

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th Year—Number 4

The Hereford Brand, Hereford, Texas, Thursday, January 31, 1935.

Five Cents Per Copy.

Winter Court Term to Open Here Monday

Grand Jury Will Meet First Day; Others Wednesday.

Winter term of the sixty-ninth judicial court will open here next Monday, February 4. Judge Reese Tatum of Dalhart will preside. A light criminal docket and fairly light civil calendar are on the schedule.

Grand jurors will report Monday morning at 10 o'clock and petit jurors for the first week at the same time Wednesday. Sufficient petit jurors for a term of four weeks have been summoned.

Grand jurors will be D. H. Alexander, J. W. Brown, C. P. Husey, Charles Burk, Wirt Phillips, J. H. Brooks, G. W. Brunley, C. V. Burgess, H. G. Conkright, C. C. Danforth, Frank E. Givan, C. M. Hicks, C. E. Perrin, J. W. Kirby, A. T. Frye and W. A. May.

First week petit jurors are H. F. McConnell, R. L. Dowell, W. H. Dowell, H. D. Reed, J. A. Pitman, E. J. Allison, W. L. Pickett, E. C. Eubanks, Cliff Estes, J. C. Ricketta, W. L. Bagwell, Fred Arnold, C. B. Womble, W. L. Davis, Frank Qyles, L. W. Dickerson, E. T. Shreve, C. T. Guseman, B. R. Fulkerson, C. T. Caldwell, John B. Arnold, Albert Bayless, E. B. Hicks, and C. F. Cockrell.

City Taxes Due Before Midnight

City taxes will become delinquent at midnight tonight. Tomorrow the whole tax bill for 1934 will be due with a penalty of 10 per cent.

If paid today, taxes may be handled in split payments with the second half due on or before August 1. Interest at six per cent will begin April 1 on delinquent 1934 taxes.

All penalty and interest on taxes delinquent last August 1 have been removed and taxes may be paid at net until March 15, the same as state and county taxes.

Collections to date have been only fair at best, according to Miss Eva Skelton, city clerk.

Lions Party Is Tuesday Night

James Monroe Harvey, noted astrologer and entertainer, will address the Lions Club at a dinner and ladies night party next Tuesday evening. The banquet will start at 7:30 in the Presbyterian church.

Mr. Harvey is traveling throughout the country addressing Lions Clubs. He comes from Chicago, and is an authority on astrology.

Amuses much humor and banter with his talks, observers report. Program at yesterday's luncheon was a tap dance by little Miss Bennie Ruth Garrett, with piano accompaniment by Mrs. Sherman Morgan.

Glen Weir, program chairman, offered a dollar to any member who could say "rubber buggy bumpers" three times in rapid succession. He did not lose.

FRIONA NOSED OUT, WILDORADO SWAMPED IN COURT CONTESTS

Because they made seven out of 12 free throws while their opponents were making six out of 12, the Whiteface basketballers licked Friona here last Friday night, 14 to 13, in an extra period contest that ended in a 12-all tie.

Clyde Posey looped the goal that spelled victory in the closing seconds. Dixon, Friona forward, had just thrown a free pitch to give the Chieftans a one-point lead.

Half time score was 8 to 7 in Hereford's favor. Six free goals out of seven tries coupled with a field goal by Russell accounted for eight points. Friona had two field goals and three charity tosses midway in the contest.

D. Clayton, Whiteface forward, was high point maker, with seven. Richardson, Friona guard, made two field goals and a free toss for second honors.

The girls' game was just as close, Hereford winning 27 to 25 by virtue of a last second field goal by Phyllis Arthur. Leading

Begin Construction of New Building at Hereford Park

BIRTHDAY BALL BRINGS MANY DANCERS

Almost 200 couples danced last night at the second annual Birthday Ball for the President here. They danced in the Carter and Donlap building on South Main Street and the Firemen's Hall.

A "swell affair and a dandy dance", was the unanimous verdict of the merry makers. Herb Sindt's orchestra furnished the music.

Proceeds of the dance will go to crippled children of the Nation. Seventy per cent is to be kept at home for expenditure to help unfortunate children of the immediate vicinity. The remaining 30 per cent will be sent to the national organization.

Disposition of the local portion of the funds has not been fully determined. A large part of it is likely to go to the Amarillo Crippled Children's Council, which has cared for numbers of children from here. Some will be kept at home for incidental expenses in treating the youngsters.

Prentice Rosson was chairman of the committee promoting the birthday ball. Others serving with him were Judge C. W. Humble, Dr. T. L. Morgan, John Patton and Harold Close. All civic organizations, including the Business and Professional Women, Legion Auxiliary, Legion, Firemen and Lions, assisted in sponsoring the dance.

Open Range Gone As Hog Law Passes At Election

Hogs, goats and sheep can no longer roam at large in Precinct 4 of Deaf Smith county. Such was the decree of voters who balloted in a stock law election last Saturday in that precinct.

The vote was 45 to 5. The five dissenting ballots were cast at the Sims box where the count was 10 to 5. At Fairview it was 15 to 0; at Ford, 17 to 0; and Bippus, 2 to 0.

Number four was the last precinct in the county to adopt a stock law and with the election the open range is gone from Deaf Smith county. Long ago cattle were deprived of the free roaming privilege.

David R. Jr., eight-months-old son of Mr. and Mrs. D. R. Grimes, died at the home early Monday. Funeral services were held at the home Monday afternoon, Rev. B. M. Sheppard officiating. Burial was in West Park cemetery.

Surviving are the parents, one brother and two sisters.

Rural Teachers Meet

Curriculum study and local school problems were discussed at the meeting last Saturday of the county's rural school teachers, held in the court room.

Teachers and school officials throughout the state are planning a revision of courses of study in the public schools. When plans are complete experiments will be made in several schools, testing the proposed course of study.

McCollum's plan is to have a sort of relay meet instead of the regular meet. Regular events, however, will not be eliminated. It is hoped to mark in some sprint and medley relays along with the regular mile race.

Invitations have not been sent out to other schools, but will be as soon as plans are completed.

Medical Group to Meet At Canyon Friday Night

Monthly meeting of the Tierra Blanca Medical Society will be held Friday evening at Canyon. Drs. W. R. Klingensmith of Amarillo and C. E. Donnell of Canyon will read papers.

Members of the Potter county society have been invited to attend the meeting. Dr. G. F. LeGrand is president of the Tierra Blanca group.

Federation to Meet Tuesday

The County Federation of Women's Clubs will meet Tuesday, February 5, at noon in the Christian church where a covered dish luncheon will be served.

Dr. S. H. Condon of WTSTC, Canyon, will speak on adult education. All members and prospective members are invited.

Place For Parties and Banquets Will Be Provided.

The second building in the state park has been started here. It is to be a large structure in which banquets, private parties, club meetings, dances and other gatherings can be held.

In addition it will have quarters for the keeper of the park and concession space. It will be a one-story affair, in architecture to match the stone club house under construction at the city park.

The main hall or pavilion will be 26 by 40 feet, inside dimensions. There will be a lobby 15 by 24 feet. There are to be a dining room, concession space, check room and lounges.

The building will be located near the present situation of the park office. A small porch facing north will open into the lobby. The pavilion will be on the east end with terrace 38 feet long on the south side.

Living room, dining room and office for the keeper will be at the west end. Plans call for completion by July 1. The club house is to be finished by the same date.

Both buildings are to be made of native stone. Floors will be concrete and roofs shingled. Interior will be of unfinished timber. Hardware and lighting fixtures are to be in keeping with the general style.

Men are now at work laying the foundation. Stone is being brought in daily and is in process of shaping for the buildings. Construction will be well under way in two more weeks.

Other activities at the park the past week have been largely confined to road and tree work. More than 7,000 trees have been set out in flats along the Tierra Blanca, making an embryo forest of the well watered area.

Road and path construction has slowed up due to concentration on trees and buildings, but several stone culverts have been finished in the last few days.

Track Practice Begun at School

There will be a track team at Hereford High school this spring for the first time since 1928. Already more than a dozen aspirants are practicing, having started Monday afternoon. After the end of basketball play the squad will be swelled to 20 or more.

Coach Tommy McCollum is even planning an invitation meet here during the season, to which all schools of the Panhandle will be invited. The last meet in Hereford was in 1929.

The new track around the gridiron at Whiteface Field is full quarter-mile and will be one of the best in West Texas.

Meade Smith, district sprint champ last year and the school's one-man team at that time, is the only veteran. He is to have competition in the sprints from Francis Harris, a fast lad who was not eligible last year.

Others out for the sport are Roy Hastings, Bill Patton, Allett Plummer, Jim Kirby, Ray Nunn, Harvey Nunn, R. C. Ashlock and Louis Hagar. They are working at sprints, distance, hurdles and various field events.

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Annual Promotion Plan Will Be Adopted in Hereford Schools; Use Curve for Grading

By C. H. Dillehay.

Following recommendations of the Research Bulletin of the University of Texas, under the direction of the Section of Superintendents of the Teachers' Association for three years, and a careful study by teachers here for the same length of time, it has been decided to change gradually from the semi-annual to the annual promotion plan. The high divisions of the grades which were found last September will continue as they have in the past until students get out of the grade school.

According to the Research Bulletin, the semi-annual promotion plan has not speeded up promotions and pupil progress in Texas as it was supposed to do. This conclusion was reached after studying the progress made by thousands of pupils over a period of several years. Since the semi-annual promotion plan is costly, particularly for the small schools where unequal sections make serious problems, it has been thought advisable that it be discontinued in Hereford. In keeping with this decision, report cards of children in the regular divisions last September will not show promotion at this time; however, reports of children now passing from a high division to a low division will show promotions.

An unusual problem which was found in the high fourth grade last fall seems to be approaching a fairly successful solution. The section was large and because of that and other reasons was considerably weaker than normal.

Following the addition of a teacher after the close of the first month, the children were divided into two groups for arithmetic, reading, language and geography, but were kept together in other subjects. This was done with the hope that the smaller sections would enable children to overcome some of the weaknesses shown by standard objective tests.

Since the children were not doing regular fourth grade work, grades were not given them as is usually done in Hereford, but were graded on a basis of satisfactory or unsatisfactory work in each subject. This was done to prevent giving large numbers of children failing grades on the basis of what they should do, or passing grades on the work they were actually doing though below the grade level that they were supposed to do. Present indications are that by the close of school a majority of them will be able to go right on with approximately standard work.

High school has been experimenting with the grading system this semester in that students have been ranked on their tests according to a mathematical curve instead of being graded on a percentage basis; moreover, all grades have been given in letters with no figures on reports. The high school faculty voted to try this plan one semester with the hope that it might reduce failures without lowering the standard of work done. In the near future they will decide whether to continue the new

ADULT CLASSES TO CONTINUE TILL JUNE

Adult school here will last until June 27, according to word received this week by Miss Little Hostetter, director of the work. The new term is starting this week.

Classes that have been in progress for the past several months will be continued and others added if the demand is sufficient. Courses in psychology and woodwork as well as study for civil service are likely to be added at once.

Students and teachers in the school met Monday night at the county court room with more than 50 attending. The new set-up was explained by Miss Hostetter, who said eight students are necessary for a class under new regulations.

Any person not attending another school is eligible to enroll. Economics, Spanish, bookkeeping, shorthand, electricity, dramatics, English, literature and typing are now offered.

Blaze Victim Dies At Hospital Today

Mrs. J. W. Cox, burned severely two weeks ago when her home near Summerfield was destroyed by fire, died early today at the hospital. Funeral services will be held Friday afternoon. Arrangements are not completed.

Mrs. Cox, who was 44 years old, leaves three daughters and two sons besides her husband.

The fatal blaze occurred when gasoline with which the victim was cleaning clothing caught fire. She tried to remove the flaming liquid from the house, but fell and it covered her body.

A girl was born to Mr. and Mrs. Alfred Ellison of Bellview, New Mexico, at the hospital here Monday.

Murphy Butler of the CCC Camp had an appendix operation at the hospital this week.

Mrs. Lela Murchison is in the hospital with pneumonia.

Commissioners Plan Joint Meets.

Commissioners of Castro, Farmer, Oldham and Deaf Smith counties will hold joint meetings quarterly. It was decided at the gathering here last Thursday.

Next session will be held early in April at Dimmitt.

Farmers Here to Keep Books On Operations

Name Community Officers At Meetings During Past Week.

Keeping of records on the farms was the major topic at a series of meetings held by Agricultural Associations in the county's communities this week. Seven of the nine groups had met through yesterday. Fairview and Dawn are meeting today.

Record books, complete to the smallest detail, were furnished farmers by Uncle Sam, and methods of keeping books were explained by B. H. Hopkins, agriculture teacher, and Dewey Reed, county agent.

Instructions to farmers as to procedure in measuring of contracted wheat lands and in providing information for corn-hog contracts were also given. The wheat measuring is to start this week and corn-hog contracts for 1935 are being signed now.

Officers for the year were elected in each community. Presidents, vice-presidents and secretaries in that order were elected as follows: Bippus, C. S. Perrin, Rufus Overstreet and J. W. Kirby; Messenger, Troy Stambaugh, George Messinger and Mrs. J. A. Wiley; Westway, Pink Gilliland, Paul Mathers and Mrs. G. C. Hartman.

Signers: I. Morris, B. L. Kinsey and Mrs. M. B. Stone; Ford, Mal Stewart, V. T. Glenn and Mrs. George Benson; Ward, Fred Foreman, George Suigs and Mrs. Fred Sultzman; Hereford, O. L. Rutherford, Mrs. Beas Turentine and John Patezold.

Monthly meetings with both business and social programs are to be held by all the community associations.

Corn-Hog Signers To Call At Office

Raisers of corn and hogs or either who intend to sign contracts for reduction in 1935 are urged to get in touch with the county agent's office. Old signers need only the records of production, sales and purchases of hogs for 1934.

New contractors will be required to furnish records of sales and purchases for the base years, 1932 and 1933.

Contracts may be made up and signed by contractors when they call at the office.

Bounty For Rabbits Offered By County

Offer of Two Cents Per Scalp To Last Until February 16.

Beginning tomorrow scalp of rabbits killed in Deaf Smith, Farmer and Castro counties will be worth two cents. And they may be worth the same amount in Oldham county. The offer by the counties will be good through February 16.

Commissioners for the four counties met here last Thursday for an all day session to determine what should be done about jackrabbits. They decided that a two-cent bounty would be more effective than poisoning.

Scalps are to be taken to the Janitor's office in the basement of the court house for counting. He will give the killer a certificate and the latter will make a affidavit that he is a resident of the county and the rabbits were killed in the county.

Then the county clerk will furnish vouchers which may be exchanged at the treasurer's office for checks.

"This is not a sporting proposition," C. W. Humble, county judge, pointed out. "The move is being made in order to rid the county of jackrabbits which are wreaking untold damage to wheat crops."

"We urge every community to take part in the drive and go after the rabbits. Especially do we want school boys to cooperate on rabbit extermination."

Hardware stores and other ammunition dealers of Hereford pledged to cooperate by selling cashed rtridges at the lowest possible price.

FUNERAL HELD MONDAY FOR P. A. HOGAN

P. A. Hogan, a resident of Hereford since 1923 and the Panhandle since 1917, died last Friday at his home following a lingering illness. He was 77 years old.

Funeral services were held Saturday afternoon at the Methodist church. Rev. T. C. Willett spoke the last rites. Pall bearers were F. T. Rolison, E. B. Posey, C. G. Maples, W. S. Dixon, Henry Allman and J. F. Ward. Burial was in Dimmitt.

Mr. Hogan came to Hereford from Castro county where he had been engaged in farming and ranching. He sold out before moving here.

He was born at Walnut Grove, Arkansas, June 19, 1857, and was married to Miss Emma Killingsworth in 1883. Three daughters, two still living, were born to them. They are Mrs. Lena Maples, Hart, and Mrs. Ethel Hunter of Hereford.

Mrs. Hogan, the daughters, four grandchildren and two sisters survive. Mr. Hogan had been a member of the Methodist church since 1884. He had served as steward and Sunday school superintendent for a number of years.

Attending the funeral from out of town were W. E. Edwards, Jean; Mr. and Mrs. G. W. Killingsworth, Hedley; Mr. and Mrs. Everett Killingsworth, Quail; Mr. and Mrs. Roy Ezell, Farwell; Mr. A. C. Webb, Mr. and Mrs. Glenn Hickman, Mr. and Mrs. J. M. McEntire, Mrs. George Webb and children, Mr. and Mrs. Bill Webb, all of Dimmitt; Ray McEntire of Canyon, and Mr. and Mrs. T. J. Maples of Tulia.

Hospital Board for Term Named

Drs. G. F. LeGrand and T. L. Morgan, Mrs. L. R. Brady, C. R. Smith and Frank Givan were appointed to the county hospital board last week by the commissioners court. They will serve a term of two years.

Dr. LeGrand and Mrs. Brady are holdover members from the old board. Criss Renfro and E. S. Ireland are retiring members. The latter served as chairman and Renfro as secretary-treasurer.

"During the past two years the board has accomplished what we believed impossible—brought the hospital out of the red," commissioners said, in commenting on their work.

CANYON AND TULIA CAGE FOES OF WHITEFACES THIS WEEK END

Tulia and Canyon, two of the toughest foes played this year, will be members of the Whiteface cageists this week. Tulia, as a matter of fact, is the only team that has beaten the locals and the Hornets did a good job of it.

Friday night's game will be in Canyon. Then Tulia is coming to Hereford Saturday night. Over at Canyon the Eagles are thriving for revenge for a 22 to 17 drubbing they received here a couple of weeks ago.

Tulia, undefeated in the district, is favored to win here Saturday. Led by Vandergriff and Fletcher the Hornets beat Hereford 27 to 10. Revenge will be sweet to the Whitefaces, but it is conceded to be remote.

With the girls, however, it is a different story. They beat Canyon 25 to 19, and Tulia 33 to 1. And they are calculated to repeat the games here will start at 7:30 Saturday evening.

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Judge Buck Dies Suddenly Monday

Judge John A. Buck, prominent farmer and stockman of Castro and Crosby counties, died suddenly Monday forenoon in the hospital at Dimmitt. He was taken ill at his farm near Dimmitt.

He was 56 years old and was widely known throughout West Texas as a farmer and former lawyer. He had worlds of friends in Hereford. For the past eight years he operated extensive wheat lands in Castro county and had large farming interests around Crosbyton, his home town, for years.

The body was brought to Hereford Monday afternoon and sent to Fort Worth for burial.

Besides the widow two sons, Hugh Quinn Buck of Washington, D. C., and Maynard Buck of Baltimore, and a brother in Mississippi, survive.

Mrs. Jack Miller of Dimmitt accompanied Mrs. Buck to Fort Worth, leaving here Tuesday noon. The sons were to fly to Fort Worth for the funeral, which will be today.

Services were held Wednesday afternoon in Fort Worth with Dr. E. M. Waits of Texas Christian University officiating. Burial was in East Oakwood cemetery.

Pall bearers were Cy Deland, Howard Grubbs, Stewart Hallmar, Bernard Williams, Ray McCullough and Cecil Kingrean, all of Fort Worth.

Judge Buck was an attorney at Pecos 13 years, serving as Reeves county attorney during that time. He gave up the practice of law to go into the wheat farming business.

He was married to Miss Mabel Wilson of Fort Worth in December, 1907.

Rand Mothers to Meet.

The high school band and orchestra mothers association will meet Tuesday, February 5, at p. m. at the high school. All members are urged to attend.

(Continued on page seven)



Don't Take a Chance With Your Prescriptions

In the treatment and prevention of sickness, drugs must be reliable. Those are the kind of drugs that are featured by this store at all times. We maintain fresh stocks of well known and reliable drugs, and fill all prescriptions just as they are ordered by your physician. Prices are in keeping with the quality of the compounded medicines. You will actually save money by trading at this better drug store.

QUALITY AND SERVICE **CITY DRUG STORE** TELEPHONE 100

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SCHOOL CALENDAR

January 31—FFA Banquet.
February 2—Basketball, Tulia.
February 8—Girl Reserve Social.
February 16—Basketball, Vega.
March 8—Pep Club banquet.

WHAT PRICE KNOWLEDGE

Today there is no excuse whatever for ignorance. One of the good things of life, which is also cheap, is knowledge. It matters little how you obtain knowledge. The important thing to consider is not where to find it, either. The major concern resulting from a desire for knowledge is what you learn and how you use it.

There is no justification in saying "I haven't had a chance," in these modern times of fine libraries and cheap books, magazines and newspapers. Everyone has more or less an equal chance. The thing that is unequal is not the chance but the will. Franklin and Lincoln both made their own education, and what is more, they used it.

"A little learning is a dangerous thing," says Mr. Pope, but if that meager bit of learning inspires a will to acquire more of the same thing, it ceases to be dangerous and becomes of untold value. The person today who is not a well informed, intelligent thinker stands little chance of learning more than a bare existence and of getting more than a minimum of pleasure from life. Your hard luck means little to the world in general. The only way to gain even local recognition and prestige is to get a thorough education and use the knowledge thus obtained to the best of your advantage. We may be as good as anybody else and we may have just as good a brain and as much ability. We may have all this and be satisfied with ourselves, but the world pays but scant attention to mediocre complacency. It must know that you know before you can make the first impression of a possible success. The only way to reach that stage of recognized authority and intelligence is to get an education. After that, the way will seem easy.

TEXLESS TAXAN

Well, everything has settled down in the little red school house. Examinations are finished and every one has his report card. There was so many expressions on faces I didn't know whether it was safe to be alone or not. Happiness, shock, dismay, disappointment, fear and satisfaction. It was all there and the look on the lettered football boys that passed can't be expressed.

Next week looks as if it might be a little warmer. I heard Mr. Hudson and Mr. Dillehay talking about taking off their red flannels. I can't be sure about this because Mr. Hudson's mind is going around and around lately. He is really worried. Spike Harris and Robert Green haven't been sent to the office this week. Well, Mr. Hudson, I saw Robert reading a book yesterday—maybe he has to study up what to do next. We have a change of faces here at the beginning of a new semester. A few former students and I haven't managed to talk to any new ones yet. They are always bashful at first, but look out when they get acquainted. Here is a little proof there are some—a letter from Geneva Sue to Hughes Millard:

Oh, there are some of the cutest boys going up here now. This half year has started off right. I know, my heart is going so fast. They have a great effect on me. I guess its their manliness. I found out that one of them is fast. As well as students coming back, some are leaving. Rena Allred is moving to Amarillo to attend school. A great loss to the school. Maybe we'll get her back next year.

I was invited out to dinner the other day with Charles Wilson and I learned that he thinks if a chicken is tough it is an incubator chicken that is tough it is an incubator that a chicken that has a mother couldn't be that tough.

What happened to the Sophs. There hasn't been a word out of them lately. Maybe they are laying low and intend to jump up on some rival classes.

Folks, wasn't the game between Friona and Hereford not only a

good one, but a good looking one. The new suits are really elegant and improve the spirit and looks of the teams. You know I didn't know that HHS had such a good looking bunch of kids. Anyway these new maroon suits are really good looking. Don't you agree? Speaking about our basketball teams, did all of you notice that the girls team tried to turn red-headed for the Canyon game? Sue Vaughn the noted blond of HHS had what looked more like a pink than red, and Thelma Cawthon, who is naturally red-headed, did an injustice to her red hair. She was worse than a comedy Tabby. All the girls tried to Mt, but some of them didn't have red hair, for it wouldn't take. It was said the girls dyed their hair to scare the Canyon girls. Well, if so they did, but I have my doubts. I believe they wanted to see if it was as becoming on them as it had proven to be with the boys during football season. Funny about kids, ain't it?

Students, there's something in dear ole HHS that isn't becoming. It is the impoliteness and unfriendliness of many of our students. Now that a new semester has started and it is a new year, let's start it off in a big way. We have eight or ten, maybe more, new students in school. Let's give them a helping hand in every way possible. Offer to explain the routine of the class and rules of the school. Help them in every way. Introduce yourself and your friends. Tell them to call on you if they need anything. Then, too, we have an awful habit of laughing at new and old students. Just the other day in Spanish class a new student made a slight mistake, several laughed. She was a good sport and laughed too, but no one knows how she really felt. The teacher then apologized for the impoliteness of the fellow classmates. Let's be friendly and polite to others nor ourselves will have to apologize. Then sometimes misfortune falls on some of the students. We should try to keep them smiling because laughter is as necessary to the world as sunshine.

The past semester the teachers have run short and out of red ink many a time by the looks of test papers, report cards and the expression of many of the students lately. But I've got a feeling that the teachers are going to quit wearing that funny grin. Little one, you don't know how much in red you are. Everyone is going to let the teacher buy one more bottle of red ink and leave enough for them to go all summer and start the next school term off with, and where I am getting my knowledge is my aching bones.

Well, guess I'll close and go see if I can plow up some more news.

HOME ECONOMICS TEA

Thursday, January 17, there were more mothers in Hereford High than have been there in a long time. The reason—well have you not heard about the tea? What tea? Of all things, the one given by the Home Economics III class, of course. This accounts for that group of mothers who were here.

You can not imagine the Home Ec. room transformed into a reception room, but it was. The machines and tables were moved into another room and a semi-circle of chairs, with two tables and a piano were arranged. Pot flowers were placed in various places, and, really, the room looked nice.

About 40 of the invited guests came for the tea. A short program was given by members of the department. The program: Song, Good Night Little Girl of My Dreams, by Gladys Lewis and Velma Smith, accompanied by Ruth Marie Mountz. Reading, Cooky Jar, Florene Hunter; song, Love in Bloom, Phileen Arthur and Florene Hunter, accompanied by Ardelle Morgan. Dance, Benie Ruth Garrett, accompanied by Mrs. Morgan.

The girls then served Sandwiches, cookies, oriental punch and mints to the mothers. The mothers observed the new equipment in the foods lab and looked at the clothing articles made by the clothing classes. The remainder of the time was spent in visiting with the teachers, Misses McCook and Westbrook.

The girls served the high school teachers who were still there at five o'clock and the basketball boys were served also.

Members of the class are Jerry Parker, Allene Caraway, Gladys Lewis, Florene Hunter, Phileen Arthur, Velma Smith, Rita Benner, Ruth Love and Jessie Schulz.

SENIOR HAPPENINGS

There has been only one meeting of this class since the last report. The committee for the Senior class assembly program was to report. The class, however, decided to await another report which would have more of a variety of presentations. The Seniors are still planning on having the best program and bringing the prize home.

An order for 12 rings was sent. Others desiring rings in the near future were asked to bring their money as soon as possible. Another order was planned for January 25. May all the Seniors get their rings in the near future, is the hope of the class.

More class meeting will be held from now on, as there is much more business to be cared for. There's a brighter future, at least.

The states have paid for 34 per cent of the relief work but the Federal government got all the credit.

CREOMULSION
Your own strength is sufficient to absorb and assimilate your food on the spot if you are not bothered by **COUGHS**

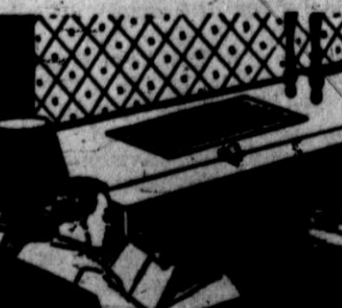
RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAITLAND BEST COLORADO COALS
Save by buying here

NOW YOU CAN HAVE STEAM OR FURNACE HEAT IN SMALL UNITS



You can put in a Gas-Steam Radiator, for instance, and have steam heat on the spot. No boiler needed.

Or a Floor Furnace, this popular enclosed unit that fits beneath the floor.



See your Gas Appliance Dealer or your Gas Company
WEST TEXAS GAS COMPANY
Good Gas With Dependable Service

PEP CLUB

Folks, you do not have to believe this, but it is the truth. Mary Famide Holder was at pep meeting on time Thursday night. Some one besides the BF must have brought her.

For the first time in the history of the Pep Club during the year 1934-35 there was law and order at pep meeting—the result of a talk given by President Vap. We had a report from the banquet committee and the banquet will be held March 8. Girls turned in their names and the name of their BF for that certain night in March. The banquet will be the first in the history of the club and we expect it to be a great success.

We are going to give a bake sale and expect to make some money. Ruth Smith was appointed to plan the sale. Ruth appointed Gaytha Wilson to be her assistant.

We wonder where "Rosie" Russell got the new nickname, Myra. She seems to have a lot of nicknames lately. Where do you get them, Rosie?

The constitution committee made a new constitution and the club accepted it.

THE TELEGRAM

FLASH! Would someone please write a book on some subject that Bill M could talk to Florene H about as they walk to and from lunch?

Flash! Lucretia Wilson does again have a boy friend. At the present she is interested in a red-head.

Florene Walker has a crush on one of the "heart breakers," or maybe it is the other way. Any how it is being made public that RJ is seen quite often with her.

Wayne Evans would like to know what PHD means. Can anyone tell him?

Maxine Tice is color blind. Why she doesn't know red from wine. Is it a boy that is causing you this trouble?

Christine Fincher has accumulated a certain something—is it her smile?

Billy Patton is very good at giving advice on the "school affairs." It won't be long before he will be a Dorothy Dix.

Gertrude Wilson has cried herself to sleep every night for fear she would not pass. Is it really so serious, Gertrude?

People run heedlessly in debt when times are good and work like beavers to get from under when times are bad. All of which is contrary to common sense.

THE HAZARD OF

FIRE!

A good insurance policy is the best protection you can have. Come in today and let us explain our service to you. We represent companies that are noted for their promptness in paying all claims.

HEREFORD INSURANCE AGENCY
John McLean, Owner.

TODAY'S PRODUCE PRICES

HEAVY HENS, pound	12¢
LIGHT HENS, pound	9¢
HIDES, pound	2¢
CREAM, pound	30¢
EGGS, dozen	21¢

Highest Cash Prices—Always

SEE US FOR—

JUST-RIGHT Feeds
MERIT FEEDS

STOCK SALT, SEED, GRAIN, COAL

West Texas Feed and Seed Co.

Phone 265. We Buy Produce

The New Student Lamp

Offers Superior lighting



They give off a flood of soft white natural light, not glaring, but more than sufficient to make reading or studying easier and more effectual. We have student lamps or display at our showrooms, and also several other model lamps. Come in and let us show you our stock of them today.

TEXAS UTILITIES CO.



CONSTRUCTIVE BANKING

—The management of this bank believes that the new economic scheme calls for a new type of commercial banking. To give you modern, constructive, dependable service, this bank's facilities have been intelligently developed. You will approve the wholly equitable basis of relationship which we maintain with commercial depositors. Your inquiry is cordially invited.

The First State Bank
OF HEREFORD

BUY IN HEREFORD CAMPAIGN!

You Get Good Butter When You Ask For **CREAM O' PLAINS**

Butter that is the best obtainable—that's what you get when you specify Cream O' Plains to your grocer. Made with first grade locally produced cream, pasteurized for your protection and delivered fresh every day to your local stores. You deserve to get this high quality butter, so be sure to call for it by name.

Farmers Creamery Ass'n.

Creamery A Leading Industry In 5 Years

Founded in 1929, the Farmers Creamery Association has fast grown into one of Hereford's most important local industries. One of the primary reasons for the establishing of this business was to furnish local cream producers with a local market that would insure them honest tests, weights, and a price equal to legitimate markets in other sections of the country. At the time of the foundation of the company some other sections, as compared with this, had a differential in the purchase price of cream sometimes as great as 5 to 8 cents per pound of butter-fat.

Cream O' Plains, the product of this creamery, has taken the leadership in this community. Stores feature it almost to the exclusion of any other make and the customer acceptance speaks volumes for its popularity.

Made entirely of first grade cream, which is first thoroughly pasteurized, Cream O' Plains Butter is as good as can be made and as pure, said Herman Schulz, who is in charge of the production department. Visitors are invited to the creamery for the purpose of education in just what has been done to make a product of the highest possible purity and quality.

D. B. Walker is president of the company; Herman Schulz, vice president, and S. O. Wilson, secretary-treasurer.

LIST MISPELLED WORDS HERE

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SPECIALS

RAP-IN-WAX, per roll 8c
 TOILET TISSUE, per roll 4c
 VANILLA FLAVOR, 3 ounces 12c
 SUGAR, 10 pounds 50c
 SPUDS, 10 pounds 15c
 SMOKE SALT, Morton's, 10-lb can 80c
 SMOKE SALT, in cloth bag, 10 lbs 40c

LUKEN'S GROCERY

\$40.00 In Cash

Find the Misspelled Words and Place Pictures
On the Advertisements Correctly

CONTEST RULES

This page will be printed each week for 15 weeks, with one or more misspelled words in each ad. \$25.00 in cash will be given to the reader who finds the most misspelled words and places the most pictures correctly in the blank spaces in the advertisement, which has been left for them. Neatness and cleanliness will also be a factor in the selection of the winners. There will be additional prizes of \$10.00 and \$5.00 for the next best entries. Keep all the pages until you have the full fifteen, then bring or mail them to the Contest Editor, care of the Brand Office. Everyone is eligible to enter except members of the Brand Staff and their families. The decisions of the judges will be final, and no entries will be returned. In placing the pictures in the blank spaces place, for example, Mr. Luken's picture in the advertisement of Luken's Grocery, etc.

Give Our Cleaning a Trial

We really are proud of the work we can do on fine fabrics and clothing. We are better equipped than before to do the best cleaning and pressing possible. Be sure to send your next cleaning to the

WEST TAILOR SHOP

It's Better Milk

You'll find that there's more cream, more richness and added flavor in every bottle of Prairie Dairie Milk. It's richer in vitamins, too, good for babies and good for grown-ups.

PRAIRIE DAIRIE

Plumbing Satisfaction

That's the only kind of service we render. Come in and consult with us on your plumbing and heating problems. We cheerfully give you estimates and will do all in our power to give you prompt and efficient service.

DICK ROUNTREE

YOUR GROCER WILL GLADLY RECOMMEND

Cream O' Plains Butter is carried by all good grocery stores in Hereford. You will find upon investigation that wherever it is sold it is more popular than any other brand. Be sure to specify Cream O' Plains with your next order.

Farmers Creamery Association

Well Cooked Meals

We endeavor to make each meal eaten here with us a new pleasure. We purchase only the finest of foodstuffs and prepare them carefully. You'll find our prices are in keeping with the quality of the food served here.

DE LUXE CAFE

NEW ARRIVALS IN SPRINT COATS

We have just received a lovely group of Spring Coats. We wish to extend an invitation to every lady to come in and see just what fine bargains they are.

"Your Friendly Shoe Dealer"

D. R. GASS & SON

Real Repair Service

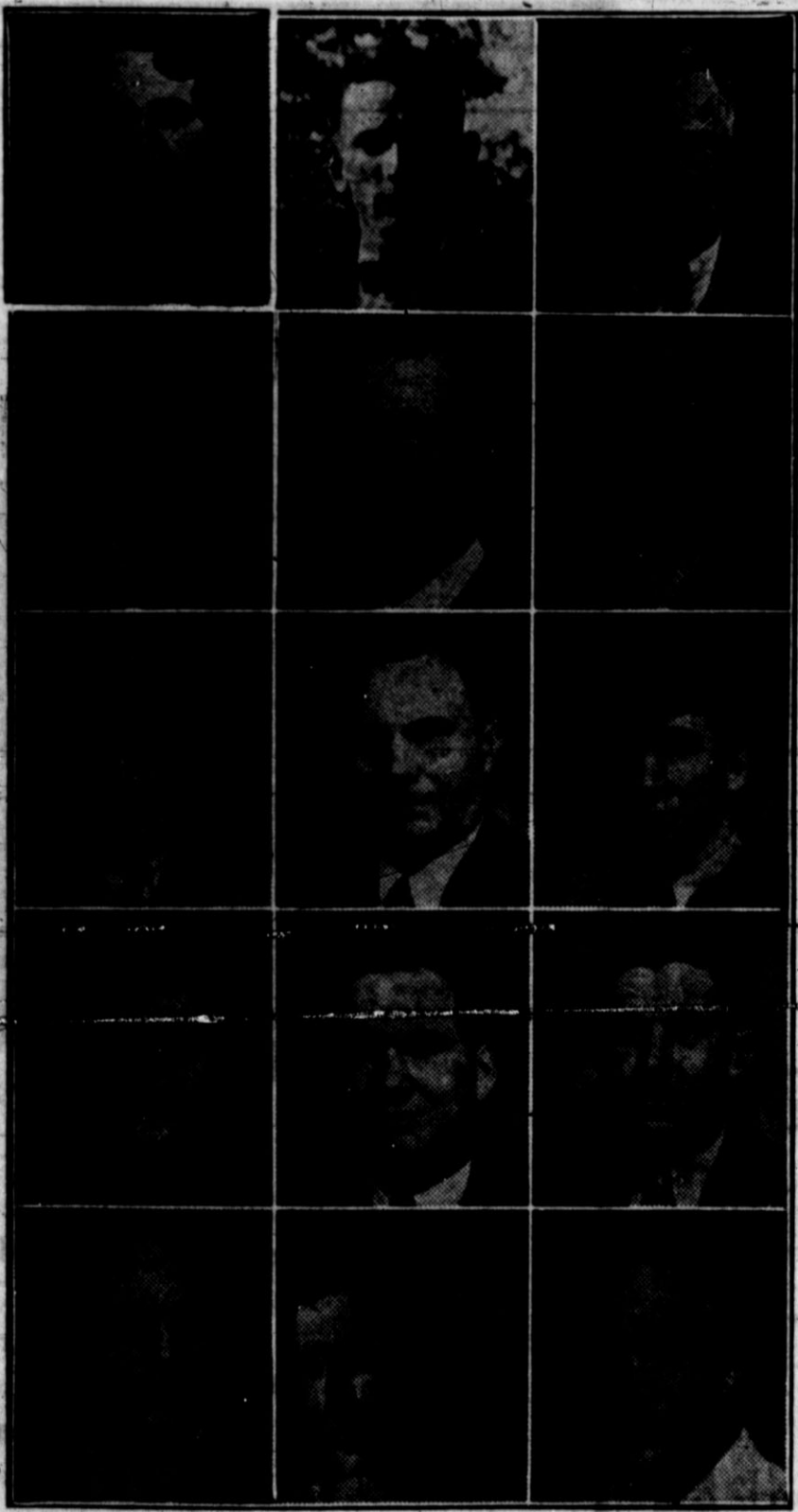
When it comes to repair service that will give lasting satisfaction we feel that we are well qualified to take care of the job. We repair all makes of cars and do all kinds of acetelene welding, too.

BEAMS & MARRS

MAYTAG

The biggest word in the washing machine industry today is Maytag. Manufacturers of more machines last year than the combined output of all other manufacturers. Maytag really leads in value, too. It is a better machine and one that will give better and longer service.

M. D. WOMBLE, Implements



PERMANENTS OF BEAUTY AND CHARM

We will explain our individual permanent wave treatments to you gladly. We give permanent waves in prices ranging from \$1.50 to \$6.00.

MORENE'S BEAUTY SHOPPE

Automobile Tops and Upholstering

If the old bus needs fixing up, if the top leaks or the seats need recovering bring it by and let us figure with you on the job. We also upholster furniture and will gladly give figures on the cost of such repairs.

W. D. MRAYZOR WOODWORK

TASTY DINNERS

You'll enjoy one of these home cooked and home style dinners. We serve only the best of foods, and prepare them properly. The cost, too, is most reasonable.

Give Us a Trial Today.

HOME CAFE

Oberthier Building

AS GOOD AS THE BEST, GASOLINES AND OILS

At prices that are lower than current prices of larger companies. Drive in today and let us explain to you just how we can save you money on your automobile needs. Located on the highway at the East edge of Hereford.

Moore Independent Oil Co.

FLU CASES RESPOND WITH GRATIFYING RESULTS TO CHIROPRACTIC

During the epidemic of 1918, this science held the world's highest record for getting flu cases well. Let us explain why. No cost to investigate.

PHONE 341

DR. J. W. HENDRIX

Yes, the Big Red Hen Is Set

With the shortage of chickens on the farm and the growing demand for poultry and eggs, the judicious farmer will place his order for early chicks. Order now for February delivery. We specialize in custom hatching of small or large numbers of eggs. Eggs received Saturdays and Wednesdays.

HILLSIDE HATCHERY

Phone 76-W.

The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms
HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

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NOTICE TO 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 at 402 Main Street, Hereford, Texas.

REMEMBER, THE PUBLIC DEBT IS YOUR DEBT

You owe \$385. You don't? Oh, yes, you do! That's your share of the \$48,000,000,000 debt of the federal, state, and local governments of the country. You may think you're square with the world and owe no man anything, but you're not—so long as these public debts continue to mount. It's a claim against everything you own or ever hope to own. The federal government debt is now about \$28,000,000,000 (it will soon be \$34,000,000,000), and local governments owe some \$20,000,000,000. Nobody else is ever going to pay it but you. But it isn't so bad. If you were a Britisher, you'd owe \$901 in the same way. If the World War had gone on another year, you'd probably owe more than you do now. Treasury figures reducing these debts to terms of the individual citizens are fortunate, because they bring home a thing that people are apt to forget about public debts. Do you own a home? It isn't debt-free, even though you've paid for it in full. Have you money in the bank? It isn't solely yours—the public treasury has a potential claim for \$385 against it. We're apt to think of the public treasury as some sort of inexhaustible fountain pouring out gold from a mysterious source. There's nothing mysterious about it. It all comes out of your pocket and the pockets of your neighbors. Do you draw wages or a salary? It isn't all yours for certain—these public debts are paid. Really, there isn't any such thing as a public debt. A public debt is simply a collective debt of all of us, and as long as it exists no man is debt-free. And that's true, quite regardless of what kind of taxes are used to raise the money. Income taxes, tariff levies, production taxes, sales taxes, gas taxes, cigarette taxes, amusement taxes, liquor taxes—they all come from one source in the long run, the only source there is—the pockets of the people who produce either goods or services. All that is not saying the money shouldn't be spent. The best authorities agree that the country collectively can carry a far heavier debt than we are now carrying. Probably it must. But every man, woman and child has a direct interest in seeing that the money is well spent and that we get something of permanent value for that money. That is one of the original thoughts behind the President's plan to spend it for productive work rather than just dishing it out. It's not how much you spend—it's what you get for your money. So the next time you hear of a billion-dollar appropriation, think to yourself, "That's \$8 out of my trousers pocket. Is it worth it?" —Chicago News-Journal.

REBY ON RUNNING BOARD DURING EIGHT-MILE TRIP
Riding eight miles on the running board of his father's car, without the knowledge of the father, was the experience of the two-year-old son of Mr. and Mrs. Louis De Barr, of near Corunna, Michigan. The father discovered the child after arriving in Corunna, and neither he nor the child's mother could account for its presence there. The father said he had driven about 50 miles an hour and made some sharp turns. The child lay on the right running board and is believed to have climbed on it before the father started.

Heavy Engraver
Father Time is a great artist, but women do not fancy his line work.—Boston Transcript.

PICK 4 OF YOUR FAVORITE MAGAZINES

AND THIS NEWSPAPER - 1 FULL YEAR
You Save Money on this Amazing Combination Offer
4 Leading Magazines and Your Favorite Newspaper

Pick 1 Magazine \$2.00 Pick 3 Magazines

GROUP 1 SELECT ONE MAGAZINE

- Best Home & Gardens... 1 Yr.
- Delicacies... 1 Yr.
- McCall's Magazine... 1 Yr.
- Pathfinder (Weekly)... 1 Yr.
- Pictorial Review... 1 Yr.
- Open Road (Boys)... 2 Yrs.
- Parents' Magazine... 6 Mos.
- Sports Afield... 1 Yr.
- Silver Screen... 1 Yr.
- Woman's World... 1 Yr.
- Home & Garden... 1 Yr.
- Illustrated Magazine... 1 Yr.
- Mother's Home Life... 1 Yr.
- Woodcraft... 1 Yr.
- Successful Farming... 1 Yr.
- Everybody's Family Mag... 1 Yr.
- Woman's World... 1 Yr.
- Home Circle... 1 Yr.

GROUP 2 SELECT THREE MAGAZINES

- Progressive Farmer... 3 Yrs.
- Southern Agriculturalist... 1 Yr.
- The Country Home... 1 Yr.
- Cloverleaf Review... 1 Yr.
- American Poetry Journal... 1 Yr.
- The Farm Journal... 1 Yr.
- Copper's Farmer... 1 Yr.
- Gentlewoman Magazine... 1 Yr.
- Good Stories... 1 Yr.
- Home Circle... 1 Yr.
- Household Magazine... 1 Yr.
- Illustrated Magazine... 1 Yr.
- Mother's Home Life... 1 Yr.
- Woodcraft... 1 Yr.
- Successful Farming... 1 Yr.
- Everybody's Family Mag... 1 Yr.
- Woman's World... 1 Yr.
- American Fruit Grower... 1 Yr.

IF YOU PREFER YOU MAY CHOOSE ALL 4 MAGAZINES FROM GROUP 2

We Guarantee This Offer!
Our arrangement with the publishers' own representative enables us to make you this remarkable offer. It is strictly guaranteed, and all subscriptions will be entered promptly. If you are at present a subscriber to any of the magazines, your time will be extended.

USE THIS HANDY ORDER BLANK TODAY!
Check the four magazines desired and return list with your order. Fill out coupon carefully.
Gentlemen: I enclose \$_____ Please send me the four magazines checked with a year's subscription to your newspaper.
Name _____
Street or R.F.D. _____
Town and State _____

QUOTATIONS ON MAGAZINES NOT LISTED SENT ON REQUEST

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, January 29, 1904.)

Farmers of Castro and Deaf Smith counties had met here in a conference looking toward more extensive cotton planting. It seems the general opinion that all that was to be done to make this a cotton country was plant the crop, let it grow, gather and market the crop.

Work was expected to start in the early spring on five new brick business houses, all to be located on Main Street.

Hereford Local Option Club met in an interesting session, and included in the business transacted was a resolution signed by more than 100 citizens condemning the

shipment of liquors into dry territory.

Some excitement prevailed over the reported discovery of gold deposits 15 miles east of Tucumcari, New Mexico. According to the reports, the formation was a black sand, in which gold nuggets the size of grains of wheat were to be had for the taking.

A. O. Thompson, of South Draw, had been in town.

(From The Hereford Brand, January 30, 1914.)

There was quite a bit of talk of erecting a public hall in Hereford—a place in which concerts, moving pictures and other forms of entertainment might be staged.

E. L. Donner and family arrived in Hereford from Iowa and expected to make their home here.

Hereford girls walloped Clovis basketball team 18 to 9. The same week they defeated Canyon 40 to 37, this being the first game the Canyon and Hereford teams had ever played against each other.

From over in Castro county came a report that the Santa Fe was preparing to build a line from Hereford to Plainview, via Dimmitt. Also daily mail route was to be established between Kress and Dimmitt.

J. R. Webster had planted one acre of Dwarf Maize. It was grown under irrigation, carefully tended and cared for. The yield was 97 bushels.

By Their Words AND OURS

The doctor was examining school children. One youngster was under weight. "You don't drink milk?" "Nope." "Live on a farm and don't drink milk at all?" "Nope, we ain't hardly got enough for the hogs."—Jimmie Gillentine, Wellington Leader.

Charles A. Guy in Lubbock Journal—That Girl on Broadway says here's 1935's newest song hit: "He tears through the streets As fast as he can—That dashing young man In the flying sedan!"

The wealthy should not be so touchy about redistributing the wealth. The average man would give it all back to them in a short time, anyway, and we could start all over again and thereby avoid depressions.—Olin Hinkle, Pampa News.

Political quacks may rouse the rabble, but they are hardly the kind of men one would expect to be benefitted by in a financial way, regardless of their nostrums.

I've been checking up lately on a whole lot of people just for the fun of it. I find, for instance, that people who had good jobs mistreated them so much they lost them. I have found that others who got jobs after having been idle for a long time and who should appreciate them, soon grow lax in holding them.

One of the finest newspapermen, friends and advisers I ever had is Gene Howe, or Old Tack, of Amarillo. He told me a few months ago that the older I became the more I would realize that not one person in a thousand can be depended on to have all the qualities and traits necessary to business or professional success. I thought at first that his figures were too high, but the more I look around the more I am inclined to believe he was right. I don't want to get hard-boiled or critical, but a person is forced to

ARCHITECTURAL MONOGRAPH PRESENTED TO UNIVERSITY

An architectural monograph valued at \$400 has been presented to the University of Texas department of architecture. The monograph was published by Graham, Anderson, Probst & White architecture firm of Chicago and is in two volumes. A limited edition of only 300 copies was published, the University receiving Copy No. 170, signed by Ernest Graham, member of the firm. This gift was secured through the efforts of Fred MacKie, former student of the department.

TOWN OF ROBIN HOODS DISCLOSED IN MEXICO

Mexico City.—A town of Robin Hoods was disclosed last week when municipal authorities of Soconusco, in Vera Cruz state were held on the charge that they waylaid and robbed travelers. One victim was killed and many were wounded in ambuscades.

do so unless he hides his head in the sand like an ostrich. Frankly, I'm changing my viewpoint on a lot of things, and I know the more I change the more unpopular my philosophy is going to become because people are not anxious for the truth, especially if it is unpleasant truth.—John McCarty, Dalhart Texas.

Those often-spoken of good times or prosperity must be closer than around the traditional corner, as get-rich-quick oil stock sales schemes are again coming to the desks of newspaper editors with the request that they also fall for the schemes to the extend of giving their advertising space for the chance to also get rich quick as their pay.—Moore County News.

Dog Rabies Prevails During Cold Weather

Rabies is commonly supposed to prevail only during the hot months, but it is in fact more prevalent in cold weather, declared Dr. John W. Brown, state health officer. More dog bites occur from April to September than from October to March in this climate because dogs run abroad more freely at this season of the year, and many dogs are killed needlessly. However, the heads examined at the State Laboratory during the cool months showed a higher number as having rabies.

Rabies is primarily a disease of dogs and in this way is transmitted to man. It is kept alive in nature mainly by the dog and the dog family. Rabies in cats and skunks is comparatively rare and is but occasionally transmitted to man.

The saliva of rabid animals contain the germ of rabies. Rabies may occur in persons with extremely small abrasions of the skin contaminated with infected saliva. The incubation period of rabies in man is usually from 40 to 70 days, but it may be longer up to a year. The average period in man is 40 days, though this period is usually shorter in children or following bites on the face. The closer the bite is to the brain the more dangerous it is.

The disease may be controlled by means of intelligent measures directed towards the dog. It is mainly the stray dog that keeps rabies alive. Stray dogs should be impounded and ownerless dogs killed. All dogs should be licensed and required to wear a tag. Owners of such animals should be held legally responsible for damage inflicted by them. All cases of sus-

COURTHOUSE RECORDS

Warranty Deeds.
J. A. Pittman et ux to H. B. McLean, half interest in west 40 acres of section 13, block E-8.
Hazel Elliott et vir to W. F. Westfall, NE 1/4 of section 26, township R 3E.
W. L. Newsom et ux to H. A. Halbert, section 234, block M-6.
Beattie B. Cracker et vir to Carl Gilliland, part of section 89, block M-7.
William H. McCroskey to Tom and Frank C. Whittaker, E 1/2 of section 36, block K-3.
Guy N. Smith et ux to M. R. Corbett, part of lot 6, block 7, Womble addition to the city of Hereford.
D. Y. Edwards et ux to H. J. Edwards, section 448, block 23, City of Hereford.
H. J. Edwards et ux to Edna Edwards, S 1/4 of section 47, block K-3.
Winifred and Isabelle Now to G. W. Burch, SW 1/4 of section 3, township 5N, range 3E.

Education Group Meets March 22

Annual meeting of the Northwest Texas Educational Conference will be held at Canyon March 22 and 23. C. H. Dillehay, Hereford superintendent, is president of the conference which was organized a year ago.

Eminent speakers representing many different educational institutions of the state and nation will be heard. Among them will be Dr. Harry S. Rice, authority on physical education; Dr. Fred Ayer, University of Texas; L. A. Woods, state superintendent; Dr. Earl Rugg, Colorado State Teachers College; Dr. Bradford Knapp, president of Texas Tech; Dr. Edward Mims, of Vanderbilt University.

There will be meetings of superintendents and principals, high school teachers, elementary grade teachers, physical education instructors and rural teachers.

Mrs. M. B. Laney of Princeton, Texas, left for her home Monday after a visit of several weeks in the home of her son, Charley Whitehead.

REAL PROPERTY ARRIVAL HERALDED FOR EARLY SUMMER

Real property will return to the nation next summer, Charles Gates, Dallas recently predicted after an exhaustive study of the economic situation.

The wave of great recovery will begin, he stated, with a rush for durable goods next June or July.

General Daves, banker, diplomat, and author of the "Daves Plan," one time head of the Reconstruction Finance Corporation and former Republican vice president of the United States—broke a protracted silence to voice his views before an audience at the Chicago Association of Commerce.

"The demand for durable goods, especially heavy durable goods, is a depression, while it always rises last, always rises fastest," he declared. "When that rush comes it is the beginning of real prosperity."

New Cars.
George Muse, Ford coupe, Hereford Motor Co., 292-782.
Ireland-Beavers, Dodge truck factory, 58-137.

Marriage License.
Gordon B. Miller to Miss Jewell Harris.

More Cattle Checks Received Wednesday

Thirty-four checks from Uncle Sam, paying for cattle bought here in the drought relief program, arrived Wednesday. They represented \$62. Only a few of these bills remain to be paid, says Dewey Reed.

Since the beginning of the cattle program last June 1,613 checks have been delivered. Total money is \$143,218. The program ended several weeks ago.

STATE OF TEXAS COUNTY OF DEAF SMITH

Commissioners Court of Deaf Smith County, Texas, will receive sealed bids from this date from banks making application to act as depository for funds of Deaf Smith County. The usual conditions will apply. Bids will be opened by the court at the regular session to be held in commission chambers on February 25, 1935, at the court house in Hereford, Texas. January 31, 1935.

DEAF SMITH COUNTY COMMISSIONERS
By C. W. Humble, County Judge.

ADVERTISING—TODAY'S GREATEST BUSINESS ALLY



Strictly a "Profit and Loss" Business Idea!

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

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

The value of your car may be judged

from the mileage you receive. The value of the advertising, in the volume of business as compared to the amount expended.

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

THE BRAND—HEREFORD'S MOST PROFITABLE MEDIUM

Jumbo News

BY MRS. J. W. BERRY

The W. H. Mayfield family who live south of Dimmitt, spent Sunday in the home of their daughter, Mrs. Leba Galloway and family. Mr. and Mrs. C. D. Finckert and son, Richard Earl, who have been living north of Dawn the past two weeks while Mr. Finckert was trapping, moved back to their home here last week.

Mrs. O. C. Hunter spent Monday in the home of her parents, Mr. and Mrs. W. H. Wilkenson.

Miss Charles S. King and son, Gerald Gene, spent last Tuesday in the home of her parents, Mr. and Mrs. J. H. Andrews, of the Frid community.

Mr. and Mrs. W. A. Hunter and son, Addison, spent Sunday in the Finis Hunter home.

Mr. and Mrs. Ullman Hunter and daughter, Mr. and Mrs. Edwin Mauk and Mrs. Belle Oxford and son were Sunday guests in the L. E. Beck home.

Mr. and Mrs. John Hall and daughter, Shirley Ann, spent last Thursday in the M. L. Hardy home.

Mrs. S. H. Jones and son, Mitchell, and his wife and baby of Canyon called on their son and daughter, Frank Jones, Sunday afternoon.

Mrs. E. C. Baird was quite ill the first of last week, caused by escaping gas.

Mr. and Mrs. C. A. Wolf and son, Harold, and Fred Teitjean who have been visiting at Brunswick and Carrollton, Mo., the past six weeks, returned home Saturday.

Mr. and Mrs. S. M. Hunter and Mrs. Finis Hunter were in Amarillo Monday.

Mrs. A. C. Flowers was ill last week with intestinal influenza, but has improved.

The two-month-old baby of Mr. and Mrs. J. C. Stork was stricken last Thursday night with symptoms of pneumonia. Mrs. Stork is keeping her at the home of her parents, Mr. and Mrs. Jack Wagner, of Hereford.

Rev. W. C. Howell and wife of Dimmitt came to Jumbo Sunday morning and he filled his appointments, morning and evening.

A number of Jumbo people attended the funeral of P. A. Hogan at the Methodist church in Hereford Saturday afternoon. He was buried at Dimmitt.

Mr. and Mrs. C. E. King and son spent Sunday in the J. E. Andrew home near Frid.

Mr. and Mrs. Ira Woolery and son went to Canyon Saturday where Milton received treatment for heart trouble.

Friends of C. Ewing will be glad to know he has recovered from his recent illness, and he was brought home Saturday. His niece, Lina McGinnis, of Carter, Okla., who has been visiting the Boggs home in Amarillo, accompanied them here and spent the day.

Mr. and Mrs. C. E. Leasure entertained a number of young people with a dance Saturday night.

Mrs. C. D. Gilliam was called last Tuesday to the bedside of her father, J. P. Wood, of Hereford who suffered a light stroke of paralysis that morning. He is reported resting well at this time.

Jumbo Presbyterian Auxiliary is sponsoring a Stewardship playlet to be given Sunday night, February 3 at the school house by young people of the community. It is hoped a goodly number will attend.

Ward News Notes

MRS. WILEY ROBERSON

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

Mr. and Mrs. Arlie Dean and Mary Louise attended services at Ward and were Sunday dinner guests in the Bill Hutson home.

Misses Davis and Oxford spent the week end with home folks in Hereford and Jumbo.

Dewey, Reed and daughter, Daisy, spent Friday night in the Jim Lipscomb home.

Rev. Hornbeak will preach here Sunday.

The community was well represented at the meeting at the school house last Friday night. H. H. Hopkins and Dewey Reed made interesting talks on the year's work. Fred Morgan was elected president, George Suggs vice president, and Mrs. Fred Saltzman secretary.

Mrs. Ralph Sartini left last Friday for her home in Shreveport, Louisiana.

Mr. and Mrs. Wiley Roberson, Donald and Hicks spent Sunday in Platts with Misses Hughes and Garrett.

Mr. and Mrs. Bob Higgins were in Amarillo Thursday.

Rev. Hornbeak was a Sunday dinner guest in the Fred Saltzman home.

Misses Davis and Oxford ate supper in the Jim Lipscomb home Monday.

Mr. Peak of Amarillo took Sunday dinner in the Bob Higgins home.

Reed Williams and Geo. Suggs were Sunday dinner guests of Mr. and Mrs. Jim Lipscomb.

Glenn Rutter called in the Fred Saltzman home Tuesday.

Mr. and Mrs. Wiley Roberson called on Mr. and Mrs. Jim Lipscomb Tuesday morning.

Mr. and Mrs. J. W. Keim and family of Tulsa spent Sunday in the O. J. Ledy home.

Boris Lady of Hereford spent the week end with her parents, Mr. and Mrs. O. J. Ledy.

Easter Items

BY LOUISE FRYE

This community extends sympathy to the Hogan family of Hereford. Mr. Hogan in years past lived near us and leaves many friends here.

Mrs. U. G. Randal left Sunday afternoon for Amarillo where she will visit several weeks with her children.

Mrs. Sam Allen and children spent Thursday night in the E. M. Allen home. Sammy Lane spent the remainder of the week in the Allen home.

Mr. and Mrs. Fred Walton called in the Thomas home Sunday afternoon. Mrs. Thomas has been ill several days.

Mrs. Carl Frye and Patricia visited Saturday afternoon with Miss Mattie Woodburn in Hereford.

Mrs. Albrecht and little son returned home Wednesday from Hereford.

Mr. and Mrs. E. M. Allen visited Sunday in the Roy Durant home.

Mr. and Mrs. Geo. Chambliss and family spent Sunday in the Bob Axe home at Jumbo.

Misses and Mmes. U. G. Randal, E. O. Dixon and family, C. W. Frye attended the funeral of Mr. Hogan in Hereford Saturday afternoon.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Gifford Stroope and family have recently moved to Canyon to make their home.

Ernest Colwell and family and Mrs. Powell of Laketon visited Sunday with the Tom Bohannon family here.

Virginia Chapman visited home folks over Sunday.

Tom Cook left Saturday for points in Oklahoma.

Iris Bohannon and family moved to Hereford last week.

Brother Matheson of Cortez, Colorado, will preach at Sims Sunday, February 10, at 11 o'clock.

An agricultural meeting was held at Sims Friday at 10 o'clock. Several members of the Hereford Lions Club were also in attendance. They promised to meet with Sims community in a program some Friday night soon if the people would like to have them at any time.

Miss Lois Phillips went to Canyon last week.

J. M. Chapman was a Vega visitor Friday.

Messrs. Cavin and Ritter of Amarillo were in this community Thursday.

Ward News Notes

MRS. WILEY ROBERSON

months-old grand daughter, who has double pneumonia.

Mrs. Carrie Lillard spent several days in Clovis this week visiting friends.

Mrs. Shelby Jersig and small daughter, Shelby Ann, of Bovina were in Friona Saturday.

Mrs. Lee Berry and small son, Donald, are visiting in East Texas a few days.

Mrs. J. R. Maples and Loretta Galloway were business visitors in Amarillo Friday.

A number from this city attended court at Farwell last week.

Dan Etheridge was a business visitor in Farwell Thursday.

The little son of Mr. and Mrs. William Guyer has been quite ill, but is greatly improved at this time.

Bob Clements was a visitor in Farwell last Thursday.

Miss Thelma Lee Anderson visited her sister in Clovis the past week.

Friena Doings

Take Produce to Carl's Gro. at Carl E. Maurer was a business visitor in Amarillo Friday.

J. C. Wilkison of Farwell spent Thursday night in Friona.

Miss Wanda Walker returned Wednesday night from a visit with relatives and friends in Mosquero, New Mexico.

Mr. and Mrs. Ray Stagle were visitors in Clovis last Thursday.

Mrs. Lucille McGrow moved to Dimmitt this week, where she has taken a position.

F. M. Hughes who has been very sick with pneumonia, is greatly improved.

J. B. Crow spent Sunday in Lubbock.

Phyllis Galloway is spending a few days in Erick, Oklahoma.

Mrs. Lawrence Galloway returned Monday from a few days visit in Amarillo and Erick.

Mr. and Mrs. Cobb Broad left this week for their home in Fallina, Oklahoma, after a visit of several days with her parents, Mr. and Mrs. J. H. Galloway.

Mr. and Mrs. F. S. Trutt were called to Elk City, Oklahoma, last Wednesday on account of the serious illness of their little three-

Messenger News

BY ESTELLE WILLIAMS

Mr. and Mrs. Robert Myers and baby visited her parents, Mr. and Mrs. P. C. Short, Monday.

L. E. Beck of Jumbo was in this community last Thursday.

Mr. and Mrs. J. A. Williams and little daughter of Cameron, N. M., spent Thursday and Friday with his parents, Mr. and Mrs. L. M. Williams and family.

Mr. and Mrs. Alva Elliston and children spent Thursday in the W. A. Whitson home.

Alta Williams who spent the past month in New Mexico, returned home last Thursday.

Rev. Tucker of Grady, N. M., delivered a good sermon after Sunday school last Sunday.

Marie Smith spent Sunday with Georgia Nell Coleman.

Mrs. Lindsey's parents are here from Amarillo visiting.

A number in this community are ill with influenza.

Mr. and Mrs. Bob Lindsey, Jr., attended the teachers meeting in Hereford Saturday.

Ruth Short spent Sunday with Anna and Edna Brown.

Mrs. Ruth Coffelt left one day last week to be at the bedside of her father, Mr. Mann, who is reported very ill.

Oscar Eastley of Hereford was in this community Sunday.

Hereford shoppers Saturday were Mr. and Mrs. S. I. Riggs, Mr. and Mrs. G. W. Wells and son, Mr. J. T. Quinn, L. M. Turner and Mrs. L. M. Williams and children, Mr. and Mrs. Robert Myers and baby, Mrs. P. C. Short and children and Marie Smith.

Alva Elliston and W. A. Whitson were in Friona on business last Thursday.

THE FRIENDLY BUILDERS HOUR

IS NOW

9:30 to 10 p. m.
(Just Before Amos 'n' Andy)

Each Friday Evening

Listen to

MISS JOAN EVANS, Songster Extraordinary
JACK DIONNE, Master raconteur
BEL CANTO MALE QUARTETTE
FRIENDLY BUILDERS ORCHESTRA

Texas—WFAA, WOAL, KPRC; Oklahoma, WKY, KV00

R. H. KEMP LUMBER CO.

GRANT A. FULLER, Manager.

HEREFORD TEXAS

SAVE YOUR FURR FOOD PURCHASE RECEIPTS!

MACARONI or SPAGHETTI	5¢
Justice, package	
FIGS	17¢
Choice black or white, 2-pound package	
GRAPENUTS	18¢
Package	
JELL-O	19¢
3 packages	
Heart's Delight, Sliced or Halves, in Heavy Syrup	
PEACHES	16¢
No. 2 1/2 can	

Folger's Coffee

1-Lb.	32¢
---------------	-----

PINEAPPLE	17¢
Hillsdale Half, Slices, No. 2 1/2 can	
PINEAPPLE JUICE	25¢
Dole's, 3 No. 1 cans	
TOMATOES	25¢
3 No. 2 cans	
CORN	11¢
Standard Sugar, No. 2 can	
HOMINY	19¢
2 No. 2 1/2 cans	

GELATINE

ROYAL	11¢
All flavors, 2 packages	
CORN or BRAN FLAKES	9¢
Jersey, package	
KARO	31¢
Light or dark, 5-pound can	
SUGAR	51¢
10-pound bag	
SUGAR	15¢
Powdered or brown, 2 packages	
CRACKERS	17¢
A-1, 2-pound caddy	
TAMALES	23¢
Ratliff's, 2 cans	

SHORTENING

MRS. TUCKER'S	\$1.05
8-pound carton	
BABY FOOD	25¢
Libby's, 3 cans	
MILK, Borden's	3¢
Tall can 6¢. Small can	
RICE	5¢
Choice Blue Rose, pound	
BEANS	5¢
Michigan Navies, pound	
DYANSHINE	17¢
Any color, bottle	
SALMON	11¢
Alaska Pink, No. 3 tall can	
SARDINES	10¢
Oval, in mustard or tomato sauce, 15-oz can	
CORNED BEEF	13¢
Armour's square can	

Quality Meats

DRY SALT	19¢
Plates, plenty of lean, per pound	
CHEESE	21¢
No. 1 Longhorn, pound	
ROAST Fancy Baby Beef, lb	12¢
BACON	31¢
Armour's, sliced fresh daily, pound	
LOAF MEAT	10¢
With the pork added, pound	
OYSTERS Fresh, per pint	34¢



We Have REAL BARGAINS For You FRIDAY SATURDAY and MONDAY

COCOA	11¢
Hershey's, 1-pound can	
SOUP	11¢
Phillips' Tomato, 2 cans	
SOAP CHIPS	31¢
Blue Barrel, large 6-pound box	
LIFEBUOY	13¢
Two bars	
OXYDOL	21¢
Large Package	
CHIPSO	18¢
Large Package	
NORTHERN TISSUE	17¢
3 rolls	
LYE	25¢
Hudson, 3 cans	

Sunrise FLOUR

24-Lb Sack	92¢
48-Lb Sack	\$1.72

APPLES	21¢
Extra Fancy Winesaps, doz	
LEMONS	23¢
California Sunkist, dozen	
ORANGES	20¢
Medium size, dozen	
YAMS	16¢
No. 1-Portales, 5-lb	
SPUDS	15¢
Red or white, 10 lbs	
ONIONS	19¢
Spanish Sweet, 5 lbs	
Lettuce	5¢
CRISP HEADS	

SPICES
SCHILLING'S
2 Pkgs. 15¢

FURR FOOD

FREE DELIVERY

TELEPHONE 74

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS AND FEED.

A New Sensation!

The 1935 Oldsmobile Six

"The Car That Has Everything"

and is different from anything that has ever been in Hereford, is now on display in our show rooms.

Come In and See This Sensational New Car!

Will have a carload of Pickups and Master Chevrolets soon.

Brumley Chevrolet Co.

CHEVROLET AND OLDSMOBILE SALES AND SERVICE

ADJUSTMENT RAISES HOG INCOME

Inspected Hog Slaughter, and Total Paid by Packers, for first 8 Months, 1933 and 1934



1933*
Slaughter 7,300,000 Pounds
Total Paid \$100,000,000

1934*
Slaughter 6,900,000 Pounds
Total Paid \$110,000,000

PRELIMINARY studies indicate that a substantial increase in hog income is resulting from the adjustment in hog marketings effected by the 1933-34 emergency hog-buying programs and the 1934 corn-hog production adjustment program of the Agricultural Adjustment Administration. The graph above shows that the total estimated cost to packers for hogs slaughtered under Federal inspection during the first eight months of 1934, including the processing taxes due, was approximately \$100,000,000 larger than for the corresponding period in 1933.

This represents an increase of about one-third in total cost and of more than one-half in the hundred-weight cost of live animals. At the same time, the total inspected

slaughter of hogs for the first eight months of 1934 was about 13 per cent under the total for the corresponding period for 1933.

A part of this gain has been due to an increase in consumer's income and to some adjustment in tonnage effected by the shortage of feed supplies resulting from drought, but production control under the Agricultural Adjustment Act has been a large factor. Hog prices throughout the current marketing year are expected to average higher than for several seasons.

Corn-hog farmers of the United States will have an opportunity to hold gains made this past year by cooperating in the 1935 corn-hog program now being offered by the Agricultural Adjustment Administration.

Westway Items

(BY WILMA SKYPALA)

J. W. Hyde made a business trip to Lubbock Tuesday.

Mr. and Mrs. Ward of Hereford spent Sunday in the T. L. Vaughn home.

Miss Elsie Friemel of Dean spent the week end with Miss Pauline Edwards.

Miss Margaret Morrison, Hereford, spent Sunday with Miss Killa Mae Baker.

Sue Vaughn spent Sunday with her parents, Mr. and Mrs. T. L. Vaughn.

Rev. and Mrs. Campbell, Mr. and Mrs. Martin Campbell and Mrs. Cress attended Sunday school and church at Westway Sunday.

Mrs. M. D. Montgomery and Mr. Finks of Ward attended services at Westway church Sunday.

Vesta Mae and Roy Landers spent Sunday in the C. V. Burgess home.

Mr. and Mrs. John Huntsinger and Mr. and Mrs. Herman Gray spent Sunday in the R. M. Gunn home.

Rev. Campbell of Hereford delivered a sermon here Sunday afternoon.

Miss Arleta Burgess spent Sunday with Miss Wanda Downs.

Mrs. R. M. Gunn and Mrs. Dick Whiteside spent Friday with Mr. and Mrs. Guy Lawrence at Walcott.

Mr. and Mrs. Roscoe Landers spent Sunday in the J. H. Landers home.

Miss Christine Thurmond of Hereford spent Tuesday with Mrs. R. M. Gunn.

Miss Grace Mae Wink and Mr. and Mrs. Clayton of Cordell, Okla., spent the week end with the H. C. Matthews family.

Mr. and Mrs. Pierce were called to Abilene to be with her mother, who is ill.

Dawn Items

BY INEZ MILLER

Friday evening of this week Dr. J. A. Hill, president of WTSTC, Canyon, will give a lecture here on the "Trend of Modern Education." Edgar Pickett of Hereford will give some numbers on the piano. Everyone is invited.

An impressive ceremony at the home of Mrs. Lissie Harris united in marriage her daughter, Miss Jewel Harris, and Mr. Gordon Miller of Ardmore, Oklahoma. The nuptials were spoken Monday afternoon at 5 o'clock, with the Rev. Willett officiating. The groom is the son of Mr. and Mrs. J. S. Miller of Pauls Valley, Oklahoma. Mrs. Miller is a graduate of the West Texas High school at Canyon. The couple is at home near Ardmore.

Miss Evelyn Arsenaux of Higgins and Ruth Wolf of Walcott were guests of Miss Mary Chambers over the week end.

Ed Manton of Hereford visited Norman Miller Sunday.

H. H. Miller and family visited Miss Maxine Barnes at St. Anthony's Hospital in Amarillo Sunday.

Misses Ruby, Lois and Bernice Harris of Canyon spent the week end at home here.

Inez and Alma Miller were

Black

BY MISS NOBLE McLEAN

Take Produce to Carl's Gro. if Rev. Lindsey of Bofina preached here Sunday morning and night. He was accompanied by his wife.

Mr. and Mrs. Thomas Stone of Amarillo visited friends here last Wednesday.

Mrs. Black took her basketball girls to Westway Friday afternoon to play the Westway girls. Black won by a few points.

Mr. and Mrs. Oran Bennett and son, of Hobbs, N. M., spent last week end with Mr. and Mrs. Ray Bennett and family.

The party at the community club house was well attended last Friday night.

Bud Barnett visited home folks here last week end.

The Social Study club met with Mrs. Verner Melugin last Thursday with nine members and two visitors present. Visitors were Lucille McLean and Mrs. Clayburn Carr. The next meeting will be with Mrs. Tom Presley the first Thursday in February.

Jiggs and Geneva McKinnie of Amarillo visited in the D. R. Bennett home last week end.

The basketball boys of Black played the Summerfield team in Hereford one night last week, Summerfield winning.

Lucille McLean is in Hobbs, N. M., the guest of Mrs. Oran Bennett.

Jim Black and Verner Melugin were business visitors in Hereford Monday.

H. L. McLean visited his brother, G. C. McLean, at Lubbock last week end.

Mr. and Mrs. Jim Black, Mr. and Mrs. Verner Melugin, James and Noble McLean, Lois Presley, and Arlen Hartley attended a party at the home of Mr. and Mrs. Roy Jowell in Hereford Friday night.

George Wiy and family visited in Friona Sunday.

MASTER AT DECRYPTING WAR-TIME CODES DIES

Cambridge, England.—Sir Alfrey Fwing, 70-year-old war-time "master mind" of the deciphering of German code messages, died recently after weeks of illness.

An eminent scientist and research worker, Sir Alfrey was in charge of the famous "Room 40" of the admiralty, where 50 cryptographers deciphering German messages, including the Zimmerman message which was one of the primary causes of bringing America into the war.

The Zimmerman message was an invitation to Mexico to join the Central powers, for which she was to receive the states of Texas, New Mexico and Arizona.

It was sent January 19, 1917, and after being decoded was published in the United States. In less than two months the United States entered the war.

Boost Lamesa Man.

Sam Richardson of Lamesa and a man from East Texas are being considered for appointment to the highway commission by Governor Allred, says a communication from Phillip Young, county judge at Lamesa, to Judge C. W. Humble. Young asks Deaf Smith county citizens to support Richardson with communications to the governor.

Summerfield News

BY MRS. GUY WALSER

Mrs. J. W. Cox who was burned last week is still in a critical condition at the hospital in Hereford.

Dr. G. W. Heard of Hereford will talk on the Old Age Pension Plan Friday evening at 7:30 in the school house. Everybody invited.

Slice Miles and family have moved east of Hereford.

Mr. and Mrs. Louie Huckert spent last week with their daughter, Mrs. John Heiselmann and family, who live near Vega.

Mr. and Mrs. Walter Huntley, Mrs. Ky Lawrence, Mrs. Lee Kendall and J. B. Noland attended the Workers meeting at Happy last Thursday.

Lewis Jay was in Canyon last Friday.

Walter Hawkins, Walter Huntley and Jesse Lindsey were Farwell visitors one day last week.

O. B. Roberson attended court in Friona Thursday. Mrs. Robertson and Miss Eva Gruson spent the day in Clovis.

Mr. and Mrs. Jenks Bellar and little daughter spent the week end in Muleshoe.

George Gandy brought Dean Story home from Canyon Saturday night real sick. He was in the hospital for a day or so, but is at home now and is improving.

B. A. Atchley and family are in Hot Springs, N. M., for a three weeks stay.

Mr. and Mrs. White and Stanley White were in Amarillo last Thursday.

Mrs. J. D. Story has returned home from a ten days stay in Canton, Illinois.

Mr. and Mrs. Ed Lefner of St. Joseph, Mo., and Mrs. Ed Euler of Chicago, stopped over a few days last week with Roy Euler and family, Grandmother Euler and Mrs. B. K. Gruson and family. They were enroute to California for the winter.

Messrs. and Meses. Jim Clark, D. C. Walsler and Joan, Guy Walsler and Wayne, C. R. Walsler, S.

March 15 Is Deadline for Filing Income Tax

Income tax return blanks for 1934, which must be filled out and returned to the Dallas revenue offices by midnight of March 15, are now being mailed to taxpayers in this district.

Tardiness in returning the filled out blanks involves a penalty. Blanks may be secured by those who do not receive them by mail from Dallas, at the collectors' office in the federal building there. They are expected for distribution here in the near future.

From now until March, deputy collectors will spend at least one day in each town of any size in North Texas, but after March 1 they will be in their home offices.

MARKET BASKET FOOD SPECIALS

Friday and Saturday Specials

RICE, 5 pounds, whole grain	35c
CATSUP, 14-ounce bottle	13c
COFFEE, Folger's, 1 pound	33c
CORN FLAKES, 2 for	15c
SOAP, Lux, 3 for	20c
OATS, Crystal Wedding	22c
CRACKERS, 2 pounds	19c
PRESERVES, 1-lb jar	22c
RAISINS, 2 pounds	19c
PORK and BEANS, Phillips, can	5c
PINEAPPLE, broken slices, No. 2 1/2 can	19c
APPLES, gallon	35c
MATCHES, carton	23c
APRICOTS, No. 2 1/2 can, in syrup	16c
SOAP, Blue Barrel, 6 for	25c
K. C. BAKING POWDER, 50-oz	35c

OUR QUALITY MEATS

BEEF ROAST, per pound	10c
HAMBURGER, fresh ground, 2 pounds	15c
CHILI, fresh home-made, pound	15c
STEAK, round, loin or T-bone, pound	15c

Texas Market & Grocery

PHONE 353—FREE DELIVERY

BANK DAY

For the Second Period Is

January 22

—Bring your receipts of January 22 to our store and get CASH for them.

—You may present them for payment February 1, 2, 3, or 4. We thank you for your business—you have increased our business 47 per cent since January 1, and we are grateful.

PARMER'S GROCERY

YOUR STATIONERY NEEDS

CAN BE FILLED FROM OUR SHELVES

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

For Your Office, Home, Store

LET US FILL YOUR NEEDS

The Hereford Brand

Phone 30

ONLY THURSDAY, FRIDAY AND SATURDAY TO GO ON

PENNEY'S CLEARANCE

ADDED BARGAINS FOR THESE DAYS

We are repeating some of the items which we advertised earlier in the week for the benefit of our out-of-city customers.

Brown SHEETING

36-inch
5c Yd.
Strong! Sturdy!
Will take a great deal of wear and at this price it's a buy!

Gowns

Solid colors krinkle crepe, contrasting trims. Just the right garment from now on. Two for
\$1.00

Bleached Flour Sacks

Absorbent!
4 for **25c**
Grand bargains!
48 x 37 inches
... they're big enough for TWO towels!

Boy's UNION SUITS

Bargains at
39c
Fine rib cotton.
Long or short sleeved styles.
Ecrs., grey, white, 4-14.

Pajamas

Children's rayon pajamas, in new styles. Pretty trims and colors.
59c

Hey, Kiddies

Ball-bearing roller skates. Don't wait on this bargain—you will be too late. Close out, per pair
68c

Broadcloth

Solid colors in a fabric you will appreciate. This is a value we worked hard to get for you at CLEARANCE PRICE, 2 yards for—
25c

Close Out of Full Fashioned Silk Hose

Chiffon Hose
At Extraordinary Savings!
44c
Because we're closing out this style you have a chance to buy quality silk hose at an unusually low price! In a range of beautiful colors, 8 1/2-10 1/2. But come early! Quantity limited!

Values! PART-WOOL PLAID PAIRS Blankets

Come, See for Yourself!

\$1.66

Size 72 x 84 inches. Bargains that will please you because they're made from high-grade quality yarns. Soft and fluffy—warm and cozy! Many lovely, soft bedroom shades. Bound with lustrous satens.

Tuck Stitch Undies

Combed cotton!
25c
Vests and pants-rayon - striped! Smooth - fitting, soft and snug! Small to large!

SPECIAL

We were lucky in getting another small shipment of dishes. Many have waited for these. While they last, per set—
\$2.49

Overalls

A few more down to close out at this price. 2.50 denim, triple sewed, full cut, mail shrunk. Get several pairs at this price—
55c

Terry Bath Towels

Double thread!
15c
White with colored borders or solid colored! Sizes are 22x42 and 20x38!

Ticking

Famous for years; extra heavy feather ticking. A few bolts to clean up, at the yard—
21c

Rayon Bloomers

Well tailored, full size, extra quality material at this very unusual close out price, per pair
17c

Boys, Look

Get a wagon and be ready for the pretty days. Whipper this price to dad (he knows) and get one while they last. All steel, sturdy, heavy wagon. Close out—
\$1.50

Final Cleanup

51 x 105 Bed Spreads. Krinkle material. Spring will soon be here. These are excellent to protect your beds and linens, easy to wash and cheaper than sheets. Pretty, too—
66c

PENNEY'S

SOCIETY

Methodist Women Hold Silver Tea

Celebrating the twenty-fifth anniversary of the organization of women's club work in the Northwest Texas Conference, ladies of the Methodist Missionary Society held a silver tea at the home of Miss Mattie Swisher last Thursday afternoon.

Visitors were Meses J. O. Haynes, E. E. Adams, superintendent of publicity for the conference; J. M. Simpson, conference treasurer; E. I. Graves, secretary; F. F. Workin and Joe Mickie, all of Amarillo. Mrs. Mickie, lately returned from Japan, gave a talk in costume on the customs of that country.

GLEANNERS CLASS HOLDS PARTY

Members of the Wesley Gleanners Class of the Methodist Sunday school were entertained Monday evening at the home of Mrs. E. E. Friday. A buffet supper was served.

JOLLE-FEMMES MEET THURSDAY

Wanna Gilliland entertained the Jolle-Femmes club at the home of Mrs. E. E. Perkins Thursday afternoon. Bridge and 42 were played.

Those present were Veta Jones, Wilma Webb, Anita Gentry, Shirley Hale, Frances Dixon, Marilyn Gentry, Frances Higgins, Mrs. C. I. Hodges, Mrs. Perkins and the hostess.

Mrs. Hodges and Frances Higgins were guests of the club.

MRS. JONES GIVEN BIRTHDAY SHOWER

A group of friends honored Mrs. Cecil Jones on her birthday Monday evening with a handkerchief shower at her home.

Doughnuts and coffee were served to Messrs. and Meses. C. L. Hodges, Ralph Webb, Bill Gentry, Vernon Gilliland, Bob Gentry. Forty-two was played.

DR. HILL TO SPEAK FRIDAY AT DAWN

Dr. J. A. Hill, president of WTSTC at Canyon, will speak at a meeting Friday night of the Dawn Literary Society on trends in modern education. His talk is scheduled to start at 8 o'clock.

B. & P. WOMEN OBSERVE ANNIVERSARY

Second birthday of the Business and Professional Women's Club was celebrated hilariously Monday evening with a kid party at the city hall. Some 20 members, wearing hair ribbons and other garments in keeping, gathered at the hall for absorbing games of grab box, bite the apple and all the others.

Card of Thanks.

May we express our deepest gratitude to our friends and neighbors for their kindness and thoughtfulness during the sickness and death of our dear baby?

Mr. and Mrs. D. R. Grimes and Family.

Mr. and Mrs. P. A. Tyrbow and Family.

Vega's Campaign Nets 10,000 Dead Rabbits

Ten thousand jack rabbits were slain in Vega's rabbit drive last week, second in recent weeks. Several hundred hunters from throughout the Panhandle participated in the massacre.

A large area southwest of Adrian was covered in the campaign which saw two coyotes bite the dust along with the numerous rabbits. In the previous drive about 13,000 jacks were on the casualty list.

ANNUAL PROMOTION

(Continued from page one)

plan or revert to the old one, or to a somewhat different one. The custom of the regular exemptions from mid-year and final examinations has been discontinued in the high school, following the recommendations of the State Department of Education.

Report cards for all grades in the Hereford schools showing results of the past half year of work were issued Wednesday and Thursday. Difficulties have confronted the schools this year because of the heaviest enrollment on record.

Card of Thanks.

We wish to express our thanks and gratitude to our friends and neighbors for their assistance, words of comfort and many kind deeds, shown us during the illness and at the death of our beloved husband and father, and for the beautiful floral tributes.

Mr. and Mrs. K. R. Hunter and Daughters. 1p

AT THE STAR THEATRE

Tomorrow's show at the Star Theatre, both matinee and night, will be Mrs. Wigg's of the Cabage Patch, one of the greatest of human stories.

Sunday, Monday and Tuesday's picture will be another Frank Capra production, "Broadway Bill," the comedy successor to "It Happened One Night."

Wednesday and Thursday's bill will be a great musical romance, "One Night of Love," featuring Grace Moore, Metropolitan Opera star.

Want Ads

For Sale or Trade

FOR SALE: John Deere tractor completely overhauled, attractive price and terms. J. G. Evans, 306 B Avenue. 4-2p

PAIR OF GOOD work mares to trade for cattle. Also land to trade. Claude Higgins. 4-2p

WILL TRADE Philco auto radio for good battery set. A. J. Schroeter, phone 150. 1c

FOR SALE: Fine cedar chest, cheap. Call at Brand. 3-tfc

GOOD 22-36 IHC tractor to trade for Farmall. Buchanan & Rosson. 3-2c

FOR SALE: Violin, in good condition. Apply Brand Office. 1f

FOR SALE: Used W. W. Feed mill, four mold size, hammer type. Euchanan & Rosson. 1c

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

For Rent

FOR RENT: Furnished apartment, available February 1. Mrs. Frances Barnhart, 312 East Sixth Street. 1p

Wanted

WE WANT CATS! For the first 25 cats brought in Friday and Saturday we will pay 15 cents per head. They must be grown; females preferred. WEST TEXAS FEED & SEED COMPANY 1c

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

BUFF ORPINGTON eggs wanted for setting. Bring to Star Barber Shop, Star Theatre Bldg. 1p

WANTED: To rent a wheat farm. Write L. A. Smith, at Dawn. 44-3c

HAVE CLIENT with cash for 100 or 200 acres improved, near Hereford. J. G. Evans, 306 B Ave. 5-2p

GASOLINE DEMONSTRATION COMING



Pictured above is the new "Phillips 66-Volatility Test Engine," traveling laboratory which will give a motor fuel demonstration here next Monday morning at 10 o'clock in the display room of the Hereford Motor Co.

The apparatus includes a series of weather maps which illustrate the Phillips principle of controlled volatility. The test engine is a late model six, taken from stock.

THE CHURCH WORLD

First Christian Church

REV. E. R. WILLIAMS, Pastor

Church school worship and class instruction by departments, 9:45. A. A. Foster, superintendent. Morning worship at 11, communion each Lord's Day. Evening service at 7:15. At the morning hour the pastor will take as his subject, "The Inexhaustible Christ."

St. Anthony's Church

Friday, February 1, Adoration of Blessed Sacrament, 3 to 4. Saturday, Blessing of Candles at church, Mass at convent at 7 a. m.

Sunday, mass at 8, benediction at 7:30 p. m. Weekday mass at 8, Thursday, Holy Hour at 7 to 8.

The first meeting of the Augustans proved a success to the goodly number present. The educational discussion was enlightening.

The social hour gave all some hearty laughs, and the arrangements committee deserves credit for the success with which they handled the lunch and concluding hour of their program.

Assembly of God Church

E. E. MANNEY, Pastor.

Rev. Albert C. Bates, of Glolis, New Mexico, superintendent of the Texico District of the Assemblies of God, will speak at the Assembly of God church in Hereford Saturday night at 7:30 o'clock, February 2, and on Sunday, February 3, at 11 a. m. and 7:30 p. m.

Sunday school, 9:45 a. m. Young people, 6:30 p. m. The public is cordially invited to all services.

First Baptist Church

REV. B. N. SHEPARD, Pastor.

Regular Sunday school, 9:45. Church services, 11 a. m. B. Y. P. U., 6:15. Church service, 7 p. m.

Leather Jackets

Hats

Woolens and Silks

Stambaugh Company

Dependable Dry Cleaning

Lodge Directory

HEREFORD LODGE NO. 840, A. F. & A. M.

Stated Meetings, Each Second Monday Night of Month. School of Instruction each Thursday Night. Visitors Are Welcome.

J. W. ROBINSON, W. M. EGBERT BRADLY, Secretary

HEREFORD LODGE I. O. O. F. CHARLES SOWELL, Noble Grand No. 476

Meets Monday, 8:30 p. m. Visiting Brethren Welcome L. H. FOSTER, Secretary

REBEKAH LODGE Meets Every Tuesday at 8:00 p. m. MRS. F. E. BOWE, N. G. MRS. HERMAN STEWART, Secretary

HEREFORD CHAPTER, O. E. S. Meets Each Second Tuesday Night, 7:30. MRS. JEWEL WOMBLE, W. M. MRS. MERTIS WITHERSPOON, Secretary

TRIPLETS INSTALLED AS OFFICERS OF LODGE and Junior Wardens, respectively, of Rising Sun Lodge No. 71 of that city. The ceremony took place January 28, 1935. The young men were 27 years of age on December 22, last. They are all graduates of Bucksport Seminary.

WATCH THE DATE! AND YOUR CREDIT

1935	JANUARY	1935
6	7	8
9	10	11
12	13	14
15	16	17
18	19	20
21	22	23
24	25	26
27	28	29
30	31	

The Calendar tells a big story about your reliability. Notice the date today and plan on paying all bills not later than the tenth of next month. You'll find it pays to have a good record for paying bills promptly.

HEREFORD CREDIT ASSOCIATION

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

Gas Ranges

We still have some Gas Ranges at real BARGAIN PRICES. If you are going to need a gas range soon, it will pay you to look these over.

Automatic Electric Irons

For a short time only, we are allowing ONE DOLLAR on your old iron—any make—on any of our Automatic Electric Irons.

AMMUNITION

We will have special prices on ammunition during the time that the county is paying bounties on Jackrabbits.

STREU HARDWARE CO.

"Home of Service and Quality"

You Are Invited

To Our Party

Every Day from 9 to 11 a. m. and 2 to 5 p. m.

"When Better Coffee Is Made, We'll Make It"

You'll Meet All Your Friends at

Ike's Cafe

—service unexcelled

AMARILLO AUDITORIUM WED. 13 FEB. 13

AN OUTSTANDING EVENT TO THE THEATRAGOERS OF THE PANHANDLE

What is, past adventure, the most distinguished event in the Amusement History of the Southwest is the advent of ZIEGFELD FOLLIES to Amarillo.

FOR THE FIRST TIME this, the acknowledged foremost of World Extravanzas, will be seen in the pristine fulgurance of its Metropolitan Lustre. In times past Number Two or so called "Road" companies have been sent on tour under the FOLLIES title, denuded of their original stars and with production attenuated for the hinterland.

BUT NOW comes the ORIGINAL ZIEGFELD FOLLIES with its Constellation of Luminaries, its Six-Double-Length-Stage-Car Production, FRISCHLY, to the midnight detail as presented at the New York Winter Garden all last season and this year to a record breaking run at the Grand Opera House, Chicago.

I deem it a high honor to add my personal guarantee to this transcendent attraction.

Despite the vast expense of operating this attraction please WILL NOT exceed these in regard for less distinguished musical shows in the past.

WILL E. WINCH, City Manager, Texas Consolidated Theaters, Inc.

100 GLORIFIED STARS

FRANCES CLAY, CLAY, CLAY, CLAY, CLAY INC. TAX

MAIL ORDERS accompanied by remittance of full (including tax) and self-addressed, stamped envelope will be filled in return PRIOR to opening of box office sales. DON'T BE DISAPPOINTED—Buy Now and be assured of Choice Location, No Floor Orders, Guaranteed. Tickets will not be sold unless fully paid—Free List Postively suspended.

Make drafts payable and send to Paramount Theater, Amarillo.

Stambaugh Company

Dependable Dry Cleaning

Leather Jackets

Hats

Woolens and Silks

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Spotlight SPECIALS

FRIDAY AND SATURDAY SPECIALS

OUR SPECIALS ARE CASH

TUNA FISH FLAKES, reg. 15c size, 2 for 25c

CRACKERS, 1 pound salted 10c

COFFEE, Bliss, 1-lb can 26c

MARCO JELL, 2 pkgs 9c

LEMONS, 360 size, dozen 24c

MACARONI or SPAGHETTI, 2 pkgs 9c

JUN BRITE CLEANSER, box 5c

SOAP, White Elier, 5 large bars 19c

SYRUP, Pure Cane, gallon 59c

Alice Brand Red Beans, Peas and Soups, Tall can 10c

PEACHES, No. 2 1/2 can, in syrup 15c

APPLES, nice Winesaps, dozen 21c

SPUDS, 10 pounds 16c

VANILLA WAFERS, 1-lb bag 17c

ONIONS, dried, 3 pounds 10c

SUGAR, 10-lb cloth bag 49c

GRAPEFRUIT, Texas, full o' juice, 6 for 19c

OATS, Mother's, large box 30c

WASHING POWDER, BIG 4, 5-lb box 32c

SALT, 3-lb box 9c

SALT, Carey-ized Smoke, 10-lb can 75c

TOMATO JUICE, California Home, 8 can 75c

(Get a set of nice glasses FREE)

OVALTINE, 50c size 34c

SUGAR, brown bulk, 3 pounds 18c

PRUNES, No. 2 1/2, in syrup 15c

SPINACH, No. 2 Texas, 9c, 3 for 25c

BANANAS, nice yellow, pound 6 1/2c

FRANK'S CASH GROCERY

Phone 117 FRANK RICHARDS, Proprietor We Deliver

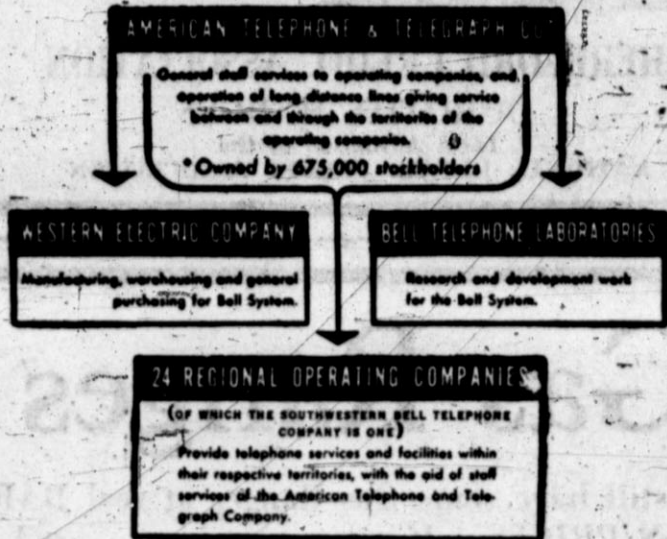
Bring Us Your Eggs—Market Price—Buy At Home

Winter Service! FOR YOUR CAR

Drive in today and let us check your car for anti-freeze, winter-weight Texaco Oils and Greases. Don't take a chance of freezing up.

Texas Service Station
GLEN SNYDER

THE BELL SYSTEM AT A GLANCE



How a nation-wide telephone network is organized

The Bell System is big, but its organization is not complex.

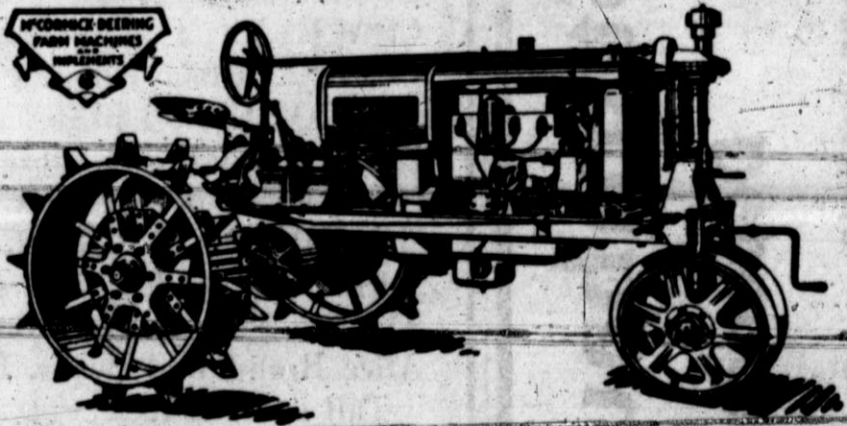
The A. T. & T. is parent company, service and research organization, and financial headquarters of the System. It owns Western Electric, which buys and manufactures for the System at prices about a fourth below the prices of similar equipment in the competitive market. Jointly with Western, it owns Bell Laboratories, where science constantly seeks better and cheaper methods of giving you telephone service.

It owns more than 90 per cent of the voting stock of the 24 associated companies (of which the Southwestern Company is one) and it operates the long distance trunk lines linking the territories of these companies. Its staff carries on for these companies a constant search for more economical ways to give good telephone service.

Each part of the organization exists because the function it performs is essential to the job of giving good telephone service at fair cost to you.

SOUTHWESTERN BELL TELEPHONE COMPANY

Plenty of Power for the Big Row-Crop Farm



McCormick-Deering Farmall 30 Tractor

THIS 3-plow Farmall Tractor provides ample power for big-scale, row-crop and general farming operations anywhere. It is the huskiest member of the Farmall line, stepped up in power, size, and weight to handle the heavy jobs and big equipment. The Farmall 30 has these exclusive, patented Farmall features—quick-dodging ability, forward location of the

gangs, and braking of either rear wheel through the steering wheel for square turns. Replaceable cylinders, hardened exhaust-valve seat inserts, oil filter, oil air cleaner, thermostatic water control, and manifold heat control are a few of the features built into the Farmall 30 that make for brilliant performance, economical operation, and years of hard work.

Ask us for a demonstration.

Buchanan & Rosson

Hereford

Your IHC Dealer

Frisco

Ford Doings

MRS. H. M. BENSON

Sunday school was very well attended here Sunday, there being 40 present. Among the visitors were several young people from Hereford. After Sunday school Bro. Godwin of Vega preached. Mr. and Mrs. Harold Wilson went to Amarillo last Tuesday. Mr. and Mrs. Hedrick children have chicken pox this week. Mr. and Mrs. Phipp took Evelyn and Allen Plummer with them to Hereford Sunday afternoon. Mr. McGown of Claude called in the H. Benson home Wednesday. Dinner guests in the Earl Dyer home Sunday were Mr. and Mrs. H. Wilson, Mrs. Dyer and Wayne, the occasion being a birthday dinner honoring Mrs. Wilson and little John Dyer, whose birthdays fall on the same day. Most of the farmers in this community were too busy to attend the Vega rabbit drive Friday. Mr. and Mrs. A. K. Webster and children went to Amarillo Saturday afternoon, spending Saturday night and Sunday with Mrs. Webster's parents, returning home Sunday afternoon. Mr. and Mrs. Bernhard and children moved Saturday to the T. E. Major farm on Harrison Highway. A. E. Benson of Clarendon spent Tuesday with his children here and in looking after business affairs. Mr. and Mrs. Harold Wilson visited in the Hardy Benson home Saturday night. Ted Langley went to Clovis Wednesday afternoon. Robert Orr and Melvina Stewart were on the sick list this week. Evelyn and Allen Plummer attended Sunday school here Sunday afternoon.

Fairview-Palo Duro Items

By MISS LILA MAE OGLESBY

Take Produce to Carl's Gro. if there was no BTS last Sunday night because of the zero weather. Dave McClain, who has been ill for some time, is no better. Dick Allred and Lee Norman made a business trip to Hereford last Thursday. Mr. and Mrs. Cecil Allred visited in the home of his parents, Mr. and Mrs. Allred of Hereford last Tuesday. Mr. and Mrs. Rogers have moved to the Lee Moore place. Mr. and Mrs. Deaver have moved to Randall county. Some relief work is being done in this part of the county. B. C. Carter has returned to school at Alva, Okla., after a several days visit with his parents here. Mr. and Mrs. Lee Moore have returned from a visit in Colorado. Their son, Jack, stayed with his uncle in Colorado. Mr. and Mrs. Comingoer made a business trip to Amarillo last Friday. A petition has been circulated to get a mail route in this community, and it is hoped it will be successful. This move has been tried at previous times, only to fail. Mr. and Mrs. H. J. Oglesby were in Amarillo on business last Friday.

Dimmitt News

MRS. BUCK WOOD

Mr. and Mrs. L. L. Parker and Miss Madge McQuire were Lubbock visitors Tuesday. Mr. and Mrs. I. B. Brooks spent Saturday night and Sunday with friends in Dimmitt. Swain Burkett and Dr. Mayes Miller made a business trip to Floydada Wednesday. Mr. and Mrs. E. I. McBride of Amarillo spent several days last week with their daughter, Mrs. Floyd Reynolds. Mr. and Mrs. Omer McQuary visited relatives in Memphis last Sunday. Mr. and Mrs. Webster Boone and Misses Ona Faye and Lilla Mae Smith were in Amarillo last Thursday. Buron Shipley has been in Pilot Point the past week at the bedside of his father, who has been seriously ill. Clifton Sparkman has had charge of his tailor shop during his absence. Roy Wood and Joe Butler left last Thursday for an extended visit with relatives in Mill, Okla. M. C. Anderson of Dallas visited P. D. Woodlee last Thursday. Mr. and Mrs. Charles Pyles attended a birthday dinner in Kress Friday night. Harvey Youts made a business trip to Shawnee, Okla., last week end. Mrs. Youts spent the week end with her mother in Amarillo. Mr. and Mrs. Raymond Wilson spent Thursday in Amarillo, Mrs. Wilson remaining to take medical treatment. Misses Ruby Denny and Madge McQuire spent the week end with their parents in Bovina. Misses Ona Faye and Lilla Mae Smith and Floyd Smith visited in Canyon Sunday. Mmes. Ronald Cogswell, Ray Shetty and Gano Hastings and Miss June McCowan were in Plainview Saturday. Rubye Parker of Fort Worth spent last week with Mr. and Mrs. Tom Gunnels. Noel Gollehon and Marlin Gilliland of Hereford were in Dimmitt Friday. Edgar Ramey, Milton Hardy and Geo. Abbott made a business trip to Lubbock Wednesday. Mr. and Mrs. Omer McQuary, Misses Johnny Beth Tate, Lilla Mae Smith and Lena Mae Caruth attended the basketball game at Bovina Saturday night. Koma Hyatt spent the week end with home folks. Mmes. Ray Hicks, Homer Norwood and Homer Newton were in Amarillo Wednesday. Mr. and Mrs. Alva Hulien of Lubbock spent the week end with their daughter, Mrs. Lester Cooper. L. A. Ricketts, Rayford Ricketts, Ray Cowser and Paul Cor-

bett were transacting business in Wichita Falls the first of the week. Judge Estes was a Hereford visitor Saturday. T. A. Savage and Wade Dent attended the chamber of commerce meeting in Tulla Tuesday night. Altus Hudson of Lamesa spent the week end in the E. C. Hudson home. Mrs. Rayford Ricketts is spend-

ing several days with her mother in Hereford. Mrs. Ray Cowser and little daughter are visiting her parents in Plainview this week. Mrs. Youngblood of Clarendon, is spending the week with her daughter, Mrs. Meade Hille. Mr. and Mrs. Ed Cudd of Memphis spent Sunday night with Mr. and Mrs. C. L. Morris. Mr. and Mrs. L. E. Parker spent

the week end with friends in Bovina. Mrs. Claude Morris and Mrs. Buck Wood were Hereford visitors Saturday. Miss Billye Bianton is visiting her sister, Mrs. Ralph Whitesides, in Plainview this week. Mr. and Mrs. L. G. Manning, Mrs. H. C. Webb and Miss Louise Whitlaw were in Plainview Monday.

You've Never Driven Any Car Like it!



Designed for the new traffic conditions . . . a new kind of automobile

We've been in the automobile business for years. We've seen many new cars come and go. But we've never seen any car upset the traditions of the low price field the way this 1935 Plymouth does!

It's a completely new kind of car . . . especially designed to meet today's critical traffic problem.

It has a new high speed . . . with lightning getaway. It has a stronger body of steel reinforced with steel, improved Hydraulic Brakes and amazing new roadability!

It has astonishing new Economy and a new Style. Come in today and see this new High Speed Safety Car.

\$729 and up—delivered in Hereford.

Ireland-Beavers Motor Co.



Bringing the Laboratory to You

SCIENCE has translated nearly every phase of human activity into figures which can be shown on dials—this time it's motor car performance. Under conditions exactly like those of actual motoring, the Phillips Volatility Test Engine gives an accurate demonstration of the value of higher volatility in gasoline.

The recording instruments on this apparatus cannot be prejudiced. Impartially the dials register the comparative acceleration, the comparative economy of the gasolines tested.

If you are interested in seeing this comparison between the gasoline you might be using and the gasoline you should be using, don't fail to attend the demonstration made possible by this newest development in motor fuel research.



VOLATILITY TEST ENGINE

HEREFORD, TEXAS

Monday, February 4—Hereford Motor Company—10:00 A. M.

T. E. MAJOR, Agent

N. G. ANDREWS

J. A. GRIMES

ORIN MILLER

HEREFORD DEALERS

Prove to Yourself That Gasoline Is Made—Not Found!

Dean News

BY MARY LOUISE DEAN—ELISE FRIEMEL
Miss Loyd attended the teachers meeting in Hereford Saturday.
Mr. and Mrs. Eldon Harris were Hereford shoppers Saturday.
Mr. and Mrs. M. B. Stone were in Hereford Saturday.
A 42 party is to be held at the Dean school house Friday night. Everyone is invited. Bring cakes, cookies or sandwiches.
The DSS club met with Miss Ganda Biggers, with seven mem-

bers present. Mrs. John Boling and Mrs. Abbie Wilson gave interesting talks.
Mr. and Mrs. Arlie Dean, Jack Mary Louise and Elmo Hicks took Sunday dinner with Mr. and Mrs. Bill Hutson.
Mrs. Morel and Eldon Harris attended Sunday school at Ward. Mrs. Arlie Dean, Jack; Mrs. I. T. Fletcher and children visited Mr. and Mrs. John Whitsett Friday afternoon.
J. W. Witherspoon and Bob Cortina called in the Dean home Monday night.
Mr. and Mrs. L. T. Fletcher left Saturday morning for Odessa.

Here and There

BY MRS. C. E. TICE
Take Produce to Carl's Gro. if Last Wednesday the WW club met with Miss Blanche Beauford. Seven members and Miss Clark were present. While giving a demonstration on making a tufted bed spread, one of the goals of the year, Miss Clark outlined plans of the year's work. The next meeting will be with Mrs. Earl Springer, February 13, when every member is urged to be present as important questions will be settled.
Mr. and Mrs. J. M. Dixon were called to Lockney Saturday by the serious illness of Mrs. Fanny Childers, mother of Mrs. Dixon. Mr. Dixon and the children returned home Sunday and the children will stay with Mrs. J. J. Lindsey this week and attend school as Mr. Dixon is working away from home.
Miss Gladys Greer returned from Amarillo, where she has been spending several days with Mrs. M. A. Springer.
Mr. and Mrs. W. R. Sanes of Lockney were week end guests in the home of their daughter, Mrs. W. A. Springer.
Mrs. H. J. Atwood who has been quite sick, is improving.
Owen Andrews, E. T. Brooks, J. E. and W. A. Springer went to Oklahoma City Monday on business.
Mr. and Mrs. Ed Schuette are quite sick and Mrs. Schuette's parents of Matador came early this week to care for them.
Mr. and Mrs. Lester Sparkman spent the week end with relatives at Kress and Plainview.
Mrs. M. A. Springer of Amarillo is visiting her daughter, Mrs. Andrew Gilliam, this week.
Duane Mitchell has been quite sick the past week.
Last Thursday night the PTA program was given. After several good numbers, Mrs. Hawks, chairman, turned the meeting over to Mrs. Boling for a 30-minute recreation period, after which several important national questions were discussed briefly. The TVA topic was chosen for the discussion at the next meeting Friday night, February 8. The regular meeting night, Thursday, was changed to Friday night on account of the school children.
Mr. and Mrs. Deward Roberson of Amarillo spent Sunday with relatives here.
Mr. and Mrs. A. T. Jones were Sunday guests at the Andrew-Gilliam home in Wyche community.

Rural School News

WESTWAY
Friday night PTA enjoyed a program by the Lions Club of Hereford. Alex Thompson was chairman. Others on the program were Misses Mary Posey, Ora West, Thelma McMinn, Lillie Hostetter, Mattie Mae Swisher; Mmes. A. O. Thompson, T. W. Roberson, C. H. Dyer; Messrs. M. B. Gilson and J. C. Allred. Other visitors from Hereford were Billie Roberson, J. B. Harlan, Mr. and Mrs. John McLean, A. H. Streu and Mr. and Mrs. Mont Baker. The community appreciates the effort of this organization to entertain us and bring something worth while.
The Westway quintet, led by the scoring of Joiner, regained their winning stride to defeat the Westway Independents Friday, 28 to 21.
The junior girls, in a slow game, lost to the Black Juniors, 9-11.
Preparation for entrance in the Interscholastic League literary events has begun in earnest. Coaching in the events has been divided among the teachers and with interest and backing of the whole school and community, it is hoped all three cups can be won again this year.
To motivate work in history on current world events, the class held a debate, this week on Resolved: That the 5-5-3 ratio of naval limitation is fair to Japan.
Basketball will reach its climax for Westway Saturday when four teams enter the rural tournament. Last year Westway won senior boys, senior girls and junior boys divisions.
The play "Comin' Thru the Eye," recently postponed, will be given Friday night, February 1. Admission is 10 and 15 cents. All report the play "great".
Visitors this week were Jiggs Hartman and Edgar Skypala.

MESSENGER
Mary Dee Walker and Willa Dean Walker, former Friona students, entered school last week.
Charles Brown, trustee, and J. E. Rouse visited here last week.
A community agricultural meeting was held in the high school room Thursday, January 24, under direction of County Agent Dewey Reed.
Attendance has been irregular, and preliminary work on Interscholastic League contests has been hampered by an epidemic of influenza. Average individual absence has been only about four days, however.
School schedule has been changed to 9:30 to 4:30 during the cold weather.
Work has been resumed on the water system. It is expected water will be available soon.
The primary room is finishing study of the Eskimo and his north-land home. All children have taken part in making a miniature Eskimo land on the sand table. The second grade is making booklets about certain phases of his life.

DANIEL
On the honor roll this month were Glenna Lucille Moore, Mildred Gill and Doris Joe Hodges.
SUMMERFIELD
Honor roll, all A's: Neal Young, Mondelean Miles, Betty Euler, Edward Young, Elizabeth Jones, Leo Johnson, Ernest Hawkins, Leroy Suttles.
A's and B's: Junior Sikes, J. W. Merrill, Joe Billy Saunders, Jack Sikes, Margaret Bartlett, Zella Jones, Arless Oglesby, Harold Clark, Lorene Storey, Cecil Cokes, Wesley Cokes, Albert Russ, Hubert Thomas, Christine Merrill, Wallace Miles, Merle Russ, Louise Suttles, Frances Young, Shirley Ruth Thomas, Benard Jones.
Students from Westway school will give the play, "Wild Oats Boy," at the Summerfield school Thursday evening.

Progressive News
BY OLIVE PERKINS
Mrs. W. T. Ivy of Amarillo visited Miss Grace Bots Sunday.
Mrs. Paul Cavendar and daughter, who have been visiting Mrs. Cavendar's parents, Mr. and Mrs. J. L. Park, returned home to Amarillo Saturday.
Mr. and Mrs. Orpha Click of Lubbock visited his parents, Mr. and Mrs. J. L. Click, over the week end.
Miss Edith Childre is visiting her parents, Mr. and Mrs. Ed Childre.
Orin Russell made a business trip to Amarillo Wednesday.
Miss Virginia Bowman visited friends and school mates at Canyon last Saturday.
Mr. and Mrs. Cecil Hodges and daughters spent Sunday with her parents, Mr. and Mrs. C. P. Cockrell.
Literary Society will meet Friday night.
Mr. and Mrs. E. L. Blacet visited in the Perkins home Sunday afternoon.
Edgar Russell spent Saturday night with J. W. Cockrell in Hereford.
Mr. and Mrs. Haskell Benson were in Amarillo Saturday consulting a doctor about their baby daughter.
The ladies club met with Mrs. C. P. Caldwell and Miss Eunice last Wednesday. Mrs. Boyer and Mrs. Clarence Bots were visitors, and fourteen members attended. After a short business meeting, the ladies spent the afternoon working on a quilt. The next meeting will be with Mrs. Carl Donovan.
Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn attended church night at the Christian church in Hereford last Tuesday.
Mr. and Mrs. Orin Russell and children spent Saturday night with Mr. and Mrs. Luke McBrayer.
The young daughter of Mr. and Mrs. Gilbert Donovan is ill.
Ira Ricketts and family visited the Luke McBrayer home Sunday.
Mr. and Mrs. Neu of Hereford called on Mr. and Mrs. Orin Russell Sunday afternoon.
Ray Neal went to Tulla Saturday with the poultry judging team from Hereford.
Mr. and Mrs. Charles Green and children spent Sunday with her parents, Mr. and Mrs. Charles Smith, near Westway.

NOTICE TO CITY TAXPAYERS
City property taxes will become delinquent if not paid on or before January 31. If the split-payment plan is adopted the first half must be paid this month. The commission urges early attention of all taxpayers to this obligation.
The City Commission.
P-2c By C. J. Paddock, Mayor.

Chest Colds
Don't let them get a simple hold. Fight them quickly. Chest colds, coughs, flu, sore throats, colds, bronchitis, pneumonia, whooping cough, measles, mumps, scarlet fever, diphtheria, typhoid, cholera, dysentery, malaria, yellow fever, and all other tropical and subtropical diseases. You can't get them if you keep your system clean and healthy.

Send \$1 for the next 5 months of
THE ATLANTIC MONTHLY
Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made THE ATLANTIC, for seventy-five years, America's most quoted and most cherished magazine.
Send \$1. (mentioning this ad) to
The Atlantic Monthly,
8 Arlington St., Boston

Any Time Is Bread Time
When the bread is as healthful and nutritious as Mity-Nice brand. Children and grown-ups alike go for this mellow home-made tasting bread every time it is put within reach. Try it for its extra delicious flavor—its solid, meaty texture and the extra big size for the money.
HEREFORD BAKERY
FROM DIMES AND NICKELS
BIG SAVINGS GROW
Money grows. All it needs is a start, even a small one. Just as great oaks grow from little acorns, so do large estates grow from small savings, added to bit by bit. Many famous fortunes have been built in this way. Start a savings account here today.
THE FIRST NATIONAL BANK OF HEREFORD
MEMBER FEDERAL RESERVE SYSTEM
A Strong Bank Thoughtfully Managed

READ THIS AD CAREFULLY— IT WILL SAVE YOU MONEY
CLOSE DRUG STORE
OUR WEEKLY SPECIALS
JERGEN'S LOTION 47¢
50c size
VICK'S 43¢
50c Nose Drops
GLAZO 19¢
25c Nail Polish
MILK OF MAGNESIA 39¢
50c value

YOUR FAVORITE MAGAZINES
COMBINATION HOT WATER BOTTLE and Syringe \$1.10
Alarm Clock \$1.50 value
Williams' 50c Shave Cream 39¢
Bile Salt 39¢
50c Tablets \$1.00 value
Kruschen 77¢
85c Salt

DR. WEST'S TOOTH BRUSH 39¢
50c value
SYRUP PEPSIN 89¢
\$1.20 value
SYRUP PEPSIN 49¢
60c value
POND'S CLEANSING CREAM 33¢
50c value
ASPIRONAL 79¢
\$1.00 value
ASPIRONAL 39¢
60c value

Beauty — Comfort — Satisfaction
USE
Elizabeth Arden — DuBarry
Toiletries

One Pound Package CRAZY CRYSTALS 89¢
Face Cream Woodbury, 55c value 47¢
Aspirin Bayer's, 75c value 69¢
Aspirin Bayer's, 25c value 23¢
Lydia Pinkham \$1.30
\$1.50 value
Wine Cardui 89¢
\$1.00 value

SPECIAL!
MALTED MILKS 12¢
50c PEPSODENT TOOTH PASTE 37¢
Last Chance

MARTHA WASHINGTON CHOCOLATES
VALENTINE HEARTS 15¢ 25¢ 65¢ \$1.25
Fresh Every Week.

BLACK DRAUGHT 19¢
25c value
EX LAX 21¢
25c value
VICK'S VAPO RUB 29¢
35c value
PENETRO NOSE DROPS 19¢
25c value
PENETRO SALVE 19¢
25c value
COTY'S POWDER 89¢
\$1.10 value
BATHING ALCOHOL 39¢
50c value
Mineral Oil 39¢
50c value
Baby Powder 17¢
Johnson's, 25c value

CHAMBERLAIN Lotion 55c Size 43¢
VITALIS Hair Tonic \$1 Size 89¢

Phone 13 Registered Druggist
Exceptional Bargains Daily
SAVE TIME AND MONEY HERE
ALL SPECIALS CASH
Always At Your Service

Your Hens Will Lay Better If You Feed PURINA Lay Chow
We Handle All Kinds of PURINA FEEDS
We Also Have a Good Supply of MEAT SALTS
Colorado Niggerhead Coal
McLean & Pitman
Grain Company
Phone 1. Buy at Home We Deliver

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS
The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON ABSTRACT CO.
5 per cent Federal Farm Loans.

INSURANCE
INSURANCE
JNO. H. PATTON
PHONE 80

LUNCHES
THE CHOCOLATE SHOP
Fried Lunches Sandwiches
Cold Drinks, Cakes, Magazines.

CHIROPRACTOR
DR. J. W. HENDRIX
Chiropractor and Masseuse
108 B Street—Just North of Mother's Park
Phone 341 for Appointments.

CLEANERS
WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
Clothes Called for and Delivered.
Phone 335

PHYSICIANS
DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 428
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DON'T Neglect Your Eyes
Dr. T. M. Montgomery
At Close Drug
Third Friday Each Month.

ELECTRICAL
GEO. S. McCONNELL
Electrical Contractor
All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.
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PRINTING
THE HEREFORD BRAND
For JOB PRINTING and OFFICE SUPPLIES

LOCALS

Jack Harrison of Canyon was in Hereford Sunday.

Jack Wayland was in Littlefield Wednesday on business.

Mr. and Mrs. W. L. Ayers were Amarillo visitors last Friday.

Miss Peggy Mitchell was in Amarillo Wednesday on business.

Miss Wilda Mitchell of Wildorado was a visitor in Hereford Saturday.

Mr. and Mrs. Harold Close were Pampa, Borger and Stinnett visitors Tuesday.

Miss Elna Evans of Littlefield is doing special work at the county agent's office.

Major Schroeter was back at work Wednesday after being ill a couple of days.

W. J. Stanford left Monday night for Waco where he will visit his parents for several days.

Loyal Workers of the Rebekah Lodge will hold a bake sale Saturday at the Piggly Wiggly store. 1c

Mrs. Rayford Ricketts of Dimmitt is spending this week here with her mother, Mrs. W. M. Meert.

Jerry Mallin, of Amarillo, visited friends here last Saturday.

Dr. T. L. Morgan has been re-appointed county health officer by the commissioners court. His term will be two years.

Check your oil consumption with Perfect Circle or McQuay-Norris Rings. We handle both. Ireland-Beavers Motor Co. 1c

Jack Fortenberry killed two coyotes with his dogs near his home in the Sims neighborhood recently.

GOODYEAR TIRES: Cost no more than other tires. Get our reduced prices before you buy. Ireland-Beavers Motor Co. 1c

Mr. and Mrs. S. M. Bailey and family of Levelland were here Monday to attend the funeral of the D. A. Grimes baby.

Frank Barber and Jim Mauk attended the irrigation congress held at Plainview Monday and Tuesday.

Joe Witt, court reporter of this district, passed through Tuesday enroute to Amarillo. Court ended that day at Farwell. Witt, whose home is at Dalhart, will return Monday for the opening of the winter term of court here.

Strother Recital Date February 17

Rev. Joe Strother of Dimmitt will play an organ recital at the Methodist church the afternoon of Sunday, February 17. He will be assisted by the Hereford Civic Chorus.

Regular rehearsal of the chorus will be held Sunday afternoon at the church at 8 o'clock. Miss Mattie Mae Swisher, director, has announced.

There will also be a practice session of chorus next Monday evening at 7:15. All who sang in the Messiah are invited and urged to help in the shorter programs. Other singers, too, are invited.

Utilities Employees In Meeting Here Tuesday

A sales meeting of employees of the Texas Utilities Company was held Tuesday night at the offices here. L. C. McClurkin of Lubbock, sales manager, directed the meeting.

Attending were Miss Selma S. Schow and J. E. Harding, manufacturers' representatives from Dallas, and the following employees: Bob Wayland, Friona; Mr. and Mrs. Gordon Lyons, Farwell; Mrs. A. H. Bryant, Wayne Barria, Mr. Lige Frieze, C. E. Brown and Mr. and Mrs. W. L. Pearson, Canyon; Miss Norma Cowser, Dimmitt, and the Hereford employees, Misses Lois and Virginia Maddux, Fred Obethier and Alton Miller.

More Wheat Money Is Delivered Wednesday

More past due wheat allotment payments were made this week with the delivery of 91 checks. They were second 1933 payments to signers of supplemental contracts—farmers who did not get in at the start of the program.

The checks represented a total amount of \$4,934.68. A few more second 1933 payments are still to be made. A number of 1934 allotment checks are still due, both first and second payments.

We straighten and re-finish fenders. Repair tops and replace broken windshield and door glass in any car. Ireland-Beavers Motor Co. 1c

Wheat Measuring Will Start February First

Measuring of wheat land, both crop and contracted acreage, will be started throughout the county February 1. Supervisors have been appointed in each of the nine districts. Each supervisor will appoint his own assistants and then direct the actual work. Any information a farmer may need concerning his wheat contract may be obtained from his supervisor. Instructions on staking and marking of tracts will come from this source.

Supervisors for all communities are Bippus, J. W. Kirby; Dawn, H. H. Miller; Fairview, L. L. Wombie; Messenger, C. M. Brown; Sims, John L. Morris; Ward, R. B. Hutson; Westway, R. B. Grindstaff; Hereford, Charlie Boyd; Ford, Lee Langley.

Pond Association Will Meet In Amarillo Soon

A regional meeting of the newly organized Great Plains Pond and Terracing Association will be held in Amarillo, Friday, February 8. Sessions are to be in the Crystal ball room of the Herring Hotel, starting at 10 and 1:30 o'clock. Authorities on terracing and water conservation from throughout the Southwest will be present. Everyone interested is invited.

ZIEGFELD FOLLIES COMING TO AMARILLO FEBRUARY 13

Ziegfeld Follies will play in Amarillo at the city auditorium one performance on the night of February 13. Fannie Brice and Willie and Eugene Howard will be featured in a company of more than 100, including Ziegfeld's glorified girls.

Hillie Burke, wife of the late Flo Ziegfeld, is in charge of the company. This season marks the first time the follies with its original New York cast, has played the road.

Hereford Artist Exhibits. An exhibit of the outstanding work of some of the art students at WTSTC is on display in the corridor of the second story of the Administration Building in Canyon. It consists of pencil drawings, water color work, ink drawings and cutwork designs. Miss Athle Wilder of Hereford is represented in the exhibit with some of her cutwork designs.

STAR THEATRE
HEREFORD, TEXAS
THURSDAY
Last Chance to See
"MAN LOCK"
Victor McLaglen and Edmond Lowe
Friday Only
MATINEE AND NIGHT
ANOTHER BIG 10c SPECIAL

STAR THEATRE
Hereford, Texas
Sunday Matinee
Sunday Night
AFTER CHURCH
Monday and
Tuesday Nights

Come Sweet Home
There's no place like the Wiggs' home... no story so precious as their story... now an endearing screen play!

WIGGS of the Cabbage Patch

A Paramount Picture with
PAULINE LORD
W. C. FIELDS
ZASU PITTS
EVELYN VENABLE
KENT TAYLOR
Directed by Norman Taurog

ATTEND THE MATINEE

Two brilliant stars brought together in a heavenly picture!

WARNER BAXTER
MYRNA LOY
Broadway Bill
FRANK CAPRA
DIRECTOR

Here is a picture you are sure to enjoy. Be sure to see it—bring the whole family.
ONLY 10-25c

Saturday Only
MATINEE AND NIGHT

THE COMEDY STARS OF DAMES IN A BIG HIT ALL THEIR OWN!
KANSAS CITY PRINCESS
DAN HUNTER • HUGH HERBERT

ONLY 10c
ATTEND THE MATINEE

Wednesday
ANOTHER BIG
BANK NIGHT
SPECIAL ATTRACTION
"One Night of Love"

BEDROOM AND LIVING ROOM Furniture

We can furnish you bedroom and living room furniture at the lowest prices you have ever paid. A visit to our store will convince you of this fact.

A splendid mohair over-stuffed suite formerly an \$85.00 value, for only **\$59.75**

Other—equally good values, some splendid walnut-finished Bedroom suites in four-posters, for **\$35.00 \$47.50 \$57.50 \$67.50**

These are exceptional values. We let no one undersell us!

E. B. Black Co.
"We Sell It For Less"

We thank those who have been in our new store and invite everyone in to get acquainted.

WEEK-END SAVINGS

50c McKESSON'S RUBBING ALCOHOL Full Pint	39c	SILVERDALE PARCHMENT STATIONERY 100 Sheets, 50 Envelopes	59c
FIVE-POUND BAG EPSOM SALT	49c	SEVENTEEN LIQUIFYING CLEANSING CREAM 1-Lb Jar	98c
SHINOLA Brush, Paste and Buffer All for	29c	WESTCLOX Fortune Alarm	\$1.45
NEW WONDERSOFT KOTEX Per Box	17c	\$4.25 HOT POINT Electric Iron	\$3.79
BUTTER TOASTED Sandwiches, Delicious	15c	TRIPLE DIP MALTED MILK With Wafers	15c

BROOKS' DRUGS
"Pay Cash and Save"
Phone 69 We Deliver

A Weekend FOOD SALE!

Specials For Friday and Saturday

PEANUT BUTTER	Pound-jar	19c
SPINACH	No. 2 cans, 3 for	25c
CRACKERS	2-pound box	17c
PRUNES	No. 10 can	31c
WHEAT FLAKES	Kellogg's, 3 for	25c
SALT	Morton's, 2 pkgs	15c
MUSTARD	Quart jar	15c
SOAP	Lux, 2 bars	13c
BAKING POWDER	Health Club, 10c size	5c

FOLGER'S COFFEE

ONE WEEK SPECIAL

1 Pound	32c
2 Pounds	61c
5 Pounds	\$1.55

Half-pound can FREE with each 5-pound can

SUGAR	10-pound cloth bag	49c
SOAP FLAKES	BIG 4, 5-pound box	33c
SOUP	Heinz	9c
PEARS	No. 2 1/2 can	15c
SYRUP	White Swan, pure cane, gallon	55c
PINEAPPLE	Sliced or crushed, 3 cans	25c
SHOE POLISH	Jet Oil, bottle	12c
MACARONI	Or SPAGHETTI, pkg	5c
JELLY	Pure apple, 2-lb jar	23c
SALMON	Pink, No. 1 tall can	12c
PANCAKE FLOUR	Gold Medal	10c

GOLD MEDAL FLOUR \$1.03
24-Pound Sack

COCOA Bites, 2-pound can	19c	CORN FLAKES Kellogg's	11c
VANILLA Wafers, pound pkg	15c	VANILLA Extract, 8-ounce bottle	19c
CLEANSER Sunbrite	5c	TUNA Regular size, 2 for	25c
POTTED MEAT 3 cans	10c	POWDERED SUGAR 2 for	15c

FRESH FRUITS and VEGETABLES

SPUDS, 10 pounds	16c	
GRAPEFRUIT, bushel	\$1.65; dozen	30c
ONIONS, Spanish Sweet, 5 pounds	19c	
APPLES, Winesaps, 2 dozen	35c	
BANANAS, pound	6 1/2c	
LEMONS, dozen	23c	
TURNIPS, pound	2c	

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 61. FRANK GYLES, Manager BUY AT HOME