

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 16.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, APRIL 25, 1935.

Five Cents Per Copy.

## Bill McLean Given Honors By Graduates

### ROSEN VALEDICTORIAN; ELIZABETH SPRADLEY IS SECOND HIGH

Bill McLean has been named valedictorian of the 1935 graduating class of Hereford High School. Elizabeth Spradley is salutatorian. They were elected by the class from a group of five eligibles.

In the group were also Lorraine Masie, Adeline Schumacher and Ruth Smith. The five students of the class whose points in classroom grades and student activities total the highest are eligible for the honors.

McLean led both in points and voting and Miss Spradley was second. Bill scored 210 points, 117 in scholarship. His activities this year include presidency of the H-Y, boys debate, football and editor of the school paper.

Miss Spradley scored 75 grade points and was yell leader, Glee Club and quartet member, office assistant, newspaper staff and girls debate. Miss Masie scored 165 points, Miss Schumacher 156 and Miss Smith 152.

No scholarship awards have been announced as they cannot be determined until the year's work is completed. They will be awarded in grades alone.

## Mrs. Wilkerson Dies On Monday

Mrs. Mary L. Wilkerson, wife of W. H. Wilkerson, died Monday at the farm home, eight miles north of Dimmitt. She was the mother of Mrs. Carroll Hunter of the Jumbo community.

Funeral services were held Tuesday afternoon at the Baptist church in Dimmitt by Rev. Vernon Shaw. Burial was in the Dimmitt Cemetery.

The Wilkersons had lived in this country the past 18 years, residing at their farm where Mrs. Wilkerson died.

## Spring Grid Bout Will Be Tuesday

A spring football game between members of the Whiteface teams of next fall's team will be played at Whiteface Field next Tuesday afternoon at 4 o'clock.

The coaches have a regular for every position and believe themselves capable of giving the youngsters a trouncing. Both squads will have had four weeks of practice.

Admission charges of five and ten cents will be made, the proceeds to be used in sending Jim Kirby and Mende Smith, track men, to the state meet at Austin.

## Miss Hostetler Goes To Library Gathering

Miss Lillie Hostetler, county librarian, left Tuesday for Austin to attend the convention of the State Library Association, April 26 to 27. She was to be present at a meeting of the State Planning Committee yesterday.

She and Dr. Stuart H. Condon of Canyon are on the state board of 14 members.

School and public librarians from throughout the state will be at the convention. Miss Hostetler will appear on the program.

## Dusters Keep Raging After Showers Fall Here Last Thursday

### PWA PLANNING BOARD SITS WITH OFFICIALS

The county PWA planning board, headed by Jesse Stanford, met with the commissioners Tuesday to discuss projects which will be sought under the PWA appropriation by the Federal Government.

Road work and school improvements will be among the main projects. The board will seek to have Highway 35 completed under contract, releasing relief labor to the construction of the other roads.

A highway to Dimmitt will be a major item.

## OLD SETTLERS' DAY HERE ON MAY 10

First "Old Settlers' Day" for Hereford will be held Friday, May 10. It is being sponsored by the Business and Professional Women's club and will consist of a parade and chuck wagon supper.

The parade is to be held at 4 o'clock in the afternoon and the supper later in the bull barn. All of the old timers are wanted in the parade.

Vehicles wanted are buckboards, surreys, phaetons, old autos and wagons. People possessing these vehicles are urged to get in touch with Miss Lillie Hostetler, Mrs. Cecil Williams or Mrs. C. A. Skelton.

The event is to be in the nature of a pre-centennial celebration in keeping with like events being held throughout the state this year in anticipation of Texas' One-hundredth birthday in 1936.

People who wish wearing apparel or other articles associated with the early days are urged to get in touch with the committee as all these things can be used in the celebration.

## FREIGHT ENGINE DERAILED TUESDAY

A Santa Fe freight engine was derailed early Tuesday in the yards here when it hit a faulty switch. Wrecking crews had it back on the tracks shortly before noon.

The accident occurred about 100 yards west of the freight depot. Cause of the mishap was not determined.

## CORNER DRUG TO STAGE RECALL ONE-CENT SALE

Annual Rexall Two-for-One Sale will be staged by the Corner Drug Store on Wednesday, Thursday, Friday and Saturday of next week, the first four days in May.

Announcement of the event is made in an advertisement in this issue of the Brand, listing more than 50 special items offered in the sale, giving two articles for the price of one plus one cent.

Hypock Baby Dies.

Fatey Ruth, infant daughter of Mr. and Mrs. Monroe Hypock, died Saturday at the hospital. Funeral services were held Sunday afternoon at the home of Mr. and Mrs. W. O. Gillispie, Rev. T. C. Willett of the Methodist church officiating. Burial was in West Park Cemetery.

## MEADE SMITH, JIM KIRBY WIN THIRD PLACE IN REGION MEET

Mende Smith and Jim Kirby, a two-man track team, brought Hereford third place in the regional track and field meet at Canyon last Saturday. The pair took a first place each and Smith a second to score 18 points.

Pampa won the meet with 20 1-2 points and Dumas was second with 17. Smith started the scoring for Hereford with second place in the 100-yard dash, losing by a hair to Jones of Hedley, who won in 10 seconds flat. Smith won the district the week before with time of 9.9 and had run a 9.9 preliminary heat Saturday.

### WEATHER FINE FRIDAY AND SATURDAY OF LAST WEEK

Dust storms of the past four days indicate that erosion work has not yet taken full effect in these parts. Which is by way of saying dust has been just as bad as ever during recent days.

Beginning Sunday about noon the dust has been blowing with unabated fury every day since that time. Sunday's storm, severe one, continued until after dark.

Monday was a fairly nice day until along in the shank of the afternoon. Then the dust paid a brief visit, blowing for about three hours before dark. Tuesday's weather was a repetition of Monday's.

Then Wednesday was one of those days. The thing started about noon. Dust enshrouded the earth and brought about a condition of semi-darkness. The blow continued with falling temperature until well past midnight.

But last Friday and Saturday were real spring days. They followed a shower Thursday evening which amounted to less than a quarter-inch. But it was sufficient to lay the dust for a couple of days.

This morning dawned cloudy. No dust was blowing shortly before noon, but there was sufficient wind to get the soil back in circulation.

## Low Stock, Feed Rates Extended

Emergency rates on livestock shipped from drouth area to pasture lands and on incoming shipments of feed into the drouth area have been extended by the railroads through June 30, 1935.

This will enable stockmen to ship cattle to pasture for 95 per cent of normal one-way rate and bring them back at 15 per cent of one-way rate.

Hay can move in at 50 per cent of normal rate if the shipment is within Texas. Hay from without the state can be brought in at one-third off full rate. Cotton seed cake and meal moves within the state at one-third off and no reduction from outside the state.

A branch office of the Federal Livestock and Feed Agency is being established in Amarillo to help serve stockmen. The agency was set up to act as a clearing house between livestock, feed and pasturemen. Ranchmen and farmers listing their livestock and pastureage will be able to get in touch with each other, thereby benefitting both pasture and livestock men.

Stockmen can obtain the rail rates with certificates obtained from county agents or drouth relief officials.

Grover Hill of Amarillo and C. S. Kinney of Kansas City were in Hereford Monday afternoon. They announced that the Amarillo branch of the Federal Livestock and Feed Agency would be in room 333, Amarillo Building.

## School Singers On Air Sunday

The girls and boys quartets and mixed quartet of the high school will broadcast a program of sacred music over station KGRS in Amarillo next Sunday morning from 8:30 to 9 o'clock.

These groups, winners in the recent Panhandle Music Festival, will give solos, duets and trio numbers as well as quartets. The singers are Mary Frances Holder, Elizabeth Spradley, Dorothy Manney, Elizabeth Rice, Carl Denn Mounts, Donald Brotherton, Jim Kirby and Henry Turner.

Miss Thelma McManis is director.

## LIONS ATTEND DISTRICT MEETING AT PLAINVIEW

Hereford Lions moved in on the district 2-T convention Monday at Plainview. Led by Boss Lion Gus Streu, they put on a parade in the host city that brought applause from the 500 Lions and ladies attending the meet.

They attended the general luncheon at noon, the afternoon business sessions and the dance in the evening. Streu was appointed a member of the committee on the International Convention, to be held this summer in Mexico City.

Among those attending, some with their ladies, were N. E. Gass, C. W. Humble, Alex. Thompson, Dr. G. W. Heard, E. R. McWhilans, Streu, John McLean, Jesse Stanford, Arch Foster, Leonard Foster, Paul Foster, John Miller, John Patton, Jack Wayland, J. W. Hendrix and Louis Woodford.

## Pickett Gets Post Office Appointment

### RELIEF ADMINISTRATOR CHOSEN FROM HIGH RANKING THREE

Walter Pickett is to be postmaster here. He received a letter Monday from Congressman Marvin Jones announcing that he had been recommended for the position. Official confirmation of the appointment is expected momentarily.

Jones' letter pointed out that Pickett ranked highest in the examination and led in the recent poll conducted by Jones in which ballots were sent to voters here, asking them to make selections from the three leaders.

The leaders were Jim Lipscomb, T. P. McCollister and Pickett. Fourteen others made application for the post.

Pickett is county relief administrator, having been named early this year to succeed W. W. Chilton, ousted by the present county committee. No plans as to choosing a new administrator have been announced.

Mrs. Mina D. Jones is acting postmaster. She was appointed temporarily, following the resignation of E. L. Donner last fall. She was an application for the position.

## Honor Students for Term Named

High Honor Roll—All A's. Eleventh grade: Christine Fincher.

Ninth grade: Mary Turrentine, Imogene Roberson.

Seventh grade: Martha Nellie Ewton.

Fifth grade: Doris Elaine Dillehay, June Dameron.

Honor Roll—All A's and B's. Eleventh grade: Geneva Sue Benton, Adeline Schumacher, Bill McLean, Clyde Hussey.

Tenth grade: Melva Rea, Faye Rea, George Conklin.

Ninth grade: Virginia Lee Hussey, Phillip Briggs, Varian J. Fuller.

Eighth grade: Mary Jane Morgan, Viola Phillips, Sono Worley, Jack Nicka.

Seventh grade: Barbara Jane Brotherton, Virginia Harman, Norma Jean Foster, Mary Elizabeth Hicks, Elnora McKinley, Bobbie Turner, E. L. Dowell, Jr., Marvin Kearns, Grant Fuller, E. B. Posey, John Willett, Helen Barber, Bettie Jo Cockrell, Virginia East, Bettie Sue Henley, Connie Houser.

Sixth grade: Orvella Hill, Virginia Olson, Wanda Jean Reed, Lois Standifer.

Fifth grade: Clifton Neil Cox, Theresa Smith, Nellie Pauline Spradley, Beulah Mae Wilson, Leonard Burleson, Donald Conklin, J. D. Curtisinger, Raylan Evans, Billie Louise Davis, Wanda Jean France, Kathryn Henderson, Gertrude London, Wells Rutherford, Elma Shugart, Virgie Lee Sparks, Dorothy Watts, Betty Jo Kendall.

Fourth grade: S. D. Foster, Nadine Newell, Richard Ireland, Jack London, Rena Rae Renfro, Lois Agnes Gilbreath, Mildred Bowsher, Billie Jean Angelo.

McCOLLISTER TO SPEAK TO CLASS ON ESKIMOS

T. P. McCollister, who spent six years working with Eskimos in Alaska, will tell of his experiences there before the economics class next Tuesday evening at 8 o'clock.

A class in psychology has just started and anyone interested may report at the library at 8 o'clock Thursday evening.

## Erosion Plowing Will Not Affect Planting Of Crops

### WHEAT GROWERS WILL VOTE ON NEW PROGRAM

Wheat growers of the United States will vote May 25 on continuing the government's wheat reduction program. The present allotment plan and also the present contracts will expire with the 1935 harvest.

Nature of the future plan, if any, will be determined in this poll. Details of holding the referendum will be announced shortly, says Dewey Reed, county agent.

## SMALL OFFERS AID BILL IN SENATE

A measure which would remit state taxes to 10 Panhandle counties to fight soil erosion was introduced this week in the state senate by Senator Clint Small. It was presented in the house at the same time.

The measure would remit all state taxes for 1935 and 1936 to Deaf Smith, Oldham, Hartley, Dallam, Sherman, Moore, Ochiltree and Hansford counties and 50 per cent of the taxes in Farmer and Castro. It would also allow each county to set up a conservation district to carry on the work and allow them to divert a portion of the highway license fees and road bridge funds to the purpose.

Commissioners would govern the project in each county and assess landowners in proportion to the work done for them.

## Crimm Addresses Lions Yesterday

C. C. Crimm, the cowboy preacher, addressed the Lions at yesterday's luncheon, as did Rev. H. M. Powell of Gainesville, song leader at the revival now going on at the Baptist church.

Before the meeting Charles Brooks, Louis Woodford and Paul Foster became full fledged Lions by undergoing an initiation on the main street.

With Brooks and Woodford as his horses, Foster rode to the meeting place in a little red wagon. All wore short trousers. Brooks made a speech at the meeting.

E. R. McWilliams gave a report on the district meeting held Monday, Tuesday and Wednesday in Plainview. Ralph Randel of Panhandle was elected district governor. Childress will be the site of the next district convention.

## Mrs. Springer Dies Yesterday

Mrs. Earl Springer, 32 years old, died late Wednesday at the farm home six miles south of the city. She leaves her husband and four children, three girls and a boy. She was a daughter of B. F. Fulkerson of Roswell.

Funeral services were to be held this afternoon at 2:30 at the Methodist church by Rev. T. C. Willett, pastor, with burial in West Park Cemetery.

## SENIORS WILL PRESENT PLAY AT SCHOOL TOMORROW NIGHT

"Shirtsleeves," a comedy drama, will be presented by the Senior class of Hereford High at the auditorium Friday evening, beginning at 8:15 o'clock.

The story concerns the wealthy Rand family and their friends and associates. Jim Kirby is Randolph Rand and Julia his wife, is done by Elizabeth Spradley. Diana, spoiled and 17, is played by Florence Hunter. Clyde Hussey is Donald. There are twins, played by Wayne Evans and Lorraine Masie.

Norman Aldrich, a mistreated boy friend, is personified by Bill McLean. Kitty the maid is played by Ruth Smith. Hisses go to L. W. Carlyle, the villain. Jean Morgan is Margie Scanlon, daughter of a rum runner.

Sue Vaughn, Forrest Hill, Christine Fincher, Mary Frances Holder, Billie Roberson and J. I. Carroll have minor roles.

General admission prices are 10 and 15 cents. Reserved seats are going at 20 and 35 cents.

## A. I. MORRISON DIES LAST FRIDAY

A. I. Morrison, a resident of Hereford since 1916, died last Friday morning at the hospital of pneumonia after an illness of three days. The fatal illness followed a cold contracted from dust.

Since coming here from New Mexico, Mr. Morrison has been in the automobile wrecking and repair business, operating the Morrison Auto Wrecking Company.

Mr. Morrison leaves his wife and five daughters, Mrs. Gordon Gold, Mrs. Madge Jackson, Margaret and Madonna of Hereford, and Mrs. Ted Hines of Littlefield. There are also two brothers, Elmer and Jim, both of Hereford.

Funeral services were held Saturday afternoon at the Assembly of God Church by Rev. E. E. Manney, pastor, and Rev. A. J. Thomas of Borger. Pallbearers were Henry Fangman, Clifford Cox, Jack Roberson, Dick Hagar and Elvis Reed. Burial was in West Park Cemetery.

Mr. Morrison had been a member of the Assembly of God Church for the past seven years.

## Stanford Chosen Board President

Jesse Stanford was re-elected president of the school board at last week's meeting. D. H. Alexander was named vice president and E. B. Posey secretary.

It was ruled at the meeting that teachers in the Hereford schools who hold degrees will be required to attend college one six-week term in every five years and non-degree teachers one six-week term every three years.

## High School Gets Credit For Band

Hereford High has been awarded one credit in band by the State Department of Education. C. H. Dillehay announced yesterday. This means one credit in band will be recognized as a college entrance unit.

Dillehay said application had been made for one credit in orchestra but no word had been received from the department in regard to it. The credit in band was granted without submission of material or evidence of achievement. This is due to the outstanding records made by the band in recent years under the direction of Ralph Smith.

## BROOKS DRUG IS AGENT IN CITY FOR WALGREEN

Charles Brooks, manager of the Brooks Drug Store, announces that his store has become agent here for the Walgreen Company. There are Walgreen system stores all over the country and the company manufactures several hundred drug and toiletry items.

Celebrating the firm's becoming a member of the Walgreen system, Brooks announces an opening sale to run Thursday, Friday and Saturday of this week.

## Hereford Boys In WTSTC Play

William Hawkins and G. T. Higgins of Hereford are WTSTC are cast in the senior production this year. Hawkins will appear in the three-act comedy, "Ladies of the Jury," as the dignified defense attorney. He plays as an officer of the court.

"Ladies of the Jury" is under the direction of Mary Morgan Brown, head of the College Department of Speech. Presentation will be Friday evening, April 26, in the auditorium of the administration building.

Two cotton checks have been received at the county agent's office this week. One was for parity payment, \$32, and the other \$56, second 1934 rental payment.

### 250,000 ACRES SO FAR; NON-RESIDENTS ARE NEGLECTING LAND

Working of eroded fields under the emergency program now in progress has no bearing on the planting of crops. Farmers may go on with their cultivation plans.

The present emergency move is an effort to stop the blowing of lands and is an immediate measure.

Another point that is puzzling some farmers is the May 1 deadline. Farmers do not have to be through with emergency listing by May 1. That is the date set for them all to get started on the work.

These questions have come up at the office several times since the program started last Thursday. County Agent Dewey Reed has pointed out that the granting of 10 cents per acre for treatment of lands is an emergency measure only.

"Farmers will continue their plans for crops and this program will not interfere," he said, "and they do not have to be through by May 1. That date was established as a tentative deadline for getting all the emergency work started."

Through yesterday the office at the courthouse had disbursed \$25,000 for gas, oil, grease, grain and feed to farmers. This represents 250,000 acres to be treated.

Jim Lipscomb, committeeman, said that applications from the northwest part of the county are coming slow and expressed the belief that much property belonging to non-residents is not being treated.

He urged that tenants and owners of this type of property take steps to treat the land as that area is the most badly hit at this time.

Money is being provided at ten cents per acre for listing. The listing may be in alternate rows or solid, at the discretion of the farmer. Cash is not disbursed, farmers getting purchase orders for merchandise which are paid through the relief office.

Lipscomb, Paul Mathers and Lawrence Womble are the committee passing on the applications. There is no red tape. After approval of applications disbursing orders are made and can be filed.

The commission chamber at the courthouse is being used as the office for the work.

## Louis Dyer Rites Are Held Tuesday

Louis Dyer, 52 years old, a real old-timer of Deaf Smith and Castro counties, died Tuesday morning at the hospital following a week's illness. He had been in the hospital since early Monday. He was taken there when what started as a cold developed into pneumonia.

Mr. Dyer, known to his friends as "Slats," had been in ill health for a number of years. He was employed at the Kerr Implement Company at the time of his death.

During his 46 years in this area Mr. Dyer had engaged in farming and ranching. Surviving are one sister and one brother, Mrs. Matt Gilliland of Hereford and Pres Dyer of Jumbo community. Edgar Ireland, Mack Beach, Mrs. C. F. Kerr and Mrs. Walter Pickett are cousins.

Mr. Dyer came to this country 46 years ago with his mother from Grayson county, the place of his birth. They lived in Dimmitt a number of years. In recent years he had made his home here.

Rev. W. M. Griffin of the Presbyterian church spoke the last rites yesterday afternoon at the Black Funeral Chapel. Pall bearers were Drew Ridgway, Mace Whitman, George Woods, Percy Estes, Charlie Bennett and West Turnbow. Burial was in West Park Cemetery.

## RURAL GRADUATION TO BE HELD HERE MAY 16

Graduation exercises for students finishing the seventh grade in rural schools will be held at the high school on May 16, announces L. N. George of Dawn, chairman of the program committee. A speaker for the event has not been named.

George asks that all country school children practice on several songs to be sung. Every rural child is to take part. The songs are America, Texas, Our Texas, Battle Hymn of the Republic, Morning Song, The Nightingale and Love's Old Sweet Song.



# The Whole Family Agrees That It's "Thumbs Up"

## when it comes to "TEMPTATION ICE CREAM"

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QUALITY AND SERVICE—PHONE 100

### CITY DRUG STORE

DRUGS AND DRUG SUNDRIES PRESCRIPTIONS

### Dimmitt News

MRS. BUCK WOOD

Take Produce to Cart's Gro. Mmes. Raymond Wilson and Homer Norwood and Miss Mary Belle Carroll were in Amarillo Monday. Carroll Gunter made a business trip to Claude Tuesday. Mrs. Lee and son, Oscar, of Hereford and Leland Lee spent several days last week with relatives in Electra. R. H. Crump and Misses Daisy and Ruth Crump of Mobeetie visited friends here Sunday. Miss Myrtle Woodfin spent the week end with relatives in Snyder. Mr. and Mrs. Ed Cudd and Mr. and Mrs. Chess Walker of Memphis visited Mr. and Mrs. Claude Morris Sunday. Mrs. Alta Gladman was a Plainview visitor Thursday. Mr. and Mrs. T. N. McBride and son of Amarillo spent Sunday with Mr. and Mrs. Floyd Reynolds. Mrs. Carroll Gunter is visiting her parents in Silverton this week. Mr. and Mrs. Harvey Younts left Tuesday for Shawnee, Okla., where they will visit his parents.

Mr. and Mrs. Raymond Wilson and Miss Mary Belle Carroll went to Snyder Saturday night to spend Easter with Mrs. Wilson's parents. Miss Carroll will remain in Snyder. Miss Alice Mae Willis of Snyder, Okla., spent Friday night with Mr. and Mrs. Claude Morris. Mr. and Mrs. Rayford Ricketts visited Mr. and Mrs. Lee Christopher in Amarillo Saturday and Sunday. Ray Wood of Dill, Okla., is spending this week in Dimmitt. Mrs. Frank Hyatt of Earth, was buried here Thursday. She took pneumonia just a few days before her death. Mrs. Hyatt leaves her husband and two children. Mr. and Mrs. Hyatt formerly lived in Dimmitt. George Brewer of Canyon was a week end visitor of his aunt, Mrs. N. H. Witt. Miss Dorothy Maples spent the week end with her parents. Mr. and Mrs. Bruce McLean took their son, Bob, to Dallas Saturday where he will receive medical treatment. Mrs. Hez Wright and little daughter of Carlsbad, N. M., spent Easter with Mrs. Wright's parents. Mr. and Mrs. A. O. Gregory. Mr. and Mrs. George Barnett

and Lois Rye of Lubbock spent Sunday with Mr. and Mrs. Andrew Elder. Miss Billye Ross of Amarillo visited Miss Celeste Ross and Mrs. Chas. Pyles Sunday. Jim Elder of Muleshoe spent the week end with home folks. Mrs. Louis Allen of Muleshoe spent the week end in Dimmitt. Senior Study club vs Junior Study club in a big baseball game Saturday, April 27 at 3:30. Admission 10 cents. Everybody come. Miss Zola McMillan of Plainview is visiting Miss Ozetta Hawkins and Mrs. Madie Mayo this week. Rev. A. W. Cantwell of Graham is conducting a revival meeting at the Church of Christ this week. The public is invited.

### Messenger News

BY ESTELLE WILLIAMS

The dust storm Sunday did not keep everybody away from Sunday school, as 37 were present. An Easter program of songs was given. Mrs. Rose Wilder and son were visitors. Messrs. Luken, Ray and Bezner of Hereford took Easter dinner in the Frank Wildie home. Miss Imogene Copeland visited her parents at Portales, N. M., over the week end. Mr. and Mrs. Fred Hale and children are in Oklahoma on a visit and business trip. Mrs. W. A. Whitson and two children visited relatives at Nazareth Saturday and Sunday. Hereford shoppers Saturday were J. H. Hudegons and family, S. I. Riggs and wife, L. M. Turner, W. A. Whitson, Clayton Woolery and family, Altis Williams, Mr. and Mrs. Frank Wildie and children.

### Bippus Items

BY RUTH REESE

Shoppers in Hereford Thursday were C. V. Griggs, Henry Griggs, Reece, Marvin Morrison and Mrs. Milton and James Reese. Marvin Morrison and his mother were in Hereford Friday. Mr. and Mrs. R. J. Overstreet spent the week end at White Deer. Bippus school had an Easter egg hunt Friday. Beela Winn and Hershel Lee won prizes for finding the most eggs.

### Jumbo News

BY MRS. J. W. BERRY

L. A. Matthews returned Friday from a business trip to Texarkana and Fort Worth. Mr. and Mrs. Chas. S. King and son left Monday for Follette in response to a message that his aunt was seriously ill. They returned Tuesday night and reported her condition improved. Miss Mary Ann Baird, daughter of Mr. and Mrs. H. G. Baird, was out of school the past week with measles. Mrs. G. H. Brookes of Frio called on Mrs. J. W. Berry Monday. Mr. and Mrs. Julian Roberts and children of Floydada were dinner guests Saturday in the Finis Hunter home. Mmes. Roberts and Hunter are sisters. Frank Jones took the fifth, sixth and seventh grade pupils to the park at Hereford last Tuesday evening for a picnic and wicker roast. All had a grand time in spite of the dust storm. Mr. and Mrs. Sylvester Lovell of Canyon spent Saturday and Sunday night with Mr. and Mrs. Ullman Hunter. Misses Athalie, Maurine and Helen Wilder, Canyon students, spent the Easter vacation with their parents, Mr. and Mrs. J. J. Wilder. L. E. Beck returned Saturday from a week's stay in Lubbock. Mr. and Mrs. L. C. Baggett visited Sunday afternoon in the Geo. Beams and Pat Lawhon homes in Hereford. Wayne Carthels came near having a disastrous fire one day last week when some clothing caught fire and was not discovered until several garments had been ruined by fire. Mrs. Carthel smothered out the fire with a wet quilt or the house might soon have caught fire. Mr. and Mrs. Ullman Hunter and daughters spent Sunday in the H. C. Baird home. Mr. and Mrs. J. W. Berry went to Amarillo Sunday afternoon and called on Mrs. J. E. Springer who is slowly improving from a recent illness. Mrs. W. H. Wilkerson, mother of Mrs. C. C. Hunter, is seriously ill with pneumonia at her home, with slight hopes for her recovery. Her children from a distance are at her bedside. Miss Louise Goats was called to her home at Haden, N. M., last Friday night by the sickness of her mother. Mrs. Goats entered a hospital at Clayton Saturday, and Miss Louise returned to her school work here Sunday. The intermediate Sunday school enjoyed a Sunday dinner and egg hunt in the home of their teacher, Miss Pauline Matthews. Attending were Anderson Axe, Lonnie Wayne Adams, Virginia Margaret and Billie Simpson, Billie, Mary Glenn and Jimmie Dyer, Mr. and Mrs. L. C. Baggett and Betty Jo. Other visitors in the Matthews home Sunday afternoon were Mr. and Mrs. J. E. Boyd, Phil and Pauline of near Happy, Mr. and Mrs. A. C. Flowers and son, Jack, Mr. and Mrs. F. J. Axe and Lloyd, and Clara Jo Neill and Winston Adams. Mr. and Mrs. Finis Hunter and daughters, Misses LaRue Beck and Lucille Dyer and Junior Woolery went to Canyon Sunday to visit Mrs. Huber's son, Orval Pierce, all going to the canyons for a picnic.

### Easter Items

BY LOUISE FRYE

There was good attendance at Sunday school. Rev. Armstrong gave the beautiful Easter story as his sermon theme. Two special numbers were given, a song by the primary department, and Misses McClure and Ramey sang "The Old Rugged Cross," while five young people pantomimed it. John Noland has been ill the past several days. Mmes. Armstrong and Knox and family of Hart visited their sister, Mrs. Roy Durant Friday. Mr. and Mrs. D. S. Bruton left for New Mexico last week to visit their daughter at Floyd and their son at Altarque. Abe Henry and Marvin Turner visited Sunday with Frank and Dan Allen. Miss Isora Clark of Dimmitt and Miss Maggie Coanougher called on Mrs. Carl Frye Friday. Messrs. and Mmes. Pat Hardy and Roy Durant and families were dinner guests in the Noland home Sunday. John Frank Smith of Bethel visited last Thursday night with William and Wilbur Dixon. Billie Jean Durant, Ruby Faye Nolan, Richard Chambliss, Sammy and Patsy Rae Hardy attended an Easter egg hunt given by Carlie Rae and Chas. Frye Sunday. Miss Vay Allen and Mr. and Mrs. Claude Smith of Westway visited Sunday in the J. S. Smith home. Rev. and Mrs. Armstrong were dinner guests of Mr. Medley and the teachers Sunday. Several of the young people felt spring in their bones and went on a moonlight picnic Friday night. Dan Bruton was host and took them to a windmill in his pasture where they cooked supper of

bacon, eggs, corn, potatoes, onions and pickles for Misses McClure and Ramey, Hazel and Juanita Henry, Caroline Frye, Hazel Chambliss and Tom and Carroll Jameson, William Dixon, Abe Henry, Dan Allen, Britan Chambliss and Mmes. Henry, Chambliss and Frye. George Manning, former WFTSC grid star, is with the Coker & Braden Construction Company, surfacing Highway 23 here. Manning played professional football at Detroit the past season. Miss Clarene McBride of Dallas is visiting in the home of Mrs. E. J. Williams.

FOR JOB WORK, TRY THE BRAND

# Before The Disaster

—Is the time to answer that question: "Do I have enough insurance?"  
—You should have enough insurance to replace loss of property.  
—See us about that Insurance NOW!

**HEREFORD INSURANCE AGENCY**  
John McLean, Owner.



## A FRIENDLY HANDSHAKE

Banking is generally considered to be a cold science or profession, but we like to feel otherwise. We enjoy working with our customers and we like to have them enjoy doing business with us. We like to view each transaction, no matter how simple, as a personal affair. We like to be able to talk to each customer as a close friend. And when we shake your hand, we like it to be the close grasp of confidence and neighborly friendship. It makes business less of a task and more of a pleasure. You'll enjoy your contacts here. Won't you pay us a visit soon?

# First State Bank

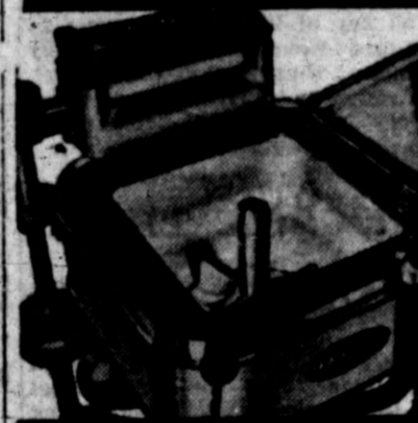
## Doctors Told Her How to Lose 17 Pounds of Fat

Gossipers Peeved

Mrs. Robert Hickey of Roseville, Calif., writes: "My doctor prescribed Kruschen Salts for me—he said they wouldn't hurt me in the least. I've lost 17 lbs. in 6 weeks. Kruschen is worth its weight in gold." Mrs. Hickey paid no attention to gossipers who said there was no safe way to reduce—envious women who don't like to see others youthfully slim. She wisely followed her doctor's advice. Why don't YOU? Get a jar of Kruschen today (lasts 4 weeks and costs but a trifle) and if you don't lose 12 lbs. and feel years younger and healthier—money back. Simply take half teaspoonful in cup of hot water every morning (tastes fine with juice of half lemon added). Close Drug Store sells lots of it. —adv

1 day in every 7

MY MAYTAG IS THE MOST IMPORTANT HELPER ON THE FARM



More farm women throughout America own Maytags than any other washer. Its sturdy, roomy, cast-aluminum tub and its fast washing Gyrotator action are just what big farm washings require. It will be wise economy to get your Maytag now while

PRICES ARE LOW

Any Maytag may be had with the famous Maytag Gasoline Multi-Motor—a compact, modern smooth-running engine that the woman can operate.

Write or call on the nearest dealer. Easy deferred payments may be arranged.

**M. D. WOMBLE**  
IMPLEMENTS  
Hereford, Texas

M-10-35  
Electric models for homes with electricity  
**THE MAYTAG COMPANY**  
Manufacturers  
Founded 1892 — Newton, Iowa

# SUPER SAFETY

*demands 5 features*  
**and Only PONTIAC**  
*has them all!*



- 1 SOLID STEEL "TURBO-TOP" BODIES BY FISHER
- 2 TRIPLE-SEALED HYDRAULIC BRAKES
- 3 AMPLE WEIGHT CORRECTLY BALANCED
- 4 MULTI-BEAM HEADLIGHTS
- 5 CLARE-FREE DRIVER'S POSITION

THERE'S more fun to motoring when you know you're safe—and you can depend on being safe when you drive a Pontiac. Pontiac bodies are the strongest built today. The hydraulic brakes—triple-sealed against dirt and water—are the finest money can buy. Multi-beam headlights make country roads bright as city streets. The sloping windshield and the ridges of the Silver Streak deflect sun-glare from the driver's eyes. And correctly balanced weight plus special springing keep you steady on any road. Not just safety—but super-safety—that's what Pontiac provides for just a few dollars more than the lowest-priced cars you can buy.

# PONTIAC

*Silver Streak* SIXES AND EIGHTS

List prices at Pontiac, Michigan, begin at \$615 for the Six and \$750 for the Eight (subject to change without notice). Standard group of accessories extra. Available on easy G.M.A.C. Time Payments.

## \$615

See It Today — Drive It  
The New 1935  
**PONTIAC**  
IT'S AT  
**Norton Motor Company**

Miss Ida Lee Cope and a number of her pupils from Westway school were eager and interested listeners Saturday at the Brand plant where they learned a little about getting out a weekly paper.

**Here and There**

BY MRS. O. B. TICE

Take Produce to Carl's Gro. Miss Koma Hyatt took her Sunday school class picnicking on the creek near Hereford, Sunday. Lunch was spread at noon. Attended with Miss Hyatt, Ruby and Alma Andrews, Helen Jones, Kitty Kloe Harlin, Mary Louise Springer, Mary Dean Swaggerty, Maxine Tice, Geo. Jones, J. B. and Harold Harlin, Weldon Lindsey, Myron Jenkins, Henry Andrews, Austin Mobley, G. A. Springer, T. L. Sparkman.

Miss Thelma Holley spent Easter with relatives at Happy.

Several children of Frio school have measles and whooping cough.

Mr. and Mrs. Chas. O'Dell called on Mr. and Mrs. Alvis Frazier Sunday evening.

Glenn and Buster Green and Lloyd Tice were in Dimmitt Saturday.

A. T. Jones and C. E. Tice returned Friday from a trip to Cortez, Colorado.

Messrs. and Mmes. J. E. Andrews and Lester Sparkman spent Sunday afternoon in the W. A. Springer home.

Messrs. and Mmes. Haskell Robbins and H. M. Mobley spent Sunday in the Harlin home, the children enjoying an egg hunt.

Miss Maxine Tice spent Saturday night with Mary Lois Springer.

J. J. Lindsey and family spent Friday and Saturday in Amarillo attending a Christian Endeavor convention of the Adventists.

Miss Marydene Swaggerty spent Monday evening with Miss Maxine Tice.

A light shower fell in the Springer neighborhood Monday afternoon.

Miss Gladys Greer returned home Wednesday from Amarillo where she had been the past month.

**Summerfield News**

MAUD E. NOLAND

Take Produce to Carl's Gro. Rev. Muriel Weathers preached two sermons here Sunday morning and night.

The Study club met with Mrs. Lee Curry Thursday, with Mrs. N. P. Sikes as hostess. The lesson was on Frontier Literature, with Mrs. Sikes talking on Marching On, and Mrs. Glenn Waiser on Pioneers, O Pioneers. Plans were made for husbands' night, Friday, May 3. Next meeting May 2 with Mrs. Troy Welty.

Mrs. Lon Clark, Gracey Lee and Zolite of Anton spent the week end in the J. L. Lookingbill home.

Mike Huckert and Jim Noland were in Amarillo Wednesday, L. Huckert returning with them for a few days visit here.

Mr. and Mrs. David Bellar and daughter visited in Muleshoe last Sunday.

Mr. and Mrs. O. B. Roberson and Eva Green were in Amarillo one day last week.

Rev. and Mrs. D. J. Neill of Plainview spent the week end in the home of her parents, Mr. and Mrs. Lee Curry.

J. A. Noland and family of Floydada spent Sunday in the J. A. Noland home, J. A. and Jim Noland returning home with them.

J. W. Cox and family spent the week end in Plainview, taking Mrs. T. C. Canfield and children and C. T. Cox to their home there.

Chas. and D. C. Waiser were in Farwell Saturday.

Miss Beatrice was afflicted with German measles last week.

Lee Kendall, who is in the hospital at Hereford, is reported to be doing well.

Mr. and Mrs. Jim Clark are the proud parents of a baby boy, born April 16 at the Hereford hospital. He has been named James Leaton.

A boy was born to Mr. and Mrs. Jim Bookout at Hartley April 19. Mrs. Bookout was formerly Miss Opal Hays.

"The Prince of Liars" will be presented at the school house soon. Watch for the date and further particulars.

Miss Una Morris returned to the Ray Johnson home from Happy Friday. She had been in Happy with her mother, who is ill.

Mr. and Mrs. Fred Streun have gone to Carnegie, Okla., for Mrs. Streun's health.

Mrs. Guy Easley and daughters, who have been visiting Mrs. A. J. Blakemore, went to Crowell recently.

Mrs. Brown and children of Canyon are visiting here.

Mr. and Mrs. Bowling of Amarillo, visited their daughter, Miss Oleta, here Sunday.

Mrs. G. W. Miller and daughters and Miss Eva Blakemore of Amarillo visited their mother, Mrs. A. J. Blakemore, Thursday.

Mr. and Mrs. Asa Atchley have moved to the Sparks place.

Mrs. Wilson Vines has been ill with the mumps.

Several from this community were in Dimmitt Monday seeking erosion money.

Mr. and Mrs. Louie Huckert and son were guests in the John Heiselman home at Vega over the week end.

Mrs. Roy Oglesby spent part of last week with her mother, who is ill, at Wyche.

People of this community with land in Farmer county were in Farwell Monday seeking erosion funds.

Miss Allie Faye Lance and Jack Streun were united in marriage Sunday at the Methodist parsonage in Hereford, Rev. Willett performing the ceremony. G. H. Whitaker and Miss Jessie Schulz attended them. Mrs. Streun is the daughter of Mr. and Mrs. Bob Lance of this community. Mr. Streun is the son of Mr. and Mrs. Frank Sterun of Carnegie, Oklahoma. The couple will make their home in this community. Their many friends extend best wishes for happiness.

**THE STATE OF TEXAS, COUNTY OF DEAF SMITH.**

Whereas, by virtue of an order of sale issued out of the District Court of Dallas, Texas, the 101st Judicial District, on a judgment rendered in said Court on the 27th day of February, 1935, in favor of Leslie Hill as Plaintiff, and against William R. Borough and Mrs. William R. Borough defendants, said cause being numbered 10776-E upon the docket of said court, and delivered to me as Sheriff of Deaf Smith County, Texas, I did on the 15th day of April, 1935, levy upon all of Sections 9 and 10 in Block K-14, and Section 27 in Block K-3, all in Deaf Smith County, Texas, as the property of the defendant William R. Borough and Mrs. William R. Borough, said property being that described in said order of sale, said levy being made for the purpose of satisfying a judgment of \$1625.00 against defendant William R. Borough and a foreclosure of an attachment lien against said land as against each of the defendants.

**THE STATE OF TEXAS, COUNTY OF DEAF SMITH.**

Now therefore, I, J. B. Miller, Sheriff in and for Deaf Smith County, Texas, will on the first Tuesday in May, 1935, same being the 7th day of May, 1935, between the hours of 10 o'clock A. M. and 4 o'clock P. M., at the court house door of Deaf Smith County, Texas, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said defendants, William R. Borough and Mrs. William R. Borough in and to said property above described to satisfy the judgment against William R. Borough aforesaid.

Dated at Hereford, Texas, this 15th day of April, 1935.

J. B. MILLER, Sheriff, 15-3c Deaf Smith County, Texas.

**Westway Items**

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. The Dodsons entertained Juanita Jones, Pauline Edwards, Sylvia Walker, Leon Hartman, S. J. Cook and Walter Reeves with a dinner Sunday.

V. Skypala and family spent Sunday with his mother, Mrs. Josephine Skypala, at Umbarger.

Raymond Pierce left last Tuesday for Fort Worth where he is staying with an uncle.

Mr. and Mrs. Guy Lawrence and daughter of Walcott spent Sunday in the R. M. Gunn home.

Neighbors were grieved to learn of the death of Jasper Daniel Jackson, nephew of Charles Smith.

Vesta Mae Landers won both prizes in the Easter egg hunt by Miss Dodson's room Friday.

Mrs. V. Skypala and daughter spent Monday in the H. F. Fangman home at Messenger.

Miss Gertrude Wilson of Hereford spent the week end with her parents, Mr. and Mrs. G. W. Wilson.

Walter Schulz and family have moved to Hereford.

Sylvester Fangman of Messenger spent Saturday night with Norbert and Edwin Skypala.

Marlin Pierce of Hereford spent the week end here with his parents.

Sunday Westway Sunday school enjoyed a dinner and Easter egg hunt given at the school house.

Rev. Shepard of Hereford delivered a splendid sermon here Sunday. Several people from Hereford attended.

**Revival at Sims.**

Rue Porter of the Church of Christ of Neosho, Missouri, who has been holding meetings in California, is expected to begin a meeting at the Sims community school house on Friday, May 3, at 8 p. m., to continue through the second Sunday in May. On Sundays there will be two services, at 11 a. m. and 2:30 p. m., with dinner on the ground. Everybody is cordially invited.

**SHERIFF'S SALE**

**THE STATE OF TEXAS, COUNTY OF DEAF SMITH.**

By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 10th day of April A. D. 1935, by the Clerk thereof, on a judgment rendered in said Court on March 8, 1935, in favor of plaintiff, United Fidelity Life Insurance Company, against the defendant, Will O'Brien, in Cause No. 2150, and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell to the highest bidder for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in May, A. D. 1935, at the Court House door of Deaf Smith County, in City of Hereford, Texas, as the following described property situated in Deaf Smith County, Texas, to-wit:

All of Lot No. One (1), in Block No. Fifty-six (56), of Hereford Addition, also known as Addition to Hereford, in City of Hereford, Texas, as shown by the maps or plats thereof of record in the Deed Records of Deaf Smith County, Texas, save and except the south 85 feet of said lot conveyed to Lloyd Edwards.

Levied on this 10th day of April, A. D. 1935, as the property of defendant, Ples Turnbow, to

satisfy said judgment in the sum of \$407.83, principal, interest and attorney's fees, also costs of suit, case No. 190 for improving Lee Avenue abutting above property, decreasing foreclosure of said special assessment against each of the defendants, Will O'Brien, W. L. Mathers, First State Bank of Panhandle, Texas, D. R. Grimes and Ples Turnbow, as a first and prior liens.

Dated at Hereford, Texas, this 10th day of April, A. D. 1935.

J. B. MILLER, Sheriff, Deaf Smith County, Texas.

By J. M. Murchison, Deputy. 14-3

**Drive In Here—Let Us Do Our Stuff!**

It's part of our service to fix you up right—fill your radiator and battery, test your tires and clean your car. But we do more than that—we give you Texaco Gas and Motor Oils.

**Texas Service Station**  
GLEN SNYDER

**More Paint to the GALLON!**

Sounds funny but you do get far more paint in a gallon of Low Brothers High Standard than you get in a gallon of cheap paint. Because it covers more surface, because it lasts longer, because it cuts down painters' time on the job. Come in and get the facts before you do any painting. It will pay you.

**Low Brothers**

**R. H. KEMP LUMBER CO.**

**STOCK FEED**

For Erosion Plowing

We are selling feeds to be used for work stock in the emergency erosion program. We offer low prices on high grade feeds.

**SEE US BEFORE YOU BUY FEED!**

**MERIT FEEDS**

For Better Poultry

MERIT All-Mash Starter is a completely successful feed for new chicks. Then wise poultrymen prefer MERIT GROWING MASH for older chicks and MERIT EGG MASH for hens.

Bring Us Your Poultry, Eggs, Cream and Hides.

**West Texas Feed & Seed Co.**

Phone 265

**A NEW KIND OF OIL FOR SUMMER DRIVING**

**Summer Mobiloil**

MADE BY THE FAMOUS CLEAROSOL PROCESS

NEW Summer Mobiloil is here made by the same Clearosol Process that gave such amazing performance and economy in Mobiloil Arctic.

It lasts longer! Your motor will stay cleaner... no gum!... no sludge!... no carbon! Drive in now for your Spring Oil Change.

Prepare for Summer driving at

**MAGNOLIA DEALERS AND STATIONS**

**W. J. (Bill) SMITH**  
MAGNOLIA AGENT  
100 South Main Street. Phone 371

**THE STATE OF TEXAS, COUNTY OF DEAF SMITH.**

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Dated at Hereford, Texas, this 15th day of April, 1935.

J. B. MILLER, Sheriff, 15-3c Deaf Smith County, Texas.

Fourth of a Series of Statements on the New "Ultimate" Rate for Residential Service

**Here's What YOU Can Do With Additional Electricity at No Increased Cost!**

The added current will help pay for the extra lamps, the new refrigerator and other electric appliances you have always wanted and needed. Put in higher wattage lamps and see what a big difference good lighting really makes.

The inauguration of the new "ultimate" rate not only brings better lighting, but opens wide the door to a fuller use of electric service by any person who wants it. More readily possible now is convenient and healthful refrigeration. Automatic electric cooking—and the pleasures of cooking in a clean kitchen, comfortable both in winter and summer—is within the reach of every woman.

We want you to know how the new "ultimate" rate is at your service in a practical way, not in theory. If you have read our announcement in previous issues of this paper and desire further information, please inquire of our local office for complete details.

**TEXAS UTILITIES COMPANY**

You need all FOUR of these features to get

**CHEVROLET'S REALLY COMFORTABLE RIDE**

**ROOMIER BODIES—2" WIDER—4" LONGER**

**MORE WEIGHT—CORRECTLY DISTRIBUTED**

**THE IMPROVED KNEE-ACTION RIDE...**

**LONGER WHEELBASE—4 ADDED INCHES OF OVERALL LENGTH**

DEALER ADVERTISEMENT

● The Master De Luxe Chevrolet is the only car in its price class that combines all of the following four great features: (1) It has *Knee-Action Wheels* with soft-acting coil springs which change your ride to a glide. (2) It has more weight, correctly distributed... yet it's even more economical to operate than any previous Chevrolet. (3) It has a longer wheelbase to give even greater road steadiness. And (4) it has roomier bodies enabling every passenger to enjoy motoring to the utmost. You need all FOUR of these features to get Chevrolet's really comfortable ride... a ride as exclusive to Chevrolet as this vital combination of features which makes it possible! Be sure to see the Master De Luxe Chevrolet... and ride in it... before you buy your new car.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

**—and Chevrolet is the only car of its price that has all of them!**

**CHEVROLET**

**The Master De Luxe CHEVROLET**

**CHOOSE CHEVROLET FOR QUALITY AT LOW COST**

**Brumley Chevrolet Co.**

# 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  
DOR 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.

### THINGS ONE REMEMBERS

Chickens come home to roost! From four widely separated Southern communities protests have arisen against the loss of local tax revenues resulting from government acquisition of property and its consequent removal from local tax rolls.

When people clamor for "free political pork" (government ownership of an industry or land in their community), they forget that the only way the pork barrel can be filled in order to make them the gift, is through money drawn from their own hard-earned savings by taxation. The politicians "give" them nothing except what they first take away.

A Georgia mayor wants something done about loss of municipal revenue occasioned by two large tax-free PWA housing projects which supplant former tax-paying property. One North Carolina county wants the government to compensate it for taxes lost on account of huge acreage withdrawn for a tax-exempt park project.

Another county in the same state has now lost taxes from 52,000 acres of land taken by the government for a waterfowl refuge and wants relief along with the birds.

Six Tennessee counties find a loss in their tax rolls of from 5 to 35 per cent of total assessed valuation, as a result of TVA purchases.

One Senator declares that public ownership of railroads, which some are advocating, and public ownership of utilities would deprive his state of nine million dollars a year tax revenues. "Where in God's world are they going to make it up!" he asks.

The entire program of government competing in business with its own citizens would be laughable if it were not so serious. The politicians get votes by promising the people something for nothing, and the people try to get something which they think somebody else will pay for. In reality the people pay for the whole works, including the government-owned tax-exempt enterprises which destroy their own highly taxed businesses and ultimately government income itself. If this isn't an endless circle of destruction, what is?

Unless the people wake up to the menace of government ownership of property and industry, they will find more of their savings taken to finance political "hen houses," than they will have left to build homes for themselves.

### WHAT OF YOUR NAME?

Once we heard a lady, in a public address, urge young men to safeguard their names, pointing out to them that it belongs not to them alone but to all others, widely scattered, who bore it.

In everyday life we have frequent occasions to meet new faces, and unconsciously, we judge the stranger by the name he bears. Later, perhaps, we revise the initial valuation, but for a time, the worth of the name he bears justifies or condemns the unknown man.

The other day a lawyer in Castro county told us an interesting occurrence which illustrates the statements made above. Two strangers walked into the lawyer's office, discussing a matter, and before leaving turned it over to him for attention. As the lawyer required a retainer in advance, he suggested to them that they make inquiries as to his reputation.

The visitors said this was unnecessary. The lawyer then asked them who had sent them to his office. The answer was "No one." The curiosity of the lawyer having been aroused, he asked them the reason for their visit to him, when so many others were available. The answer surprised him.

One of the visitors said: "I was in the army and served under Capt. .... He was a fine man, straight as they make them. I saw you had the same name and I decided to come to you.—Castro County News.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, April 23, 1904.)

Item from Panhandle News Column: "Hall county received a drenching rain April 23, the first of any consequence since February, 1903."

Editor and Mrs. J. Ray were gone to Covington, Tennessee, on a visit, leaving C. L. Vanderburgh to get out the Brand by himself. That was the reason, Vanderburgh explained, why the "Brand is not up to its usual standard this week."

Col. S. T. Howard was being supported by the community in his candidacy for the state legislature.

Dr. C. P. Estes and family were in Austin to attend the state medical meeting.

No. 2 lamp chimneys were 10 cents, three for a quarter, at the Famous Store. No. 1 chimneys were only a nickel.

E. H. Fullwood was in from his ranch near Endee, N. M.

Mr. and Mrs. G. A. F. Parker were visiting friends and relatives at Temple and Belton.

A mare belonging to J. C. Carroll gave birth to twin colts.

(From The Hereford Brand, April 24, 1914.)

War in Mexico was imminent as the Atlantic fleet blockaded Vera Cruz and Tampico—Marines, taking the former city. A dozen Americans had been killed and more than 100 wounded in skirmishes. Huerta was adamant in his refusal to meet American demands. Carranza, later to be Huerta's successor, resented America's taking Vera Cruz. National Guard units in Texas were recruiting up to war strength.

Lowery-Phillips college of Amarillo defeated the Hereford High nine, 8 to 7, in ten innings.

"Born: To Mr. and Mrs. Troy Womble, Tuesday, April 14, a boy."

"Scotty Buckner and Miss Jennie Carter, W. S. Fullwood and Miss Jessie Smith made a trip to Clovis Sunday to attend church, going over on the boys' motorcycles. It required two hours going and only one and a half hours returning.

"All this talk of moving the State Normal from Canyon is mere clap trap and any one who proposes such a measure has certainly not considered the question."—Editorial.

A. C. Elliott, Brand editor, was making a stout race for the Legislature, seeking the office of representative from the 123rd district.

## By Their Words AND OURS

Several weeks ago the Review reprinted a news item appearing in the Hereford Brand in its "A Long Time Ago Column," in which items of 10 and 20 years ago are printed, concerning two boys who rigged up balls on a buggy and rode from Littlefield to Abernathy with the aid of a swift wind. We asked for help in getting details of the affair for publication. We heard from numerous local folk who had seen the contraption riding into town, and the County Wide News of Littlefield reprinted our help for help, hoping to unearth some news of it there. Last week they got results. The following item, telling of the great

appeared in their paper: "Last week the County Wide News asked for details of the reported 'buggy plane' ride from Littlefield to Abernathy on March 13, 1914, and along comes Carl Smith with the full data. Carl says that Carey Warhurst and Wallace Goodman were the boys who made the ride by buggy powered by a strong wind from the west. Carl made the 'sail' from a large piece of oil cloth, which he tacked to two upright beams at the rear of the buggy. The shafts and top were removed, and the vehicle was guided by means of a rope, each end of which was tied to one end of the front axle. The boys started their ride about the point where the water tank now stands on Highway 7. When they would come to a gate the buggy would have to be turned either to the north or south in order to stop. This was done three times at as many gates. The time required for the trip was

about two hours. The buggy belonged to Ben Smith of Littlefield, and was left at a wagon yard in Abernathy, and as far as Carl knows it was never brought back here. Mr. Willis, now of Olton, father of C. E. Willis of this city, brought the boys home."—Abernathy Review.

Musing of the moment: Dust is bad. Marauding Indians would be worse. Dust is bad. A flood would be worse. Dust is bad. A destructive tornado would be worse. Dust is bad. To live away from our all resources would be worse. Dust is bad. An annihilating fire would be worse. Dust is bad. A war would be worse. Dust is bad. A lethal epidemic would be worse. Dust is bad. But the worst-duster falls far short of being as bad as many other things which can befall a territory. We've got to do a bit of pioneering in rebuilding the soil of the Southwest.—Olin Hinkle, Pampa News.

# CLOSE DRUG STORE

EVERY DAY SAVE HERE ON DRUG NEEDS

- 25c Listerine Toothpaste
- 19c
- 40c Fletcher's Castoria
- 27c
- 75c Dextral Maltose
- 57c
- 50c Lysol Disinfectant
- 39c
- 60c Sal Hepatica
- 42c
- 50c Laveris Mouthwash
- 37c

**Ueatone**  
The new Vitamin Tonic that makes you eat better, sleep better and feel better. Nourishes, strengthens and invigorates—gives you a new lease on life.  
Large bottle \$1.00

**Laxacold Tablets**  
Take at the first sign of colds—check further discomforts.  
Box of 25 Tablets 25c

**for Acid INDIGESTION**  
NYAL MILK OF MAGNESIA  
Clears Bad Breath due to acid stomach. A fine Laxative for Children.  
FULL PINT 39c

**Nyal Corn Remover**  
Stops pain at once, removes corn with a few applications. Only costs 25c

- 50c Vick's Nose Drops
- 37c
- 25c Anacin Tablets
- 17c
- Palmolive Shaving Cream
- 23c
- 35c Cutex Nail Polish
- 31c
- 25c Mennen's Talcum
- 19c
- 50c Lady Esther Face Powder
- 43c

# Specials for This Week

- Friday and Saturday Specials
- TOILET TISSUE, 4 rolls for 25c
  - SOAP, P. & G., regular, 6 bars 19c
  - WHOLE WHEAT BISCUITS, 2 for 22c
  - COFFEE, Folger's, 1 pound 32c
  - OATS, large round package 18c
  - CATSUP, 14-ounce bottle 15c
  - CLEANSER, Sunbrite, 6 cans for 27c
  - NAPKINS, Star Rose, 2 packages 15c
  - GRAPE JUICE, quart 31c
  - SOAP, Coco, hardwater, 6 bars for 26c
  - MUSTARD, quart 14c
  - TEA, Schilling's, 1/4-pound 15c, 1/2-pound 29c
  - SYRUP, Uncle Bob, 1/2-gallon 33c
  - MATCHES, carton 22c
  - SALT, 3 packages 15c
  - COCOA, Hershey's, 1/2-pound 8c

**Texas Market & Grocery**  
PHONE 353—FREE DELIVERY  
Accounts Here Are Payable On First and Will Not Be Carried.



## In New Merchandise AT Sprowls & Cronin

### The White Parade Of Spring

You might as well make up your mind to live, work and dance in white this Spring. Exciting new styles in pumps, and ties. The right shoes for all occasions.



All Sizes and Widths \$1.98 and Up

One Table PRINTS  
Fast Colors  
New Shades  
10¢ Yard

Genuine Hope  
MUSLIN  
10 yards Bleached \$1.00

MUSLIN Hi-Grade Bleached 59¢  
10 yards

Feather Ticking 8-Ounce 5 Yards \$1.00

**KANGAROO OXFORDS and SHOES**  
\$6.00 Seller  
\$4.98 Pair

Work Shoes Peter's Diamond Outing Bal, pair \$1.00

Boot Shoes Easy on the Foot for Work, pair \$3.89

Work Sox Rockfords for Men Pair 5¢

**NEW SPRING SUITS FOR MEN**

You haven't seen value in Spring Suits until you have seen this amazing collection. Fine, cool fabrics that hold their shape. Well cut and tailored. And they are priced to sell at only—

**\$11.98**

Work Hats Good Quality Straw, each 25¢

**STRAW HATS for children ... 15¢**

Hind's Honey and Almond Cream Large Size 79¢

Listerine Large Bottle Antiseptic 69¢

**Card of Thanks**  
We take this occasion to express our deep gratitude to our many friends for their endless acts of kindness and for the floral

offerings in our recent bereavement. We also wish to thank Dr. LeGrand and the nurses at the hospital for their generous assistance.  
Mrs. A. I. Morrison and Family.

**St. Anthony's Church**

Sunday mass, 8 and 10 o'clock, second mass followed by Christian doctrines. Benediction 7:30 p. m. Weekdays, mass at 8, Saturday, convent, at 7, Thursday, 7 to 8, Holy Hour.  
May devotions begin Wednesday evening at 7:30. First Friday, exposition of Blessed Sacrament, 3 to 4 in afternoon.  
Bovina had mass on Easter Sunday and Fr. Ludwig is well pleased with attendance at the Methodist church each evening for his lectures on the Catholic church. He is remaining at the Catholic church during the day and lecturing at the Methodist church each evening this week at 8:15.

**First Methodist Church**

REV. T. C. WILLETT, Pastor  
We had a good day Easter. All seemed to be in good spirits in spite of terrible conditions through which we are passing. We did not reach the goals set, but tried to, and everyone that contributed to reach these goals has been or will be repaid. The pastor is grateful for expressions of appreciation of messages given, and the board of stewards and Sunday school superintendent are appreciative of the support given them. When a whole church works and prays they are unbeatable; but divided, the devil has an easy time defeating them. Let's make Sunday another great day. Be in your place Sunday morning with a smile on your face and God in your heart. There will be no evening services on account of the revival meeting at the Baptist church.

Charles Wolfen of Amarillo was a business visitor in Hereford Tuesday.

**Church of Christ**

BBB-BANDOL, Pastor.  
Bible school, 10 a. m.  
Preaching at 11, a. m., subject, "Have We Outgrown Our Plea?" followed by communion service.  
Young people's class at 6:45.  
Preaching at 8 p. m., subject, "Rebuilding the Walls of Jerusalem."  
At 3 o'clock Sunday afternoon, the pastor will preach at Progressive school house.  
You are invited to attend all these services.

**First Christian Church**

REV. E. R. McWILLIAMS, Pastor.  
Church school, 9:45.  
Morning service at 11.  
Communion service and sermon. Announcement will be made at the morning service about the night service. We are anxious to have a splendid attendance at all our services Sunday and keep up the attendance of the last few Sundays. Your presence will help. The subject of the morning sermon will be "Keeping the Soul Alive."  
We have a brand new car of that good sweet feed. West Texas Feed & Seed.

**PRESBYTERIAN CHURCH**

W. M. GRIFFIN, Pastor.  
Sunday school, 9:45.  
Morning worship, 11.  
"A Garden and a Tomb."  
Christian Endeavor, 7 p. m.  
No evening service.  
Rural Schools Close.  
Thomas, Higgins, Progressive, Dantel and Fairview schools finished their year's work last week and have closed. Wyche and Sims will close, this week. Others of the county's rural schools will be closing each week until the fourth week in May.

**Commissioners to Meet**

Commissioners of Deaf Smith county will attend a meeting Monday of the courts of Farmer, Oldham and Castro county commissioners to be held at Dimmitt. These four groups recently formed an association to work on problems common to the counties.

H. D. Reed has resigned as the Hereford representative of the Production Credit Corporation. Miss Peggy Mitchell at the chamber of commerce office, who is taking applications for feed and seed loans, is handling applications to the corporation.

**COURTHOUSE - RECORDS**

Carl Gilliland et ux to James C. Gilliland, 1/4 interest in N 1/2 of section 70, block K-3.  
John P. Slaton et ux to James C. Gilliland, 1/4 interest in N 1/2 of section 70, block K-3.  
William M. Cole et ux to Mrs. Leota Faggard, SW 1/4 of section 18, block K-8.  
Dora Suggs et vir et al to Mattie Comer, 233 acres in section 91, block K-3.  
J. D. Hamlin et ux to M. S. Riglander, NE 1/4 of section 29, township 5 north of range 2 east.  
New Cars.  
H. R. Fritz, Oldsmobile sedan, Brumley Chevrolet Co., 292-495.  
Frank Givan, Ford coupe, Hereford Motor Co., 292-499.  
I. O. Crosthwait, Pontiac sedan, Norton Motor Co., 292-500.  
C. N. Harrison, Jr., Plymouth coupe, Ireland-Beavers Motor Co., 292-482.  
Marriage License.  
Arnold Streun to Miss Allie Fae Lance.  
George Brumley was in Dallas last week, returning Thursday. He was accompanied by Prentice Rossen and Harry Fritz, the latter staying in Mineral Wells.

**TO ALL HEREFORD**

We take this means of thanking all our friends for their many kind deeds and words during the serious illness of Mrs. Smith. We want to thank the Lions Club for their wonderful gift; the Junior and Senior Band Mothers; the teachers and pupils for their many favors; Drs. LeGrand and Morgan and the nurses for their untiring efforts. May every blessing come to you all.  
Mr. and Mrs. Ralph Smith and Family.

**Card of Thanks.**  
We wish to thank our friends and neighbors who assisted us with their help and words of comfort during the sickness and death of our beloved mother. We express our gratitude for the floral offerings. May God's blessings be yours.

W. H. Wilkerson  
Mr. and Mrs. Frank Wilkerson and Family  
Mr. and Mrs. Henry Wilkerson and Family  
Mr. and Mrs. A. O. Kirkland and Family  
Mr. and Mrs. Paton Parker and Family  
Mr. and Mrs. A. Hardin and Family  
Mr. and Mrs. C. C. Hunter and Family  
Joe Wilkerson

**BUSINESS AND PROFESSIONAL DIRECTORY**

**THE CHOCOLATE SHOP**  
Fudge Luscious Sandwiches  
Cold Drinks, Candies Magazines.

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

**F. M. KESTER**  
Registered Optometrist  
A thorough examination with the newest and most modern instruments and equipment.  
216-B Main Street.

**DR. J. W. HENDRIX**  
Chiropractor and Masseur  
100 B Street—Just North of Mother's Park  
Phone 241 for Appointments

**DR. T. L. MORGAN**  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 462  
Residence Phone 468

**GEO. S. McCONNELL**  
Electrical Contractor  
All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.  
Phone 759-W

**INSURANCE**  
JNO. H. PATTON  
PHONE 59

**THE HEREFORD BRAND**  
For  
JOB PRINTING

**Walgreen System Drug Store**

**BROOKS' DRUGS**  
"PAY CASH AND HAVE"  
Phone 99 We Deliver  
FREE, Miniature Ice Cream Cup to Every One Saturday!

**OPENING Drug Sale**  
Coty Face Powder ..... 69c  
Toilet Tissue ... 4 for 13c  
Flare Nail Polish ..... 19c  
Mineral Oil ..... 39c

**BEAUTY AIDS BY L'ADONNA**  
SPECIAL  
120 Sheets Perfection Cleansing Tissues  
With each \$1.00 purchase of L'Adonna Toilettries  
Cold Cream, 4-oz. .... 50c  
Astringent, 4-oz. .... 50c  
Cleansing Cream, 4-oz. .... 50c  
Rouge Compact ..... 50c  
Talcum Powder ..... 25c  
Lipstick, 4 Shades ..... 50c  
Nail Gloss ..... 25c  
Skin Food, 4-oz. .... 50c  
Tissue Cream, 4-oz. .... 50c

**Heavy Quality Wash Cloths**  
4c 6 for 23c  
**Teeth Brush and Tooth Paste**  
23c  
**A Viscous Rubbing Alcohol**  
Full Pint ..... 23c

**5 1/2-oz. Bottle Jergens Lotion**  
50c Size ..... 39c  
**20x40-inch Turkish Towels**  
17c 6 for 98c

**White Fins** 17c  
**Oral Mouth Wash** 49c  
**Polishing Tooth Paste** 19c  
**Cleansing Cream** 57c  
**Electric Iron** 1.19  
**Jeans Cleaner** 23c  
**Levander Lotion** 37c  
**Men's Kerchiefs** 4c

**20x40-inch Turkish Towels** 17c 6 for 98c  
**Lady Esther 4-Purpose Cream** 55c Jar ..... 39c

**Free Soap** 39c  
**Menarch Hot Water Bottle** 49c  
**Rosin Mineral Oil** 53c  
**Bottle of 100 Aspirin Tablets** 33c

**FREE! - FREE!**  
While they last! A generous trial size bottle of Mary Laha's Levander Lotion to every customer visiting our toiletary department. No purchase required.

**SALE of CLOCKS!**  
Progress Alarm Clock 89c  
2.50 Electric Kitchen Clock 1.89  
Modernistic Gilbert Alarm 98c  
94 Chronometer Electric Alarm 1.98  
Delicious Chocolate Cherries 37c

**Eno Effervescent Salts** 60c Size ..... 43c  
**Raffmade Chocolate Creams** 39c

**Gigantic Food Sale!**

**PRICES GOOD FRIDAY & SATURDAY**

**KRAUT** No. 2 1/2 can ..... 10c  
**PEAS** American Wonder, Early June, 2 No. 2 cans ..... 25c  
**CHEERRIES** Red Pitted, No. 2 can ..... 14c  
**PINEAPPLE** Flowerland, half slices, No. 2 1/2 can ..... 18c  
**PIMENTOS** Large can ..... 11c

**FIGS** Choice White, 2-pound package ..... 15c  
**POTTED MEAT** Armour's, 2 cans ..... 7c  
**VIENNA SAUSAGE** Armour's, 2 cans ..... 15c  
**SALMON** Alaska Pink, tall can ..... 11c  
**TUNA** Abbey, all white pieces, 2 cans ..... 25c  
**MILK** Peter Pan, 4 small or 2 large cans ..... 13c

**Shortening** MRS. TUCKER'S 8 POUND CARTON ..... \$1.12  
**Schilling** Coffee 1 lb. CAN ..... 30c

**Shredded Wheat** N. B. C. 2 Pkgs ..... 25c  
**CRACKERS** A-1 Soda, 2-pound box ..... 19c  
**BAKING POWDER** Calumet or K. C., 1-pound can ..... 19c  
**Maxwell House**, 1-pound can ..... 29c

**CATSUP** Old Mummy, 2 large bottles ..... 25c  
**ROYAL DESSERTS** All flavors, 2 packages ..... 11c  
**FLOUR** Sunrize, 48-pounds ..... \$1.75

Be Sure and Listen to Our Radio Ad Every Day Over Stations K G E S and W D A G — AMARILLO

**MEATS**  
**CHEESE** No. 1 Longhorn, pound ..... 23c  
**ROAST** Pork Shoulder, lean, pound ..... 22c  
**BARBECUE** No bone, free gravy, pound ..... 24c  
**Veal Cutlets** No Bone, Nice and Tender, Lb ..... 23c  
**BACON** Sliced, Armour's, pound ..... 30c  
**LOAF MEAT** Fresh ground, pound ..... 15c  
**NU-COA** Pound ..... 22c

**PRODUCE**  
**ORANGES** Sweet, juicy, tree ripened, peck ..... 49c  
**APPLES** Extra fancy Winesaps, medium size, 2 dozen ..... 35c  
**LEMONS** Fresh Red Ball, each ..... 1c  
**YAMS** Fancy East Texas 6 Pounds ..... 21c  
**RHUBARB** Fresh, home grown, 2 pounds ..... 15c  
**LETTUCE** Medium size, firm heads ..... 5c  
**CARROTS** Large bunches, 2 for ..... 5c

**FURR FOOD**  
BRING US YOUR POULTRY AND EGGS— WE WILL PAY THE HIGHEST PRICES  
FREE DELIVERY PHONE 74

Black

BY MISS NOBLE M'LAN
G. E. McCrate was in Amarillo Friday...
H. Hinds and family were in Clavis Saturday...

Fairview-Palo Duro Items

BY MISS LILA MAE OGLESBY
Miss Pauline Maben returned to her home in Seminole Saturday...
Dante and Fairview schools closed the term...

Progressive News

BY OLIVE PERKINS
Mrs. Charles Green attended the funeral of the infant daughter of her sister, Mrs. Dan Jackson, at Anton April 17...
Mr. and Mrs. H. E. Patterson moved to Hereford last Wednesday because of the dust...

Ford Doings

MRS. H. M. BENSON
Walter Hawkins and family of Summerfield, spent a short time with Mrs. H. D. Hill Saturday...
They were enroute to Amarillo...
Friends and relatives surprised H. Climer last Wednesday night, the occasion being his birthday...

Business Failures Increase

An increase of 53 per cent in the number of commercial failures during March as compared with February indicates that Texas business was under greater strain than in several months, according to the University of Texas Bureau of Business Research...
The number of failures during March totaled 23, an increase of 38 per cent over March last year...

USE Magnolia Oils & Grease For Erosion Plowing
LUBRITE MOTOR OIL 34¢
METRO MOTOR OIL 25¢
Lubrite Gear Oil 7 1/2¢
W. J. (Bill) SMITH
MAGNOLIA AGENT
100 South Main Street Phone 571

Ward News Notes

MRS. WILEY ROBERSON
L. A. E. club met Tuesday of last week with Mrs. Bill Hutson...
The program was on Bible Day. After the program, special music was given by Misses Mary Posey and Ora West and Mrs. Wiley Roberson...
Mrs. Suggs closed the meeting with prayer. Refreshments of cookies and punch were served to six members...

Meeaskey - Dean

GONDA BIGGERS
There was no ball game Sunday because of bad weather. A game has been arranged for the coming Sunday with a neighboring team...
B. R. Fulkerson has returned from Amarillo. His sister is showing some improvement...
Mr. and Mrs. Chester Hodges visited in the T. P. McCollister home Friday evening...

FREE Today and Tomorrow ONLY!
As an advertising offer we are authorized to give to each woman who enters our shop today or tomorrow...
ONE FULL SIZE 35c JAR OF ADELE MILLAR STRAWBERRY CLEANSING CREAM.
You don't have to buy anything. Just bring this ad with you. Come early for the supply of cream is limited.
MORENE'S BEAUTY SHOP
221-A No. Main Hereford Telephone 107

Again...
let us call your attention to the extraordinary opportunity you have this month to trade in your old stove or range on the new Waldorf Electric. Prices of the new range installed from \$74.50 to \$99.50. A liberal allowance on your old stove or range is deducted from these prices. Convenient terms, if desired, at small additional cost.

FREE SAMPLE FOR YOU during the BPS Demonstration of BPS Paint, Enamel, Stain, Varnish
BPS has many new exclusive features to demonstrate that have been developed since the demonstration a year ago.
Come in and learn how BPS wants to be helpful to you. YOU WILL NOT BE ASKED TO BUY!
Free Sample! Free Demonstration Remember the Dates: May 3rd and 4th
At Our Store: 101 So. Main Street.
Rockwell Bros. and Company
Texas Utilities Company

Good-bye to sooty pots and pans
"Electric cooking is clean!" This statement probably has a greater appeal for most women than anything else we could say about electric cooking. All the actual burning of fuel is done in the power house far from your home.
Safety A word to mothers
If there are children in your home your cooking methods assumes a greater importance than perhaps you had ever expected. No mother needs to be told that heat from a glowing wire is safer than heat from an open flame.
The New Waldorf gives you cooking at its best
Women who have just experienced for the first time the thrill of cooking by electricity say they had never dreamed that the kind of range could make so much difference in the quality of their cooking. Whether you bake, or roast, or broil, the Waldorf oven turns out food with a flavor and tenderness not even approached by any other form of cooking.
Application of the new 'ultimate' electric rate makes electric cooking cost you little additional, if any, to your present service bill.

Rexall ORIGINAL RADIO ONE CENT SALE
OUR BIGGEST BARGAIN EVENT
HERE'S OUR PLAN
10,000 Rexall Drug Stores held this sale to make you happy. On special occasion we offer some of these items at less than regular list prices but at no time at these special bottom prices. Candy and Food items are NOT sold on One Cent Sale here.
MI 31 Shaving Cream 2 for 51¢
Rexall Milk of Magnesia TOOTH PASTE 2 for 26¢
25c size MEDFORD WRITING PAPER 2-26¢
35c size HARMONY BAY RUM 2-36¢
40c size JONTHE BEAUTY CREAMS 2-51¢
50c size JONTHE FACE POWDER 2-51¢
60c size JONTHE EPSOM SALT 2-11¢

Another Rexall Record Breaking Value
Good at any time during the first 4 days of the sale 3 Regular 30¢ boxes of Klene Dental Cream for only 24¢...
4 DAYS ONLY WED THURS FRI SAT
Full pint MI 31 SOLUTION 2 for 50¢
VINCENT'S Mint Chocolate 2 for 51¢
ASPIRIN TABLETS 2 for 26¢
LORIE FINE TOILET SOAP 29¢
DENTAL PASTE 2 for 51¢
MINERAL OIL 2 for 76¢
SHARI FACE POWDER 2 for 51¢
READMAD HANGAGE 2 for 26¢
DENTAL PASTE 2 for 51¢
MINERAL OIL 2 for 76¢
SHARI FACIAL TISSUES 26¢
You can always shop to advantage at the Rexall Drug Store
WED., THURS., FRI., SAT. May 1, 2, 3, 4



**Fare Thee Well, Annebelle  
UNTIL YOU SEND MY SHIRTS  
TO THE LAUNDRY**

Don't break up your happy home by inefficient home laundering when we're so handy. And don't be so tired you can't enjoy life because of the drudgery of wash day. Let us do it!

Difficulties experienced here during recent weeks due to illness in the personnel and the sandstorms have been straightened out and we are now in a position to give better and more efficient service than ever before.

**HEREFORD LAUNDRY  
AND DRY CLEANING CO.**

**Cover Crops  
Best Remedy  
For Erosion**

**METHODS FOR CONSERVING  
SOIL COMPLETELY  
DESCRIBED**

**EDITOR'S NOTE**—This is the series of causes, control and prevention of wind erosion, a paper prepared by Dr. H. H. Finnell, director of the Federal Erosion Control Project at Dalhart. The series will be in three installments.

By H. H. Finnell.

The experiences of recent years impress the fact that erosion by wind if prevention is neglected is capable of quick destruction of the usefulness of farm lands and must be resisted by every available control method. A prevention program with all phases practically coordinated to afford advance preparation against drought hazards is essential. Where erosion damage has already occurred, emergency methods and land reconditioning are necessary before a permanent prevention program can be established. The control methods representing successive lines of defense against wind erosion are enumerated below in the order of their relative importance:

1. Utilization of erosion resisting residues.
2. Moisture conservation for the maintenance of vegetation.
3. Emergency cover crops.
4. Windbreak tree planting.
5. Emergency tillage operations.

Residue utilization, moisture conservation and tree planting should be established parts of every high plains farming system. These erosion prevention measures constitute economic assets to a permanent and stabilized plains agriculture by making material additions to the operating efficiency and natural resource conservation.

Emergency cover cropping and emergency tillage should be held in reserve for support of the permanent erosion prevention program to be resorted to in case of extremely severe cases of unfavorable conditions.

**Natural Erosion Control.**

In its native state the lands of the High Plains region were occupied by that vegetation which the experience of centuries has proved best equipped to thrive under each particular soil and climatic condition. In some semi-arid areas the concentrated surface waters have in modifying the topography gained the upper hand and no type of natural vegetation has been able to halt erosion by water. However, even the rough and broken lands have had sufficient natural cover to control wind erosion. Of course the less rolling lands have accumulated the best stores of fertility being less subject to any kind of erosion and these have been selected by the pioneer to be put into cultivation.

Under natural conditions they were never exposed to wind action even during prolonged droughts because the residue of the last season's growth remained as a protective covering until rains, already delayed, came to stimulate new growth.

**Erosion Hazard Under Cultivation.**

The destruction of the natural cover incident to placing the land in cultivated crops creates a necessity of maintaining an effective substitute for the original covering. If this is not done even short periods of soil exposure to the wind may allow severe erosion to take place. The maintenance of an adequate vegetative cover, therefore, becomes the goal of practically all of the wind erosion control methods. The soil blowing hazard has always been greatest in seasons of drought, after crop failures and in places or on soil types less disposed to

accumulate moisture. Thus, contrary to the conditions encouraging water erosion where the greatest erosion hazard exists, at the point of greatest water concentration, the wind erosion hazard develops at the point of least water concentration.

The obstacles to be overcome are so erratic in their occasional cumulative preponderance that nothing short of a thorough coordination of every possible effort can be relied on to maintain wind erosion control. Any successful program must also be one that prepares in advance for any emergency that experience proves might be expected. To repair erosion damage is not altogether possible. If it were it would always be costly without profit. A repair operation, regardless of how necessary it may be, is always an unproductive expense. In the struggle against wind erosion preparation made 10 to 20 months previous will often save the day. If they are made in the course of a production crop management, they become a part of the productive economics, and at the same time serve to protect the capital investment.

In the detailed discussion of methods applicable to the High Plains for wind erosion control emphasis will be laid on the preventive program and a separate section devoted to reclamation problems where erosion has been permitted to take place.

**Management of Crop Residues.**

Adapted crops which leave erosion resisting residues are wheat, barley, rye and oats among the winter and spring small grains. Foremost of these in use is winter wheat. Row crops which leave erosion resisting residues are all of the sorghum family and include milo, kafir, hegari, broom-corn, sudan grass and all the other forage sorghums. However, the production of any of these crops does not necessarily give erosion protection to the soil on which they are grown. The residues must be conserved and utilized for that specific purpose. The ideal system of manage-

ment would require that the vegetative covering be not disposed of until soil moisture sufficient to insure the successful start of the next crop has been accumulated in the soil. The growing crop then penetrates the ground cover and provides at the close of the season a renewal of the residue supply.

(Continued Next Week.)

E. H. Hopkins, John Olson and Wiley Roberson attended a meeting of vocational agriculture teachers last Saturday at Dalhart. They inspected the erosion experimental project while there.

**Won't Split or Warp**

The wood of the weeping willow tree, which is used extensively in the manufacture of packing cases and toys, will neither split nor warp.

**FOR FINE FOOD Eat at Ike's**

We serve WHAT YOU WANT—WHEN YOU WANT IT. And that's important!

Equally important—WE SERVE THE WAY YOU WANT IT.

Generous portions of food, well prepared, promptly and efficiently served at moderate prices—those are all offered at IKE'S.

**Ike's Cafe**  
WHEN BETTER COFFEE IS MADE—  
IKE WILL MAKE IT!

**Only In Plymouth**

IN THE LOWER PRICE FIELD DO YOU GET ALL THESE FEATURES:

1. GENUINE HYDRAULIC BRAKES  
Time-tried and tested.
2. Safety Steel Bodies.
3. Re-distribution of weight.
4. Floating Power.
5. 12 to 20 per cent saving in gas and oil.

Plymouth is a full size car, too—actually has more room than some higher-priced cars, more comfort, plenty of pep and speed with safety. If you want to find out the truth about Plymouth, ask the owner.

**Ireland-Beavers Motor Co.**

Dodge Hereford Plymouth

**Want Ads**

**For Sale or Trade**

ONE, two and three row listers (Moline and P. & O.) International and John Deere tractors, and one Case tractor, one-way (John Deere, Case, Moline). Various other farm implements. J. A. Buck Estate, 15 miles due south of Hereford. 16-2p

FOR SALE: Three-row Oliver lister. Paul Mathers. 1c

FOR SALE: Completely rebuilt 15-30 McCormick-Deering tractor; three-row lister, a good one. Will trade for livestock. Wm. Ash, Umbarger, Texas. 1p

FOR SALE: A good milk cow. See P. K. Babcock at Modern Tourist Camp. 1c

FOR SALE: Seven registered Durham cows and calves. One bull at W. C. Russell's, 10 miles north. Clyde W. Russell. 1p

FOR SALE: Plymouth Rock hatching eggs, 30 cents per dozen. H. T. Wedel. 15-2p

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

**For Rent**

FOR RENT: Five room house with bath and garage, stucco, modern fixtures and near the pavement. Mrs. Pearl Harrison. 12-1fc

FOR RENT: Six-room furnished house, May 1. Close in on pavement, reasonable rent. Telephone 246. 1c

FURNISHED five room house to rent for summer; thoroughly modern. See G. M. Hudson. 16-1fc

FOR RENT: Nicely furnished bedroom with adjoining bath; reasonable. Mrs. C. L. Roberts, 406 25-Mile Avenue. 1c

FOR LEASE: Section in cultivation. Want some one with good equipment to put it in row crops now and in wheat this fall. Land is in allotment. Address Box 52, Hereford, Texas. 1p

**Wanted**

WANTED: Two girls, one for regular work and one part time work. Must be energetic and good workers. Hereford Laundry. 1c

WANTED: To trade 15 head of work mares for any kind of cattle or yearling colts. R. W. Elliston, Hereford, Texas. 15-2p

WANTED: Old couple to live on farm six miles northwest from Umbarger, to raise chickens, garden and milk one or two cows. Anton Grotgout, Box 41, Umbarger, Texas. 15-2p

SALESMAN WANTED: Man to start business selling widely-known products to satisfied customers. Complete line largest company; established 1889. Big earnings. No capital or experience needed. Write for free particulars. Raleigh's, Box TXD-352-1, Memphis, Tennessee. 14-3p

**Lost and Found**

LOST: Red Civil Service book and shorthand notebook. Please return to county library. 1p

FOUND: Man's leather suede jacket just north of the high school. Call at Brand. 1c

**PANTRY SPECIALS**

**FRIDAY AND SATURDAY SPECIALS**

- APPLES, Winesaps, extra fancy, dozen ..... 35c
- ORANGES, large, tree-ripened, dozen ..... 40c
- SALMON, Concho, pink, 2 cans for ..... 25c
- BAKING POWDER, K. C., 1 lb, 25c size ..... 19c
- SPINACH, Caprock, No. 2 can, 3 for ..... 25c
- APPLES, choice dried, 2 pounds ..... 20c
- CRACKERS, 2-pound box ..... 20c
- OATS, plate or cup and saucer, box ..... 20c
- MALT, Blue Ribbon, light or dark, can ..... 55c
- COMPOUND, 8-lb carton ..... \$1.12
- SOAP FLAKES, BIB-4 box ..... 32c
- FIG BARS, 3-pound package ..... 23c
- SUGAR, 10 pounds ..... 50c
- SARDINES, Van Camp's, No. 1 tall can, 3 for ..... 25c
- STRAWBERRIES, fancy, pint box ..... 17c
- PRUNES, gallon size ..... 31c
- SALT, Cook Book, 3 pounds ..... 9c
- TOILET PAPER, Northern Tissue, 3 rolls ..... 22c
- POST TOASTIES, large package ..... 10c
- TEA, Brasos, 1/4-lb, with cup and saucer ..... 25c
- MACARONI or SPAGHETTI, bulk, 1 pound ..... 8c
- COFFEE, Vapco, vacuum packer, 1 pound ..... 25c
- COFFEE, Schilling's, 1 pound ..... 30c
- BROOM, 50c value ..... 38c
- PRESERVES, White Swan, 4 pounds ..... 65c
- MINCE MEAT, White Swan, 3 packages ..... 25c
- MATCHES, Rosebud, carton ..... 28c

**Weir's Grocery**

Bring Us Your Eggs—Market Price—Buy At Home.

**THEY'VE HUNG AROUND TOO LONG!**

**Out They Go**

**Repriced To "CLOSE OUT" - - - 100 New Spring Dresses!**

Due to conditions we could not foresee, we find that we have on our racks an overstock of Spring Silk Dresses. These MUST go to make room for new Summer Styles that are on the way. We are offering as week end Specials the following lots of Dresses. First come, first served as they won't last long at these give-away prices.



25 New Spring

**Frocks**

Just the Dress that perhaps you wanted for Easter and failed to get. In this lot are Plaids, Florals, Solids and Novelties. A real value that you can not afford to pass up. Hurry! as the quantity is limited. Each—

**\$3.00**

Just received—100 pairs OUR NEW "RAMBLER" CUT OUT SANDALS.

Every lady in town will want a pair of these at this low price. Made of White Arrowbuck, easily cleaned with soap and water. At a special week-end price—Pair—

**98c**

Sizes 4 to 8. Hurry—they'll go fast at this price!

**"CLOSE OUT"**

Broken Lot of Children's White SANDALS

Only 50 Pairs in This Lot—Hurry! Pair

**25c**

**"CLOSE OUT"**

Small assortment bedroom curtains. A real buy if you need curtains. Pair—

**25c**

**"CLOSE OUT"**

Odds and ends in LADIES' HATS

A give-away at, each—

**25c**

**Ladies' Spring COATS**

A wonderful assortment to select from. Real values, too. Each—

**\$6.00**



75 New Spring

**Dresses**

—All are from our higher price ranges and included in this lot are New Prints, Combinations, Solids and all the new and wanted shades for Spring! Sizes 14 to 42. Hurry!—They'll go fast at this price—Each

**\$2.00**

**Make a grab for these White BAGS**

if you want a smart one!

**98c**

You don't often find a 98c group so smart and newly styled! All sorts of tricky fastenings and trimmings! Pouch and envelope styles—imitated leathers!

**F. J. PENNEY COMPANY, Incorporated**

HEREFORD

TEXAS

# The Whiteface Roundup

NEWS OF HERFORD HIGH SCHOOL

## CHIT AND CHATTER

Lucretia Wilson has been calling frequently on a certain young gentleman who has measles.

Ronald Hicks, why don't you tell the teacher who has your heart? Jack D can't understand why a certain girl can't go out every night.

Every "thing" is happy again. Francis Harris included. Muriel is back in school.

Gaytha Wilson is embarrassed when reminded that her shoe was taken off in Geometry class the other day.

Does anyone know the lowdown on Herbert Boardman and Henrietta Fritz?

Is Doris Lady two-timing a certain boy?

Sybill W was glad to see C W back in school.

Many a heart went flutter when the Tech students returned for a holiday. What about it, Christine?

Does anyone know why Elnor H and Pleas B were scared in the sixth period study hall last week?

Martin P and Gertrude W have been absent the same day. What does it mean?

## THE LAST LAP

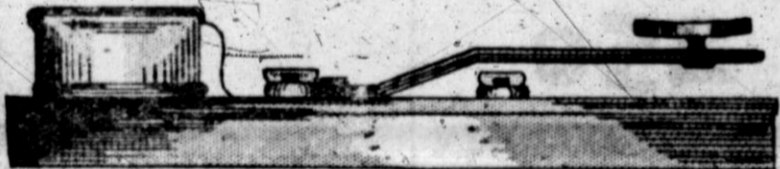
School for some of us is over. Theoretically, there are four more weeks of school, according to the attitude of too many students the 1935 school year is now ended. No more work will be done. Everything to be done in the way of constructive study this year has been done. Enough momentum has been gained through the year that future study is considered absurd. The rest of the year can be completed in sublime joy by the simple process of coasting and trusting the momentum already gained to carry us over.

Such a course of action seems all right on the face of it. It sounds good and has the appearance of practicability. But the sad part of the matter is that most of us have failed miserably in calculating the strength of our momentum and the distance that momentum must carry us. We have also failed to allow for friction; we have failed to consider that if we turn loose and coast we will move with a negative acceleration. Added to this fact is the tragic truth that when the acquired momentum has been expended the stronger force will be in the opposite direction and we will move backward. This time, however, our acceleration will be positive.

So it comes about that instead of coasting during these last four weeks of school we must pup up all the harder, because the friction is greater. The race is not over until the last lap has been run, and he who completes that lap first wins.

This is not a moral lecture nor a "duty-bound" discourse. It is simply an attempt to present the facts as they are. Each student has his individual interpretation and application of his duty. Few, however, are so hard-headed that they fail to see the imperativeness of concerted effort at this stage of the game. Many, perhaps, lack the will and ambition to put forth that effort, and it is they who need a word of encouragement and a pat on the back. Determination must be inspired in them. We as individuals cannot be happy until all are happy.

## So Simple



## Yet It Changed History

May 24, 1844, ninety-one years ago, saw the first use of the now familiar telegraph. Times have changed a great deal since 1844, especially in the world of business . . . and while your banker has followed every real advancement in banking procedure one standard has remained throughout the years: Safety to the depositor.

## THE FIRST NATIONAL BANK

OF HERFORD



A Strong Bank Thoughtfully Managed

## TEXLESS TAXAN

Well, the staff is back at the old grind after four weeks of rest. The past weeks, different classes have been doing the work, and what articles. Did you enjoy them? If so, let us hear from you. The staff believes that the honors should go to the freshmen. Freshmen though you may be said to be fresh and green, you put out the best paper of the race and one of the best of the year. The staff congratulates you and encourages you to further your ability along this line. The next best paper was written by the Juniors, then the Sophomores and then the Seniors. Seniors, do you realize that the freshmen can write a better paper than you? Not only must we put up with the dust storms, but many of us at times in the past few weeks were asked to take a vacation, which lasted on the average of a week. The members who have been on this vacation spent most of the time rubbing and scratching for they had the measles. The other day, Mr. Hudson, Miss Carlisle and Miss Crawford were absent and there were many a student with a grin from ear to ear for they felt sure they had the measles, but the teachers disappointed them. They returned the next day.

Now that school is growing to a close there are many notebooks, themes and different kinds of papers that are going to be due, but there are going to be more excuses and apologies than papers. How many excuses and apologies we could save ourselves if we learned to think before we spoke, and to look before we leap. The energy we spent trying to undo the results of impetuous speech and unthinking action would accomplish a great deal if it were turned in the direction of doing instead of being used up in undoing. If we magnified our pleasures as we do our troubles we would think this earth a paradise.

After the ceremony at the Cowhand banquet, L. B. thought he would ask a very simple question, but-of-course Lillie misunderstood as girls seldom do. L. B. asked: "Do you like simple things?" Lillie replied: "Are you trying to propose?"

Well folks, if people aren't singing "Rain" they are singing "River, Stay Away from My Door." I was talking to some of the old timers about this dry weather. One of them said there was only two inches of water here during the flood. I am going to leave the weather since you are always hearing something of this subject.

Six weeks tests are over and things are running smooth again. Some people look blue and always saying, Well, this next six weeks I am going to study. Those who say that have their last chance now. If you would only make up your mind to study at the first your worries would be nil now.

Well, I guess Francis H is in the full bloom of love. Shakespeare says a youth's first thoughts in spring is of love, so Francis will be over this love by June or July.

I have noticed the elements of spring fever have finally arrived. It seems as if the games of the younger set have developed to a new position in the older set. I noticed last Tuesday at 4 G. W., the mighty leader of the senior class, playing marbles with some of the boys. The "Walking Web-

ster," Bill McLean, sat idly for five minutes gazing into space.

I thought I could tell you what the spring color was to be, but as Ruth Smith stepped out into the beautiful morning last Wednesday I will never predict the color again. I thought the color would be white until Ruth came into view with the dazzling yellow. If we have a pretty day there will be a fashion parade. Probably Mary A., Mary T. and Imogene R. will be in gay dresses of white, Ruth Smith with the gay yellow.

Picnic time is here except for the sand. I think the Student Council's picnic was successful. When you have a picnic you sure can have plenty of "sand-wiches." I hope each class can have a picnic this year.

Well, this is my last chance, to talk to you, so I may see you in the future.

## FRESHMEN PICNIC

The Freshmen class had a picnic last Friday. It was a success, but only 28 students went. The afternoon ended with a bang, or rather a break, because MP got the measles. The indignity of it! The class met Wednesday and discussed the prospect of buying the most crippled children stamps. Several freshmen wish that the sixth letter of the alphabet had never been invented. It is almost a universal pest. Down with it!

## SOPHOMORE CLASS

The Sophomores had a meeting at the regular place and time. The subjects discussed were a fund for the crippled children and a picnic. The picnic is planned for the first day that comes along without sand as an escort. President Daniel appointed Irene Knox, Billie Jo Roberts and Billie Smith as eats committee. On the game committee are Helen Seed, Mary Lee Alexander, Virginia Lee Hussey and Meade Smith.

Mr. Dillehay urges the sale of stamps to aid the crippled children of this county. Those offering to sell these stamps at one cent each were Irene Knox, Erma Raye Robinson and Clyde Posey. Everyone who possibly can, please plan to buy these stamps, for it is to go only for the benefit of disabled children.

Sophomore girls received a card of thanks from the Junior class for serving the Junior-Senior banquet.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

## SENIOR HAPPENINGS

The play, "Shirt Sleeves," is coming along fine. The last class meeting was used to appoint different committees. Crippled children stamps and the assembly award was also discussed.

The president of the class appointed the following committees: Advertising, Clinton Jackson, Donald Hicks, Bob Baird and J. C. Cummins; property, Ruth Love, Louie Wedel, George Jones Lily May Sikes, Gladys Czerner; stage managers, Carl Dean Mountz and Edgar Norton.

The crippled children are to be benefitted by stamps sold over the county. The seniors are selling these stamps for this worthy cause. Many seniors are to contribute their efforts to help these dependent persons.

The seniors won the assembly award. The radio impersonation program must have hit the spot.

## GOSSIP

Ask Faye Crosthwait who she would like to see over Saturday when he comes from Pampa on a truck. You're out of luck, Faye, it's rumored that he is nuts about a girl named Betty.

Edith Jackson has been receiving notes from a guy who signs BB. Does BB mean Bad Business? A dame whose initials are KK is doing something that she will regret next year in Home Ec.

Why can no one be as interesting as Herbert Boardman in Spanish? It must be his rare enthusiasm.

We wonder if Lena Ivey belongs to the ruminant division of animals. She is always chewing gum. So is HCF.

## WHAT THEY ARE DOING

Jack Dean received a shipment of 200 baby chicks January 3. When they were eight weeks old there were several ready to sell as two-pound fryers and by the time they were ten weeks old he had sold 106. These more than paid the expenses which amounted to more than \$50. His profit on this project amounted to more than \$60, as he has a nice flock of pullets left.

WANTED: A cure for mental indigestion. Glenn Greer.

STRAYED: The necessary energy to keep me awake in Spanish class. Wayne Evans.

FOR SALE: A big red heart, good for someone who will not break it. Herbert Boardman.

## SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 10th day of April A. D. 1935, by the Clerk thereof, on a judgment rendered in said Court on February 7, 1935, in favor of plaintiff, The Real Estate Land Title and Trust Company, Trustee, against defendants, J. C. and H. T. Cox, one-half each; F. A. Millard and J. N. Jordan, Harrace B. Jordan and Wm. M. Hale, as first and prior liens.

Dated at Hereford, Texas, this 10th day of April, A. D. 1935. J. B. MILLER, Sheriff. Deaf Smith County, Texas. By J. M. Murchison, Deputy. 14-3

Lots No. Eleven (11) and Twelve (12), in Block No. Six (6), of the Whitehead Addition to the City of Hereford, Texas, as shown by the map or plat of said addition or record in the Deed Records of Deaf Smith County, Texas.

Levied on this 10th day of April, A. D. 1935, as the property of defendant, F. A. Millard, to satisfy said judgment in the sum of \$403.76, principal, interest and attorney's fees, also costs of suit, for indebtedness owing on Certificate No. 44 and mechanic's lien contract for improving Fifth Street abutting said property, decreed foreclosure of special assessment

and mechanic's liens against each of the defendants herein, J. C. Cox, H. T. Cox; F. A. Millard, and wife; Roberts & Oliver, corporation, and J. N. Jordan, Harrace B. Jordan and Wm. M. Hale, as first and prior liens.

Dated at Hereford, Texas, this 10th day of April, A. D. 1935. J. B. MILLER, Sheriff. Deaf Smith County, Texas. By J. M. Murchison, Deputy. 14-3

FOR JOB WORK, TRY THE BRAND

## NOTICE TO TAXPAYERS

Homestead owners must render their property for taxation on or before April 30 in order to obtain the benefit of the state homestead exemption in their 1935 tax bills. The assessor does not know whether taxpayers have the same homesteads and will not credit them unless they are rendered. After April 30 it will be too late. JOHN B. MILLER, Assessor. By J. O. Newell, Deputy.

## To the Ladies . .

### A Free Pair of HANDITONGS

Just drive into our station in the next few days and get one of these valuable household gadgets. It's useful in the kitchen for lifting hot utensils, baked potatoes, boiled eggs or anything hot. Only ladies who drive in will be given a pair. Come today.

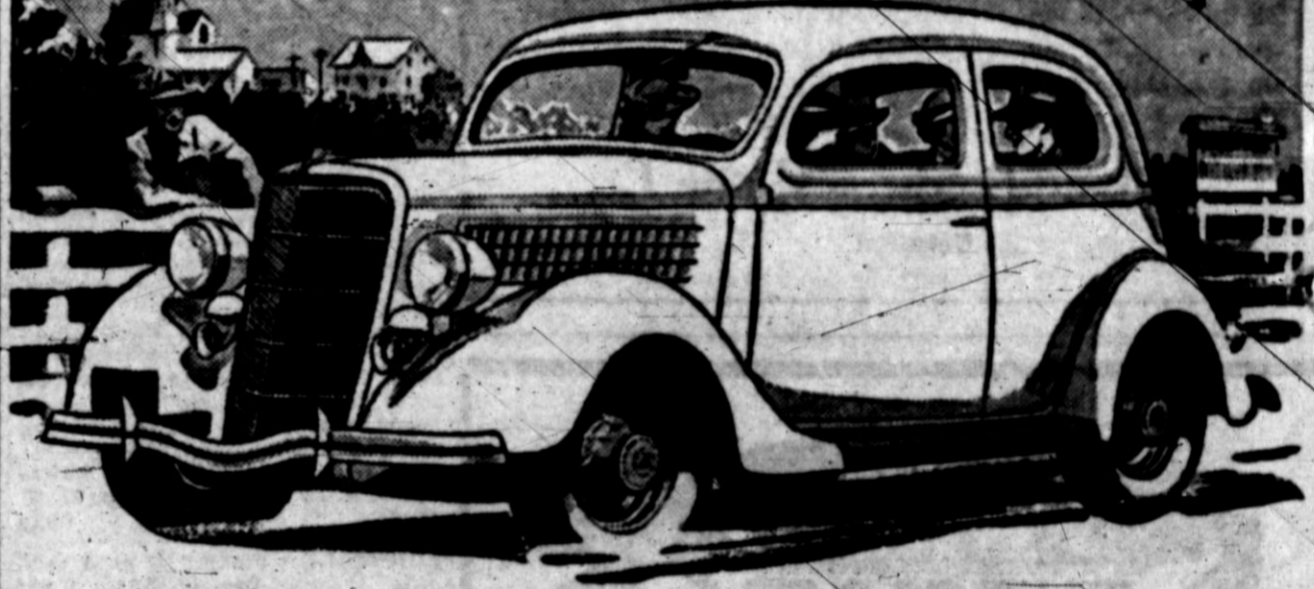
At the Home of Exide Batteries—Morge Washers and Refrigerators

## FULLWOOD BATTERY AND ELECTRIC STATION

404 North Main.

Phone 20

## The Universal Car



ONE name comes quickly to mind when you think of "The Universal Car." The description is distinctively Ford. No other car is used by so many millions of men and women in every part of the world. Everywhere it is the symbol of faithful service. . . That has always been a Ford fundamental. Something new is constantly being added in the way of extra value. Each year the Ford has widened its appeal by increasing its usefulness to motorists. . . Today's Ford V-8 is more than ever "The Universal Car" because it encircles the needs of more people than any other Ford ever built. It reaches out and up into new fields because it has everything you need in a modern automobile. . . The Ford V-8 combines fine-car performance, comfort, safety and beauty with low first cost and low cost of operation and up-keep. There is no other car like it.

## FORD V-8

\$495 up, f. o. b. Detroit. Standard accessory group including bumpers and spare tire extra. Small down payment. Easy terms through Universal Credit Company. All body types have Safety Glass throughout at no extra cost.

See these fine cars on display at Hereford Motor Co.

103 West Third.

Phone 39

## YOUR WIFE WILL KNOW WHY WE BUY FROM WESTERN ELECTRIC

As the world's best purchasing agent, she applies the same rules of thrifty buying used by the Bell System.

A special study based on 3,000 separate items of telephone equipment and supplies indicates this fact: Western Electric, as supply unit of the Bell System, sells to Bell operating companies for a fourth less, on the average, than the lowest price offered by independent supply firms.

This of course does not mean a saving of a fourth on every item bought from Western Electric. Some supplies... paper, paints, poles, for example... range from 5 to 17 per cent under usual market prices. Others, such as telephones, cables, and switch-

boards, show similar variations in the amount saved.

But the important point, clearly indicated, is that Western's prices are appreciably lower to us than open market prices.

As one of the 24 associated companies of the Bell System, we buy most of our equipment and much of our supplies from Western because we get bargains there, because we get uniform quality and the assurance of exact performance. . . and because Western Electric parts are so designed that future improvements and developments will fit into and work with equipment already in use.

These factors help us materially in achieving the Bell System policy of good telephone service at fair cost to the user.

SOUTHWESTERN BELL TELEPHONE COMPANY





# BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

1 \_\_\_\_\_  
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## Specials Every Day

Our special prices on foodstuffs are in effect all the time. You can shop here any day of the week and get the low prices your accustomed to getting on Friday and Saturday. We pay the highest prices for eggs or take them in trade at the same rate.

SOAP, Lux or Life Buoy, 2 bars .....	15¢
TEA, Lipton's, up from .....	5¢
SEED POTATOES, best Irish, pound .....	3 1/2¢
GARDEN SEED, all kinds, package .....	5¢
MEXICAN TAMALES, the best, 15-ounce can .....	14¢
CORN FLAKES, all brands, package .....	10¢
TOILET SOAP, Palmolive, bar .....	5¢
SOAP FLAKES, BIG-4, 5-pound package .....	35¢

## Luken's Grocery

### Luken Offers Special Prices On Groceries Every Day In Week

Herman Luken has been in the grocery business in Hereford for more than three years. He features every-day specials rather than week-end specials. Prices advertised are good for the entire week.

Before coming to Hereford to set up his store, Luken was in the Bovena community, living there 12 years. He operated a farm there.

Luken handles standard brands of foods and carries an extensive stock. He caters especially to farm trade and buys eggs at the highest prices, giving either cash or merchandise in exchange.

Henry Hoffman assists Luken in operating the store. He is an experienced grocer and assures the best of service at this cash and carry institution.

"It is because of our cash and carry policy that we are able to give specials every day," Luken pointed out. "This also enables us to give the price we offer for eggs. Our complete stock gives a wide selection from which the shopper may choose."

## \$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.

**QUALITY FOR LESS**

COFFEE, Golden Light, pound .....	25¢
COFFEE, bulk, ground, pound .....	15¢
COFFEE, Arnholz, pound .....	25¢
COFFEE, Wapco Vacuum Pack, lb .....	25¢
COFFEE, Schillings, pound .....	30¢
SOAP, Mechanics', bar .....	5¢
SOAP, White Flyer, 7 bars .....	25¢

**LUKEN'S GROCERY**

**A HEAVYWEIGHT FOR HEALTH**

If you could measure on scales the value of milk in health giving qualities, in energy and vitality, you would find it to be the heavyweight among foods. Especially is this true of its PRAIRIE DAIRIE milk. Order it from us or from better grocers.

**PRAIRIE DAIRIE**

**A RELIABLE MARKET**

For cream brings great benefit to farmers. This help becomes even more pronounced when that market also assures the highest price for cream. That is what the Farmers Creamery has done for cream producers of the Hereford Area.

**Farmers Creamery Association**

**WISE BUYERS FIND**

That there is no point in paying more for the same gas and oils. We can sell cheaper because we buy the same product direct from the producer and avoid the middleman's profit. See us for gas and oils.

**Moore Independent Oil Co.**

**LOVELY SPRING DRESSES**

In Organdies and Voiles  
 We have a brand new shipment in attractive patterns.  
 All colors and sizes.  
**\$1.29 \$1.95 \$2.95**

"Your Friendly Shoe Dealer"  
**D. R. GASS & SON**

**POOR MACHINERY**

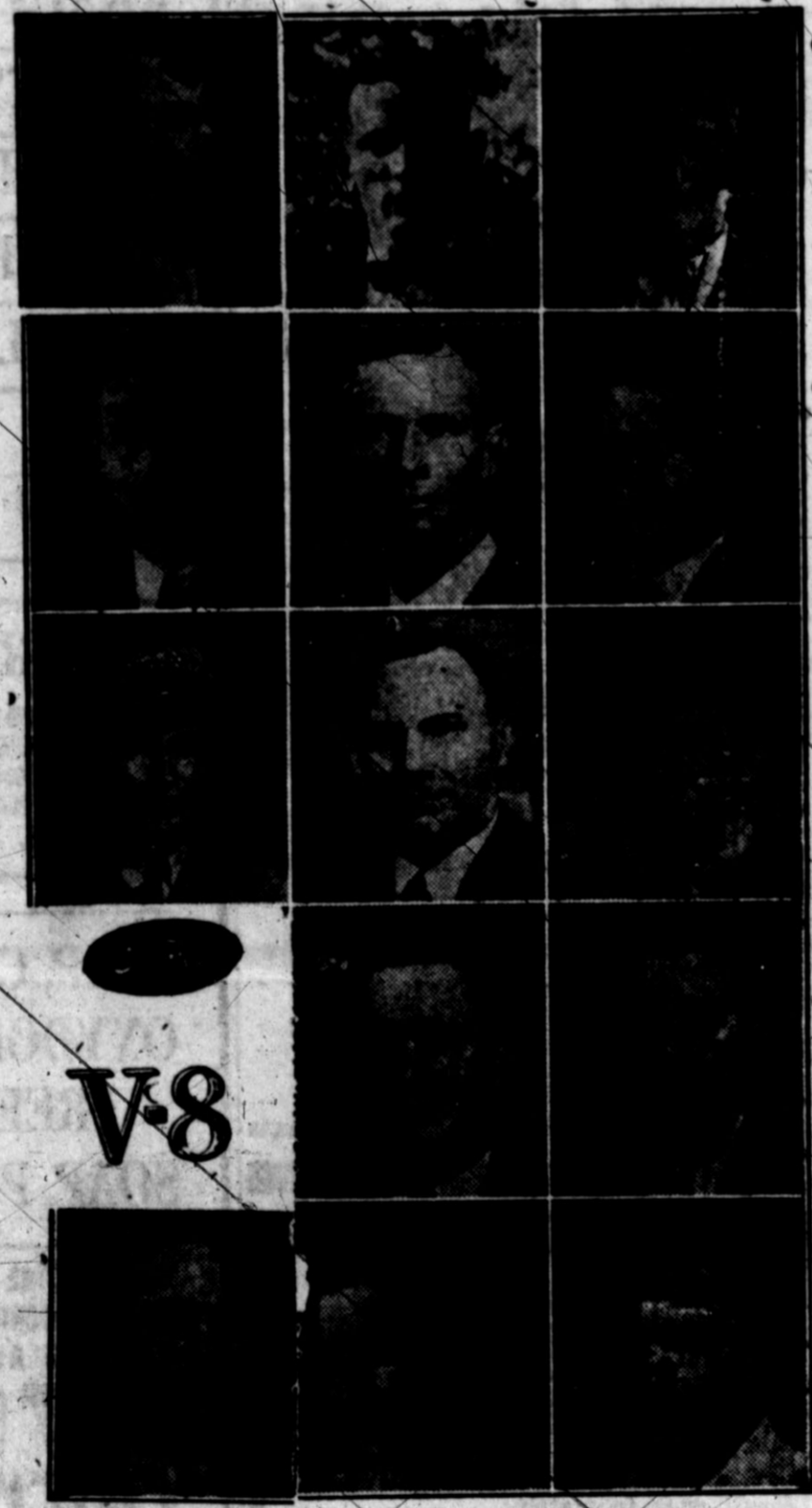
Is worse than no machinery. Farm and shop machinery, automobile or gas engines—any kind of machinery—can be put in top shape here. Don't use inefficient machinery when we can repair or rebuild it cheap.

**BEAMS & MARRS**

**BE WISE**

If you are interested in a Demster No. 40 four-row machine see me at once as I am pooling a carload and can make it worth your while. Will try to finish the order by Saturday. It will save you money.

**M. D. WOMBLE, Implements**



**LOOK AT THESE SPECIALS**

Students' Permanents .....	\$1.00
Vigoro! Scalp. Treatments .....	\$1.00

This includes shampoo and wave.  
 The scalp and hair need special treatment during this extremely dry weather. Try them here—you will be pleased.

**MORENE'S BEAUTY SHOPPE**

**BETTER DRY CLEANING**

We are up-to-date, our methods are modern and our process is scientific. Avail yourself of these new features, trade with us—we stand behind our work.

**WEST TAILOR SHOP**

**SPRING CLEANING TIME**

Is here. Remember, it is just as important to clean up the plumbing and get it in shape as it is to get the winter debris out of that back closet. Your plumber safeguards your health.

Call us at 160  
**DICK ROUNTREE**

**LOOK TO YOUR SCREENS**

See if they can be repaired, if not, get new ones. We can fix them up for you or put in new ones. We Do Everything In Woodwork.

**W.D. MRAYZOR WOODWORK**

**DEPRECIATION**

Is an important thing to consider when buying a car. All other things being equal, the car that will be worth more a year from now is the one to buy. The FORD V-8 has the highest trade-in value of any car in proportion to the initial cost.

**HEREFORD MOTOR COMPANY**

**FOR BETTER LUBRICATION**

Say OK-Drain—fill with Conoco Germ Processed Motor Oil and Conoco Bronze Gasoline. They give extraordinary mileage as well as motor protection. You will be PLEASED.

**Woodford Service Station**

The reason why so many people in this community are so thoroughly

**SOLD TO CHIOPRACTIC**

is because of the splendid results they have received from this wonderful science. Ask Our Patients—No Cost to Investigate

PHONE 341  
**DR. J. W. HENDRIX**

**BABY CHICKS**

—that are husky and healthy and have a good start in life. Now is the time to buy for friers and fall pullets. Custom hatching is our specialty. Eggs received on Wednesdays and Saturdays.

**HILLSIDE HATCHERY**  
 Phone 74-W.

# PERSONALS

Tom Knighton, Canyon merchant, was here Monday on business.

Better hurry RICE'S Tire Sale won't last forever.

O. M. Shore of Amarillo was visiting in Hereford Tuesday.

Miss Avis Thompson visited relatives in Tulla over the week end.

Get your seed for that lawn from our large stock. West Texas Feed & Seed.

It's time for garden seed. We have them in bulk. West Texas Feed & Seed.

Jerry Mallin of Amarillo visited friends here Saturday night, returning to Amarillo early Sunday.

All Brunswick Tires sold during RICE'S Tire Sale are subject to the usual road hazard guarantee, just as if they were sold at the regular list price.

Mr. and Mrs. William Ash of Canyon were Hereford visitors Wednesday.

Mrs. Ky Higgins was taken home from the hospital yesterday following an operation last week.

Frank Richards returned Tuesday from a trip to San Bernardino, California.

If you will need new tires within the next six months you had better take advantage of RICE'S Tire Sale.

Sid Sheffy and Boone Kilgore of Dimmitt attended the funeral of Louis Dyer here yesterday.

Mr. and Mrs. Lent Merritt of Hart were here Wednesday for the Dyer funeral.

Mrs. T. L. Morgan and baby went to Dallas this morning for a week's visit.

Accessories, too, are subject to special discount during RICE'S Tire Sale.

Mr. and Mrs. James Witherspoon and Miss Gladys Seigler left this morning for a one-day trip to Fort Worth. Miss Seigler, stopping in Wichita Falls to visit her brother, T. E. Seigler, Jr.

Dr. Mayes Miller, Arch Johnson, Russell Buckmaster, Glen Hickman and Judge and Mrs. Percy Estes of Dimmitt attended the funeral of "Slats" Dyer here yesterday.

# County Library Adds New Books

Science, research, economics, history, biography and fiction are all well represented among books added at the county library during recent weeks. There are also text books, magazines and children's books in the additions.

Gifts as well as purchases have been added to the total books in the library. In the following list only recent publications are included. There are many more older books recently added.

Non-fiction: Secret of Victorious Living, Fosdick; That Strange Man Upon His Cross, Roberts; Sadhu Sundar Singh, Andrews; They Had Their Hour, James; We Are the Builders of a New World, Moore; Digging In Yucatan and Digging In the Southwest, Morris; Anthology of World Poetry, Van Doren; Reshaping Agriculture, Norton; Making Our Minds Behave, Walsh; Technics and Civilization, Mumford; Agrarianism, Cauley; Jehovah, Rutherford; Culture in the South, Couch; Open Door at Home, Beard; Book Review Digest, Knight.

Fiction: Green Light, Douglas; Her Soul to Keep, Elliot; House Divided, Buck; Under Texas and Border Skies, Logue; First Woman, Banning; Jacob's Ladder, Train; Christmas Bride, Hill; Salah and His American, Hall; Road of Ages, Nathan; Texas Spurs, Ballew; House of Earth, Buck.

# SOCIETY

**MISS SEIGLER HOSTESS TO JUNIOR BAY VIEW**

Final scheduled meeting of the year for the Junior Bay View Club was held last Thursday evening with Miss Gladys Seigler. A social meeting later will close the year's work for the club.

Mrs. Carl Mounts sang several solos, accompanied by Miss Ruth Marie Mounts at the piano. Miss Lillie Hostetter talked on the short story in current magazines. Mrs. F. T. Roloson gave a brief history of the short story.

Attending were Misses Fern Carlisle, Ruth Conkright, Edna Daughtee, Carey Estes, Ina Mae Gilbreath, Katherine Kirby, Eloyse Pittman, Edith Shields, Gwendolyn Spradley, Eva Skelton and the hostess and the guests who were on the program.

**MUSIC CLUB TO MEET MONDAY**

The Music Study Club will meet Monday, April 29, with Mrs. Wiley Roberson. The club is planning to have an open meeting during music week. Date and plans will be given later.

**TREE TRANSPLANTING**

The best method for transplanting elms and oaks depends a good deal on the size of the plants removed. Oaks have very deep roots which make large oaks hard to move. If an elm is over a foot or two tall, writes E. G. Cheyney of the Minnesota division of forestry, it is impossible to get all the roots, but as many of the roots should be kept as possible. It is advisable to trim back the tops proportionately. Elms over three inches in diameter should be moved in the winter with a ball of dirt.

Frank Harrison of Canyon visited friends here last Monday.

# STAR THEATRE

Hereford, Texas  
Thursday Only  
"It's a Small World"

Friday Only  
MATINEE AND NIGHT  
The Greatest Show We Have Given You for a Dime.

"Wings in the Dark"

Featuring  
MYRNA LOY and  
GARY GRANT  
SERIAL  
AND COMEDY  
ATTEND THE MATINEE

Saturday Only  
Matinee and Night  
Starting at 10:00 o'clock Saturday and running continuously until midnight.

TIM MCCOY  
in  
"The Revenge Rider"

PREVIEW  
Saturday Night

Again  
SUNDAY MATINEE AND  
SUNDAY NIGHT  
ONLY 3 SHOWINGS

THE STORY THAT THRILLED MILLIONS...

GEORGE O'BRIEN  
Harold Bell Wright's  
WHEN A MAN'S A MAN

NEWS AND MICKY MOUSE  
"Star Night in Coconut Grove"  
LOTS OF SHOW  
Attend the Preview Saturday Night!

# STAR THEATRE

HEREFORD, TEXAS  
ANOTHER PRE-VIEW  
Sunday Night  
Starting at 11:00  
First showing of that Big Musical

Grand fun for EVERYONE—SO BRING THE FAMILY!

GEORGE WHITE'S  
1935  
SCANDALS

ALICE FAYE  
JAMES DUNN  
NED SPARKS  
LYDA ROBERTI  
CLIFF EDWARDS  
ARLINE JUDGE  
ELEANOR POWELL  
GEORGE WHITE

THEN AGAIN  
Monday and  
Tuesday Nights  
REGULAR ADMISSION

# AT THE STAR THEATRE

Thursday's picture will be sponsored by the County Federation of Women's Clubs and will feature adventure-loving Spencer Tracy and Wendy Barrie, the English star, in "It's a Small World." These two stars crash into each other's cars and hearts in Fox Film's latest of misadventures.

Friday matinee and night another Paramount picture starring Myrna Loy and Cary Grant in "Wings in the Dark." This picture is a story of many daring adventures in the air and gives Myrna another opportunity to crash through with another grand performance.

Saturday, starting at 10 a. m. and showing continuous until midnight will be Tim McCoy in "The Revenge Rider."

Preview Saturday matinee and again Sunday matinee and night will feature winsome Dorothy Wilson and George O'Brien in "When a Man's a Man," the latest Fox Film release, based on Harold Bell Wright's best seller. The chivalry of manhood brought out by the West is the theme of this story.

Sunday night preview, starting at 11 o'clock, and Monday and Tuesday nights you will see the mirth-musical "George White's 1935 Scandals," gayer and more gorgeous than ever. Spectacular in its lavish beauty, gorgeous girls, scintillating stars, glorious music-dazzling dances and loads of fun. Featured in it are Alice Faye, James Dunn, Ned Sparks, Lyda Roberti, Arline Judge, George White and many others.

# AMONG STADLER DIES SATURDAY IN ABILENE

Among Stadler died at the State Hospital in Abilene last Thursday and was buried at the cemetery there Saturday morning, April 20.

Stadler was confined to the State Hospital for the past five years. He was born at Webster City, Iowa, March 11, 1911. Some of the neighbors will remember him while he was still with his posse of pay sheep on a square near him to the State Hospital.

# NOTICE TO BIDDERS

Contractors are asked to meet with the county commissioners court in the commission chambers at the court house at 10 o'clock a. m., Saturday, April 27, to accompany the commissioners on a tour of inspection of the living quarters at the county jail. The court will outline its plans for redecorating the quarters and the contractors may submit bids later. There will be painting, kalsomining and plastering included in the repair work.

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

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# FOR EROSION PLOWING

USE OUR BETTER  
Oils and Grease  
GERM PROCESSED OIL  
48c Gal.  
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MOTORINE OIL  
32c Gal.  
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ALL GREASES  
2 1/2-Cents Pound Off List

Continental Oil Company  
Hereford Texas

COFFEE	Del Monte, 1 pound	35¢
SALAD DRESSING	Best Foods, pint	23¢
VIENNA SAUSAGE	2 cans	15¢
STARCH	Lint, package	8¢
JELLO	Three packages for	19¢
TOILET TISSUE	Fort Howard, 3 rolls	22¢
OATS	Highland, large box	19¢
COCONUT	Pound	21¢
Chocolate Syrup	Pound can	12 1/2¢
PINEAPPLE	No. 2 1/2 can, broken slices	19¢
SARDINES	No. 1 tall can, 3 for	25¢
CRACKERS	2-pound box	19¢
SOAP	P. & G., 5 bars for	16¢
CORN FLAKES	Jersey, package	10¢
COCOMALT	Per can	42¢
MELO	Large package	19¢
HY-PRO	Large bottle	17¢
SANIFLUSH	Large can	19¢
LYE	Red Top, 2 cans	15¢
COMPOUND	Vegetable, 8-pound carton	\$1.12
CLEANSER	Sunbrite, 2 for	9¢
COFFEE	Break O' Morn, 2 pounds	35¢
KRAUT	No. 2 1/2 can	10¢
PRUNES	No. 10 can	31¢
MARSHMALLOWS	Half pound	9¢
CATSUP	14-ounce bottle	12 1/2¢
VANILLA WAFERS	1 pound	16¢
SMAX	Box	15¢
SYRUP	Pure cane, gallon	59¢


### FRESH FRUITS AND VEGETABLES

ORANGES, peak	30¢
APPLES, dozen	17 1/2¢
STRAWBERRIES, Louisiana, box	14 1/2¢
ASPARAGUS, fresh, green, 2 lbs	25¢
YAMS, No. 1, extra fancy, lb	3¢
ONIONS, Bermuda, 3 lbs	25¢
SPODS, 10 lbs	19¢

SOAP, Camay, bar ..... 5c  
 OXYDOL, 1 Bar Lava Soap  
 FREE ..... 23c  
 SOAP, P. & G., 5 bars ..... 16c



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 3 lb. can ★ 1 lb. can

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 Reversible Fiber Rugs, size 9 x 12 ..... \$8.75  
 Small rugs to match.

Congoleum, Armstrong and Bird Floor Coverings  
 Rugs in all standard sizes, 9 x 12 size, up from \$4.95

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Hereford, Texas

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