARK S. BENEFIELD H. D. CULPEPPER
- For Commissioner, Precinct No. 4: J. M. (Jim) CHAPMAN T. F. MCCOLLISTER JOHN WHITSETT ERNEST T. (Dick) ALLRED

JUNIOR BAND MOTHERS SPONSOR CITY HALL PARTY

The Junior Band Mothers are sponsoring a bridge and forty-two tournament to be held at the City Hall Friday, February 16, at 8:00 p. m. Proceeds are to be used in helping to pay for new uniforms for Junior Band. Price 15 cents each. Everyone invited.

Produce Prices Are Looking BETTER

Get Our Prices Before Your Sell.

We Buy CREAM, EGGS, POULTRY, HIDES

A Correction

We always pay the market price for all produce. The error in the Brand two weeks ago in our ad on the price of cream was not ours—just a mistake in the printing.

Hereford Poultry and Egg Co.
Hereford, Texas. Phone 448

Red Cross Seeking Surplus Clothing

Old clothing, garments of any sort and material with which to make quilts is urgently needed by the local Red Cross chapter. Contributions of material and clothing may be taken next week to the Red Cross work room in the court house or persons desiring to contribute may call and the material will be gathered up. Miss Peggy Mitchell is in charge of collecting the materials.

Business, Professional Group to Hear Condron

A study of international problems will be presented here on the evening of February 26 by Dr. S. H. Condron, head of the department of government and economics and sponsor of the International Relations club of West Texas State Teachers College of Canyon. The lecture is sponsored by the Business and Professional Women's club of Hereford as a part of their February program of International Relations Month for the national federation of clubs.

"It is the desire of the members of the 1,300 clubs of the organization to bring to its members and to the public a better realization of the need for developing an informed public opinion along the lines of international cooperation and good will," Mrs. Bob Wilson, president of the local club, said.

"If you care to study the subject of international relations, we hope that you will be interested in hearing Dr. Condron," Mrs. Wilson said.

"Miss Schain, national director of the Girl Scouts of America and chairman of the International Relations committee of the national federation says: 'The development of an informed and intelligent public opinion is a slow process and requires continued and increased effort toward a better understanding of international relations. This is one of the dramatic movements in history where public opinion will turn the balance for or against the progress of the peace movement. We shall either go ahead or fall back in the progress toward disarmament.'"

Wheat Acreage Plan Explained By Agent

Acreage leased by wheat farmers to the government in the wheat reduction plan has not been released from the contract, according to Dewey Reed, county agent. An erroneous impression resulted from an article in last week's Brand, some farmers getting the idea they would be allowed to plant the 15 per cent required reduction to any crop.

"The 15 per cent must be left out of cultivation to a commercial crop," Reed pointed out. "The remaining 85 per cent, however, may be planted to any crop. Terms of the contract are that at least 54 and not more than 85 per cent must be planted to wheat. Due to drought this requirement has been removed. No crop that is to be sold directly or indirectly may be planted on the 15 per cent."

A sure sign of spring's early arrival was noticed Tuesday afternoon when J. M. Huntzinger, in North Hereford, was seen planting onionseed and a patch of sweet corn. When asked if he was not a little early for corn planting, Mr. Huntzinger said that this is the month to plant sweet corn if one wants early roasting ears.

Want Ads

Lost and Found
STRAYED: A bay, slim built saddle horse weighing about 900 or 1000 pounds. Finder please notify C. C. Wimberly, Vega, Tex. 6-2p

LIBERAL REWARD offered for return of information leading to return of light-brown billfold, containing four one dollar and one five dollar bills and small stamp picture. Was lost Wednesday night or Thursday morning of last week. Jesse Ray, Fullwood Battery Shop. 6-1c

Wanted
HAVE CASH buyers for land; also have renters for farms to be summer tilled for wheat this fall, either crop rent or cash rent in advance. E. F. Connell.

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

For Sale or Trade
FOR SALE: A two yard truck dump bed in good condition. Price reasonable. See O. L. Click at K. C. Cleaners. 5-2c

FOR SALE: Setting eggs from Oscar Hunt Buff Orpingtons. 70c per 15. 600 25-Mile Avenue. Mrs. Troy Womble, phone 60-W. 5-4p

FOR SALE: New and used typewriters, and ribbons. Jowell Murchison. 42-1c

For Rent
FOR RENT: a two room apartment, unfurnished. Also bedrooms. Mrs. John P. Slaton. 3-1c
FOR RENT: Bed room in modern home. Mrs. G. W. Heard. 6-1c
FOR RENT: 80 acres of one-half section No. 17, in block M-7, Castro county, Texas. Cash in advance. W. J. Worthy, Blue Rapids, Kansas. 5-3p

CLEAN UP



All through the house and get Your supplies here



These last days before Spring are great times to make those changes and improvements in your home you've always planned.

You'll find everything you want from paint to floor mops and you'll find everything priced right for savings.

- FLOOR MOPS, Self-oiling type Keeps your floors bright easily 59¢
- FURNITURE POLISH 14-ounce size, 25¢, large 24-ounce size 35¢
- GALVANIZED IRON BUCKETS Extra strong, an amazing value, 12-quart 29¢
- ENAMEL, Over 50 colors choose from, half-pint can 15¢



Welcome to Our City—J. C. Penney Company, Inc.

WEIR'S VARIETY STORE



SHEER RAYON HOSIERY

In All the New Spring Shades
35c Values—Special for Saturday
FOUR PAIRS FOR \$1.00

Dainty New Lingeries
Ladies' Bloomers and Step-ins
SPECIAL—25¢ EACH

Ladies' Broadcloth Princess Slips
FOR ONLY 49¢

Wool Tweeds
All Wool—54 Inch Width
Only \$1.49 Yard

Printed Crepes
Rayon, 36 Inch Width
Only 39¢ per Yard

MEN'S COVERT WORK PANTS—GRAY ONLY
PER PAIR—\$1.25
MEN'S BLUE WORK PANTS—FAST COLORS
PER PAIR—\$1.25

FOX MERCANTILE CO.

A Square Deal VALUE EVENT

CREAM IS UP

And you will find the market price always at the top here. BRING US YOUR CREAM, POULTRY, EGGS, HIDES

ORANGES

Another truck load of oranges are here—right fresh out of the orchard, and tree-ripened in the bargain.
PECK—50¢

COW FEEDS

See us before you buy feed for the cows. We are stocked with COTTON SEED MEAL, CAKE—AND BRAN.

Our location is handy for the farmer—plenty of parking space ON FOURTH AND MAIN

Square Deal Produce Co.

RANKIN REYNOLDS Phone 17 ROY ONSTEAD

"The LAUNDRY WAY is the Modern Way"



Yes, ladies, a hand at bridge is better than a hand on the washboard. Very, very low in price is our reliable laundry service; yet it adds another day to your social calendar.

Just Phone. Our prompt Delivery Service is a source of pride with us. Give us an opportunity to demonstrate.

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

Hereford Laundry and Dry Cleaning Co.

CONGRATULATIONS
to the
J. C. PENNEY COMPANY

DICK ROUNTREE
Plumbing and Heating

The plumbing and heating construction on J. Ray building was completed by Dick Rountree, local plumbing and heating contractor.



Determine to
Have Money

TAKE your wife into your confidence. She will help you save to go into business for yourself, or buy a home. Your success is her success. Talk with her tonight . . . open a joint bank account.

START SAVING REGULARLY NOW
We Welcome Your Banking Business

THINK! **THE FIRST NATIONAL BANK** HEREFORD, TEXAS. THINK!
OF BANK HEREFORD

A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM



"My Biscuits are always good"

"I never worry about my baking any more."
"Since I started using Great West I never fail to make good biscuits. It's easy now for me to make real pie crust too--and cakes, why Bob will hardly let them get cool."
"I'll certainly never use any other brand of flour."

Try this new, easy way to better baking today!
At Your Grocer's

LOCAL EDUCATOR ANSWERS PUBLIC SCHOOL QUESTIONS

BY C. H. DILLEHAY
Many questions have been asked and some people have doubtless wondered about the status of the schools as a whole during the depression. Some of the questions may be answered by figures given below, which were taken from those furnished by the Federal Office of Education, the Biennial Report of the State Superintendent of Texas, the study made by a committee for the State Teachers Association, and from reports of the Hereford schools.

The curriculum is always undergoing a change in an effort to better meet the needs of the children. This is shown recently by a study of a group of Texas school districts where it was found that there is a large increase in the offerings of commercial and social science fields with English and vocational subjects also showing an increase. The most decided change in any field was shown in foreign language with a total of 16 units dropped by the 59 cities of various sizes selected at random. Hereford dropped a year of mathematics and added a year each of home economics and world history, the last simply substituting for sections of other history classes.

The enrollment in Texas schools between 1929-1930 and 1931-1932 increased 4% in the grades and 1.27% in the high school. Both together increased about 1 1/2% in Hereford. The number of high school graduates in the State increased 11.9%. With the ending of child labor by the various codes, the high school and upper grade enrollments should show an additional increase for last year and this year.

This increased enrollment has been taken care of by greatly reduced budgets all over the country. Between the years 1930-1931 and 1933-1934 decreases for the United States as a whole averaged 19.5%. South Central States, 25.5%. Texas 28.4%, and Hereford 38% in current operating costs.

Twenty per cent of the city school children of the United States are educated in small city school systems at an average cost of

\$70.38 per year for current expenses not including debt service. The cost in the larger cities average \$104.17, in cities of the Southern States not including Texas \$41.56, and in Hereford \$40.00, before the drastic cuts were made for the present year. It will doubtless be noticed that the only group showing a lower cost than Hereford schools is the southern group where the negro population is heaviest.

Another interesting study for Texas reveals that the cost for a small town of 536 scholastics was \$4.30 per month for each child in average daily attendance, while the cost for 15 feeder rural schools was \$8.70 per child in average daily attendance. The cost in a somewhat larger city was \$5.48, as compared with the average cost of \$6.58 for the 19 feeder rural schools. The cost in a city of 8,838 scholastics was \$5.45, and the average cost of its eight feeder rural schools was \$6.42. These figures are for costs in the elementary grades only and do not include the costs in high schools which are of course higher everywhere. The lower average daily attendance makes the per month attendance cost materially higher in the rural schools for instruction on the elementary grade level.

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



You insist upon **Fresh sweets at our Candy counter and Fresh Foods at our Soda Fountain**

We insist upon **absolutely fresh ingredients in every Prescription We fill for You**

We carry a complete line of highest quality drug and drug sundries

At any hour of the day or night your call for service will be answered.

BRING US YOUR KODAK FILMS—
WE SEND THEM OFF TO BE DEVELOPED

City Drug Store
"Home of Dependable Drugs"

Phone 100.

Choral Contests Will Be Held During April

There will be choral contests for both senior and junior clubs of the Seventh District at the convention in Amarillo in April. Entrance requirements: Each member of choral club must be a member of some club federated with the T. F. W. C. The choral club may be composed of members of several clubs. Each club entering must sing two songs, the required number and one of its own choosing by an American composer.

Senior club required number is "When Twilight Comes," a three part chorus by McIntyre. Junior club number is "Hark to the Mandolin," a two part chorus by Henry Parker.

Division chairman of Texas and American music is offering a prize for an original composition of a Texas song by any federated club member of the 7th district. Manuscript must be in ink, no restriction as to length of time of performance. If you plan to enter, write Mrs. A. H. Doucette, Pampa, or Ardelle S. George, Dawn.

Seventh district music department will give a program over WIDAG Thursday, February 15, 4:30 to 5:30, and will be assisted by a violin trio from Hereford, Miss. Paul Foster, A. C. Thompson and J. W. Hendrix. Chairmen will likely have important announcements to make of interest to all club members of this district.

School Children Here Read Approved Books

Several Deaf Smith county school children have completed requirements for the certificate of reading offered by the state board of education, according to Miss Lillie Hostler, county librarian.

The entire list of 200 books recommended by the state board are either now in the library or have been ordered. Hundreds of children are participating in the program.

The plan of the state board is to interest intermediate grade children in more and better reading. It will give a certificate, bearing the seal of the State of Texas and the signature of the state superintendent of schools, to any child in the intermediate division (fourth to seventh grades) who reads 20 books from the approved list.

The child must make a satisfactory report on the book. As a service to the teachers, the county library has given the services of Miss Mary Kate Brotherton on Saturday afternoons to hearing the reports of the children. Also the library is keeping a record of the books read by each child so that if 20 books are not read in one year, and through a change in teachers no record is kept at the school room, the child will not lose his credit.

THE NATION was amazed when last year's sensational Dodge leaped ahead of all competition and became the most talked-about car in America . . . outselling every other car in its price class . . . the biggest dollar-for-dollar value in the whole auto industry!

No wonder everyone is asking, "Have you seen the new 1934 Dodge?" For this new Dodge is even bigger, faster and more rugged than last year's model. It has all the features that caused thousands to switch to Dodge in 1933, and in addition, a multitude of thrilling new ideas that add to performance, comfort and safety.

Right here on this page you can see some of the advanced engineering features Dodge gives you for 1934. "Floating-Cushion" Wheels . . . perfected "7-point Ventilation" . . . new luggage compartment . . . and many more.

PLUS—hydraulic brakes . . . all-steel body . . . Floating Power engine mountings and all the other features without which no car can be said to be up-to-date.

And again Dodge offers you the famous "Show-Down" Plan. The plan that makes it as easy to check motor-car values as it is to tell day from night. With this simple plan you can compare Dodge against the other cars for yourself.

See this new, bigger-value Dodge at the auto show. Ask for a demonstration. Ride in it. Drive it. Go over its features one-by-one. Compare it with competitive cars on the "Show-Down" basis. Prove to yourself its outstanding value—for just a little more than the lowest-priced cars!

DODGE BROTHERS CORPORATION
Advertisement endorsed by Dept. of Engineering, Chrysler Motors

DODGE "FLOATING-CUSHION" WHEELS—No matter how bumpy the road may be, Dodge's new front-wheel suspension assures smooth, level riding. When either front wheel of the Dodge strikes a bump, the wheel—Independent of the rest of the car—rises and falls with the bump. No jar. No shock. No tilting of the car. "Floating-Cushion" Wheels eliminate road shock just as Floating Power smooths engine vibration.

STORAGE SPACE—INSIDE! Simply raise the back of the seat, and there you'll find plenty of room for luggage, packages, etc. Safe, secure, wonderfully convenient.

AT LAST! A simple, quick, easy way to open the windshield . . . just turn the crank. Operates constantly, adjusts to any desired opening.

NEW BIGGER DODGE \$645*
The new, bigger Dodge on 117-inch wheelbase. Coupe \$645; Coupe with rumble seat \$695; Two-door Sedan \$695; Four-door Sedan \$745; Convertible Coupe \$745. On the 121-inch wheelbase, Brougham \$835; Convertible Sedan \$875. *All prices f. o. b. factory, Detroit.

Ireland-Beavers Motor Co.

Cream Prices are Higher . . . DeLaval Separators are Not

Try a DeLaval and don't keep it unless you think it is more than paying for itself.

If there ever was a time when you should use the best cream separator, it is NOW.

Dairy products have kept this country going for the past three years. Why worry with cows and then waste a third of their income?

C. A. Skelton



Now! a full 2-PLOW TRACTOR \$675
825 WITH AIR TIRES

NEVER before was so much tractor offered for so little money. The new Allis-Chalmers Model "W" has everything—POWER to handle a 2-bottom plow—FOUR SPEEDS forward—sturdy, durable construction—plenty of pep—many new improvements. All this at a NEW LOW PRICE.

ALLIS-CHALMERS

Also a Full Line of Quick DETACHABLE TOOLS For This MODEL



Pevley and Seed Implement Co. Hereford, Texas

The New Radios

Have you heard the all-wave Radios?

On these, the regular broadcasting band has been greatly improved. In addition to this band, other channels permit you to hear many police broadcasts, as well as conversations between aviators and ports in line with their destinations, and people who own all-wave Radio sets report clear reception of entertaining programs direct from France, Admiral Byrd's Flagship at Little America, Germany, England—even from Java on the other side of the earth.

The new all-wave Radio is reasonably priced. See them at your electric appliance dealers.

TEXAS UTILITIES CO.

Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. if Rev. Taylor, Smith and wife were here Sunday, he filling his regular appointment.

A. J. Blakemore is visiting relatives and friends at Crowell. Mr. and Mrs. Ulys Pierce of Westway were guests of Mr. and Mrs. N. P. Sikes Sunday.

J. R. Oglesby and Miss Hazel spent the week end with his parents at Colorado, Texas.

Word has been received that Claudell Sikes, who has been with relatives near Baird, has entered A. & M. College for the remainder of the term.

Several have been out of school the past week on account of the measles, including Beatrice Lawrence, Jessie Schulz, Betty Joe and Geraldine Kendall and Geraldine Huntley.

Mr. and Mrs. Frank Eberle of Hereford were guests of Mr. and Mrs. N. P. Sikes Saturday.

Messrs. and Mmes. C. R. Walser and Jim Clark were business visitors in Amarillo last Thursday.

Messrs. Buchanan and Rosson of Hereford were business visitors in the Summerfield community on Monday.

Mr. and Mrs. Viggo Peterson, Mr. and Mrs. Ben Mosley of Tulla visited Mr. and Mrs. Walter Huntley and Mr. and Mrs. Andrew Behrens Sunday. Mrs. Mosley is a sister of Mrs. Behrens.

Will Snapp was an Amarillo visitor recently.

Messrs. and Mmes. Wilburn Edelman, Bernard Roberson and Perry McMinn attended the ball game at Canyon Thursday night.

Mrs. Beulah Roberson is visiting her daughter, Mrs. Alva Wilson, at Hereford.

Jim Barnett, James and Cliff Gandy of Wyche visited Mr. and Mrs. J. R. Oglesby Monday.

Mr. and Mrs. Denson Hill and sons of Ford were guests of Mr. and Mrs. B. A. Atchley Sunday.

Messrs. and Mmes. Dr. Bove and C. J. Paddock of Hereford were recent visitors of Mr. and Mrs. W. L. Cannon.

Messrs. and Mmes. Bernard Roberson and Perry McMinn were in Amarillo last Thursday.

Mrs. J. P. Gandy and Henry of Wyche spent the week end with Mrs. J. R. Oglesby.

Those attending the county federation at Hereford last Tuesday were Mmes. Lee Curry, L. L. Cannon, Edelman, Perry McMinn, Ray Johnson, Bernard Roberson, Jim Clark and Miss Mary Lee Curry.

Miss Ruby Thompson, intermediate teacher, was absent several days last week on account of illness.

The Summerfield basketball teams attended the tournament at Hereford Saturday. The junior girls won over Westway, 18 to 16, and over Dawn 28 to 9, making them winners.

Mrs. Frank Stanley of Friona is spending the week with Mrs. Ray Johnson.

Ray Johnson and family spent Sunday in the O. G. Hill home at Hereford.

Bob Bellar and Louis Lookingbill were business visitors in Amarillo Monday.

Messenger News

BY MISS EUNITA WILLIAMS

Take Produce to Carl's Gro. if Hereford shoppers Saturday were Houston Hudgson, Glenn and Vernon, Mr. Dillingham, Me and Mrs. B. M. Young, Marion, Preston and Hurl Hart, Bill Russell, Mr. Atchley, James Ray Coleman, Altis, Quince and Hobby Williams.

A play will be given at the school house February 23, with an admission charge of 5 and 10 cents.

Mrs. Lee Crews and Mrs. W. P. Walker were in Friona Saturday.

Mr. and Mrs. B. M. Young and Miss Imogene Copeland took supper in the L. M. Williams home Sunday.

The club met with Mrs. W. P. Walker Thursday, February 7, with an all day meeting. There were 18 members and eight visitors present.

The next meeting will be with Mrs. R. L. Howard the second Thursday in March.

Mr. and Mrs. L. M. Williams and Eunita, R. L. Howard were Hereford visitors Friday.

Mr. and Mrs. H. Ages spent Sunday at Oklahoma Lane with friends.

Mrs. E. M. Green and son, Elwyn, were in Farwell Thursday.

Little Stephen Messenger is improving after a protracted illness.

Sunday school was well attended Sunday, with 47 present.

Lee and Walter Crews and Euel Walker were in Hereford Thursday.

R. L. Howard has been working for Elwyn Green the past week.

Mrs. R. W. Fanning is on the sick list this week.

Mike and Jewell Russell were in Friona Thursday.

Progressive News

BY OLIVE PERKINS

Take Produce to Carl's Gro. if Mr. and Mrs. J. N. Benson visited here Sunday, he filling his regular appointment.

Mrs. Clarence Botts and son of Borger visited her parents last week.

Mr. and Mrs. Owen Neel and sons spent Sunday with Mrs. Robert Thompson and family at Hereford.

Most of the parents and several of the patrons from Progressive attended the basketball tournament for the country schools at Hereford last Saturday.

Mr. and Mrs. Haskell Benson visited her mother, Mrs. Johnson, near Dismitt Sunday.

Mr. and Mrs. Garrett and family and Loy Carnichael visited the Bowmans Sunday and attended Sunday school in the afternoon.

Mrs. Owen Neel called in the Otis Foster home at Hereford Saturday afternoon.

The Ladies' Club of Progressive had an all-day meeting Wednesday, with a covered dish luncheon at noon in the home of Miss Olive Perkins. After a short business meeting, Miss Eunice Caldwell gave a paper on the leading industries and industrial centers of Texas.

Mrs. C. P. Caldwell talked on trade and trade centers, and Mrs. Ed Botts on transportation. The club welcomes Mmes. Charles Green and William Lowe as new members. The next meeting will be with Mrs. Carl Donovan the third Wednesday in February. This will be a social affair.

Thursday evening while cranking his tractor, Roy Wagner broke the bone in his right arm just above the wrist.

Mr. and Mrs. O. N. Johnson of Pampa spent last week with his sister, Mrs. Haskell Benson and Mr. Benson.

Miss Eunice Caldwell entertained 38 of the young people at a Valentine party Friday night. The evening was spent playing valentine games. Refreshments of cake, punch and valentine cookies were served.

Literary will meet Friday night at 8:00 o'clock. An especially interesting program has been planned.

A short one-act comedy play, "Sweetest Thing in Boots," will be given, also members will put on the "Old Fashion School." Mrs. J. G. Donovan left Saturday for Enid, Oklahoma, to visit a daughter.

Ward News Notes

MRS. WILEY ROBERSON

Mrs. Bill Hutson was hostess to the L. A. E. club Wednesday, February 7. A very interesting program on industrial changes in Central and Northern states was given. Miss Hostetter gave an interesting talk on Chicago, second largest city, and hoping to be first, which was enjoyed by all.

Refreshments of tuna salad, cookies, sandwiches and coffee were served to Mmes. Jack Hutson, Jim Lipscomb, Arlie Dean, John Hutson, Bob Higgins, G. M. Suggs, Wiley Roberson and Miss Hostetter. The next meeting will be with Mrs. Suggs February 20.

Mr. and Mrs. Sherm Williams of Amarillo visited in the Jack Hutson home Sunday.

Misses Lucille Hughes and Grace Garrett of Flag spent the week end in the Wiley Roberson home.

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

Howard Gibbs visited Robert Lady Sunday afternoon.

Miss Davis was out of school Monday because of illness and Miss Fincher taught in her place.

Mr. and Mrs. Arlie Dean, Mary Louise and Miss Goodwine, Mr. and Mrs. Chester Hodges and son visited in the Wiley Roberson home Sunday night.

Mrs. Lynn Powelson and children of Amarillo are spending the week in the W. R. Harrison home.

DULL HEADACHES GONE SIMPLE REMEDY DOES IT

Headaches caused by constipation are gone after one dose of Adierika. This cleans all poisons out of BOTH upper and lower bowels. Gives better sleep, ends nervousness. City Drug Store.

FOR SNAPPY SERVICE

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

Texas Service Station
GLEN SNYDER

General Food Products Sale



CALUMET BAKING POWDER

1 pound ----- 25¢
5 pounds ----- 98¢
10 pounds ----- \$1.57



LOOK!

POST TOASTIES
2 pkgs for ----- 23¢



BAKER'S COCONUT

One-fourth lb 10¢



Be sure to come in and get a can of "Good to the Last Drop" coffee
1 pound ----- 28¢
3 pounds ----- 82¢

OATS, Crystal Wedding ----- 17¢
SOAP, Lye, unwrapped, 6 bars ----- 21¢
CORN, three No. 2 cans ----- 29¢
TOMATOES, three No. 2 cans ----- 26¢
COOKIES, pound package ----- 19¢
MEAL, 10-pound bag ----- 25¢
CRACKERS, Honey-Graham, 2-lb box ----- 25¢
PEAS, Concho, two No. 2 cans ----- 25¢
SPINACH, two No. 2 cans ----- 17¢
RAISINS, 4-pound package ----- 30¢
PICKLES, sour, quart jar ----- 18¢
CRACKERS, 2 pounds soda ----- 22¢
BEANS, green, two No. 2 cans ----- 17¢
COCOANUT, bulk, pound ----- 21¢
LYE, Hookers, 3 cans ----- 22¢
LAMP CHIMNEYS, three No. 2 size ----- 25¢
BEANS, Pinto, 5 pounds ----- 25¢
GRAPEFRUIT, large size, 3 for ----- 16¢



JELLO All flavors ----- 5¢
PINEAPPLE 3 No. 1 cans ----- 26¢



SWANS DOWN CAKE FLOUR
2 3/4-lb pkg ----- 28¢



PALMOLIVE SOAP
3 bars ----- 14¢



POST BRAN
10-ounce pkg ----- 10¢



GRAPE NUTS
Two for ----- 35¢

Carl's CASH AND CARRY Grocery

Frank Dunlap, wool buyer of Albuquerque, New Mexico, was in Hereford Friday visiting with old friends, Grant Fuller and family.

Joy-ride of Values

"UNCLE FULLER" WORK SHIRTS

Made of gray chambray, extra heavy material; extra full-made; will measure with any other store's much higher priced shirts.

59c

Guaranteed to Give Satisfactory Service

Again Sprowls & Cronin Company scores with amazing values. Our buyer has just returned from the markets, bringing you this outstanding quality merchandise and at prices you have difficulty believing. Don't buy until you've seen our huge stock—you can't afford to miss this JOY RIDE OF VALUES.

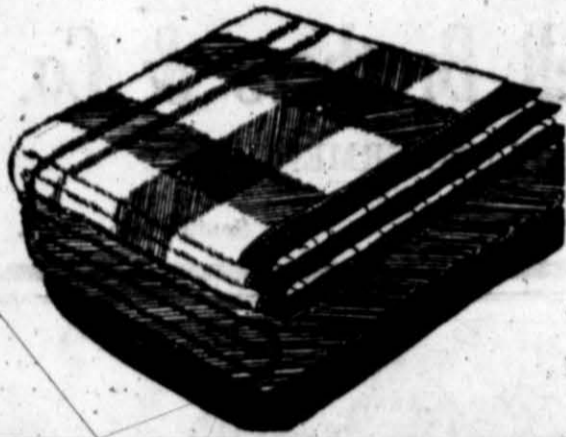
ONE LOT OF BOYS' SHIRTS

49c

Blue and tan flannel. This is a bargain of bargains. You will want plenty of them.

These Shirts Will Surely Please the Youngsters

BEAUTIFUL PLAID BLANKETS



Extra Special

\$2.49

Five-pound weight, size 72 x 84; part wool, long nap Sateen bound

Men, Here's Your Sale!

BLACK GUN-METAL DRESS OXFORDS



All Leather **\$1.98**

This is the best Oxford we have ever shown at so low a price.

The Favorite of All Fine Sheetings—and It's a REAL VALUE, Too.

49c

Each

Size 81 x 99

Made of Fine Smooth Material



36-Inch, Heavy Grade

OUTING

10c

Yard
Light and Dark Patterns.

Children's OXFORDS

98c

Pair

Sizes 4 to 8

SUIT CASES

Composition Or Fiber Board

79c

Each

Large Size.

WORK SOX

Smooth toes, good tops, Good Quality

8c

Pair

All colors and sizes

Men's Horsehide Slip-on Work

GLOVES

50c Pair

All sizes so you can get a good fit.

New Improved Genuine

KOTEX

8 Boxes for

\$1.00

36 Inch PILLOW CASES

29c

Pair

Boys' Gunmetal DRESS OXFORDS



Size 2 to 5 1/2 Pair

\$1.98

These are all-leather Shoes of high quality.

Boys' School and Work SHIRTS



Sizes 4 to 10 Years

39c

Sizes 11 to 14 1/2 Years

49c

Absolutely fast colored Chambray that will give satisfactory Service.

Shoe Clearance OF ODDS and ENDS

300 PAIRS OF SHOES, Pumps, One-Straps and Oxfords. Shoes values from \$1.98 to \$4.25. Close Out Price—

\$1.39 Pair

MEN'S OVER SHOES

All Over Rubber

\$1.98

Pair

Four-Buckle All Sizes



LADIES' GALOSHES

Low and Cuban Heels

98c Pair

Both Zipper and Button Fasteners



Nice Grade Bleached MUSLIN

Soft, Fine Finish

7c

32-INCH GINGHAM
Plaids and checks, good for aprons, quilts and com - fort linings, yard

10c

Men's Boys' and Girls' CORDUROY JACKETS

Zipper and button styles

\$1.98

Closing Out One Rack LADIES' HOUSE DRESSES
Fast colors, nice styles

98c

MEN'S BROADCLOTH PRE-SHRUNK SHIRTS



98c

Collar attached, new colors, values you will never see again.

MEN'S PANTS

Moleskin Pants

\$1.49

Corduroy Pants, blue and brown

\$2.48

Covert Cloth Pants, blue gray and tan, best grade

98c

Genuine HOPE MUSLIN

Per Yard

10c

10 Dozen Children's Outing GOWNS AND PAJAMAS
Broken sizes, nice quality, Close-out, each

19c

Boys' and Ladies' SUEDE LEATHER JACKETS
Priced to clean up

\$3.98

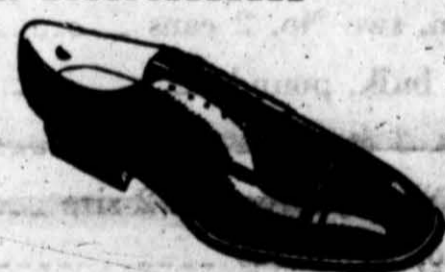
MISSES CORDUROY SUITS
Former Price \$7.95
Broken Sizes

\$3.98

MEN'S CALF SKIN OXFORDS

Flat and boot heel

\$2.98



SUNBEAM FROCKS

Made of La Chine

The finest of materials, that's smooth as silk, fine as handkerchief linen



\$3.95

Sizes 14 to 50. A day-time frock that 'looks like something'—there's no economy in cheap fabrics. Come in, Try them on

BIG SMITH OVERALLS

Men's 8-ounce Sanforized and guaranteed not to shrink—best overall on the market. Buy your correct size—they will stay fit. Pair

\$1.35

A new pair FREE if they fail to give absolute satisfaction.

Boys' Overalls In Blue and Stripes

Long Wear Size 1 to 7 Years **49c**
Size 8 to 11 Years **59c**
Size 12 to 16 Years **69c**

Full Made **\$1.98**

Men's Outing Bal WORK SHOES

Peters Diamond Brand, Pair

\$1.29

One Lot of Boys' LUMBER JACKS

Going at Only

98c

Boys' and Girls' SCHOOL OXFORDS

Sizes 8 to 2, Pair

\$1.29

Ladies' and Girls' TWO-TONED OXFORDS

An excellent every-day shoe, pair

\$1.98

Greater Values in Men's Hats Is our aim

Lion Special Hats

are the best for the price

\$2.98

New shades and shapes, Many other models in the cheaper lines **\$1.48** and **\$1.98**



Men's Canvas EIGHT-OUNCE GLOVES

The Pair

8c

Ladies' FELT HOUSE SHOES

Ribbon trimmed Pair

29c

Children's Blue and Red Top CANVAS GLOVES

The Pair

5c

Men's Tan Blucher RETAN WORK SHOES

Peter's Brand Pair

\$1.98

Men's Overalls

At the Low Price of

79c

220 CWT Blue Denim, well made and have two pockets on the bib. Just compare these with other cheap overalls and see the difference.



SPROWLS & CRONIN CO.

WELCOME . . .
J. C. Penney
Company

GEORGE S. McCONNELL
 ELECTRICAL CONTRACTOR
 The Electrical Wiring and Construction on the J. Ray Building, now occupied by the J. C. Penney Company was done by GEORGE S. McCONNELL.

Come and Rest

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

CRAZY WATER HOTEL

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

Crazy Water Hotel

THE HOME OF CRAZY WATER
 Mineral Wells, Texas

Jumbo News

BY MRS. J. W. BERRY

C. C. Hunter and family spent Sunday in the P. H. Dyer home. Mrs. L. E. Beck and Mrs. J. W. Berry called on Lurline Dixon, daughter of Mr. and Mrs. Mack Dixon, Thursday at the Deaf Smith county hospital, where she underwent an operation for appendicitis a few days ago.

Mr. and Mrs. H. R. Harvel, accompanied by Miss Irene Hurst, attended the basketball game between the Ogden Boosters and the Mitger Dairy teams at Canyon last Thursday night.

Marvin Lynn is the name given the eight-pound son born February 5th to Mr. and Mrs. Lynn Axe. Mr. and Mrs. Finis Hunter and daughters were Sunday guests in the W. A. Hunter home.

Mrs. Arthur Matthews and son, Leon, have been sick with tonsillitis the past week, but are better. No new cases of measles have been reported and those who had them are about well at this time.

Mr. and Mrs. G. W. McIlroy and son, Gerald, of Dimmitt were callers Sunday afternoon in the H. R. Harvel home.

Miss Kitty Oxford, who teaches at Ward, spent the week end with home folks here.

Mr. and Mrs. Labon Galloway, who recently moved to the place vacated by the W. L. Hall family, are the proud parents of a daughter, Mary Ruth, born February 4.

C. M. Bell of Armistad, New Mexico, spent Thursday and Saturday night in the J. W. Berry home.

James Bray is the name of a new pupil who entered the third grade last Monday.

Mr. Hancock of Tucumcari, New Mexico, was in this community buying Hereford bulls. He bought 25 head from the Brady ranch, W. A. Hunter making the sale.

Miss Irene Hurst spent Friday night and Saturday with Misses Athalie and Maurine Wilder.

L. E. Beck and family called Thursday night in the F. J. Axe home.

Rev. J. R. Sharp of Canyon failed to fill his appointment at this place last Sunday.

J. P. Hacker and son, William, spent Sunday in the Ullman Hunter home.

Mrs. W. A. and Finis Hunter and Mrs. M. L. Simpson helped Mrs. S. M. Hunter quilt last Wednesday.

The Jumbo Presbyterian Auxiliary met last Thursday with Mrs. H. C. Baird in Hereford. The next meeting will be February 15 with Mrs. L. E. Beck, when a Praise service and Thank offering will be given.

Jack Spencer and DuBois Walker have been prospecting in New Mexico the past week.

Mr. and Mrs. Boyd, C. E. Leasure and L. A. Matthews accompanied the girls and boys basketball teams to Dimmitt Friday, where they entered the county tournament. They each won their Friday games but lost Saturday.

For the past week Mrs. U. G. Randall has been visiting her daughter, Mrs. J. M. Wade, at Daltart, and went to Amarillo Sunday to visit in the homes of her sons.

A number of Easter and Dimmitt people attended church services Sunday afternoon, conducted by Rev. E. E. Manney.

Mrs. L. C. Baggett received a message last Monday night of the death of her sister-in-law, Mrs. Walter Burdine. She and Mr.



"I BET MY CAR STARTS.
The tank's full of High Test Phillips 66"

HIGHEST TEST AND *anti-knock*
at the price of ordinary gasoline

WHEN your car is covered with snow after standing out all night in the cold . . . will the motor start promptly at the touch of the starter?

It will!—if the tank is filled with Phillips 66.

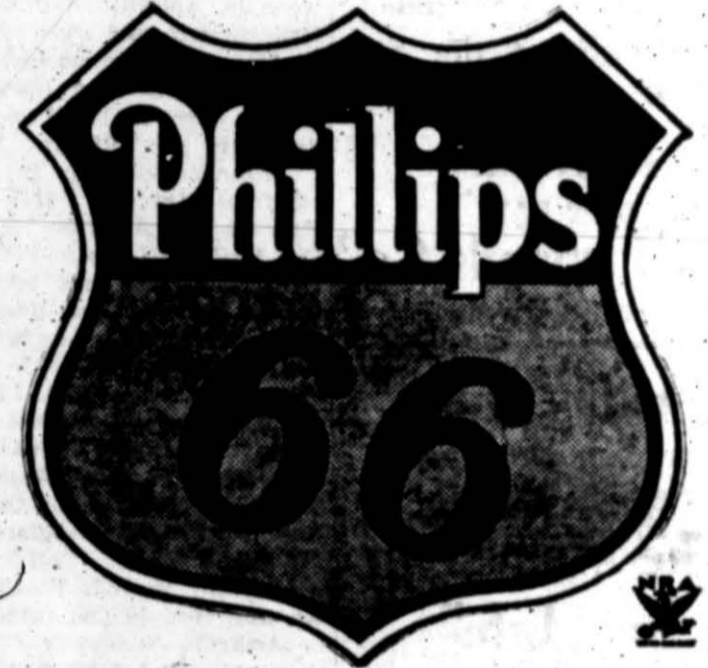
This greater gasoline is genuine high test. Super-volatile. Packed with quick-starting elements which snap into action pronto.

Does this sound familiar? Have you seen claims like these before? Then glance below and see something you won't find in other ads—scientific figures which tell you exactly how high the test of Phillips 66 is: We print our gravity range in plain figures, without fear of comparison, because Phillips is the world's largest producer of natural high gravity gasoline. Obviously, we can afford to offer extra high test

gasoline without charging a penny extra. Every gallon of Phillips 66, therefore, gives you greater value . . . marvelously fast starting . . . quicker warm-up . . . more pep and power . . . more miles per gallon. Besides, this finer performance is always consistent because it is protected against changes in weather by CONTROLLED VOLATILITY. Phillips pioneered this basic principle which matches the gasoline to your weather.

If you haven't yet tried it, get a tankful of this high test, high anti-knock motor fuel, and treat your car (and incidentally your pocketbook) to the quickest winter starting and smoothest bunch of miles you've ever had. Get just one trial tankful and feel this difference in your motor.

Look for the Orange and Black 66 shield and Phill-up with Phillips when you see it.



GRAVITY 65° TO 69.5°

Insures **INSTANT STARTING Plus MORE MILEAGE**

Baggett and Betty Jo left Thursday for Hedley to attend the funeral. Mr. Baggett returned Thursday, but Mrs. Baggett and Betty Jo remained for a longer stay.

Mr. and Mrs. P. H. Dyer were called to Tulla last Wednesday, when Mrs. Lint Merritt, a sister of Mrs. Dyer, entered the hospital for an operation.

C. Kring returned last Tuesday from a two weeks visit with relatives and friends at Stephenville, Fort Worth and Abilene, and in Carter, Oklahoma. He was accompanied to his home from Amarillo by his daughter and husband, Mr. and Mrs. Jim Baggs of Amarillo, who spent the day in the Kring home. Mr. Kring reports in some places there has been plenty of moisture.

Mr. and Mrs. M. L. Hardy and daughters entertained a number of friends at an old-time musical at their home last Friday night. Refreshments of cake, coffee and punch were served by the hostess.

In an attendance contest of class No. 3 of the Sunday school, the losers entertained the winners at dinner Sunday in the home of their teacher, Mrs. H. R. Harvel. Present were Bob Pinckert, Bernard Wilder, M. L. Simpson, Anderson Axe, Milton Woolery, Billy Dyer and Virginia Simpson.

Mrs. L. E. Beck received word last Monday that her brother, Milford Potts, of near Memphis had suffered a crushed and broken leg in a car accident. She and her son, Luther Lee, and Mrs. Belle Oxford and son, Willie, went to Memphis Saturday morning, returning home Sunday evening, and reporting that he was in the Memphis hospital and found his condition a little improved and unless blood poison set up his leg could be saved and not be amputated as at first thought.

How One Woman Lost 10 Lbs. In a Week

Mrs. Betty Luedeke of Dayton writes: "I am using Kruschen to reduce weight—I lost 10 pounds in one week and cannot say too much to recommend it."

To take off fat easily, safely and quickly take one half teaspoonful of Kruschen in a glass of hot water every morning before breakfast—an 85c bottle lasts 4 weeks—Get it at any drug store in America. If this first bottle fails to convince you this is the easiest, safest and surest way to lose fat—money back.



From Washington, a Lesson . . .

As Washington's birthday approaches, it will do us well to consider his life and career—and the reason for his tremendous success and influence. Primary was his strength of will and honest devotion to the good life. In a measure, we, too, can achieve our goal by following his principles . . . by being honest, courageous, thrifty and persevering.

START A SAVINGS ACCOUNT

The First State Bank
 OF HEREFORD

Welcome . . .
J. C. Penney Co.

You are opening a store in a good, wide-awake community . . . one which is full of high-type citizens and one in which much worth-while work can be done.

We are confident that the principles upon which your company, a nation-wide institution, has been built will work to the good of the community and to your own advantage.

We welcome you to Hereford and invite you to become a member of the Hereford Chamber of Commerce, an organization dedicated to the best interests of this community.

Hereford Chamber
of Commerce



SPRING SHOWING DISPLAY

We are entering a new era. People are again style-conscious and style hats are becoming scarce. Come in Early for That New Hat.

Brims and off-the-face models—in smart new blacks, colorful trims. Come in and see us—we have HATS.

\$1.50

Upward to

\$6.50

VOGELE
Millinery Parlor

STAR THEATRE

Hereford, Texas

Nothing But Specials
Coming Up at the Star

Thursday

LAST DAY

"As Husbands Go"
WITH WARNER BAXTER

Friday Only

MATINEE AND NIGHT

Otto Kruger In
"The Women In His Life"

SERIAL AND NEWS-COMEDY
Always a big show on Fridays and always 10¢ admission. Attend the Matinee.

Saturday Only

Matinee — Night

A Real Treat for Only 10¢
"Long Lost Father"

With John Barrymore and Helen Chandler.

Saturday Night Preview,
Again

Sunday Matinee

Monday Night

Only Three Showings

"I Am Suzanne"

Featuring Lillian Havvy and Gene Raymond.

Special Musical Shorts and News.

We have been running quite a few specials during the past month or two, and have been forced to raise the admission price on these pictures, and for that reason we are running free show next Tuesday night. Everyone invited. Come early. Entire change of picture and comedies.

Wednesday

Thursday

FEBRUARY 21-22

Marion Davies and Bing Crosby.

"Going Hollywood"

And you may be lucky enough to receive a free bank account.

Always a good show and always a free bank account given away, and the price is always 10-20¢

Coming Soon

"Footlight Parade"
"Dinner at Eight"

PERSONALS

Ed, Bogess of Friona was a Hereford visitor, Monday.

You can always buy for less at the Popular Store.

Mr. and Mrs. W. H. Nunn and little daughter, Rosalee, visited Tuesday with relatives in Tulla.

Mrs. Carl Jennings and Miss Verna Culpepper of the Star Beauty shop will attend the beauty show in Amarillo next Tuesday.

A. Baer of San Antonio arrived here Tuesday to visit for a few days in the home of his brother, Gaston Baer, and family.

New Spring Goods arriving nearly every day. All the new late things you so much desire. Come in; let's get acquainted. Popular Store. Since 1931.

Mrs. E. B. Black returned Sunday night from a several weeks visit with her aunt, Mrs. Letitia English, in Cleburne. Mrs. English has been very ill but is much improved.

C. L. Bogle of the Adrian district, was a business caller at the Brand office last Saturday. He said enough of the Saturday drizzle fell to make the wheat look a little brighter.

Mrs. Dave Barnhill of Amarillo arrived here the latter part of last week to visit in the home of her brother, Andy Godwin, and with friends. The Barnhills formerly lived here.

Mr. and Mrs. W. W. Holcomb of Dimmitt visited in the home of Mr. and Mrs. J. W. Witherspoon Saturday and Sunday. Mr. Holcomb is editor of the Castro County News.

Miss Ruby Vaughn, daughter of Mr. and Mrs. W. A. Vaughn of Hereford, was on the first semester honor roll at Randolph College in Cisco. An average grade of 88 is necessary to make the roll.

Leonard and Stanford Knox were in Amarillo Saturday on a business trip and were accompanied home by their mother, Mrs. W. A. Knox, who had been visiting a few days in the home of her daughter, Mrs. Richard Fly.

Announcement has been received from Mr. and Mrs. Leaton Branson of Amarillo announcing the birth of a son February 5. The young man has been named Robert Emory. Mrs. Branson will be remembered here as Miss Agnes Elliston.

Mr. and Mrs. C. O. Phillips of Wildorado were here Tuesday afternoon visiting with his parents, Mr. and Mrs. W. B. Phillips. They also did some trading here with Hereford merchants before returning home.

Mr. and Mrs. J. E. Beyer and Mr. and Mrs. W. B. Anthony were in Amarillo Sunday visiting relatives, Mr. and Mrs. Perry Beyer and Mr. and Mrs. Virgil Beyer. They attended a male chorus concert while in Amarillo, held in the First Christian church late in the afternoon.

Mr. and Mrs. J. T. Cronin and little daughter, Rosemary, and Mrs. Gertrude Brotherton returned Friday from Dallas where they bought spring merchandise for the Sprowls & Cronin Co. store, and visited Mr. Cronin's daughters, Miss Kathleen Cronin and Mrs. Sam Mosley, both of Dallas. Mrs. Brotherton visited her sister and family in Fort Worth.

Mrs. Gaston Baer entertained with a bridge party last Friday night at the Baer home in honor of her sister, Mrs. J. Lewin, of Wichita, Kansas, who is here spending several weeks with Mrs. Baer. The guests enjoyed the evening in a number of exciting bridge games. Light refreshments were served at a late hour.

GIRL SCOUT NOTES

Henrietta Fritz is our first second class scout and several others expect to pass the second class test and begin work on the merit badges.

Several girls were absent on account of sickness and it is hoped they will be able to attend the Valentine party.

All girls interested are invited to attend the meetings on Wednesday afternoons at 4:30. Parents are invited to attend as they are always welcome as visitors.

No Damage by Grass Fire

The city fire department swung into action twice the early part of this week.

On one call, the boys were only fooling, although they didn't know it when the siren summoned them. It was just Chief Dow Mercer's way of checking up on the members. This false alarm was sounded and answered Monday night.

Wednesday at noon the firemen were called to extinguish a grass blaze near the Church of Christ on City Park property. The grass is extremely dry and damage was averted when the firemen smothered the fire with their coats.

Lectures at Church of Christ.

W. M. Speck of Sudan is here this week delivering a series of lectures on the Holy Land at the Church of Christ. His subject tonight will be on Babylon and his subject for Saturday will be Asia Minor. Mr. Speck is an intelligent speaker and is pleasing his audience on each occasion. He will deliver two sermons at the church Sunday at the regular preaching hour in morning and in the evening.

To the Voters of Deaf Smith County:

I announce my candidacy for the office of Sheriff-Collector, Assessor of Deaf Smith County, subject to the Democratic primary in next July. Of course I solicit the support of every person. I'll be seeing each of you. I have some friends who are not voters, give me your influence.

I have lived in this county over 25 years and know all about it and the people and their ways and desires. I believe that I am qualified to discharge all the duties required in these offices, and I promise you that I will do so legally, fairly, energetically and impartially. I will work at the business of these offices and nothing else. I will have to have some deputies and I guarantee that they will be the best men in the county.

Respectfully,
PINK H. GILLILLAND.

Mr. and Mrs. J. E. Hill arrived home Wednesday from Mineral Wells.



Let Us Give You Chic With a Glorious New
Permanent

Our shop will be closed Tuesday, February 20. All operators will attend beauty show in Amarillo.

Star Beauty Shop
Mrs. Carl Jennings

Phone 26

SOUND SLEEP FOR SALE

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



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

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

\$29.50 \$32.50
\$18.75 \$22.50

E. B. Black Co.
Furniture :: Undertaking

FRESH Fruits and Vegetables for WINTER HEALTH

A Complete Stock!

- PINTO BEANS Recleaned, 5 pounds ----- 27¢
- YAMS Fancy No. 1, 10 pounds ----- 27¢
- SORGHUM East Texas, gallon ----- 54¢
- POTATOES No. 1, 10 pounds ----- 25¢
- DATES Fresh from Coast, pound ----- 13¢
- PECANS Nice size, 2 pounds ----- 25¢
- APPLES WESTERN BEAUTIES, WINESAPS, Choice of the Western Slope, per basket **\$1.49**

We Thank You—Come Back Again

FULLER'S FRESHER FRUITS AND VEGETABLES

PIGGLY WIGGLY promotes



Mussolini's favorites

**SPAGHETTI
MACARONI
and
CHEESE**

Specials For Friday and Saturday

- FLOUR Panhandle Maid, 48-pounds **\$1.58**
- SALT 25-pound bags ----- 29¢
- RAISINS Four Pounds ----- 29¢
- CAKES choc. Marshmallows, lb ----- 19¢
- CHEESE** Kraft's American Velveta or Cream Spread, 1/2-lb pkg **15c**
- PEANUT BUTTER Pound jars ----- 17¢
- ROLLED WHEAT Breakfast Food, 30-oz pkg ----- 20¢
- PICKLES Heinz, fresh cucumbers, quart -- 33¢
- DATES Two-pound package ----- 27¢
- Sani-Flush** **19c**
- MACARONI Three for ----- 14¢
- SALAD Dressing KRAFT'S MIRACLE WHIP Or Salad Spread, quart ----- 25¢
- COFFEE Maxwell House, 3-lb cans 77¢, lb ----- 26¢
- CHILI BLEND Pound pkg., 39¢, half lb pkg -- 23¢
- SOAP Palm Olive, 3 bars ----- 14¢
- MELO** 2 Cans **15c**
- SOAP P. and G., 5 large bars ----- 19¢
- APPLE BUTTER Quart can ----- 19¢
- SNOWDRIFT 3 pounds 89¢, 3 lbs ----- 44¢



HY-PRO
Quart Bottle
19c

Cleans, bleaches and whitens the clothes. Removes stains, mildew and scorch. Use as disinfectant and deodorant.

1¢ SALE 10c
WHILE SUPPLY LASTS (ONLY ONE SALE TO A FAMILY) 1c

- CELERY Bunch ----- 7 1/2¢
- ORANGES Balls of Juice, dozen ----- 10¢
- LEMONS Large Sunkist, dozen ----- 24¢
- CAULIFLOWER Each ----- 10¢
- LETTUCE Firm, head ----- 5¢
- CABBAGE New crop Texas, pound ----- 2 1/2¢
- BEETS, CARROTS Turnips, three bunches ----- 10¢

Quality and Service Are Paramount Always at

PIGGLY WIGGLY ALL OVER THE WORLD

PHONE 81, FRANK GYLES, Manager BUY AT HOME