



# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## FRESHMAN CLASS

The Freshman class had a heated discussion Wednesday on the subject of credit points. This was the first discussion that we have had this year that the whole class was interested in and took an active part in. It even aroused some of our most famous sleepers. This is what the class needs. Students that had not said a word all year brought out some of the most interesting points. If we can keep this up the Fresh-

man class will be the liveliest class in school. There are several excellent debaters in the class. Nora Jean Russell and Viola Phillips were strongly affirmative and Jewel Reed and Mary Trefel defended the negative side nobly. For the benefit of the sidewalk or other un-protected things, we ask the other students to see that these girls do not meet each other after school.

## CODE OF ETHICS

The study hall is visited by every student in Hereford High school at some time during every school day. There is not a one of us that is not in the study hall from one to three periods a day, or if nothing more, before school in the morning, at noon, or at some activity period.

Because of the fact that all students do visit the study hall things of interest and importance to the entire student body are placed in that section of the school. Thus the Code of Ethics which was adopted by the entire student body at the close of school last year, was placed in the study hall where all concerned might see and practice it. How many of us, though, ever consider it worth our time to observe that code? Ob- serving it, then, do we ever so much as consider the possibility of putting the things suggested by it into practice?

It may be going too far to say that there are some who attend HHS every day who do not even know in what part of the study hall to look for the Code of Ethics, but it is doubtful. Certainly it is by and all questioning that an exceeding few, if any, can repeat that code from memory; and a conscientious effort to apply the ideals expressed is entirely out of the question.

We accepted that code in the faith of one another and in the faith of the school. The least we can do is to notice it once in a while and remain conscious of the fact that at least we are supposed to stand for the things included in it. Perhaps we shall profit by our Code of Ethics; perhaps we shall not. At any rate, we cannot afford to continue sailing under false colors by professing to accept something which means nothing at all to us. Under such conditions we had best remove the code from the study hall.

## GUESS WHO

She is a Senior girl. She is short and little, but loud; she is president of two clubs, and she courts a boy out of school.

He is a Soph. He is decidedly lazy, plays football and courts a freshman girl.

She is a junior. Has a very large mouth, very curly hair, and plays good basketball.

She is a very sweet teacher. Has black, short curly hair.

You guess who these people are, but in case you don't, the answer will appear next week. Watch for them.

FOR JOB WORK, TRY THE BRAND

## JUNIOR CLASS

The Junior class has been honored by being asked to a picnic May 3, given by the Seniors. The Juniors gladly accepted the invitation. Although the juniors and seniors have always been rivals in everything in high school, they always enjoy entertainments together, and the Junior class is looking forward to the picnic.

The Juniors basketball girls challenged the rest of the girls in school to a basketball game, Wednesday at 4 o'clock. Although Phyllis Arthur, one of the best players on the junior girls' team is ill and will not be able to play, the juniors still have a good chance to win the game, as six of the junior girls lettered in basketball this year.

The Juniors decided also, in their last meeting to take money from the treasury and buy every one in the junior class that had paid dues up to the end of school a ticket to the football game Tuesday between the seniors and next year's team.

## WANT ADS

Editor's Note: If you've lost or found anything or want anything, just turn it in to a member of the staff and it will be printed.

WANTED: A school where I can sleep all day. R. A. Daniel.

WANTED: A large box for me to stand on so that I can be seen as well as heard. Shorty.

WANTED: To know just who Wilma Smith's boy friend really is. Everybody.

WANTED: Tech students to come home more often. Christine.

WANTED: A brighter economics class. Mr. Dillehay.

WANTED: A car that will run without gas and can be driven with one arm. Clinton J.

WANTED: A new name. Meade Smith.

WANTED: More girls. Wayne E.

WANTED: Another assembly program by Sophs. Student Body.

WANTED: Jack to come in more often. Ruth Smith.

WANTED: More notes from Helen. Carl-Dean.

WANTED: A policeman to help me keep my family at Summerfield together. Palmer Norton.

WANTED: A girl friend. J. T. Carroll.

WANTED: More time to sleep. Jean Morgan.

## ASSEMBLY PROGRAM

The student body was delightfully entertained Tuesday morning when Mrs. Wiltshire, accompanied by Mrs. McCracken, sang several amusing songs. She was given a hearty welcome, as she was well remembered from last year. All of the songs were enjoyed but the old favorite "Mammy's Little Baby Loves Shortening Bread" was accepted again with joy.

Each pupil will be looking forward to her next program. Thursday morning the Sophomore class presented to the student body a series of pantomimes representing nursery rhymes. This program was planned and written by Frances Borden, a member of

that class. It was thoroughly enjoyed and the "kids" will have to give the Sophomores a big hand for their splendid work.

## INSIDE GOSSIP

Have you heard about WW and ES?

No, what has happened? Liz is dreadfully afraid some of the girls will camp W. He's such a funny boy he can't be inveigled into anything, and—

Yes I know. Say, did you know that CJ and JP are exchanging notes again?

No, are they? Some more gossip I heard, don't dare tell, but EH is just flirting with every girl he sees, even blondes, and—

By the way, have you noticed JJ lately, that boy is forever calling someone conceited and he even trips people!

Yes, I've seen him do that. I've also seen DB try to poke out girls' eyes!

Did you know MC is always looking in the Junior English class which is seventh for PN?

No, who told you that?

I saw her with my own eyes, and—you know I've been wondering what school would be like without SV and LWC.

What about B Mc and FH? Won't we miss those seniors?

I'll say. Oh, you guess what I saw—SH holding hands with GW!

No, where was it?

Right behind them and was she looking daggers—I should say!

You know, CB just goes around telling people they're pretty and, listen to this: WE just watches the demerit list all of the time, doesn't he?

No doubt he is afraid, but Mr. Hudson stands in the hall looking for gullibility.

Yeah, I know that. Did you see Miss Campbell the other morning?

No.

She was going through the hall to find some of her ex-pupils to testify to Mr. Dillehay that she is a good English teacher.

No doubt, you've heard about Meade Smith.

My goodness, yes; he's always leading people astray, though.

Let me tell you this: Billy Patton just winks at HD all the time, and I've heard she doesn't like—

Oh, let me tell you about JB: You know he is as bad as MS when it comes to doing things like that.

Yes, I know, and he was such a dear boy—Gee, I've just gotta go, see you next week.

Bye!

## CHIT AND CHATTER

Ask Elsie Wilkins why she likes to go with Bud Buchanan.

Mary J Morgan has been seen with Frank Marrs quite a bit.

What's the reason?

We wonder what Barbara Brotherton was doing when she fell off the wagon during the hay ride.

We hear that JL, MC, HAS and RN have to run races on hay rides.

Wanted, a ride in Roger Brumley's Austin. Virginia Carlyle.

A person who drives a small car surely has a way with the women. Ask RB for information concerning this certain thing.

Everyone seemed to think that R. A. Daniel's part in the Soph play suited him just fine. What about it?

Information, please: Lots of girls would like to know why WW will not dance with anyone but Lizzy.

H. D. and Ikey's case seems to be getting along all right. They're still smiling at one another in study hall and elsewhere.

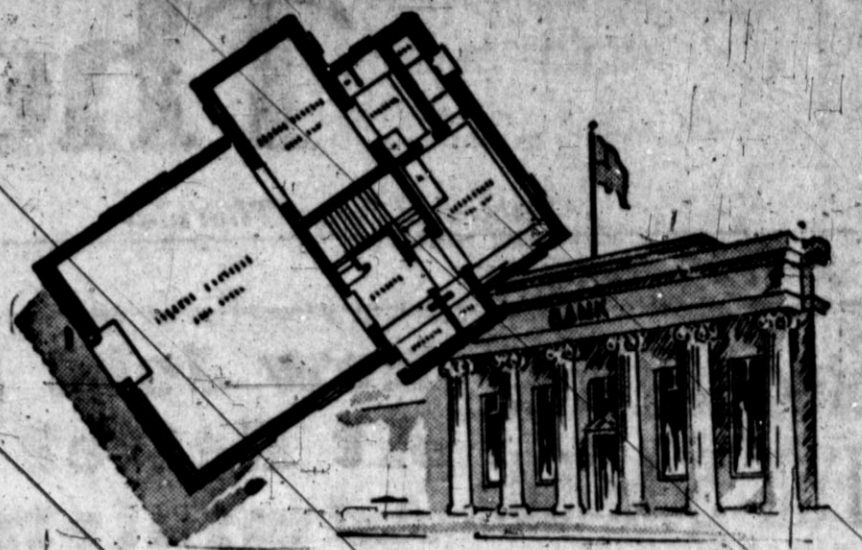
Everyone is anxious to know if Herbert Boardman's want ad brought results.

Have you heard who Mary Turrentine is stuck on? His initials are EB.

Everyone wonders if Buddy Sowell is jealous of Bobbie's boy friend, Donald Hicks.

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

## Brand Want Ads Pay Good Dividends!



## "Blueprint" Banking Can't Be Successful

You can't run a bank along any other lines. Banking must be changed in every community to meet the individual requirements of the people with which it does business. You will find that this bank is adapted perfectly not only to this community but to your individual needs.

## THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed



CARENE IS SAFE Handle It Hold It

AFTER ALL... IT'S SAFETY THAT COUNTS!



It's the most important thing when buying an electric refrigerator to protect your family with safe Carrene, that you can see, smell, handle, without danger or inconvenience. You will like this beautiful Grunow with every "convenience" feature too.

Grunow SUPER-SAFE REFRIGERATOR Kester Jewelry and Optical Company



## Co-Operation

THE BUSINESS ROOTED TO FIRM FINANCIAL resources of a strong banking alliance is nourished with the most advantageous facilities for spreading its progressiveness and enterprise attuned to the era of recovery.

THIS BANK OFFERS ITS SUPPORT AND SERVICE facilities to businesses both large and small who are ready to go ahead on conservative but constructive programs.

## First State Bank

## FOR FULL MOTOR PROTECTION



Say "OK-Drain" - FILL WITH

CONOCO GERM PROCESSED MOTOR OIL

## Modern cars must have oil with extra oiliness

THE development since 1931 of motors of 80 to 180 horsepower has brought about correspondingly increased bearing pressures and crankcase temperatures. Motor manufacturers have turned to new alloy metals of extra strength and durability to meet these new conditions.

For full protection of such motors, you must have oil with enough extra oiliness and film strength to get safe lubrication under extreme pressure and heat.

Yet motor oils generally have no more oiliness and film strength now than they had ten years ago. Some oils have less, because over-refining to eliminate carbon and sludge has robbed them of oiliness and film strength.

There is one exception—Conoco Germ Processed Motor Oil. It, too, is free from carbon

and sludge troubles, as its users know after millions of trouble-free miles of driving. But more important, Almen and Timken machine tests prove it has more oiliness and 2 to 4 times the film strength of any straight mineral oil. That added oiliness and film strength protect your motor under all conditions.

Germ Processing—adding concentrated oily essence to highly-refined oil—gives other valuable advantages. Because Germ Processed Oil penetrates and combines with metal surfaces, a "Hidden Quart" stays up in your motor and cuts down starting-period wear. Germ Processed Oil gives longer mileage with greater motor protection, as proved by the famous Indianapolis Destruction Test.

Say "O.K.—Drain"—fill with Conoco Germ Processed Motor Oil and get full motor protection!



CONTINENTAL OIL COMPANY • Est. 1875



CONOCO GERM PROCESSED MOTOR OIL

From the diary of a couple who had a grand time—



"The Conoco Travel Bureau at Denver sent us a complete plan of our trip—everything we needed and all of it free."



"There were road maps of every state with road conditions and best routes marked, and booklets about scenic and historic points. Hotel and camp directories, too."



"Friendly Conoco service wherever we stopped made it a grand trip, too. You can apply at any Conoco station for this free Travel Bureau service."

# BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

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## A Better Price FOR THE SAME MERCHANDISE

That is what the Moore Independent Oil Company offers. We obtain our Gasolines, Greases and Oils from the same refiners that produce goods offered by other firms. We eliminate the middleman's profit and pass the saving to our customers.

### LOOK, MR. FARMER

We are wholesalers as well as retailers, and can furnish you fuel for tractors and irrigation wells at prices that will surprise you.

## Moore Independent Oil Co.

### Moore Company Offers Gasoline, Oils Cheaper

Since the spring of 1929, the Moore Independent Oil Company has built up a large business with an established clientele that trades exclusively with the company. The firm handles all kinds of oils, greases, lubricants and gasoline as well as distillate, kerosene, gas, oil and other petroleum products. In addition there is a tourist camp and small grocery store, the latter operated for the benefit of guests at the camp.

Troy Moore and his father, M. R. Moore, are partners in the business. Troy is manager. They are independent operators, buying their merchandise direct from refiners in the Panhandle oil fields. The Moore company does both retail and wholesale business, selling the same merchandise as do the chain filling stations and at a lower price. "Our direct buying enables us to cut the middleman's profit and pass the saving on to our customers," Moore pointed out.

Last year the company furnished 14 irrigation wells with all oil and fuels, delivering on a schedule. This year they will handle 20 or more.

"We want to thank the people of Hereford and surrounding area for their patronage during past years and assure them we will continue to give them the same fine service and good merchandise they have received in the past. We want those who have not traded here to give us a try," Moore said.

- HERMAN'S SPECIALS**
- PINTO BEANS, 10-lb pkg ..... 85¢
  - Sorghum, pure East Texas, gallon ..... 70¢
  - CANE SYRUP, Uncle Bob, gallon ..... 60¢
  - CANE SYRUP, Uncle Bob, half gallon ..... 34¢
  - SOAP, White Flyer, seven bars ..... 25¢
  - DYE, three cans ..... 25¢
  - SALAD DRESSING, 8-ounce jar ..... 14¢
  - VANILLA, 8-oz bottle ..... 24¢

### LUKEN'S GROCERY

## \$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

### CONTEST RULES

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

**BOTTLED SUNSHINE**

That is PRAIRIE DAIRIE milk—from tested cows, and bottled under the most sanitary conditions. We deliver our milk to your doorstep just before meal time, chilled and ready to serve. Call 696.

### PRAIRIE DAIRIE

**CREAM O' PLAINS BUTTER**

Has every advantage over cold storage butter, shipped in from distant creameries because it comes to your table FRESH. Made in Hereford of choicest cream, CREAM O' PLAINS is delivered to your grocer fresh.

End More Butter.

### Farmers Creamery Association

**FOR IRRIGATION ENGINES**

We offer the best of fuels at the lowest prices. Mr. Farmer, you can't afford to overlook this opportunity. Come to see us before you buy fuels or oils for your engines or tractors. Our prices will please you.

### Moore Independent Oil Co.

**NEW SHOES FOR MEN**

We have received a new shipment of dressy shoes in plain and novelty models—

**\$2.98 and \$1.98**

Also Friendly Five at \$3.00

"Your Friendly Shoe Dealer"

### D. R. GASS & SON

**ENGINE TROUBLE**

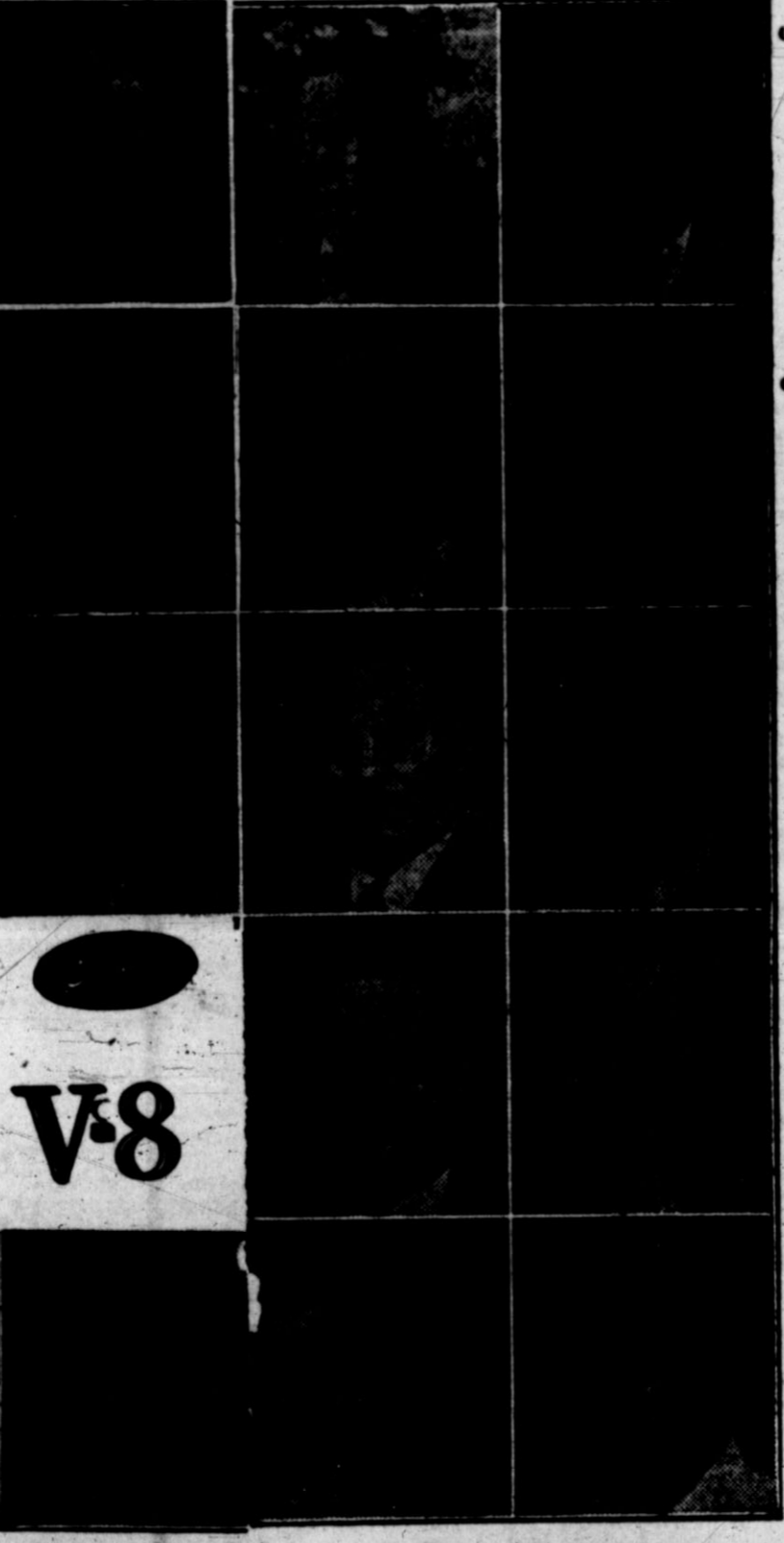
Bothers lots of aviators. But it need not bother anyone living within driving distance of our shop. And that means any kind of engine—be it auto, tractor or irrigation engine. Let us do that overhaul job.

### BEAMS & MARRS

**WASHING MACHINES**

We have all models of Maytags on the floor and are equipped to give you repair service of any nature. If your Maytag is not running right, call us—we guarantee our work. P. S. Don't forget that Subsoiling your ground pays big dividends.

### M. D. WOMBLE, Implements



**TIMELY SPECIALS**

- Students' Permanents ..... \$1.00
- Vigorel Scalp Treatments ..... \$1.00

(This includes shampoo and wave.)

Get your hair in good condition. The dry weather and the dust have been very hard on the scalp and hair. We are equipped to give you extra good treatments. Try them and you will be pleased.

### MORENE'S BEAUTY SHOPPE

**PROPERLY CLEANED**

There is a big difference in cleaning and pressing service. We feature the best—the only kind that will give our customers lasting satisfaction. Your finest clothes will receive our most careful attention and will be returned to you like new.

### WEST TAILOR SHOP

**PLUMBING AND HEALTH**

Are closely related. Your home is healthful in direct proportion to the efficiency of the plumbing. Its spring cleaning time and the cleaning will not be complete unless it includes an inspection of the plumbing. Call us at 160.

### DICK ROUNTREE

**THE FLIES ARE COMING**

Better let us see about your screens. We can repair them or put in new ones. Our specialty is wood work. Talk to us about any furniture you need.

### W.D.M. RAYZOR WOODWORK

**AUTOMOBILE ECONOMY**

Goes hand in hand with the Ford V-8 for 1935. Low oil and gasoline consumption make it one of the cheapest cars to operate. It's all-steel body and safety glass all the way around make it an extraordinarily safe car to operate.

### HEREFORD MOTOR COMPANY

**SAY BETTER LUBRICATION**

—and you will always get Conoco Germ Processed Motor Oil. It never fails to give satisfaction, in mileage as well as motor protection. Try it—also Conoco Bronze Gasoline—we know you will be pleased.

### Woodford Service Station

The THIEF of Time

**PROCRASTINATION**

keeps many people from looking after their health problems. Delays are dangerous. It will pay you to investigate our CHIROPRACTIC HEALTH SERVICE.

PHONE 341

### DR. J. W. HENDRIX

**BABY CHICKS**

We have lots of chickens on hand from a few days old to friers. We are still setting the incubator. Eggs received on Wednesdays and Saturdays. Our chicks come off strong and healthy. We know how to care for them.

### HILLSIDE HATCHERY

Phone 70-W.



ANOTHER BIG  
DEL MONTE  
FOOD SALE AT  
PIGGLY WIGGLY

ASSURED  
QUALITY  
WITH  
POSITIVE  
SAVINGS

# FOODS SALE

SALE WILL OPEN  
FRIDAY AND LAST  
THROUGH SATURDAY  
2-BIG DAYS-2

## DEL MONTE SPINACH



- Del Monte PIMENTOS Four-ounce can, 3 for ..... 25¢
- Del Monte CHILI SAUCE Large bottle ..... 23¢
- Del Monte RIPE OLIVES No. 1 can ..... 25¢
- Del Monte ROYAL ANNE CHERRIES No. 2 1/2 can ..... 29¢
- Del Monte ROYAL ANNE CHERRIES No. 1 can ..... 19¢
- Del Monte TUNA FISH No. 1 flat can ..... 22¢

## DEL MONTE CORN



- Del Monte GOLDEN BANTAM Tall can, each ..... 17¢
- Del Monte COUNTRY GENTLEMAN Tall can, each ..... 17¢
- Del Monte WHOLE KERNEL 15-ounce can ..... 17¢
- Del Monte FRUIT SALAD No. 2 can ..... 21¢
- Del Monte PEARS No. 2 1/2 can ..... 25¢
- Del Monte APRICOTS No. 2 can ..... 19¢
- Del Monte APRICOTS No. 2 1/2 Can ..... 25¢
- Del Monte CATSUP 14-ounce bottle ..... 19¢

## DEL MONTE ALASKA SOCIETY SALMON



- Del Monte RED SALMON No. 1 tall can ..... 22¢
- Del Monte SALMON STEAK No. 1/2 can ..... 22¢



- Pound .... 33c
- 2 Pounds .. 65c

If you want fine foods - we have them

All Prices On Del Monte Goods Are Reduced For the Two Days Of This Sale!



DEL MONTE SPECIAL SALE!



- Del Monte SLICED PEACHES 8-ounce can, 3 for ..... 25¢
- Del Monte SLICED PEACHES No. 1 can, each ..... 14¢
- Del Monte SLICED PEACHES No. 2 1/2 can, each ..... 21¢
- Del Monte HALVED PEACHES No. 1 can, each ..... 15¢
- Del Monte HALVED PEACHES No. 2 1/2 can, each ..... 21¢
- Del Monte CLING PEACHES 8-ounce can, 3 for ..... 25¢

## DEL MONTE PEAS



- Del Monte GRAPEFRUIT JUICE 3 cans ..... 25¢
- Del Monte APRICOT JAM Five-pound can ..... 63¢
- Del Monte PEACH JAM Five-pound can ..... 63¢
- Del Monte STRAWBERRY JAM Five-pound can ..... 89¢
- Del Monte DRIED PRUNES Two-pound package ..... 25¢
- Del Monte FRESH PRUNES No. 2 1/2 can ..... 19¢

## DEL MONTE ASPARAGUS

- Del Monte EARLY GREEN No. 2 can ..... 23¢
- Del Monte PICNIC MEDIUM No. 1 can, 2 for ..... 35¢
- Del Monte MEDIUM WHITE No. 2 can ..... 27¢

## DEL MONTE Pineapple and Juice



- Del Monte SLICED PINEAPPLE No. 1 can, 3 for ..... 25¢
- Del Monte SLICED PINEAPPLE No. 2 can, each ..... 19¢
- Del Monte PINEAPPLE JUICE No. 1 can, each ..... 10¢
- Del Monte PINEAPPLE JUICE No. 2 can, 2 for ..... 29¢
- Del Monte CRUSHED PINEAPPLE No. 1 can, 3 for ..... 25¢
- Del Monte CRUSHED PINEAPPLE No. 2 can, each ..... 19¢

## GALLON FRUITS

- Apricots ..... 55c
- Prunes ..... 31c
- Peaches ..... 49c
- Blackberries ..... 44c
- Plums, Greengage ..... 39c

## WHEATIES Shirley Temple Bowl FREE, 2 packages

- BAKING POWDER K. C., 50c size ..... 29¢
- OATS Mother's, package ..... 28¢
- BORAX 3 small packages ..... 10¢
- MAPLE SYRUP Worth's, half gallon 38¢, gallon ..... 69¢

## LINIT STARCH One package FREE-2 packages

- One package FREE-2 packages ..... 18¢
- KREMEL DESSERT One package FREE-3 packages ..... 15¢
- SARDINES 3-tall cans ..... 25¢
- CHILI, Walker's Austex 3 No. 1 cans ..... 25¢

## GOLD MEDAL FLOUR



- 25-Pound Sack ..... \$1.03
- 48-Pound Sack ..... \$1.98

HY-PRO Quart 17¢  
Cleans, bleaches and whitens the clothes. Removes stains, mildew and scorch. Use as disinfectant and deodorant.

Large Box 19¢  
MELO

## SANI-FLUSH

NEW SIZE Three Cans ..... 25¢

## KRAFT PRODUCTS

- MIRACLE WHIP Quart ..... 37¢
- MIRACLE WHIP Pint ..... 23¢
- VELVEATA CHEESE ..... Half Pound
- AMERICAN CHEESE ..... Half Pound
- PIMENTO CHEESE ..... Half Pound
- TWO FOR ..... 35¢

## FRESH FRUITS AND VEGETABLES

- ORANGES Small, juicy, 2 dozen ..... 25¢
- GREEN BEANS Fresh, 3 pounds ..... 25¢
- NEW POTATOES 4-pounds ..... 25¢
- ONIONS Bermudas, white, 4 opunds ..... 25¢
- STRAWBERRIES Fresh, Louisiana, 2 boxes ..... 29¢
- CUCUMBERS Fresh, 3 pounds ..... 25¢

Blue Barrel Soap 6 Bar ..... 25c

Blue Barrel Flakes 5-Pound Box ..... 33c

- RAISINS Four-pound package ..... 29¢
- VANILLA Eight-ounce bottle ..... 19¢
- MUSTARD Pure, quart jar ..... 17¢
- TUNA FISH Two cans ..... 25¢
- COCOA One-pound can ..... 10¢
- OLIVES Plain, quart ..... 35¢

FRANK GYLES  
MANAGER  
PHONE 81

Hereford, Texas

# PIGGLY WIGGLY



# Specials for This Week

Friday and Saturday Specials

SHERDED WHEAT, 2 boxes	25c
COFFEE, Texas Girl, 1 lb 21c, 3 lbs	60c
MATCHES, carton	22c
APPLES, gallon	33c
CRACKERS, 2-pound box	20c
BROOM, good one	40c
STARCH, Faultless, small size, 3 for	25c
SOAP, Palmolive, 3 bars	14c
OATS, Highland, large package	18c
BAKING POWDER, Calumet, 1 pound	23c
SOAP, P. and G., regular size, 6 bars	18c
CORN FLAKES, 2 packages	19c
CATSUP, 14-ounce bottle	13c
SYRUP, Brer Rabbit, gallon	55c
PORK and BEANS, Phillips, No. 2 1/2 can, 2 for	25c
RICE, Comet, 12-ounce package, 2 for	15c
WASHING POWDER, Gold Dust, small, 6 for	15c
STRING BEANS, nice, 3 pounds	25c

## Texas Market & Grocery

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

## Burning, Overgrazing Wind Erosion Causes, Dr. Finnell Believes

COVER CROPS MUST BE MAINTAINED TO HOLD SOIL IN PLACE

Note: This is the second of a series on the causes and control of wind erosion, a paper prepared by Dr. H. H. Finnell, head of the Federal Erosion Project at Dalhart.

By Dr. H. H. Finnell.

(Continued from last week)

To maintain an adequate vegetative cover in the form of erosion resisting residues from productive crops, unusual measures are justified to prevent burning off of stubbles and the overgrazing of stalk fields. Some of the worst cases of wind erosion to be found in the Panhandle area are directly traceable to these two destructive practices. Rank wheat stubble has often been burned because of the mechanical difficulty of working it into the soil and because of the temporary fertility depression that follows. There is no denying these two objections but they are more than compensated by the protection of the soil from wind erosion. In addition to this, the presence of organic matter in the topsoil has been definitely proved to increase the rate of absorption and the water holding capacity. If a drouthy season follows, this advantage more than offsets the fertility depression.

If another favorable season follows the opposite is true, but the odds against two bumper crops in succession are too high to gamble on when the cost includes a serious risk of soil exposure to erosion. Another practice that has resulted in just as disastrous consequences is that of selling out stalk fields to outside herders who almost invariably leave the cattle in the field until the last scrap of vegetation has been consumed. Moderate stalk field grazing should be practiced for the benefit of farm livestock, but in any case a careful watch should be kept to remove them when the effectiveness of the ground cover is threatened.

Where sorghum crops are cut with a binder to make roughage removed from the field for feeding purposes one of two precautions should be taken. A uniform stubble one foot high may be left or regular strips four to six rows wide may be headed and the intervening space of 20 to 30 rows harvested for forage. A good stand of any of the sorghum varieties will give soil protection from the wind if adequate stubble height or frequency of strips is insured, but those varieties of profuse stooling habit make the best cover.

The disposition of erosion resisting residues should be accomplished according to the circumstances of the season. Heavy wheat stubble and thick stubbles of close drilled sorghums left one foot high may be worked into the surface soil as soon as convenient. They will offer a prolonged resistance to blowing even with a relatively smooth surface exposure, though lister tillage may be preferred for other reasons. The stubble or strips left after a row crop has been harvested should remain untouched as long through the winter as their effectiveness in that condition holds out or until seasonal conditions warrant

the beginning of preparations for the ensuing crop.

When erosion non-resisting crops like corn are desired, strip cropping with a suitable sorghum becomes necessary. If the crop is being grown on light sandy soil which does not require contour tillage for runoff conservation, the rows may run counterwise to the prevailing winds, but a closer spacing of the erosion resisting strip is recommended than where contour tillage is followed. The wind-break strips should not be less than four rows wide, but may be wider depending on the number of rows listed or cultivated at one time. Common yellow milo with the grain headed and the tall stubble left standing makes an ideal variety for this purpose though other varieties can be well used. The width of main crop strips under severe conditions should not be wider than 20 rows but this can be varied with experience according to soil type, direction of rows and type of crop involved.

Where both drilled and rowed crops are produced on the same farm and it has been found convenient to strip the terraced fields to provide length of row for cultivated crops, an additional advantage can be had by using a winter grain in the drilled strips and triangles. This reduces to a fine point the application of a principal of crop diversification which experiment has shown to be especially useful in the semi-arid Southwest. No systematic cropping plan either of continuous culture or rotation has been discovered which can equal in economy of production a flexible cropping plan which takes into consideration the initial soil moisture and fertility conditions of individual fields at each successive planting period of the year. So if provision is made for the utilization of every adapted crop type as seasonal opportunity affords and the sowed and rowed crops are selected from the winter and summer groups as above, the surety of protective cover in any one field is greatly increased.

Otherwise the variable cropping plan would necessitate the more frequent use of emergency cover crops, unless extreme precautions in residue conservation were observed. The increased dependability of production under the variable system somewhat offsets the reduced frequency of cropping, from the standpoint of maintaining a vegetative cover.

Where the normal residues of productive crops are depended on, the loss of cover may be expected, but can be excused only if the result of drouth. Overgrazing, misuse and burning of residues must be avoided strictly. The loss of vegetative cover as a result of crop failures due to drouth can be treated in two ways. First and foremost in importance is moisture conservation which affords an opportunity by advance preparation to avoid or modify crop failures.

Second, and supplementary to moisture conservation, is the planting of off-season emergency cover crops. This is a measure which should not be resorted to unless the residues of normal crops bolstered up by moisture saving fail to give the needed continuance of vegetative cover, but should always be held in reserve in case of such emergency.

**Moisture Conservation.**  
On deep sandy loam soils the utilization of moisture for crop production is naturally most efficient and little if anything can be done mechanically to increase it. However, on loam soils and to a greater extent on silty clay loam soils there is a constant opportunity to increase the available moisture supply by conserving runoff water. Rainfall records and runoff observations show that these losses occur even in years of the worst drouth. It has often happened that the only effective rain of an entire crop season is one of excessive character. Sometimes the entire moisture supply falls during the preparatory period and when a portion of this is of excessive character the importance of increasing the quantity stored in the subsoil is great.

Considered from the viewpoint of wind erosion control it is almost as important to have a uniform distribution of moisture supply within a field as to achieve any measure of total conservation. A drouthy knoll or slope or just a few acres may start erosion that will spread as a menace to well watered parts of the same or adjacent fields.

This terracing and contour tillage, which have been demonstrated capable of increasing the average soil moisture supply about 25 per cent under High Plains conditions on heavy soils, become a very material support to the vegetative program. This type of soil management results in saving water

for productive purposes at the point of origin where it is most often needed to help bridge the drouthy periods in the maintenance both of economic stability and a vegetative cover for erosion prevention.

In the area of 20 inches average annual rainfall or less all terraces on gently rolling and nearly level land should be made level with closed ends and high enough to back water up to the base of the next terrace. The most practical interval adjustment can be determined by linear spacing or terrace area rather than by vertical spacing. The average distance between terraces on silty clay loam soil to be used mainly for small grain growing which is best suited to plains farming methods is 125 to 150 feet. On typical areas of this soil type the vertical interval should range from 40 to 100 feet, the effective height of the terraces being adjusted accordingly. Where unusual unevenness occurs a small area of a field splice, terraces should be introduced where the distance exceeds 250 feet and sections eliminated where the distance falls below 75 feet.

All terraces thus ending in mid-field must have closed ends the same as those abutting the edge of the field. It sometimes becomes necessary to change the vertical interval within a field but not often. The things to keep in mind on the High Plains is that the terrace is designed to retain the water that falls within a given area. Dealing with slopes that average less than one per cent, relatively small variations in slope cause extremely wide variations in linear spacing where a fixed vertical interval is followed. This fact together with the importance of a uniformly spaced water belt distribution makes adjustment of vertical interval and terrace height more desirable than disregarding the distance between terraces.

The cross section suited to wheat farming is low and broad. Particularly important is a broad crown which facilitates maintenance under wheat growing machinery. A properly built wheatland terrace can be cultivated and drilled upon the same as any other part of the field and maintained with one annual turn of the one-way disc plow around the terrace throwing soil back on the terrace.

Contour listing of wheat stubble is recommended in preparation for the next crop when it can be accomplished within one month of harvest under favorable soil moisture conditions. Ample July rainfall would be considered an invitation to list. Below normal July rainfall would indicate best results from shallow level tillage. All listings of terraced wheat land should parallel or nearly so with the terraces so that no lister furrow lies in a grade sufficient to bring a head of water against the terrace. Otherwise an unusual amount of terrace maintenance will be required to keep the system in effective condition.

Terracing of loam type soils used for diversified farming should be done in the same fashion as described for wheat land excepting that a distance of 150 to 200 feet between terraces makes a terrace area giving rise to no more surface runoff than the narrower area recommended for heavier soil. If row crop production alone is to be practiced on loam soil

(Continued on last page)



# 1¢

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Listen to the RADIO

**FOUR MAY**  
**BIG DAYS 1, 2, 3, 4**  
**Corner Drug Store**

NO MIDDLEMAN IN THE PLAN YOU GET THE SAVINGS

SEE IT—RIDE IN IT!

The Master Deluxe

# CHEVROLET

THE FIRST ONE IN THE PANHANDLE

Three Solid Carloads

OLDSMOBILES—CHEVROLETS

More Coming—All Body Models

SEE THEM TODAY!

We Also Have Some Good

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WE INVITE YOU TO INSPECT

OUR SHOP

We have just installed a lot of new machinery and can now take care of service jobs on all cars, especially Chevrolet and Oldsmobile. Our boys know how.

# BRUMLEY CHEVROLET CO.

## Remember Mother

WITH A GREETING CARD



Scores to Choose From  
See our selections! You're almost sure to find just the sentiment and design you're looking for. Attractive illustrations.

2 for 5¢ - 5¢ - 10¢  
15¢ and 25¢

With a Motto  
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Variety of Sizes

15¢ 29¢ 35¢

The famous "Whistler's Mother" attractively reproduced makes a lovely gift. Mottos come in swinging frames. Many Other Attractive Gifts are HERE!

**KELLOGG'S**  
5¢ to \$1.00 STORE

## spring is here



We have just received  
a new shipment of

### BATISTE and EYELET DRESSES

They Are Cool and Colorful

**\$1.69 \$1.98 \$2.98**

EYELET SUITS  
JACKET MODELS ..... **\$5.95**

We Have New Cotton Prints for \$1.00

**Sprolws & Cronin Company**



## THE NEW 1935 DODGE

The Utmost In Economy—That's What This New Value Dodge Is!  
More room, more comfort, greater safety and economy than any car at near its price—and it's modern, too.

Let this New Dodge save you from ten to twenty cents on every dollar you spend for gas and oil.

Coupe \$825 Sedan \$915 2-Door Sedan \$870

Delivered, Fully Equipped.

**Ireland-Beavers Motor Co.**



# Sweets To The Sweetest. Candy For Mother

We have a shipment of fresh Candies—Whitman's and Alice Blue—especially packed for Mother's Day, which is Sunday, May 12. Make Mother happy—she deserves it.

## TEMPTATION ICE CREAM - IDEAL MOTHER'S DAY DESSERT

Have our home-made Temptation Ice Cream for dinner or any other meal. It will be a treat for Mother as well as the rest of the family.

Our stock of drugs is complete always. We have special prices every day that makes buying here an economy.

**CITY DRUG STORE**

QUALITY AND SERVICE—PHONE 100

### Summerfield News

**MAUD E. NOLAND**

Due to bad weather there was small attendance at Sunday school. There was no BYPU because of the revival in Hereford.

"The Prince of Liars" will be given Friday night, May 10. Admission 10 and 15 cents.

Friends of Lee Kendall will be glad to know he has been moved from the hospital to the home of his son, Joe Kendall, and is much improved.

J. D. Story is visiting relatives in Canton, Illinois.

Several from this community attended the senior play in Hereford Friday night.

William and Pat Nell of Merkel arrived at the home of their sister, Mrs. B. E. Roberson, Tuesday. William returned home Thursday, Pat remaining for a visit.

Mike Huckert took his brother, Louie, to his school in Amarillo Monday. Mr. and Mrs. Chas. Noland accompanying them.

Pearl Pracher had measles last week.

Mr. and Mrs. Ky Lawrence and Beatrice were in Amarillo Saturday.

Albert Schulz is working for Tom Oarter at Vega.

Ruth Lookingbill was a dinner

guest of Vendell Brooks Wednesday.

Rev. J. B. Booker and family, M. M. Hanna and family of Turkey visited in the J. R. Oglesby home last Thursday.

J. W. Vines of Black is visiting his brother, Wilson, here.

Mr. and Mrs. Wilson Vines were guests of Mr. and Mrs. Gandy at Wyche Sunday.

Mrs. Jack Streun was honored with a lovely bridal shower in the Will Schulz home Friday afternoon. Yellow and white colors were carried out, the bride's chair having a yellow and white umbrella over it. After the games, Mrs. Chas. Noland read Mistakes of a Bride. Miss Jessie Schulz played Showers of Blessings, and gifts were poured over the umbrella. Refreshments were served to Mrs. Bob Lance, L. L. Cannon, O. B. Roberson, Lee Curry, J. A. Noland, Chas. Noland, L. H. Lookingbill, B. E. Roberson, Guy Walsler, Ky Lawrence, B. N. Green, D. C. Walsler, W. E. Hawkins, Jack Streun, J. C. Lance, Earl Lance, S. L. Walsler; Misses Eva Green, Christine Atchley, Ruby Thompson, Oleta Bowling, Mabel Cannon, Maude Noland and the hostesses, Mrs. Schulz and daughters.

### Here and There

**BY MRS. C. B. TICE**

The community was saddened last Wednesday by the death of Mrs. J. E. Springer, who died at 4 p. m. Funeral services were held in the Methodist church at Hereford, Rev. Willett officiating. Besides her husband she leaves four small children, a large number of relatives and friends to mourn her loss. The community extends sympathy to the bereaved.

Messrs. and Mmes. C. E. and J. P. Gatlin and W. S. Dixon attended the Tri-County Singing Convention at Farwell Sunday.

Frankie and Mary Sue Whitaker were out of school last week with measles.

A. T. Jones was a Clovis visitor Friday.

John Paetzold installed a new engine over his irrigation well last week.

Mr. and Mrs. Haskell Benson were in Amarillo last Wednesday.

Mr. and Mrs. Harvey Dixon of Lockney were recent visitors in the parental W. S. Dixon home.

Miss Jamie Nowak spent the week end with her parents, Mr. and Mrs. Joe Nowak.

M. D. Welty was a Dimmitt visitor Thursday.

C. E. Sparks and children and Miss Leatrice Benson of Comanche, Okla., spent the week end in the J. N. Benson and J. E. Andrews home.

Guy Ham and Curt Streun were in Dimmitt last Monday.

The Energetic club met at the Cogdell home Friday, with Mrs. C. E. Gatlin hostess. Eleven members and two visitors, Mmes. Gentry and Griffin, were present.

Mrs. Stanley White spent last Thursday in Hereford.

Elmer and Geo. Streun returned last week from Carnegie, Okla., where they took their parents, Mr. and Mrs. Fred Streun, who will spend the summer there for the benefit of her health. She was well when they left for home.

Messrs. and Mmes. J. E. Andrews, H. Benson, Jodie Benson, Elmer Jones, Chas. King, Owen Andrews, Ruby, Alma and Henry Andrews, C. E. Sparks and children, Miss Leatrice Benson spent Sunday in the J. N. Benson home.

J. J. Lindsey was in Roswell last Thursday.

Joe Nowak and Fatty Brown were in Dimmitt Thursday.

LaVonne Linsey was quite ill the first of the week.

A number from here are attending the revival in Hereford.

Messrs. and Mmes. K. F. and W. A. Campbell, and Mrs. Jane Dayberg returned Thursday from a two weeks visit at Abilene and Crosbyton.

The Gatlins are putting in an irrigation well. They have dug down 40 feet and will go the rest of the way to water with a drill. Buster Greer is now stationed in the CCC camp at Phoenix, Ariz.

### Messenger News

**BY ESTELLE WILLIAMS**

Pretty weather Sunday brought 32 out to Sunday school. Visitors always welcome.

Mr. and Mrs. C. T. Reece of Bippus were dinner guests in the L. M. Turner home Sunday.

Mr. and Mrs. H. L. Agee and children were supper guests in the Homer Sharp home Sunday.

Marie Smith is on the sick list this week.

Shoppers in Hereford Saturday were Mr. and Mrs. Bill Shater, Frank Wilder and family, S. I. Riggs and wife, Taylor Oglesby, Mr. and Mrs. Homer Sharp and children, Mr. and Mrs. L. M. Turner and children, Mr. and Mrs. L. M. Williams and children. Mr. and Mrs. G. W. Wells also moved to Hereford last week. We regret to lose them from this community, and wish them well in their new location.

Miss Mildred Turner who is working in Hereford spent the week end with her parents, Mr. and Mrs. L. M. Turner.

### Easter Items

**BY LOUISE FRYE**

Because of inclement weather there was no Sunday school last Sunday.

EHD club met with Mrs. Fred Walton last Friday.

Richard Chambless and Chas. Frye celebrated their birthdays last Friday by taking their birthday cake to the school house and sharing it with children of the community. Miss McClure directed the children in an hour's play after school.

Mr. and Mrs. E. O. Pizon and sons attended church services in Hereford Sunday evening.

Aubrey Epperson and Miss Emerald Smith were guests in the Pat Hardy home Sunday.

Luke Medley of Abilene visited Wednesday night with his father, R. H. Medley, returning to his home Thursday.

Most of the farmers in this community received erosion money and are busy getting their fields worked.

Mr. and Mrs. Carl Frye and family visited Sunday evening in the home of Miss Mattie Woodburn in Hereford.

Miss Vay Allen and Mrs. Roy Durant were on the sick list the past week.

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-B 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, 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.

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, Deaf Smith County, Texas.

## 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.

## Credit

### A REAL CONVENIENCE

Once you are without credit, you realize its great advantages. Pay your bills when due and protect your good name.

Credit is yours to always enjoy and you have the satisfaction of knowing that you are playing fair.

**PAY BILLS BY THE 10th**

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

## Until May 15

### WE WILL CONTINUE OUR LIBERAL RANGE TRADE-IN ALLOWANCE

This extraordinary opportunity to get a high price for your old kitchen range is extended 15 more days. Prices of the new WALDORF ELECTRIC range from \$74.50 to \$99.50. We offer not only the trade-in but also terms to suit your convenience.

And remember—the new Ultimate Rate makes electric cooking cost you little, if any, more than present electric service bill.

**Texas Utilities Company**

## Will Warm Weather Find Your Car READY?

You had better drive into our shop today and let us check your—

- BATTERY
- RADIATOR
- LIGHTS
- GENERATOR
- SPARK PLUGS
- CONNECTIONS
- WATER PUMP

Adjustments need to be made on all these items in order to assure good performance in hot weather.

**Willard SERVICE STATION**

### Dean News

**BY MARY LOUISE DEAN**

Take Produce to Carl's Gro. if Next Sunday Rev. Paul Collins of Hereford will fill his appointments in the morning and evening.

Miss Mary Chambers spent the week end with her mother in Canyon.

Miss Inez Miller was a week end guest in the home of Mr. and Mrs. P. H. Barnes in Sudan.

Miss Pauline Griffith of Happy was a recent visitor in the home of her sister, Mrs. R. A. Frye.

Miss Vera Crawford of Canyon visited in the home of Mr. and Mrs. H. H. Miller Monday.

Miss Osce Lou Hamlin was a guest of Lois Harris Thursday.

Mrs. Lizzie Harris and son were in Amarillo Friday.

Mr. and Mrs. L. A. Smith have been attending the revival at the Baptist church in Hereford.

Mr. and Mrs. L. N. George were in Canyon Saturday.

### Black

**BY MISS NOBLE M'LEMAN**

Take Produce to Carl's Gro. if Rev. Lindley of Bovina was here to fill his appointments Sunday, but owing to other arrangements there were no services.

Dennis Ray and family of Amarillo were week end guests of his mother, Mrs. Mary Ray.

Eva Settle of Friona spent Friday night with Juanita Welch.

Miss Ann Vandiver of Wichita Falls is here visiting her brother, Cecil Vandiver and wife.

Marine and Margot McLean and Juanita Welch members of the sophomore class of Friona, spent Saturday at Palo Duro Canyon.

This community was saddened Saturday night by the death of Mrs. A. C. Hays, after a brief illness of a week. A more complete account will be found elsewhere in this paper.

## Thursday, Friday, Saturday / Penney's!

# LIMIT DAYS

The Limit in Value / Come Early!

**HOME SEWERS!** We have just received hundreds and hundreds of yards of new Spring Wash Fabrics. It is smart this year to be in Print! Printed Fabrics are the order of the day. New printed Cords, Voiles, Lawns, Organdies, Seersuckers await you in our Piece Goods Department. See them today.

**Printed Seersuckers**  
Sheers, summer favorites. Gay colors. 36" **39¢**

**36" WHITE PIQUE**  
Narrow waist—the top for smart trims! **29¢**

**New Cotton Fabrics**  
Right for any type of dress. Wide selection. **39¢**

**Printed Cord Fabrics**  
Color Fast! **39¢ yd**  
Gay and colorful! Diagonals, stripes, novelties, plain colors. 36 inches!

**"Personality" Printed VOILES**  
Fast-to-Washing! **39 In!**  
**15¢ yard**  
A fitting name... you'll agree! Each piece has personality plus! You'll find a dozen or so of the season's newest patterns and colors. You'll want variety!

ADDED SPECIALS FOR limit days—

**1000 YARDS NOVELTY SCRIMS and MARQUISSETTES!**  
Close out of mill end short lengths. A real buy! Special for LIMIT DAYS

**9c**

**200 ONLY Men's Blue Chambray WORK SHIRTS**  
Full cut and made to our rigid specifications of quality. A real value that no man will want to miss. Special for limit days, each—

**39c**

**500 PAIRS MEN'S Weight Blue Denim OVERALLS**  
Men, here is a real buy. Specially priced for limit days to close out. Stock up at this low price. Pair—

**49c**

**50 PAIRS MEN'S High Quality Dress OXFORDS**  
Close out of odds from higher price ranges. Solid leather shoes. A real value. Limit days price, pair—

**\$1.98**

**PRINTED PIQUES**  
Seldom-seen designs in lively colors. 36" **39¢**

**COTTON PRINTS**  
39" wide! Aces in fashion! Big selection! **25¢**

**New Wash Fabrics**  
In lawns, voiles, seersucker. Fast color. 36" **19¢**

**No-Tone Dress Prints**  
36 inches wide! **10¢ yd.**  
Stripes, checks, plaids, novelties! Buy on handkerchiefs, too!

**36 Inch—Bluebonnet PRINTED BATISTE**  
New Color-Fast Patterns! **15¢ yard**  
Charming—in its daintiness! Look fresh—feel cool! Plan frocks for the youngsters—a dress or two for yourself. Many patterns. All fast to washing!

# PENNEY'S

J. C. PENNEY COMPANY, Incorporated  
HEREFORD TEXAS



**Westway Items**  
(BY WILMA SKYPALA)

Mr. and Mrs. F. W. Dodson and Mrs. Dodson spent the week end with home-folks at Olton.  
Mrs. W. J. Oden of Halfway

**DON'T BUY HOUSE PAINT ON PRICE ALONE**

Price per gallon alone does not determine the cost of paint. The actual number of gallons used, and the number of years it wears—these things determine the actual cost of painting. That's why it pays to choose LOWE BROTHERS HIGH STANDARD House Paint. For HIGH STANDARD covers more surface per gallon and wears years longer! Let us tell you why.

**R. H. KEMP**  
Lumber Company

**BUSINESS AND PROFESSIONAL DIRECTORY**

**THE CHOCOLATE SHOP**  
Plate Lunches  
Sandwiches  
Cold Drinks, Candies  
Magazines.

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

**DR. T. L. MORGAN**  
Physician and Surgeon  
Above Corner Drug Store  
Office Phone 463  
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**INSURANCE**  
**JNO. H. PATTON**  
PHONE 30

**Dimmitt News**  
MRS. BUCK WOOD

Mr. and Mrs. Lester Cooper spent several days last week with relatives in Dill, Okla.  
W. H. Hulien of Raton, N. M., visited relatives in Dimmitt last week. Miss Edna Lee Biggs returned home with him to spend several days with Miss Marie Hulien.

Mrs. J. H. Gollehon left Saturday for Chillicothe where she will be at the bedside of her brother who is seriously ill.  
Miss Jonny Beth Tate was in Plainview Saturday.  
Mrs. Alta Goodman was in Amarillo Thursday.

Mr. and Mrs. R. H. Crump and son, A. B., were Dimmitt visitors Monday.  
The Senior class of Dimmitt High school spent the week end in Carlsbad and El Paso. Herman Troutman and Mrs. Sammie Carroll accompanied them. The following students are in the class: Claude Waggoner, Decimae Ramsey, Katherine Hardy, Florene Houtchens, Pauline Duran, Christine Bagwell, Mary Joe Tarpley, Emily McLean, Tiva Mae Wright, George L. Music, Robert Slinger, Geo. Simmons, J. G. Davis, James Barron, Jay Winters, Buck Tate, Pat Hyatt, Ladell Lanham, Audice Rippey, Leo Waggoner and Vaden Coventry.

Mr. and Mrs. Fisher of Silverton spent Sunday with Rev. and Mrs. Joe Strother.  
Mr. and Mrs. Houston Hullin, Mr. and Mrs. Cullen Butler, Mrs. Ione Ray and Miss Micoela Lile were Clovis visitors Monday.  
Mrs. Truitt Boothe, Mrs. J. M. Wright and Dan Boothe motored to Plainview Tuesday to take James Boothe to the train to Temple where he will enroll in school.  
Miss Koma Hyatt spent the week end in Dimmitt.

Mrs. L. D. Parker and children spent several days last week with her parents in Farwell.  
Mr. and Mrs. E. B. Wright spent the week end in Lubbock with her father, who is ill.  
Mr. and Mrs. Andrew Murphy and little son of Muleshoe spent Sunday with Mr. and Mrs. Chas. Hastings.

Mr. and Mrs. Rayford Ricketts visited her mother, Mrs. W. M. Mezert, in Hereford Sunday.  
Mrs. Odie Hudson and Mrs. Stevenson of Happy visited Mrs. E. C. Hudson Friday.  
Mr. and Mrs. Leland Lee made a business trip to Amarillo Monday.

Mr. and Mrs. Houston Hullin returned home Friday from a several weeks visit in Dill, Okla. Dub Williams came home with them for a visit.  
Mr. and Mrs. Floyd Williams spent last week in Hart.  
Mrs. Raymond Wilson returned home Sunday from a week's visit with her parents in Snyder.  
Miss June McCowan was in Amarillo Tuesday.

The Methodist choir of Clarendon presented an Easter cantata at the Dimmitt Methodist church Sunday night. It was enjoyed by a large audience.  
Charlie Harris made a business trip to Amarillo Saturday.  
Mrs. Wade Dent and children spent several days last week with her parents at Sunnyside.  
Mr. and Mrs. Gano Hastings left last week to make their home in Athens.

Mr. and Mrs. Purvis Daniel and little daughter left Wednesday for Marlin where he has employment.

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

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

**THE HEREFORD BRAND**  
For  
**JOB PRINTING**

**Progressive News**  
BY OLIVE PERKINS

Mr. and Mrs. J. E. Blakemore and sons attended the senior play at Hereford Friday night.  
Mr. and Mrs. Ray Hershey spent Sunday with Howard Hershey and family at Hereford.

Mr. and Mrs. Clarence Botts and sons visited her parents, Mr. and Mrs. Vicks, Sunday.  
Mrs. Clyde Russell and son visited her sister, Mrs. Luke McBrayer, over the week end.  
Several children in the neighborhood are having German measles and whooping cough.

Teachers, patrons and pupils held their annual picnic at the City Park south of Hereford last Friday. A delicious picnic dinner was enjoyed at the noon hour. The afternoon was spent visiting and playing games.  
Mrs. Ira Ricketts, Ira Jeanne, Mrs. Clyde Russell and Robert visited Mrs. Luke McBrayer last Friday.

Mrs. Ira Ricketts, Clyde Russell and Ira Jeanne visited Mrs. W. A. Ricketts at Hereford last Wednesday.  
Leatrice Benson, who lived northeast of Progressive, was in town Saturday. She has been staying at Comanche, Okla., with

her sister and family. Miss Leatrice has decided to make Comanche her home.  
Miss Lilla Short, Wayne Kimmins and Evelyn Arseneaux, teachers of Progressive and Higgins schools, left for their home last Tuesday. Miss Short expects to return to Progressive. The other two teachers are undecided as to their plans.

**LOST FAT**  
BECAUSE SHE HEEDED  
Doctor's Advice

And Didn't Listen To Gossiping Neighbors!

Mrs. H. H. Long of Clarinda, Iowa, writes: "Kruschen was recommended to me by my doctor. Weight when starting was 226. Weight now after 3 jars is 208. Doctor says Jim doing fine."

When Kruschen Salts is prescribed by reputable physicians to safely take off fat and greatly improve health—why listen to gossipers who don't want you to be slender? Envious!

Have a mod of your own—get a jar of Kruschen today (last 4 weeks and costs but a trifle). Take

THE FISHING SEASON OPENED WEDNESDAY!

**Catch the big Ones!**

WITH GOOD TACKLE FROM OUR STORE

Rods, reels, poles, lines, flies, sinkers, plugs, creels, boots, hooks, leaders, tackle boxes—ANYTHING IN THE WAY OF TACKLE WILL BE FOUND AT OUR STORE. COME IN AND SEE OUR STOCK TODAY!

The Tierra Blanca is full of Bass, Crappie and Bream. Get your share this year with good tackle.

Be sure to get your license before fishing with artificial lure. We have the licenses.

**STREU HARDWARE CO.**

**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 Oil.

**Texas Service Station**  
GLEN SNYDER

**BAKE BETTER BREAD**



USE **PACKARD'S BEST**

For complete satisfaction in making bread Hereford housewives are turning more and more to PACKARD'S BEST—the flour they know will make smooth, even textured bread and pastries.

**Packard Milling Company**  
Hereford, Texas

**Ford Doings**  
MRS. H. M. BENSON

Mrs. J. S. Garrett had two sisters visiting her from Amarillo last week.  
Mr. and Mrs. V. T. Glenn were in Hereford Monday afternoon.  
A large number enjoyed the school program given by pupils of Ford under direction of Miss Ida Lee Cope and Rachel Shields Tuesday night.

Miss Nancy Ann Garrett was able to resume her school work at Hereford Monday after a stage of measles.  
School closed Tuesday afternoon. Wednesday a picnic dinner was enjoyed by pupils, teachers and parents in the breaks north of Vega.  
Mr. and Mrs. Harold Wilson were recent visitors in the home of Miss Maud Schwartz of Hereford.  
W. M. Stewart has been ill with a cold, contracted while plowing in the dust last week.

F. C. Benson returned from Fort Stockton last Monday. Mrs. Benson and the girls will remain there until school is closed.  
Visitors in the Fred Brunson home Sunday were Mr. and Mrs. J. L. Hight, Ted Langley, F. C. Benson, Bob Orr and family.  
A. K. Webster was in Castro county Thursday looking after farm interests.

Mr. and Mrs. T. R. Langley, Victor Langley and H. Benson were in Hereford on business Monday.  
Mr. Sanderford made a business trip to Amarillo last Tuesday.  
It has been reported that Mrs. Howard Morel plans to move to California.

**DAWN AND WYCHE**  
I will preach at Dawn Sunday at 11 and 8 o'clock, and hold services at Wyche at 3:30. I wish to urge everyone in these communities to be present.  
Rev. Paul M. Collins.

Cecil O'Brien and Mark Oliver of Amarillo visited the Will O'Brien ranch near Hereford last Sunday.

**CRUSCHEN Salts** \$1.00 Size Crazy Crystals 89¢

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50c Size Ipana Pepsodent TOOTH PASTE 39¢

LOTIONS Chamberlain's—Hind's Jergen's 55c Bottle—Special 39¢

55c Size Face Powder Luxor or Woodbury's Per Box 47¢

\$1.75 Alarm Clock ..... \$1.19

\$1.25 Fountain Syringe ..... 59¢

Mineral Oil, qt ... 89¢

Liquid Veneer 30c Bottle ..... 28¢

Cleansing Tissue, 2, 35¢

Viek's Salve ..... 29¢

60c Bottle ..... 56¢

Bayer's Aspirin, 160, 69¢

Vitalis Hair Tonic 89¢

60c Size MUM Deodorant 49¢

Bath Salts, 3 lbs .. 69¢

Dr. Caldwell's Syrup Pepsin \$1.20 size ..... 98¢ 60c size ..... 49¢

Silver Coupon in each package which enables you to get complete set of 30-Year Silver for a very small amount of money.

Spring Tonic Ucatone \$1.00 Bottle 89¢

\$1.00 NYAL Cod Liver Oil Tablets ..... 79¢

75c SIZE Iron and Yeast Tablets ..... 59¢

Williams' Shaving Cream 50c Tube 39¢

Nyal White Shoe Cleaner Will NOT Rub Off 21¢

Spring Tonic Ucatone \$1.00 Bottle 89¢

**Eat Good Ice Cream - BORDEN'S - Pint 15c Quart 27c**

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