# The Hereford Brand

Published Every Thursday

Our Slogan—"More People More Farms"

35th YEAR—NUMBER 17.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 2, 1935.

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# **Students Face** Full Schedule

COMMENCEMENT MAY 24; BACCALAUREATE IS SUNDAY, MAY 19

A full schedule of activities is the calendar for students in Hereford schools from now until the closing of school on May Not only the graduates, but part in the various events.

The Junior-Senior picnic tomorrow will be the first event of the month. A band concert will be given at the auditorium May 6. Public speaking classes will hold their annual oratorical contests May 10. On the same day, Vocational Agriculture Students and the Cowhands will leave for a week end camping trip.

Rural school graduates will hold their commencement program at the high school auditorium on the evening of May 16. Preceding that, however, will be the Central School operetta, "The Brownie

Band," on May 14. Alumni of Hereford High will

Class day program will protably be held at the auditorism the evening of May 23. Commencement exercises will be May 24: Final reports will be given May 24 and completion of the school year will be Saturday, May 25.

# Pasture and Feed

will come from the Amarillo branch of the Federal Livestock Feed Agency. The agency is be-ing operated as a clearing house

between distressed stockmen and pasture and feed owners so they can get in touch with each other.

C. S. Kenney, manager of the Amarillo office, is furnishing the information to Dewey Reed, county agent, so stockmen will be sav-ed the inconvenience of having to get in touch with the Amarillo

# Mrs. Crawford Is **Buried Last Friday**

She had been in poor health more

Panhandle. They moved there and awards will be announced two weeks from today.

Crawford is a son of D. W. Craw-Papers will be judged first on

Stores Close for Revival.

Store of the city are closed each morning this week from 10 to 11 o'clock for the revival being held at the Baptist church. The revival will last through next week

# Chorus Will Sing Sunday Afternoon

National Music Week observance National Music week observance in Hereford will be started Sunday afternoon when the Civic day afternoon when the Civic storm spoiled the show when it storm spoiled the show spoiled the show when it storm spoiled the show spoiled the show when it storm spoiled the show spoil Chorus sings a concert at the Baptist church. The chorus will sing two special numbers. Members of the group are asked to meet nounced he will try again today. at the church at 2 o'clock for a brief rehearsal, says Miss Mattie Swishes, director.

The chorus will sing its final recital of the year on Baccalaureate Sunday. It will be the or was formed last fall.

Mrs. R. V. Miller and daughter, Petsy Ruth, left by train Tuesday afternoon for Dallas.

# New Jobs Not Ready Duster Ushers Old Settlers Will At Relief Agencies, Administrator Says In New Month;

Activities BUSH FOR EMPLOYMENT COMPLICATES FUNCTIONS DIRT All Week PLATEAU SINGERS WILL PIONEERS' PARADE AND PROGRAM WILL BE OF OFFICE; NEW PROGRAM WILL START LATER; COMMUNITY GARDEN PROJECT IS STARTED

on relief rolls before plans for some counties is false."

Carrying out the measure have Because of the highway conbeen completed, says Walter Pick-

ett. administrator. terferring with efforts to help their tilling is over. those who are really destitute,"

Pickett said. throughout Texas at the same time needs of the relief clients.

Work of the relief office is be-ing complicated by a rush of per-sons seeking employment under the new work relief law to get the work is already under way in

activity, work on the regular pro-We are swamped with people jects has been somewhat curtailed not in dire need but who are mak- during the past two weeks, Farming efforts to get on the relief ers who were on work relief prorolls so as to get first chance at jects are doing their own erosion jobs under the new program. This tilling and are temporarily off the is hampering our work and in- lobs. They will be back when

Most of the planting in the five acre community garden on the late in the day, the duster tucker-"It may be several weeks before S. O. Wilson place has been finthe new work program begins to ished. The irrigated garden tract last night another one came function here. When we receive will be the only one maintained and blew far into the night. instructions to undertake it, we by the relief department this year. will begin. There will be no use for people to come in before that now, and Pickett expects to protime. The program will start duce enough truck to supply the

# SMITH AND KIRBY TO COMPETE the Christian church. On Sunday, May 19, the Baccalaureate sermon will be heard by the seniors.

Two regional track champions will represent Hereford High in the state meet at Austin Friday and Saturday. Meade Smith, sprinter, and Jim Kirby, high hurdler, are the pair. They and Coach Tommy McCollum left yesterday at 100m by automobile.

Pends In Senate terday at noon by automobile. Preliminaries in the meet will be

On the basis of his performance

prospect of winning in the 220, having stepped the furlong in around 22 seconds. His time at the regional meet was 22.4. Kirby's 26 seconds is not close to record time, but is expected to land him

# Mistake Contest **Concluded Today**

With this issue the "Buy In Hereford" campaign that has been running in the Brand several weeks, is closing. For the past 15 weeks a page advertisement carrying ads of 15 merchants has been in the paper.

Contestants who intend to submit corrected copies of the pages.

Mrs. Beulah Crawford, 23-year-old wife of W. O. Crawford, died Wednesday of last week at the home of her parents in Stratford home of her parents in Stratford Brand office by Monday at the asked to have them in at the Brand office by Monday at the latest. The entries will be judg-Home of the couple was at ed by an outside person next week

# Crawford is a son of D. W. Crawford of Hereford. Besides her husband, Mrs. Crawford leaves a daughter, Wanda Mas, four years old, her parents, Mr. and Mrs. A. C. Kearns of Stratford; two brothers and two sisters, also of Stratford. Bervices were held at the Methodist church Friday afternoon by Rev. W. M. Griffin, Presbyterian phistor. Burial was in West Park Cemetery. Papers will be judged first on accuracy and second on neatness. Not only must all the misspelled words be found, but the pictures must be placed with the proper advertisements. Medkief Now Sole. Owner of Agency Cemetery.

Ernest Medkief, for the past eight years coowner of the Here-ford Motor Company, has pur-chased the interest of his partner, Rufus Sewell. The deal was con-

summated last week.

Medkief and Sewell have been partners in the local Ford agency since 1931. They both came here from Pampa. Sewell has not an-nounced his plans for the future.

Blasting Gets No Rain.

Blasting for rain at Dalhart yesterday by Tex Thornton failed to

Verner Will Address Class.

Kelso Verner, architect at the state park, will address the adult economics class at next Tuesday track men who left yesterday for evening's meeting in the county announces Mrs. John Boling, tructor. The public is introduced for the state meet at Austin, were ing, tructor. The public is introduced for the state meet at Mrs. Paul Foster attended to hear verner discuss the vited to hear verner discuss the plainties.

Kelso Verner, architect at the not fail to get the ties.

Jim Kirby and Meade Smith, track men who left yesterday for the state meet at Austin, were pany and first commanding of the state meet at Mrs. Paul Foster attended to hear verner discuss the plainties.

Kelso Verner, architect at the not fail to get the ties.

Jim Kirby and Meade Smith, of Amarillo, organizer of the company to be field Saturday this deadly disease.

Col. Thomas D. Barton, formerly of Amarillo, organizer of the company and first commanding of the state meet at Austin, were fixer, will likely attend the meeting.

Skelton and Mrs. Paul Foster attended a banquet and district meet at Staturday in Shamrock.

# Passed by House, Pends In Senate

Counties in West Texas can List to Be Posted

On the basis of his performance last Saturday at the Great Plains Meet in Canyon Smith stands a good chance to win the 100-yard dash. He stepped the century in 9.8. Kirby won the regional high hurdles in 26 seconds.

This will be the first time since and on the builletin board at the country agent's office for the benefit of stockmen.

On the basis of his performance last Plains Meet in Canyon Smith stands a good chance to win the 100-yard dash. He stepped the century in 9.8. Kirby won the regional high hurdles in 26 seconds.

This will be the first time since 1929 that Hereford has had athletes in the state meet. Babe Ruscellets in the state senate is passed. It has state senate is passed. It has already passed the house where it was introduced by Representative Hundlets in the state senate is passed. It has already passed the house where it was introduced by Representative Hundlets in the state senate is passed. It has already passed the house where it was introduced by Representative Hundlets i

upon petition presented by 50 resi-dent land owners. The county then votes •a forming a wind erosion district.

In order to finance this work, among other things, the bill provides that the court may use to 20 per cent of the motor license fee and part or all of the road and bridge fund.

The bill also sets up the court as the authority to administer the provisions of the law, giving it the power to assess land owners for work done on their property which they have neglected.

# Opens On May 1

Fishing season opened yesterday after being closed through March and April. Bass and crapple may now be taken with any kind of

A fishing license is required of every angler using artificial bait. Bass taken must be at least 11 inches long and crapple seven inches. There are no restrictions on any other kinds of fish.

The Tierra Blanca is well stocked with bass, crappie, bream and perch, but the water is so muddy we to dust storms that fishing will not be good until the dust

Limit for one day is 15 bass, 15 crapple or white perch, 35 bream or goggle-eye or aggregate of 50 of these species. Possession limit is double the catch limit. Several farms along the Tierra Blanca are open to fishermen with

# **Neckties Snipped**

and camping privilege.

Neckties were not safe at the Lions Club luncheon yesterday when Barney Hicks and B. H.

APRIL ENDS, MAY BEGINS WITH BLOWS; CLOUDS APPEAR TODAY

April was escorted into history by an all-day dust storm last Tuesday. It was no worse than usual, but it was a thorough dust storm that obscured the sun the entire

Then May was ushered in yester day morning with beautiful wea ther. It was a real spring day almost until noon. But shortly after noon a duster came howling from the northwest. Blowing until ed out about sundown. About 8:30

Last Thursday and Friday were pretty nice days. Saturday was some worse. Then Sunday was bad. Before daylight the dust started blowing hard and kept it op throughout the entire day, subsiding only at dark. Monday also brought its burden of dust.

This morning dawned cold and toudy with a brisk north wind blowing. The clouds appeared dapable of bearing rain.

# CENTRAL SCHOOL PUPILS

ing the muscial production. Re- said. hearsals have been under way for

All wheat growers, whether or referendum on the wheat program which will be held throughout the Nation on May 25.

Arrangements for handling the balloting will be made by, the community agricultural associations and will be announced upon completion. The voting will gov-ern the federal control program for 1935. Present wheat contracts ex-

Industrial interests of the East are maintaining lobbies in Wash ington in an effort to defeat the re-enactment of laws which finance the crop benefit payments and rentals through processing taxes. "It is because of this," explains Dewey Reed, "that a complete vote is urged in the referendum."

Officials in Washington will be

more influence that lobbies, Reed

# Edna Wheeler Dies

Miss Edna Wheeler, operator at Miss Edna Wheeler, operator at not infrequently resulted in one Morene's beauty shop the past or more deaths among the childtwo years, died last Saturday in ren of almost every family in the Tulia at the home of her parents, town. These devastating outbreaks Mr. and Mrs. R. H. Wheeler. She continued to appear in our varhad been in ill health for the past three mouths.

Funeral services were held Sunday at Tulia. Besides her parents, Miss Wheeler leaves six sisters and one brother. Miss Wheela fee being charged for the fishing er was a member of the Church of Christ.

While in Hereford she made her home with her sister, Mrs. L. a child against diphtheria is dur-C. Riley. Among those attending ing infancy. The procedure can the funeral from Hereford were be carried out any time after six Mr. and Mrs. Clyde Honea, Hillie months of age the sooner the bet-At Lions Meeting Mr. and Mrs. Clyde Honea, Hille Months of age the sound a State-wide Bennett, Walter Richards, Mr. May Day program for this year and Mrs. Bob Allison, Mrs. Herb Sindt, Mrs. Opal Cawthon, Rusself Whitehead and Hubert Dowell.

### OLD COMPANY G MEMBERS TO ATTEND CONVENTION

George LeGrand, Mace Whitman, Cliff Acker and Leonard

# Celebrate At Fete In Hereford May 10

The Plateau Singers of the county will meet at Dawn on Sunwill be held at the school building and lunch will be served at noon. Several officers of the conven-

tion will attend and visitors are invited. of Nara Visa, Oklahoma, will be on hand. Miss Nancy Ann Gar- tion will become an annual affair. farms were undergoing treatment. rett is county secretary.

# Parker Sells Star will be presented in the form of house more than 390,000 acres Theatre to Dallas chairman of the parade committee, with which to carry on the emer-

Dallas. The theatre will change C. A. Skelton, chairman, hands on Sunday, May 5. The

since that time.

Consideration in the sale was "The Brownie Band," an operetta, Consideration in the sale was school children of the county and and not for the purpose of preparwill be presented on May 14 by the made public. "I just told city schools will de dismissed to take part-in the parade along with the manner in which this pronounces Miss Edith Shields, prin- said, and Mr. Griffith took me up old timers and others. cipal. Children from all the on it." Parker has not announced his plans for the future. "I don't know myself what I will do," he

> "I want to thank the people of they have given the Star in re-cent years," he declared, "Believe me when I say they have all been

### not they are reduction contract WTSTO GIVEN PWA LOAN signers, are urged to vote in the FOR BUILDING PROGRAM

A Federal PWA loan of \$37,000 has been awarded WTSTC, according to word from Senators Sheppard and Connaily and Representative Marvin Jones as received by President J. A. Hill

The May Day slogan, "Immunim Now-Stamp Out Diphtheria," is designed to intensify the attack upon one of the most deadly foes of children, according to Dr. H. N. Saturday at Tulia Barnett, director of the Bureau of Child Hygiene. In the early days of our country's history an epidemic of diphtheria in a town ions cities and towns until the latter part of last century.

> The campaign earried on in connection with the celebration of May Day as Child Health Day should give added interest to continuing diphtheria immunization work and extending its scope to include as many children as possible. The best time to immunize May Day program for this year with the slogan "Immunize Now-Stamp Out Diphtheria," it is hoped that the death rate from diphtheir may be reduced in Texas.

The place to have the baby immunized is in the family physician's office. The method of immunization is by the use of diphtherit toxoid. Every mother of a Alex Thompson, Harry Rice, Dave Alexander, Gus Streu and Charles Brooks failed to get a single laugh. Hopkins' shears did not fail to get the company to be held Saturday the child protected against the company to be held Saturday the child protected against the company to be held Saturday the child protected against the company to be held Saturday the child protected against the company to be held Saturday the child protected against the child pr

Saturday in Shamrock.

# PARTY FEATURES

Old settlers of Hereford and all day, May 12, from 10 o'clock in the surrounding country will have the forenoon until 4. The meeting their day next Friday, May 10, when the first Pioneer Day celebration will be held: Sponsored by the Business and Professional been depleted, the emergency ero-Women's Club, the celebration is sion grants were balted Tuesday The Durham orchestra to be Hereford's Pre-Centennial morning. At the time of quitting event. It is hoped the celebra- only 762 of the countr's 1,080

A historical pageant in which all of the old timers are wanted ed by the committee at the court will be presented in the form of house more than 390,000 acres noon. Miss Eunice Rutherford is bursed for fuel, oil, hay and grain chairman of the parade committee, with which to carry on the emerbuckboards, wagons and other 10 cents per acre. vehicles in the parade. She wants Picture Concern the pioneers to ride in them. Numerous additional applica-

there will be a program that will to more funds with which to com-.C. Parker, proprietor of the include old time music, speaking plete the project has been receiv-Star Theatre since 1931, sold the by early settlers and other fea-ed. show house last week to the R. E. tures. The complete program will Griffith Theatre Corporation of be announced next week, says Mrs. ago and is federally financed. It

Griffith firm operates a chain of play relics of early days in their wrought by blowing of soil. The movie houses in Texas and New windows. The club has already dime per acre is granted to help Mexico.

The club has already dime per acre is granted to help defray the expense of listing. The Parker first took over the Star and is asking for more. Anyone listing may be either solid or in in 1928, buying it from Walter having old clothing, guns, books, Pickett. A year later he sold it furniture or anything of interest back to Pickett, then re-purchased is asked to call Mrs. Cecil Wil-WILL PRESENT OPERETTA it in August, 1931, operating it liams, president, or any other mem- keed, "is solely to list land in

# **Funeral Held for** Hereford and all the surrounding Mrs. J. E. Springer

To Cast Ballots me when I say they have an occur wonderful. It is not without a Springer, who died April 24, at the farm home eight miles southeast of the Star and I want everyone east of Hereford, were spoken last to know how grand I think they Thursday afternoon at the Meth-row on each acre; to begin work odist church by Rev. T. C. Will at once and work every day, wealett, pastor. Burlai was in West ther permitting, except Sunday

Mrs. Springer leaves her hus band and four children, Gwendo-lyn Marie, eight; Leta Dene, three; Franklin Earl, one year; and Leah Frances, one month old. Her father, B. F. Fulkerson, of Roswell, and one brother, B. R. Fulkerson, of Hereford, also sur-

Several projects are planned to be completed next fall with the aid of this loan. They include an outdoor swimming pool faced with natural rock, two hand ball courts, three concrete tennis courts, repair work on the Burton gymnasium, and a cyclone fence without the several special several special several special several special several special several several special several special several special several seve gymnasium, and a cyclone fence school. She later attended WTSTC around the east field of the campat at Canyon two years, then taught at Center Plains, in Swisher

She was married to Mr. Springer May 10, 1925. The couple made shown through a huge vote what the real sentiment of the people is on processing taxes and will have more influence that lobbies, Reed Needed by Babies their home on a ranch 10 miles gin, R. E. Barnett, T. L. Welch, southeast of Hereford from that time until last fall when they purchased the P. A. Hogan place, Ruth Lookingbill, Juanita Welch,

Mrs. Springer was a leading Presley, Margot McLean and Max-member of the Worthwhile Club ine McLean. of Frio community and served as The Baptist choir accompanied president of the PTA as long as by Miss Thelma McMinn, sang her health would permit. She was sacred music at the church, and

# C.C.C. Chatter

three from Fort Brown, one from Fort Clark and seven from Houston. It is hoped to reach the authorized strength of 220 within the next few days.

Edward Schlimm has returned to duty with the company from Fort Sill hospital where he had his teeth overhauled:

Assistant Leader Glasier has returned from Palo Duro Camp. Work has been completed on the baseball diamond. We are proud of the graded field and back stop erected.

Enrollee H. G. Blalock has been ransferred to Palo Duro Camp. Work on improvements for the camp hospital and office has been started in the form of double windows, creating needed light and

A baseball league has been formed by companies 1821 and 1828 at Palo Duro, and 1862 of Hereford The season starts May 5 and a game will be played each Sunday at two o'clock, weather permitting. The season will be

Harry Elam of Wildorado was accor business caller here Tuesday.

# Halt Erosion Money; Funds **Are Depleted**

DIME PER ACRE GRANTS END MONDAY; TREAT 390,000 ACRES

Because the state funds have

Numerous additional applica-At 7 o'clock in the evening of the shut down. No word as

The project started two weeks is an emergency measure to com-Next week merchants will dis- bat the immediate damage being

alternate rows. "The purpose observes County Agent order to stop it from blowing, School children of the county and and not for the purpose of prepargram is conducted in our county will reflect either to our benefit or to our disadvantage, and your (all farmers) cooperation in seeing that it is carried out as was

intended will be appreciated." Reed sent that message to all applicants in a letter that-resulted from criticism of the manner in which the program is being Last rites for Mrs. J. Earl handled here. "In accepting this until the job is completed."

# Mrs. Mattie Hays Dies Last Friday

Mrs. Mattie Tarpley Hays, wife of A. C. Hays, prominent farmer of the Black community, died last Friday at the home. She was 60 years old. She had lived at Black since 1927.

Funeral services were held at the Baptist church here Monday afternoon by Rev. Wilburn Turner of Slaton, assisted by Rev. B. N. Shepard, pastor. Burial was made

in West Park Cemetery. Pallbearers were Verner Melu-Wayne New, Noble McLean, Lois

Mrs. Ray Coneway sang "Beautiful Isle of Somewhere. Besides her husband, Mrs. Bays leaves seven children, Mrs. R. W.

Sisk, Fort Worth; Mrs. Jim C. Bookout, Hartley; Glenn Hays, Dallas; Clyde, Charles, Jimmie Company strength has been in and Lucille Hays, Black. There creased to 195 by enlistment. Forty are two grand children, Bobbie are two grand children, Bobbie eight reported from Sweetwater, Jane Sisk and Billy Charles Book-There are also two sisters and four brothers ,Mrs. R. W. Jones,

Trenton; Mrs. Hattie Hayton, of Dallas; J. Lee Tarpley Leonard; J. A. Tarpley, Santa Anua, Cali-fornia; W. E. Tarpley, Bonham; R. E. Tarpley, Greenville. Mattle Tarpley was born Feb ruary 3, 1879, in Tennessee. When she was 15 the family removed to Bonham, Texas. She was married to A. C. Hays December 20,

1896, at Bonham, where they lived until 1927, when they came to

# Miss Mountz Will **Broadcast Sunday**

Ruth Marie Mountz will take part in a radio concert over WDAG at Amarillo next Sunday after-noon at 3 o'clock. She will play

June, August and September. A trophy will be given the winner of the play-off series.

Harry Flam of Wildersdo was accompanied by the content of the play a Mendelssohn Concerto, panied by the colle

what has happened? is dreadfully afraid som

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

looking in the junior English class

I saw her with my own eyes,

and-you know I've been wonder-

looking daggers—I should say!

No doubt he is afraid, but Mr.

Hudson stands in the hall looking

Yeah, I know that. Did you

see Miss Campbell the other morn-

which is seventh for PN?

without SV and LWC.

No, where was M?

GW!

doesn't he?

for guillibility.

No, who told you that?

# The Whiteface Roundup NEWS OF HEREFORD HIGH SCHOOL

### FRESHMAN CLASS

The Freshman class had a heat-d discussion. Wednesday on the baters in the class. Nora Jean some of our most famous sleepers. protected things, we ask the other this is what the class needs. students to see that these girls do not meet each other after school. word all year brought out some of the most interesting points. If re can keep this up the Fresh-



# AFTER ALL...IT'S COUNTS!



erator to protect your family with safe Carrene, that you can see, smell, handle, without hall.

danger or inconvenience. You will like this begutiful Grunow with every "convenience" feature too.

Kester Jewelry Optical Company

man class will be the liveliest class in school.

Nora Jean subject of credit points. This was Russell and Viola Phillips were May 3, given by the Seniors. The the first discussion that we have strongly affirmative and Jewel Juniors gladly accepted the invi-had this year that the whole class Reed and Mary Tiefel defended the tation. Although the juniors and was interested in and took an ac- negative side nobly. For the benetive part in. It even aroused fit of the sidewalk or other un-

### CODE- OF ETHICS

the morning, at noon, or at some this year. activity period.

things of interest and importance to the entire student body are paid dues up to the end of school placed in that section of the school a ticket to the football game Tueswas adopted by the entire student year's team. 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,

that there are some who attend as well as heard. Shorty. HHS every day who do not even WANTED: To know just hall to look for the Code of Ethics, is. Everybody. but it is doubtful. Certainly it is WANTED; Tech students to come by and all questioning that an home more often. Christine. conscientious effort to apply the WANTED: A car that will run

faith of one another and in the Smithfaith of the school. The least WANTED: More girls. Wayne E. It's the most we can do is to notice it once in WANTED: Another assembly prowhen buying an posed to stand for the things in-electric refrig- cluded in it. Perhaps we shall WANTED: More notes from Helprofit by our Code of Ethics; per- en. Carl-Dean. ing under false colors by professing to accept something which WANTED: A girl friend. J. T means nothing at all to us. Under Carroll. such conditions we had best re-move the code from the study Jean Morgan.

### **GUESS WHO**

courts a boy out of school.

junior. Has a very

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

FOR JOB WORK, TRY THE BRANE

### JUNIOR CLASS

The Junior class has been houored by being asked to a pienic seniors have always been rivals in ES? 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
Philleng Arthur, one of the best every student in Hereford High school at some time during every players on the junior girls' team sip I heard, don't dare tell, but school day. There is not a one is ill and will not be able to play, EH is just flirting with every girl of us that is not in the study hall the juniors still have a good chance he sees, even blondes, and from one to three periods a day, or if o win the game, as six of the By the way, have you noticed if nothing more, before school in junior girls lettered in basketball JJ lately, that boy is forever call-

The juniors decided also in trips people! Because of the fact that all their last meeting to take money students do visit the study hall from the treasury and buy every one in the junior class that had girls' eyes! Thus the Code of Ethics which day between the seniors and next

### WANT ADS

Editor's Note: If you've lost or though, ever consider it worth our found anything or want anything, time to observe that code? Ob- just turn it in to a member serving it, then, do we ever so of the staff and it will be printed much as consider the possibility WANTED: A school where I can of putting the things suggested by sleep all day. R. A. Daniel, it into practice? It may be going too far to say to stand on so that I can be seen

know in what part of the study Wilma Smith's boy friend really

exceeding few, if any, can repeat WANTED. A brighter economics that code from memory; and a class. Mr. Dillehay.

SAFETY THAT ideals expressed is entirely out without gas and can be driven with one arm. Clinton the question.

We accepted that code in the WANTED: A new mame. Meade

important thing a while and remain conscious of gram by Sophs. Student Body.
when buying an the fact that at least we are sup-

haps we shall not. At any rate, WANTED: A policeman to help we cannot afford to continue sail- me keep my family at Summerfield together. Palmer Norton.

WANTED: More time to sleep

# ASSEMBLY PROGRAM

The student body was delight-She is a Senior girl. She is fully entertained Tuesday morning short and little, but loud; she is president of two clubs, and she by Mrs. McCracken, sang several amusing songs. She was given a He is a Soph. He is decidedly hearty welcome, as she was well lazy, plays football and courts a remembered from last year. All of the songs were enjoyed but the old favorite "Ma mouth, very curly hair, and Loves Shortening Bread" was

cepted again with joy.

Each pupil will be looking forward to her next program. Thursday morning the Sopho

more class presented to the student body a series of pantomines rep-resenting nursery rhymes. This resenting nursery rhymes. This program was planned and written by Frances Borden, a member of

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 that class. It was thoroughly en-loyed and the "kids" will have to give the Sophomores a big hand for their spiendid work. INSIDE GOSSIP Have you heard about WW and

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

### CHIT AND CHATTERS

Ask Elsie Wilkins why she like 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 of 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 Brum-ley's Austin. Virginia Carlyle.

A person who dives a small car surely has a way with the women. Ask RB for information concerning this certain thing. Did you know MC is always Everyone seemed to thing that R. A. Daniel's part in the Soph play suited him just fine. What

ing what school would be like about It? Information, please: Lots of girls would like to know why WW What about B Mc and FH? Won't we miss those seniors? will not dance with anyone but

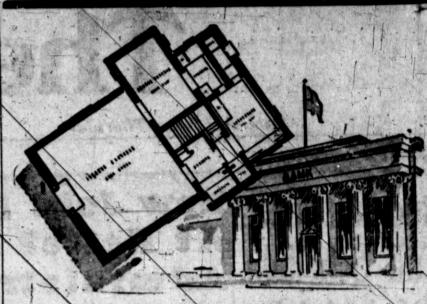
I'll say. Oh, you guess what saw—SH holding hands with Lizzy. H. D. and Ikey's case seems to be getting along all right. They're still smiling at one another in study hall and elsewhere. Right behind them and was she

Everyone is anxious to know if Herbert Boardman's want ad You know, CB just goes around brought results. telling people they're pretty and, Have you heard who Mary Turlisten to this: WE just watches the demerit list all of the time,

rentine is stuck on? His initials are EB Everyone wonders if Buddy Sowell is jealous of Bobbie's boy friend, Donald Hicks.

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

# She was poing through the hall to find some of her ex-pupils to testify to Mr. Dillehay that she is a good English teacher. No s doubt, you've heard about Meade Smith. Brand Want Ads Pay Good Dividend.



# "Blueprint" Banking Can't Be Successful

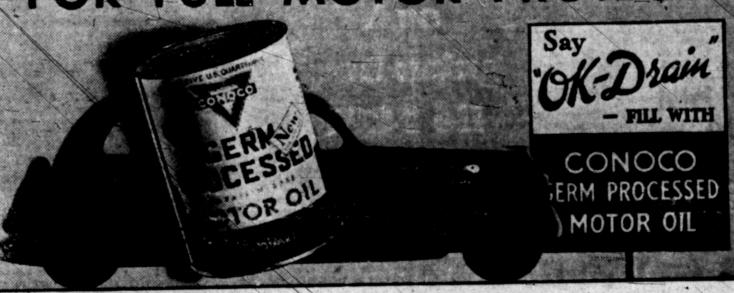
You can't run a bank along any other lines. Banking must be changed in every community to meet the individual requirements of the people with which it does business. You will find that this bank is adapted perfectly not only to this community but to your individual needs.

# THE FIRST NATIONAL BANK

OF HEREFORD COLOR DESERVE



# FOR FULL MOTOR PROTECTION



# 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 overrefining 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



MOTOR OIL









Co-Operation

THE BUSINESS ROOTED TO FIRM FINANCIAL

THIS BANK OFFERS ITS SUPPORT AND SER-

vice facilities to businesses both large and small who

are ready to go ahead on conservative but constructive

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.

# LIST MISSPELLED WORDS HERE

# BUY IN HEREFORD CAMPAIGN!

# 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 ous customers.

# LOOK, MR. FARMER

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

# Moore Independent Oil Co.

# \$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

words in each ad. \$25.00 in cash will be given to the reader who finds the most mis spelled words and places the most pictures correctly in the blank spaces in the advesent, which has been left for them. Neatness and cleanliness will also be a factor election 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 ter except members of the Brand Staff and their families. The decisions of the jude will be final, and no entries will be returned. In placing the pictures in the spaces place, for example, Mr. Luken's picture in the advertisement of Luken's Gre-

## PINTO BEANS, 10-1b 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¢ DVE, three cans \_\_\_\_\_\_ 25¢ SADAD DRESSING, 8-ounce jar \_\_\_\_\_ 14¢ VANNILA, 8-oz bottle LUKEN'S GROCERY

## BOTTLED SUNSHINE

HERMAN'S SPECIALS

That is PRAIRIE DAIRIE mak .- from tested cows, and bottled under the most sanatary conditions. We deliver our milk to your doorstep just before meal time, chilled and ready to serve. Call 666.

# PRAIRIE DAIRIE

# CREAM O' PLAINS BUTTER

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

# **Farmers Creamery Association**

# FOR IRRIGATION ENGINES

We offer the best of fuels at the lowest prices. Mr. Farmer, you cant afford to overlook this opportunity. Come to see us before you buy fuels or olls for your engines or tractors. Our prices will please you.

# Moore Independent Oil Co.

# NEW SHORS FOR MEN

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

\$2.98 and \$1.98 Also Freindly Five at \$5.00 "Your Friendly Shoe Dealer" D. R. GASS & SON

# ENGINE TROUBLE

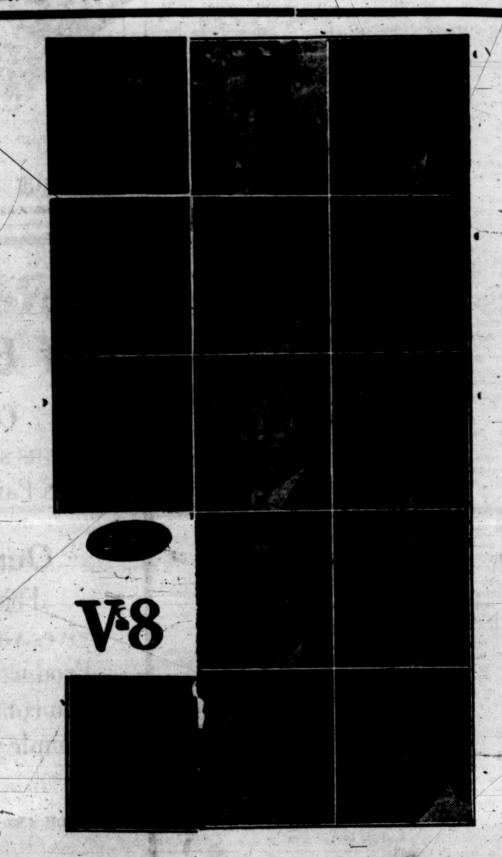
Bothers lots of aviators. But it need not bother anyone living within driving distance of our shop. And that means any kind of engine-be it auto, tractor or irigation engine. Let us do that overhaul job.

# **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 guarentee our work. P. S. Don't forget that Subsollling your ground pays big dividends.

M. D. WOMBLE, Implements



# Vigorol Scalp Treatments \_\_\_\_ \$1.00 Get your hair in good condition. The dry weather and the dust have been very hard the scalp and hair. We are equipped to

give you extra good treatments. Try them and you will be pleased.

TIMELY SPECIALS

(This includes shampo and wave.)

# **Moore Company Offers** Gasoline, Oils Cheaper

Since the spring of 1929, the Moore Inde pendent Oil Company has built up a large bustness with an established clientele that trades exclusively with the company. The firm handles. all kinds of oils, greases, lubricants and gasoline. as well as distilate, 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.

### PROPERLY CLEANNED

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

repair them or put in new ones. Our specalty is wood work. Talk to us about any furniture you need.

# 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 fail to give satisfaction, in mileage as well as motor protection. Try it-also Conoco Bronze Gasolinewe 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 investegate our CHIROPRAC-TIC HEALTH SERVICE.

DR. J. W. HENDRIX

# BABY CHICKS

We have lots of chickens on hand from s few days old to friers. We are still setting the incabutor. 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.

# he Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

Publisher and Manager

BUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions

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NOTICE TO PUBLIC

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

### RURAL ELECTRIFICATION

If Congressman Marvin Jones has his way, every farm "Will the party who borrowed ing a dam across the creek a Brand staff)—"Jim Ferguson my smoothing plane please rehome in the Panhandle will have the convenience of electricity. my smoothing plane please return same? E. M. Vanderburgh."

Ing a dam across the creek a
few hundred yards west of his residence, and now has ed the hen off the nest at Fort
water enough to successfully Worth and prevented the con-

It is his plan to use much the same set-up as that in the Muscle Shoals area. "The government builds a transmission line to the central point in a county," he explains, "A local county association is then organized, composed of both city ranch near Endee, N. M. . . . and country people. The government builds transmission lines they will remain here during throughout the county and sells the entire distributing system the shipping season, Mr. Conto the local association. The government wholesales current to the local association at the central point at a low cost.

The local equipment and transmission lines are paid for out of the proceeds of the sale of electricity. Payments are amortized on a 12-year basis. The charges for electricity are then fixed to cover these costs."

Alcorn County, Mississippi, is pointed out by Jones as typical case of development by the TVA. Rural and city people organized their corporation then charged the same rate to

town and rural users. Existing rates were cut in two. "And yet," Jones continues, "the success has been so marked that the local associations will pay out and own their own distributing system in less than half the time estimated. This is made possible by the vast increase in the volume of electricity used. It is being used by people in both town and country for almost every conceivable purpose.'

Even if government power plants are not built, the plan would be plausible in Deaf Smith county. Officials of the Texas .Utilities Company say that if a distributing system were provided, their firm could sell current at a central point at an unbelieveably low wholesale rate.

ook at these FOOD

KRAUT, Wapco, No. 21/2 can .......

KRAUT, No. 2 can, 5 for ...... PRUNES, dried, 50-60, 3 pounds ............ 25¢

COFFEE, Bliss. Vacuum Packed, pound ..... 25¢

SUGAR, 10 pounds ...... 58¢

MACARONI or SPAGHETTI, bulk, pound ..... Se

TOILET PAPER, Northern Tissue, 3 rolls ..... 22¢ 

BAKING POWDER, Calumet, pound ..... 22¢

HOMINY, No. 21/2 can ..... 10¢ APPLES, Winesap, extra fancy, dozen ...... 25¢

CUCUMBERS, good and green, pound

COFFEE, Break O' Morn, pound

COFFEE, Chase & Sanborn Dated, pound

PRUNES, White Swan, fresh, No. 2½ can

POPCORN, Jolly Time, 2 cans

FLOOR SWEEP, drum

S1.75

SALT, Cook Book, 3 pounds ..... 9¢ CLEANSER. Sunbrite, 2 cans for ..... 9¢

LYE. Red Top, 2 cans for ...... COMPOUND, 8-lb carton of any kind ..... \$1.10

ONIONS, home grown, bunch .....

### Card of Thanks.

the people of Hereford for the sincere thanks and gratitude to News. kind words that were said and the all our friends and neighbors, also beautiful flowers that were given Dr. LeGrand, who helped so much during the death of our loving during the illness and death of wife, mother and daughter. May our beloved wife and mother, for the Lord abide with each of you. the many floral offerings and the Hinkle, Pampa News. W. O. Crawford and Baby.

Mr. and Mrs. Keerns and Family, Stratford, Texas. Mr. and Mrs. D. W. Grawford.

### Card of Thanks.

We wish to thank all those who many the wish to thank all those who many the fillness and loving deeds during the fillness and loving deeds during the fillness and death of our wife, many and H. C. Baird. Mr. and mother, daughter and the fillness and death of our wife, many and H. C. Baird. Mr. and mother, daughter and the fillness and death of our wife, many and H. C. Baird. Mr. and mother, daughter and the fillness and death of our wife, many and H. C. Baird. Mr. and Mrs. D. C. Laird of fun for me and everyone around the pastor on "Keeping the Soul there except "Son" who had to stack them up again.—Mack, in Quitaque Post. Springer and Calldren.

R. Fulkerson and Family, about ten years ago.

We take this way of thanking We wish to express our most lovely music rendered. Your unincreasing helpfulness have bright in the middle of the floor, I have our heavy load. 1p A. C. Hays and Family.

to let me kick over a big stack

told them it was going to rain. After that sprinkle in the evening —all I have to say to those folks is that they had better not try carrying a drink to their canary Card of Thanks. birds unless they have a pair of crutches handy. — Moore County is one "where public entertainment is spoiled by the antics of urchins on the front rows," Ouch !-Olin

ceasing thoughtfulness and ever ened our dark hours and lightened wanted to kick a stack over-

Mrs. Laird are former Hereford residents, having moved from here

# A LONG TIME AGO IN HEREFORD (From The Hereford Brand, 600 pounds of the telephone Terms of Trustees J. W. Barnett, R. N. Mounts, H. C. My-

demonstrated to the satisfaction of all that the weather maker has not forgot the needs of our people altogether."

Meeds of our people altogether."

Meeds of our people altogether.

The Brand was fostering a of the shallow water supply.

nell being the Association in- ening rain for several days they could not 'liminate." spector for this district.

some miscreant stolen about inches."

By Their Words

AND OURS

Quite a few folks were saying

A hick town, says a contributor,

Ever since the grocery stores

have been stacking canned goods

Tuesday I realized that ambition. I gave Jimmie Rhoderick a nickel

There is now going the rounds of the press a unique "Help Want-

ed" ad which recently appeared in a Kentucky paper. It was inserted by a farmer who knew

what he wanted, and it is an in-

teresting commentary in this fast moving age. Here it is. Read

better."—Abernathy Review.

receive with afore mentioned bills,

that his city gets justice, printed

The great majority of projects

last Sunday that their rheumatism

movement for extensive tests Jowell, who has a model farm trip to the South Plains where on the banks of the Tierra they bought a batch of cattle-Blanca, five miles east from irrigate some 60 or 75 acres.

and missing only by a scratch,

rick and G. M. Suggs were Editorial: "The splendid The following teachers had expiring. Names appearing been elected for the following on the ballot were to be Bar-

> Chas. Donald, Jno. L. Wilson and R. N. Mounts had No rain needed: "G. R. just returned from an auto

scratching Democrats' from came in Saturday from their ranch near Endee, N. M. . . . May 1, 1914.)

hatching out a political goslip.
Ferguson may be a wild-eyed socialist, but he has that whole News story: "After threat- hoo-dooed. He was one man

the bottles of heaven were un- Item: "J. Marvin Jones of Communication: "Texico stopt Wednesday night and a Amarillo has been appointed Trumpet says: Our telephone good rain fell over a wide to fill the vacancy on the is now at work to Portales scope of the Plains. At Here- Board of Legal Examinters for and would be in operation to ford the precipitation measured this district caused by the Bovina and Hereford had not for Wednesday night 11/4 resignation of Judge J. L.

# Sunday, mass at 8, second mass to attend any or all our services.

Week days, mass at 8 o'clock, await you. May devotions, 7:30 each eve-

St. Anthony's Church

Thursday, Holy hour 7 to 8 p. m. Ladies of the parish are pre-paring to hold another food sale at the Piggly Wiggly store the be another good one.

PRESBYTERIAN CHURCH W. M. GRIFFIN, Pastor.

Sunday school, 9:45. Morning worship, 11. Our Belief in God." Christian Endeavor, 7 p. m. No evening service.

First Christian Church REV. E. R. McWILLIAMS, Pastor.

Morning worship service at 11, with communion and sermon by

a religious drama, at 7 Sunday evening. They have given this

For Sale or Trade

WANTED-I want a man to work FOR SALE: Combination saddi on my farm. I don't give dancing and work horse, smooth mouth. lesons. I have no piano. I can't serve planked steak three times a day. I do give three square meals, a real bed and fair wages. If north Mothers' Park.

any man knows a cow from a talking machine, can hear an alarm clock and get up at 5:00 o'clock and wants a job, I will FOR SALE; Radio, kitchen cabinet.

agree not to treat him like one bod table: Radio, kitchen cabinet, bed, table, a few cooking utensils and riffle. Mrs. Smith McLeRoy, 606 Main Street. of the family, but a darned sight

Just about the time of month FOR SALE: One standard type for bills to begin to roll in. We writer, one Conn saxophone, \$35; have already decided that we will a model T Ford coupe, \$35. Pete file all graduation invitations we Murchison. and pay them off as we can. A lo- FOR SALE: Eight-foot geared

cal fellow remarked the other day challenge windmill. See George that when he used to smoke cigatettes he was broke all the time, Street. but now that he has quit smok-ing, he discovered that he didn't FOR SALE: Model A Ford truck with grain body. See Bill Smith at Magnolia Agency. 17-2c have any money anyway.—Crumbs, State-Line Tribune.

John McCarty, Dalhart editor and who constantly is on guard to see dition. Apply Brand Office.

# For Rent

an item about the reported effort to move the office to Amarilio. FOR LEASE, Sale or Trade: Four Some of the other Panhandle Some of the other Panhandle papers took notice of the item and commented at length, the Theme being that Amarillo wanted everything. In the meantime, the facts were being ascertained in Washington. Mr. Hinton, who represented the Amarillo Chamber of Commerce, it was learned, had made urgent recommendations to Marvin Jones and the department of agriculture that Dalhart be designated as the headquarters for the entire soil erosion campaign.

the entire soil erosion campaign. FOR RENT: Three room furnish

Other similar charges more often than not will turn out to be just as groundless. Amarillo, to be sare, is seeking to obtain as many industries and governmental agencies as possible, but not at the expense of other cities in the Panhaudle.

The great majority of projects

which Amarillo is spending time and money on are for the benefit of every community in the Panhandle.—T. E. Johnson, Amarillo News.

Ladies of St. Anthony's will hold a bake sale at the Piggly Wiggly on Saturday, May 11. 17-2c.

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The Junior Bay View Club will Poland China sow, left home and give a dinner this evening for left pigs about 2 weeks old. Notithe Senior Club at the home ty D. Y. Edwards, Hereford, Tex-

presentation twice, here and at Canyon, and it is a powerful Easter drama. You are invited A hearty welcome and a glad hand

# MOTHER KNOWS!

Pure Wholesome Martha Washington



VISIT OUR STORE AND SELECT HER PACKAGE NOW

Close Drug Store

# **Exciting, Tremendous Values** In Spring Dresses

### ALWAYS HEADQUARTERS FOR NEW STYLES -We invite, with pride, all fashionable-minded women to see these exciting new frocks.

-We have all kinds of silk dresses -street, daytime and afternoon frocks. -Our line of cotton dresses is complete. Eyelets, Laces, Voiles, Piques, Seersuckers-Our New Cable Nets are gorgeous-\$1.95 to \$10.95

REAL VALUES IN CLOSE-OUT DRESSES

Originally much higher-priced for

### \$2.00 and \$3.95

Beauty Operators and Waiterssee our new style uniforms in Rose and Green.

FASHION DRESS SHOPPE

# NOW Is the Time!

To Put Away Your Winter **Garments** 

We are offering a special cleaning service to our cuson ers which includes a moth-proof cedarized bag. Let us get your out-of-season garments and return them to you nicely and thoroughly cleaned and pressed in one of these bags.

Our cleaning service also includes the cleaning and fluffing of blankets and comforts, laundering or cleaning curtains and draperies and other household effects.

ASK US ABOUT THIS SERVICE

ing department. Mr. Corbett is an experienced cleaner and he will be glad to serve his frie

Phone 298-We Call for and Deliver.

HEREFORD LAUNDRY AND DRY CLEANING CO.

# FREE CAN of BPS for You!

Come to the BPS Demonstration Let us show you how to use the BPS Paints — Enamels — Stains — Varnishes

Our Spring Demonstration

Friday, May 3, and Saturday, May 4 gives you the opportunity to try all BPS Products at no expense to you ... and if you come in . . we will give you a FREE Sample Can for you to try in your homes.

(Samples given only to adults. No samples given away after Saturday)

YOU ARE WELCOME . . . YOU WILL NOT BE ASKED TO BUY

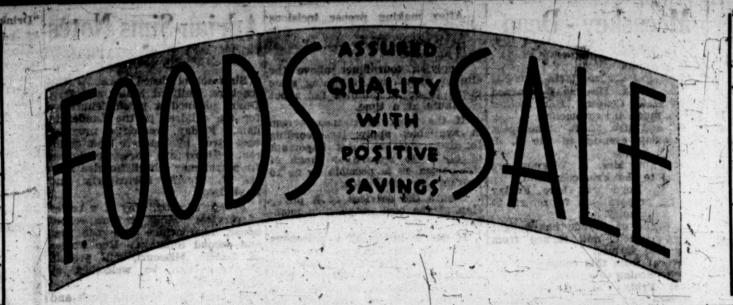
It Costs Less to use BPS

Rockwell Bros & Co.

# Weir's Grocery

Brings Us Your Eggs Market Price Buy At Home.

ANOTHER BIG
DEL MONTE
FOOD SALE AT
PIGGLY WIGGLY



SALE WILL OPEN
FRIDAY AND LAST

THROUGH SATURDAY

2-BIG DAYS-2

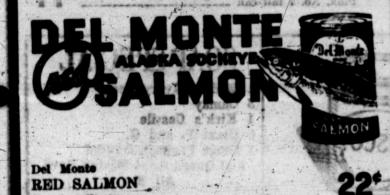
# DEL MONTE SPINACH



Del Monte PIMENTOS 25¢
Four-ounce can, 3 for
Del Monte
CHILI SAUCE
Large bottle
Del Monte
RIPE OLIVES 25°
No. 1 can
Del Mante
ROYAL ANNE CHERRIES 29
No. 21/2 can
Dal Wonte
ROYAL ANNE CHERRIES 19
No. 1 can
TUNA FISH 225
TUNA FISH
No. 1 flat can
Del Monte



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Del Monte	TANTA		ware to		Se
GOLDEN		4			
COUNTR'	CENTL	EMAN	X TOLER	1	7¢
Tall can,					
Del Monte			-/:		
WHOLE	KERNEL				7¢
13-susce c					
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FRUIT S		No. A. A.		2	
N D can	- 1000			1/10/	-/
Del Monte PEARS				0	E¢
No. 34 c	96		1000	_ 2	
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APRICOT	The second secon			1	۵¢
Ne. 2 can					2
Del Monte		~			
APRICO'				/2	5
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Del Monte				1-0	0
14ounce be	ttle			1	9
Troumes or		STATE OF THE STATE	Marin Control of the	/	Water Street





SALMON STEAK

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

# All Prices On Del Monte Goods We have them Reduced For the Two Days Of This

**DEL MONTE** 

SPECIAL SALE

Sale!



Del Monte	
SLICED PEACHES	25
8-ounce can, 3 for	
Del Monte SLICED PEACHES	4 46
No. 1 can, each	14
Del Monte	V
SLICED PEACHES	21*
No21/2 can, each	EI
Del Monte	No. of the second
HALVED PEACHES	15
No. 1 can, each	
Del Monte	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
HALVED PEACHES	219
No. 21/2 can, each	4
Del Monte	The Table of the Park of the Land
CLING PEACHES	25
8-ounce can, 3 for	- PAT I



GRAPEFRUIT JUICE		25
3 cans		
Del Monte		
APRICOT JAM		63
Five-pound can		4
Del Monte		11
PEACH JAM	Soft of the late of the late of	63
Five-pound can		yv
Del Monte		
STRAWBERRY JAM		89
Five-pound can		
Del Monte		11
DRIED PRUNES		25
Two-pound package		47
Del Monte	(N-1400)2	11
FRESH PRUNES		10
No. 21/2 can		12

DEL MONTE A	SPARAGUS
Del Monte EARLY GREEN	004
No. 2 can	23*
PICNIC MEDIUM	250
No. 1 can, 2 for	
MEDIUM WHITE	27*
No. 2 can	

# DEL MONTE Pineapple and Juice



Del Monte SLICED PINEAPPLE
SLICED PINEAPPLE No. 1 can, 3 for
Del Monte
SLICED PINEAPPLE
No. 2 can, each
Del Monte
PINEAPPLE JUICE
No. 1 can, each
Del Monte
PINEAPPLE PUICE 29
No. 2 can, 2 for
Del Monto
CRUSHED PINEAPPLE 25
No. 1 can, 3 for
Del Monte
CRUSHED PINEAPPLE
No. 2 can, each

GALLON FR	NTS
Apricots /	55c
Prunes	31c
Peaches	49c
Blackberries	44c
Plums, Greengage	39c

Shirley Temple Bowl FREE, 2 packages ...

WHEATIES

BAKING POWDER

OATS fother's, package	28*
BORAX small packages	104
MAPLE SYRUP Worth's, half gallon 38¢, gallon	69°
A STATE OF THE PROPERTY OF THE PROPERTY OF THE PARTY OF T	8° 5°
SARDINES	25*
CHILI, Walker's Austex 3 No. 1 cans	25°
	100 mm

# GOLD MEDAL FLOUR



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

# HY-PRO

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

Quart 17<sup>¢</sup>

Large Box



# SANI-FLUSH

NEW SIZE

Three Cans 25<sup>¢</sup>

# KRAFT PRODUCTS

MIRACLE WHIP		37°
MIRACLE WHIP Pint		23°
WELVEATA CHEESE	Half	Pound/
AMERICAN CHEESE	Half	Pound
PIMENTO CHEESE		/
TWO FOR	/	35°

# FRESH FRUITS AND VEGETABLES

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

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





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

RAISINS Four-pound packag	
VANILLA Eight-ounce bottle	19
MUSTARD Pure, quart jar	1
TUNA FISH	2
COCOA one-pound can	1
OLIVES	3

DIGGY WIGGY

Hereford, Texas

FRANK GYLES MANAGER PHONE 81 Tales and the second of the se

# **Jumbo News** BY MRS. J. W. BERRY

Take Produce to Cari's Gro. tf Rev. W. C. Howell, Baptist minister from Dimmitt, accompanied by his wife, filled his appointments

Christian preacher, conducted the services, and dinner was served. Mr. and Mrs. Chas. S. King and

son attended a birthday dinner Sunday in the J. E. Andrews home near Frio, served in honor of Mr. Andrews' birthday, In E. Beck and family spent

Sunday in the home of Mrs. Minnie Mariar, near Flagg.

Those who came from a distance to be at the bedside of Mrs. W. H. Wilkerson, mother of Mrs. O. C. Hunter and attended the funeral were her son, Joe Wilkerfamilies, Quanah; her daug-Mrs. Pate Parker and husband and family, Big Spring; Mrs. Doc Harder and family, Kirkland; Mrs. C. O. Kirkland and family, Slaton. The son, Joe, is making an extended visit with others returning to their home. Miss Helen Wilder, student at

Mrs. J. J. Wilder.

Dyer extend sympathy in the loss Harrell and their teacher, Mrs. of his brother, Louis, who died Bailey. The party was given for Hereford of pneumonia Mrs. W. A. Hunter invited her

children and grand children to and at a late hour they departed, her home Sunday. April 28, to a knowing they had had a very debirthday dinner honoring her hus- lightful evening. band's birthday, which occurred April 27. It was also the birthday of her grand son, M. L. Simp-Those attending were C. C. S. M., F. E. and Ullman Hunter and their families, Mr. and Mrs. M. L. Simpson and family, and Addison Hunter.

Mr. and Mrs. Ben Andrew of Olton spent Saturday night and Mr. and Mrs. Thomas and dau-Mr. and Mrs. C. Andrew.

to attend the funeral of Mrs. J. E. home last Thursday. Springer were her father, B. F. Fulkerson, Roswell, N. M.; Mr. near Nazareth celebrated their 25th and Mrs. Deward Roberson and wedding anniversary last Sunday Mrs. M. X. Springer, Amarillo; and invited a number of guests. Mr. and Mrs. J. M. Buchanan and Attending were J. C. Stork and two sons, Frank and Bert; Mr. family, Jumbo; Mr. and Mrs. Joe and Mrs. K. Price, Painview, and Birkenfield and family, Mr. and F. J. and J. M. Springer and Mrs. Art Kleman and family, families of Kress.

direction of Mrs. Mildred Bailey, er of near Nazareth.

PHONE 99

Aspirin Tablets

100 33°

lk of Magnesi

ooth Paste

Mouth Wash

rm 49°

RUSSIAN

Mineral Oll

Keller

lyrup Figs

Pint 49°

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

BROOKS' DRUGS

"PAY CASH AND SAVE"

Coty's Powder

69¢

39¢ Jergen's Lotion

89¢ Krank's Cream

39¢ Lucky Tiger

89¢

ooth Brus 390

# COURTHOUSE

Warranty Deeds.

were present. They took dinner with Mrs. Mildred Bailey and Miss Louise Goats.

Mr. and Mrs. Wayne Carthel and family attended all-day services at Appey Sunday. Rev. Carter R. E. Buran et ux to Wales H.

R. J. Richardson, Pontiac coupe, Norton Motor Co., 292-506. Cooper Dewey, Chevrolet coach, Canyon dealer, 292-505.

Edith Shields, Plymouth coupe Ireland Beavers, 292-502. A. R. Morgan, Ford coupe, Here ford Motor Co., 292-519.

Tom. Galloway, Ford Tudor, Hereford Motor Co., 292-520.

planned and carried out a "hard time" party in the home economics room Friday night. Each invited guest came dressed in rags. Kirkland; Henry and Frank Games were played and the group called in the neighboring homes begging for food. At only one place were their efforts rewarded where each was given a cracker. Pinto beans and corn bread were later served in the home economics room to Ira Woolery, Chas his father, W. H. Wilkerson, the McGinnis, M. L. Simpson, Lawrence Matthews, Lloyd Neill and Winston Adams, guests; and the Canyon, spent the week end in hostess; Misses Lucille and Billie the home of her parents, Mr. and Dyer, LaVelle and LaRue Beck, Pauline Matthews, Pauline Andrew, Friends and neighbors of P. H. Hope Adams, Florene Stork, Nelia last Tuesday at the hospital in the survival of the fittest, those who were not blown away or otherwise destroyed by the sand storms

Miss Sue Layman spent Monday night with Virgie Stork.

Mr. and Mrs. Laban Calloway and Mary Ruth spent Sunday with relatives near Olton.

Mr. and Mrs. C. D. Pinckert and son spent Sunday afternoon in the J. C. Stork home.

Sunday in the home of his parents, ghter, Mrs. Carl Bradley of near Happy, but formerly of this com-Those coming from a distance munity, called in the C. Andrew

Mr. and Mrs. Geo. Backus of Mr. and Mrs. Braddock and fam-The home economics girls under ily and Mr. and Mrs. Phillip Ack-

WE DELIVER

**ITALIAN BALM** 

DRESKIN

Both for ... 32c

**Toiletrie Specials** 

Selected Specials Q

KOTEX

Dennison's Napkins ...... 7¢ Wash Cloths ..... 4e Framed Etchings ...... 23¢

Cleansing Tissue, 500 .... 33¢ Castile Soap, 16 ..... 29¢

Sodium Fluoride, lb ..... 25¢

Stationery ..... 19¢

# RECORDS

Take Produce to Carl's Gro." Mrs. A. A. Head has returned from Hale Center. Her mother shows much improvement. Mr. and Mrs. M. B. Stone spent Wednesday evening in the S. Barclay home.

Mr. and Mrs. J. Wagnon are moving to the Frio community.

J. C. Boyd was here Friday

Mecaskey - Dean

GONDA BEGGERS

making preparations to return to this community.

J. Crane of Claude has bought equipment and turned from

banker to farmer. Several from this community attended closing exercises of Sims school Friday night

Messrs. and Mmes. P. L. London. T. P. McCollister spent Sunday in the S. J. Barclay home. Mr. and Mrs. M. B. Stone were

in Vega on business Thursday.
The DSS club will meet with
Mrs. Ted Roehback May 9 at 2:30. Mrs. McCollister and Miss Biggers are on the program. Last week's meeting was postponed in order for they are of no value. funeral of Mrs. Earl Springer The community extends sympathy to the bereaved.

### OUTLINES FIRST AIDS IN SNAKE BITE CASES

A warning about the dangers of snake bite has just been issued of snake bite are reported each year in Texas during the summer and early fall. Few of these re-

sult fatally.

Most of the bites occur on the hands or feet, which indicates that stepping or falling in the immediate vicinity of an unseen snake lar conditions are the hazards of services last Sunday." contracting snake bite. The pain following the injection of the poison is most intense. Other symp-toms are swelling, difficult breathing, hemorrhage, weak pulse and vomiting.

If one is unfortunate enough to be bitten by a poisonous snake, such as the rattlesnake, the folsuch as the rattlesnake, the fol-lowing first aid measures should be carried out:

Silveron visites included the low of the country of the c be carried out:

After making proper incisions at the site of the wound, apply suction and continue for at least half an hour.

Apply a tourniquet above the site of the wound, releasing some every 10 or 15 minutes for abou a minute at a time.

If the proper antivenom serum available, apply it according directions, but most important of all is to remove as much of the poison as is possible so as prevent its absorption.

Secure the services of a physician at the earliest possible mom

If one is bitten by a poisonous snake DO NOT run or get overheated and DO NOT take any alcoholic stimulants because circulation increased by alcohol or exercise serves to distribute the poison much more rapidly through the body.

DON'T injure the tissues by in jecting permanganate of potash, which is known to be of no value as an antidote.

Don't depend on home dies or so-called snake bite cures,

# Fairview-Palo **Duro Items**

By MISS LILA MAE OGLESBY

Several attended the Ozee esby Dr. John W. Brown, state tate sale west of Wildorado Tues-health officer. A number of cases day, also three miles south of annan. Amarillo last Wednesday

Wildorado Methodists are holding a revival at the church. It will continue two weeks. H. J. and Cecil Oglesby were guests in the Geo. Muse home in

Hereford last Saturday. Not many were present at Sun or picking up objects under simi- day school, BTS and preaching

The junior and senior banquet was given Saturday night at the Wildorado high school, Mr. Burum and family spent and Una Merkel.

few days with relatives near Jericho last week.

BY MBS. J. M. CHAPMAN

Sims school closed April 26. The teachers, Guilford Miller and Mrs. Dunn, planned a picnic Thursday for the children at the Landergin There are three graduates from grammar school, Rosalee Mor-ris, J. Morris Fortenberry and Paul Lyon.

Friday evening, May 3, a series of services begins at Sims school house, to continue over the first and second Sundays. Rue Porter of Neosho, Missouri, will preach. Everyone will be welcomed at these services.

Mr. and Mrs. Kenneth Cook and baby and Clayton Cook of Kansas will reside at the Homer Powell farm here.

Mrs. Montgomery and Floyd of Floydada visited the latter part of the week with Mr. and Mrs. reme- Frank Dunn.

Lige Ellison and Roy Ferguson are here from Crosbyton.

Mr. and Mrs. Tom Bohannan and Olaf went to Laketon Saturday.

Mrs. Murray of Oklahoma City are here for a few days. Mrs. Murray is visiting her sister, Man F. P. Lyons and family.

F. P. Lyons went to Oklahoma City on business last week.

Mr. and Mrs. Floyd West and
baby visited Thursday with her

Mr. and Mrs. J. M. Chapman and Ray were in Amarillo Monday. Messrs. and Mmes. F. P. Lyons and LuAllin were in Hereford last Thursday.

### AT THE STAR THEATRE

Thursday night the last showing of "Baby Face Harrington" intro-ducing an hilarious new screen comedy team, Charles Buterworth

Friday matinee and night will show "The Silver Streak," the Mr. Castlebberry and family of picture built around the famous Silverton visited here last week. first stream-line train. It is a

Adrian-Sims Notes of mercy to save the lives of workers on the dam. The picture is very scenic, showing the Moffat Tunnel in Colorado, the famed Royal Gorge, the beautiful Colorado River country west of Denver, as well as scenes of the Chicago Fair. Sally Blane, Charles Starrett and William Farnum are

Saturday matinee and night will be the comedy, \$10.00 Raise," FOR RENT, FOR SALE CARDS featuring Edward Everett Hor- AT BRAND OFFICE. CHEAP.

sing "Ah, Sweet Mysel" in Love with Some, "I'm Falling in Love with Some, one," and other delightful bits.

# Announcing---

I have purchased the interest of Rufus Sewell in the Hereford Motor Company. I take this means of thanking the people of Hereford for the generous patronage and solicit their future business.

ERNEST MEDKIEF.

HAVE YOU TRIED OUT THE FORD V-8? IF NOT, YOU HAVE MISSED A TREAT!

LET US DEMONSTRATE IT TODAY-WE CAN MAKE IMMEDIATE DELIVERY.

We Have Several Good Used Cars On Hand

HEREFORD MOTOR CO.

Libby's Assorted Pure Fruits, No. 5 can \_\_\_\_

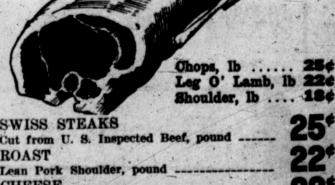
# Walgreen System Drug Store



Two Pint Boxes	2
NEW POTATOES	
Choice, pound	
RHUBARB	1
Home grown, fresh, 2 pounds	- 10
ORANGES	47
Medium size, tree ripened, dozen	
CUCUMBERS	7
Fresh, Texas, pound	
Presh,	. 6
GREEN BEANS Strington	U
UNLER DEATED Pound	

STATE OF THE PARTY			und -	
APPLES				19
Winesaps, medium s	ze, doze	n		
POTATOES +		A Company	e	10
Idaho Burbanks, 10	pounds			
LETTUCE		S-9750		
Firm heads, each				-
CABBAGE		17/28 TEM	in a way	
Fresh green, pound				





VEAL CUTLETS

Nice and tender, pound

# PRICES GOOD FRIDAY AND SATURDAY PRESERVES

	1.1
BABY FOOD	5°
PINEAPPLE	0.
SPINACH	5
MIXED VEGETABLES	1.
LADDY 8. NO. 2 CAN	CONTRACTOR
CORNED BEEF	7*
Libby's, square can	
LIPTON'S T	T.A

Standard, No. 214 can --GREEN BEANS

PORK and BEANS

HOMINY

PICKLES

SPA

RIC

Kello WH

Kelld

KRU

Cut, 8 No. 2 cans

Van Camp's, No. 21/2 can ----

Van Camp's, tall can

Whole sour or dill, quart jar -----

	PEACHES
	Sliced or haives, No. 10 can
1	PEARS
•	Charmed Land, choice Bartlett, No. 21/2 can
	OORN, Fall City
	Fancy Country Gentleman, 2 No. 2 cans
	Yellow Label
A	1 Glass FREE, 1/4-lb
	CATSUP

Fancy Country Ge	ntleman, 2 No. 2 cans	. 25
Yellow Label		10
CATSUP Heins, large bottle		23
MUSTARD Quart jar		15
SYRUP Brer Rabbit, No. 5	an to	31
ALASKA SALM		11'

# Folger's COFFEE 2 Pound RISCU can for ..... 1-Pound Can

# SOAP SPECIAL Medium Ivory Boap Camay Kirk's Castile 5 Giant P. and G. 1 Large Package Oxydol - 5 qt Queen Anne Mixing Bowl All For

	The contraction of the contracti
	S AND EGGS WE PAY HIGHEST PRICES
GER ALE	11¢ CORN FLAKES
uot Club, bottle	Miller's, package
RKLING WATER	1 1 POST TOASTIES
uot Club, bottle	Package, large
FED WHEAT	4 ne Jell-o
age	10° JELL-O
E KRISPIES	And RAISINS, Thompson's Seedless
age	10¢ RAISINS, Thompson's Seedless 16¢
OLEWHEAT BISCUITS	
	11 CLOROX Quart bottle 25¢, pint bottle 15
ogg's, package	
EAT KRISPIES	
ogg's, package	
USTY BRAN	12* SUGAR 58*
le Creek, package	16 10 pounds
	The state of the s

DELIVERY

PHONE

Frozen MALT 10°

Our Own ICE CREAM Quart 25° 15

10

Paradise Sundae

# pecials

arious and chemicals choose	PART COST
SHREDDED WHEAT, 2 boxes	25¢
COFFEE, Texas Girl, 1 lb 21¢. 3 lbs	60¢
MATCHES, carton	22¢
APPLES, gallon	33¢
CRACKERS, 2-pound box	20¢
BROOM, good one	40¢
STARCH, Faultless, small size, 3 for	25¢
SOAP, Palmolive, 3 bars	14¢
OATS, Highland, large package	18¢
BAKING POWDER, Calumet, 1 pound	
SOAP, P. and G., regular size, 6 bars	18¢
CORN FLAKES, 2 packages	134
SYRUP, Brer Rabbit, gallon	55¢
PORK and BEANS, Phillips, No. 21/2 can, 2 for	25¢
RICE, Comet, 12-ounce package, 2 for	15¢
WASHING POWDER, Gold Dust, small, 6 for	15¢
STRING BEANS, nice, 3 pounds	25¢

# Texas Market & Grocery

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

# Kemember Mother

**GREETING CARD** 



to find just the sentiment and design you're looking for. Attractive illustra-

With a Motto Or PICTURE

15 tractively reproduced makes a lovely gift. Mottoes come in swinging frames.

Many Other Attractive Gifte are HERE!

HANKIES

-Hand embroidered lawn Hankles that would be appreciated by any mother. Get a box for YOUR mother.

Pure Linen HANDKERCHIEFS

50°

# Burning, Overgrazing for productive purposes at the Wind Erosion Causes, Dr. Finnell Believes

MAINTAINED TO HOLD SOIL IN PLACE

(Continued from last week)

structive practices. Rank wheat used. The width of main crop where the distance falls below 75 stubble has often been burned because of the mechanical difficulty should not be wider than 20 rows All terraces thus ending in midof working it into the soil and but this can be varied with ex- field must have closed ends the because of the temporary fertility perience according to soil type, same as those abutting the edge depression that follows. There is direction of rows and type of crop of the field. It sometimes becomes o denying these two objections involved. 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 absorbtion and the water holding capacity. If a drouthy season follows, this advantage more than offsets the fertility depres-

If another favorable season follows the opposite is true, but ble 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 herdsmen 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 rieties will give soil protection from the wind if adequate stubble height or frequency of strips

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 convenlent. They will offer a prolong- an opportunity by advance preped 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 ing of off-season emergency cover crop has been harvested should crops. This is a measure which remain untouched as long through the winter as their effectiveness in that condition holds out or

COVER CROPS MUST BE the beginning of preparations for the ensuing crop.

Where both drilled and rowed

farm and it has been found conto provide length of row for culvantage can be had by using a average less than one per cent, winter grain in the drilled strips and triangles. This reduces to a cause extremely wide variations fine point the application of a which experiment has shown to the odds against two bumper crops and Southwest. No systematic in succession are too high to gam cropping plan either of continuous culture or rotation has been discovered which can equal in conomy of production a flexible cropping plan which takes into consideration the initial soil moisture who almost invariably leave the idual fields at each successive planting period of the year. So if provision is made for the utili-zation of every adapted crop type as seasonal opportunity affords and tained with one annual turn of selected from the winter and sum-mer groups as above, the surety of protective cover in any one field is greatly increased.

Otherwise the variable cropping frequent use of emergency cover crops, unless extreme precautions wide may be headed and the intervening space of 20 to 30 rows harvested for forage. A good stand of any of the sorghum value of the standpoint of maintain to list. Below normal findicate here the standpoint of maintain to list. Below normal findicate here the standpoint of the standpoint of maintain wheat land should record the stand of the standpoint of maintain wheat land should record the stand of the standpoint of maintain wheat land should record the standpoint of maintain wheat land should record the standpoint of the standpoint of maintain wheat land should record the standpoint of the standpoint of maintain wheat land should record the standpoint of maint

Less of Vegetative Cover. Where the normal residues of is insured, but those varieties of productive crops are depended on, profuse stooling habit make the loss of cover may be expected, but can be excused only if the result of drouth. Over-grazing, 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

> aration to avoid or modify crop failures. Second, and supplementary to moisture conservation, is the planting of off-season emergency cover should not be resorted to unless

the residues of normal crops bolstered up by moisture saving fail until seasonal conditions warrant 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

However, on loam softs 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 run-off observations show that these losses occur even in years of the worst drouth. It has often happened that theonly 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 easure 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 ad-

jacent fields. Thus 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 manement results in saving water

for productive purposes at the often needed to help bridge the drouthy periods in the maintenance both of economic stability and a vegetative cover for erosion

In the area of 20 inches average annual rainfall or less all terraces on gently rolling and nearly level land should be made level When erosion non-resisting crops with closed ends and high enough like corn are desired, strip crop- to back water up to the base of Note: This is the second of a ping with a suitable sorghum be the next terrace. The most prac-series on the causes and control comes necessary. If the crop is tical interval adjustment can be of wind erosion; a paper preparbeing grown on light sandy soil determined by linear spacing or ed by Dr. H. H. Finnell, head of which does not require contour terrace area rather than by vertical spacing. The average distance by Dr. H. H. Finnell.

By Dr. H. H. Finnell. prevailing winds, but a closer spac-ing of the erosion resisting strip for small grain growing which is To maintain an adequate vege- tour tillage is followed. The wind- thods is 125 to 150 feet. On typitative cover in the form of ero- break strips should not be less cal areas of this soil type the sion resisting residues from pro- than four rows wide, but may be vertical interval should range from ductive crops, unusual measures wider depending on the number 40 to 1.00 foot, the effective height are justified to prevent burning of rows listed or cultivated at of the terraces being adjusted acoff of stubbles and the overgraz- one time. Common yellow mile cordingly. Where unusual unevening of stalk fields. Some of the with the grain headed and the ness occurs a small area of a field worst cases of wind erosion to be tall stubble left standing makes splice, terraces should be introfound in the Panhandle area are an ideal variety for this purpose duced where the distance exceeds directly traceable to these two de- though other varieties can be well 250 feet and sections eliminated

> necessary to change the vertical interval within a field but not crops are produced on the same often. The things to keep in mind on the High Plains is that the venient to strip the terraced fields terrace is designed to retain the water that falls within a given tivated crops, an additional ad- area. Dealing with slopes that relatively small variations in slope in linear spacing where a fixed principal of crop diversification fact together with the importance be especially useful in the semi- 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 tained with one annual turn of the one-way disc plow around the terrace throwing soil back on the

Contour listing of wheat stubble is recommended in preparation for the next crop when it plan would necessitate the more can be accomplished within one month of harvest under favorable soil moisture conditions. Ample served. The nicreased dependabil. July rainfall would be considered ly 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 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)



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

NO MIDDIEMAN IN THE ROXALL PLAN: YOU GET THE SAVING

SEE IT-RIDE IN IT!

The Master Deluxe

Three Solid Carloads

OLDSMOBILES - CHEVROLETS

More Coming-All Body Models SEE THEM TODAY!

We Also Have Some Good

# **Used Cars**

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 (hevrolet and Oldsmobile. - Our boys know how.

BRUMLEY CHEVROLET CO.

# spring is here



We have just received a new shipment of

**BATISTE** and **EYELET** DRESSES

They Are Cool and Colorful

\$1.98 \$2.98 \$1.69

JACKET MODELS .. .....

We Have New Cotton Prints for \$1.00

Sprowls & Cronin Company



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

CITY DRUG STORE

QUALITY AND SERVICE-PHONE 100

# Summerfield News guest of Vondell Brooks Wednesday.

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. Ad- Gandy at Wyche Sunday. mission 10 and 15 cents.

Friends of Lee Kendall will be from the hospital to the home of his son, Joe Kendall, and is much

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

attended the senior play in Here played Showers of Blessings, and ford Friday night.

William and Pat Neill of Merkel arrived at the home of their sis-ter, Mrs. B. E. Roberson, Tuesday. Bob Lance, L. L. Cannon, O. B. 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

Mr. and Mrs. Ky Lawrence and Beatrice were in Amarillo Satur-

Albert Schulz is working for ters. Ruth Lookingbill was a dinner FOR JOB | WORK, TBY THE SEAMS

your good name.

Rev. J. B. Booker and family M. M. Hanna and family of Tur-key visited in the J. R. Oglesby home a last Thursday.

J. W. Vines of Black is visiting his brother, Wilson, here. Mr. and Mrs. Wilson were guests of Mr. and Mrs. Mrs. Jack Streun was honored

glad to know he has been moved Will Schulz home Friday after-Yellow and white colors noon. were carried uot, 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 gifts were poured over the umbrella fell around the bride. Re-Roberson, Lee Curry, J. A. Noland, Chas. Noland, L. H. Lookingbill, B. E. Roberson, T. L. Carmichael, W. G. Harris, Guy Walser, Ky

Lawrence, B. N. Greeson, D. C. Walser, W. E. Hawkins, Jack Streun, J. C. Lance, Earl Lance, S. L. Walser; Misses Eva Gree son, Christine Atchley, Ruby Thompson, Oleta Bowling, Mabel Cannon, Maude Noland and the hostesses, Mrs. Schulz and daugh-

Credit

A REAL CONVENIENCE

Once you are without credit, you realize its great

Credit is yours to always enjoy and you have the

advantages. Pay your bills when due and protect

satisfaction of knowing that you are playing fair.

PAY BILLS

BY THE 10th

HEREFORD CREDIT ASSOCIATION

DOROTHY H. ROSS

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 ex-

tended 15 more days. Prices of the new

WALDORF ELECTRIC range from \$74.50

to \$99.50. We offer not only the trade-in

makes electric cooking cost you little, if any,

And remember-the new Ultimate Rate

but also terms to suit your convenience.

more than present electric service bill.

# Here and There

BY MRS. O. 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 Besides her husband she leaves four small children, a large numwith a lovely bridal shower in the ber of relatives and friends to will Schulz home Friday after 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

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 Coman-

che, Oka., spent the week end in the J. N. Benson and J. E. An-Guy Ham and Curt Streun were

n 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 after school. last week from Carnegie, Okla., where they took their parents, Mr. and Mrs. Fred Streun, who will Hereford Sunday evening. spend the summer there for the benefit of her health. She was erald Smith were guests in the well when they left for home. Pat Hardy home Sunday.

Mesers, and Mmes. J. E. Andrews, H. Benson, Jodie Benson, Wednesday night with his father, Elmer Jones, Chas. King, Owen B. H. Medley, returning to his 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. LaVonse Linsey was quite ill the first of the week.

A number from here are attend-ing the revival in Hereford. Messrs, and Mmes, K. F. and W. A. Campbell, and Mrs. Jane Dayberry returned Thursday from a two weeks visit at Abilene and

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 the CCC camp at Phoenix, Ariz.

# Dean News

BY MARY LOUISE DEAN

Take Produce to Carl's Gro. ti Next Sunday Rev. Paul Collins 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 Griffitt 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 n 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'LEAN

Take Produce to Carl's Gro. Rev. Lindley of Bovina was here o fill his appointments Sunday, ut owing to other arrangements

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.

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

Saturday at Palo Duro Canyons.
This community was saddened
Saturday night by the death of
Mrs. A. C. Hays, after a brief
illness of a week. A more complets account will be found else-

32 out to Sunday school. Visitors always welcom Mr. and Mrs. C. T. Reece of held in the Methodist church at Bippus were dinner guests in the Hereford, Rev. Willett officiating. 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.

Frank Wilder and family, S. I. and Section 27 in Block K-3, all Riggs and wife, Taylor Oglesby, in Deaf Smith County, Texas, as Mr. and Mrs. Homer, Sharp and the property of the defendant Wilchildren, Mr. and Mrs. L. M. liam R. Borough and Mrs. Wil-Turner and children, Mr. and liam R. Borrough, said property Mrs. L. M. Williams and children being that described in said order ommunity, and wish them well

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

their new location.

# 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

Mr. and Mrs. E. O. Dixon and sons attended church services in

Luke Medley of Abilene visited

me Thursday. Most of the farmers in this community received erosion m and are busy getting their fields

worked. Mr. and Mrs. Carl Frye and family visited Sunday evening in the home of Miss Mattie Wood-burn in Hereford.

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

# 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

ther.

Adjustments need to be made on all these items in order to assure good performance in hot wea-

rendered in said Court 27th day of February, 1935, in favor of Leelie Hill as Plaintiff, and against William R. Borough and Mrs. William R. Borrough defendants, sald cause being numbered 10776-E upon the docket of said court, and delivered to me as Sheriff of Deaf Smith County ty, Texas, I did on the 15th day Shoppers in Hereford Saturday of Apri, 1935, levy upon all of vere Mr. and Mrs. Bill Shafer, Sections 9 and 10 in Block K-14, Mr. and Mrs. G. W. Wells and of sale, said levy being made for son moved to Hereford last week.

We regret to lose them from this community, and wish them well ant William R. Borough and a foreclosure of an attachment lien against said land as against each

> Now therefore, I, J. B. Miller, Sheriff in and for Deaf Smith 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

Messenger News

THE STATE OF TEXAS,
COUNTY OF DEAF SMITH.

Whereas, by virtue of an order of the said defendants,
Whereas, by virtue of an order of the said defendants,
Of sale issued out of the District,
Of sale issued out of the District,
William R. Borough and Mrs.

William R. Borough and Mrs.

William R. Borough and Mrs.

William R. Borough in and to the litth day of April, 1935.

William R. Borough in and to the litth day of April, 1935.

Deaf Smith Count, Texas.

Out to Sunday school Visitors rendered in said Court on the litth day of April, 1935.

# 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.



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 Voiles Lawns, Organdies, Seersuckers await you in our Piece Goods Department. See them today

# Printed Seersuckers

Sheers, summer fav- 3974

36" WHITE PIQUE Narrow wale—the top 29

New Cotton Fabrics Right for any type of 39,

Printed Cord Fabrics Color Pasti





"Personality" Printed **VOILES** 

Fast-to-Washing! 39 In!

150 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 color. You'll want var.

ADDED SPECIALS FOR

1000 YARDS SCRIMS and MARQUISETTES! close out of mill end short lengths real buy! Special for LIMIT DAYS

200 ONLY Men's Blue Chambra WORK SHIRTS Full cut and made to our rigid specifications of qual-ity. A real value that no man will want to miss. Spe-sial for limit days, each

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—

SO PAIRS MEN'S High Quality Dress OXFORDS Close out of odds from high-er price ranges. Solid lea-ther shoes. A real value. Limit days price, pair—

PRINTED PIQUES le lively colors. N. 39

COTTON PRINTS 39" wide! Aces in fash-ion! Big selection! 25,

New Wash Fabrics In lawn, voile, sees 19

Nu-Tone Dress Pris





36 Inch-Bluebonnet PRINTED

New Color-Fast Patterns!

HEREFORD

Texas Utilities Company

# estway Items WILMA SKYPALA)

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

# BUY HOUSE PAINT ON PRICE ALONE

Price per gallon alone does not ermine 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 STAND-ARD House Paint. For HIGH STANDARD covers more surface per gallon and wears years longer/ Let us tell you why

# R. H. KEMP

pent the week end with her par-nts, Mr. and Mrs. J. A. Ros. Frank Richards and Juanita pent Sunday night in the T. L.

Bill Kiker of Hereford spent aturday and Sunday in the Dick Thiteside home.

pent Monday in the L. A. Roe Billy Jean Wilson of Hereford pent Saturday night with Grady

and Elvin Wilson.

Herman Hypock of Hereford spent Saturday night with Duane

Mrs. R. M. Gunn, Vesta Mae and Roy Landers called in the Guy Lawrence home at Walcott Sun-

J. C. Harris of Cleburne, died Friday morning at the home of his daughter, Mrs. L. A. Roe. The body was taken to Cleburne for Monday. interment. J. A. Roe accompanied the body, and returned to his home here Monday.

Miss Gwendolyn Hyde spent

Mr. and Mrs. Wooten, Mr. and Mrs. J. L. Hyde and daughter of Ward spent Sunday afternoon in the P. W. Hyde home.

Mr. and Mrs. C. V. Burges spen Sunday afternoon in the Edgar Skypala spent Sunda; with Frank Bezner in Hereford

Rev. Collins of Hereford held services here Sunday morning and evening.

Norbert and Edwin Skypala were ill with the measles Sunday and Monday.

Lumber Company FOR BENT, FOR BALE CARDS

# BUSINESS AND **PROFESSIONAL**

HIR CHOCOLATE SHOP

Cold Drinks, Candles

thorough examination with 816-B Main Street.

INSURANCE

JNO. H. PATTON PHONE D

Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. per cent Federal Farm

DR. J. W. HENDRIX

B Street-Just North Phone 341 for Appointments

GEO. S. McCONNELL

All kinds of electrical ap-pliances repaired. Also Del-co Light, factory trained ser-

THE HEREFORD BRAND JOB PRINTING



**Ireland-Beavers Motor Company** 

GOODYEAR TIRES NO MONEY DOWN

# Dimmitt News

MRS. BUCK WOOD

Mr. and Mrs. Lester Cooper spent several days last week with relatives in Dill, Okla.

W. H. Hulen of Raton, N. M., visited relatives in Dimmitt last week. Miss Edna Lee Biggs re-turned home with him to spend several days with Miss Marie

Mrs. J. R. 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.

High school spent the week end in Carlsbad and El Paso. Herman and piaying games.

Troutman and Mrs. Sammie CarMrs. Ira Ricketts, Ira Jeanne, Sunday with Miss Irene Grimes.

Ralph Smith, Bill Smith and family and Edgar Horton of Here-family and Edgar Horton of Here-ford spent Sunday in the Tom May Katherine Hardy, Florene May Sell and Ira Jeanne visited Mrs.

Troutman and Mrs. Sammle Call Mrs. Clyde Russell and Robert trice has decided and Ira Jeanne visited Mrs. Miss Lilla Shaper Christian Sell and Ira Jeanne visited Mrs. Houtchens, Pauline Duran, Christine Bagwell, Mary Joe Tarpley, Emily McLean, Tiva Mae Wright, Wednesday. George L Music, Robert Singer, Pat Hyatt, Ladell Lanham, Au- staying at Comanche, Okla.; with their plans. dice Rippey. Leo Waggoner and

Vaden Coventry. Mr. and Mrs. Fisher of Silverton spent Sunday with Rev. and Mrs. Joe Strother.

Mr. and Mrs. Houston Hulin, Mr. and Mrs. Preach Parker of Mr. and Mrs. Cullen Butler, Mrs. North Hereford have moved to the O. G. Hill place.

Mr. and Mrs. Houston Hullin, Mrs. and Mrs. Cullen Butler, Mrs. Lone Ray and Miss Mineola 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

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. Megert, in Hereford Sunday. Mrs. Odis Hudson and Mrs.

Stevenson of Happy visited Mrs. E. C. Hudson Friday. Mr. and Mrs. Leland Lee made business trip to Amarillo Mon-

Mr. and Mrs. Houston Hulin 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 day night. by a large audience.

Charlie Harris made a busines trip to Amarillo Saturday. Mrs. Wade Dent and children spent several days last week with er parents at Sunnyside. Mr. and Mrs. Gano Hastings left last week to make their home in

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

# Ford Doings

Mrs. J. S. Garrett had two sisters visiting her from Amarillo last

Mr. and Mrs. V. T. Glenn were in Hereford Monday afternoon. 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 siege of measure.

of measles.
School closed Tuesday afternoon Wednesday a picnic dinne: was en-joyed by pupils, teachers and par-ents 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 cold, contracted while plowing

in the dust last week.
P. C. Benson returned from Fort.
Stockton last Monday. Mrs. Ben-

Stockton last Monday, Mrs. Benson and the Firls will remain there
until school is closed.

Visitors in the Fred Rrunson
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 Mon-

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 ser-vices 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

# Progressive News LOST FAT

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. .

Mfs. Clyde Russell and vigited her sister, Mrs. Luke Mc-Brayer, over the week end. Several children in the neighberhood are having German mea-sies and whooping cough.

Teachers, patrons and pupils Mr. and Mrs. R. H. Crump and held their annual picnic at the son, A. B., were Dimmitt, visitors City Park south of Hereford last Friday. A delicious picnic dinner The Senior class of Dimmitt was enjoyed at the noon hour.

sell and Ira Jeanne visited Mrs.

BECAUSE SHE HEEDED Doctor's Advice

And Didn't Listen To Gossiping Neighbors!

Mrs. H. H. Long of Clarinda, lowa, writes: "Kruschen was recommended to me by my doctor. Weight when starting was 226. Weight now after 3 jars is 208. Doctor says J'm 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 med of your own get jar of Kruschen today (last weeks and costs but a trifle). Take

mins and Evelyn Arseneaux, teach-W. A. Ricketts at Hereford last ers of Progressive and Higgins schools, left for their home last Lentrice Benson, who lived Tuesday. Miss Short expects to Geo. Simmons, J. G. Davis, James northeast of Progressive, was in return to Progressive. The other Barron, Jay Winders, Buck Tate, town Saturday. She has been two teachers are undecided as to

Mrs. Clyde Russell and Robert trice has decided to make Com-

THE FISHING SEASON OPENED WEDNESDAY!

Catch

WITH GOOD TACKLE FROM OUR STORE



Rods, reels, poles, lines, flies, sinkers, plugs, creels, boots, books, 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

half teaspoonful in a cup of hot you don't lose 12 lbs. and water every morning tastes fine years younger money back, with juice of half lemon added. If Drug Store sells lots of it.

# Drive In Here-Let Us Do Our Stuff!

It's past 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 Offs.

# **Texas Service Station**

GLEN SNYDER



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

KRUSCHEN Salts 85c Size 59\*

CLOSE DRUG

\$1.00 Size Crazy Crystals

89°

# We Always Save You Money on Drugs and Sundries

50c Size lpana 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 ...

Mineral Oil, qt ... 89c

Vick's Salve Vitalis Hair Tonic



60c Size MUM Deodorant 49

Liquid Veneer 30c Bottle . 28c

60c Bottle .....

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

\$1.19 | \$1.25 Fountain Syringe ...... 59c Cleansing Tissue, 2, 35c

Bayer's Aspirin, 160, 69e

Bath Salts, 3 lbs ... 69c

Dr. Caldwell's

Syrup Pepsin \$1.20 size



\$1.00 NYAL **Cod Liver Oil Tablets** 

Williams'

**Shaving Gream** 

50c Tube

39

79c Iron and Yeast Tablets ..... Nyal White Shoe Cleaner

Will NOT Rub Off 215

75c SIZE

Spring Tonic **Ucatone** \$1.00 Bottle 89¢

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



Hereford, Texas

# Thursday

Last Showing of Charles Butterworth

Babyface Harrington"

Thrills, Thrills and Thrills!!! Friday Only MATINEE AND NIGHT "Silver Streak

### Chapter Two of SERIAL, AND COMEDY

This is the most thrilling picture we have given you for months. In this picture there are a dozen big stars-lots of

Attend the Matinee and Avoid the Rush!

show for a DIME!

# Saturday Only

Matinee and Night

Would you give a Dime to have a good two-hour laugh? If so, see-

# \*\$10.00 Raise" ALL STAR CAST

If you are working on a sal, ary, bring your boss-you may get a raise after seeing this picture!

In addition you will see-Thelma Todd and Patsy Kelly

"SING SISTER SING"

# **PREVIEW**

Saturday Night

Sunday, Monday Tuesday

4 BIG SHOWINGS 4

# THE BIG NEW MUSICAL SHOW!

Thrills ... set to music ... as a madcap Princess finds high adventure and romance in the arms of a pioneer lover!



Special Short Subjects. Paramount News-Popeye the

ses Eloyse Pitman and Edith Shields spent the week end Amarillo visiting friends.

Mrs. Hubert McEntire and baby visited in the home of her mother, Mrs. W. M. Megert, Wednesday.

Carl Scudder of Amarillo, tele phone offficial, was here Tuesday afternoon.

Mrs. Mark Galloway and daugh-ter, Ann, are visiting Mrs. Seth B. Holman. J. T. Cronin was in Cheyenne,

Oklahoma, on business the first of the week. Roy H. Gough and family of Dimmitt were visitors here Tues-

day and Wednesday. Mrs. Homer K. Fox returned home Friday night from a month's visit with her parents in Califor-

Mr. and Mrs. Ernest Witherspoon of Bellview, New Mexico, visited in the home of James With-

Judge F. P. Works and his son,

Dewey Reed and C. W., Humde were in Dalhart yesterday attending a conference on the permanent erosion plan for the Pan

J. A. Pitman is a member of the Federal Court grand jury which convened in Amarillo last week. The jury recessed Saturday.

Charles Hardwick of Clovis has been named manager of the Star Theatre here. He will take over the show Sunday.

A. J. Whiting, vice president of the New Mexico Utilities Company with offices at Clovis, was a visit-or here last Friday afternoon.

J. H. Galloway of Childress and his daughter, Mrs. J. C Doherty of Tulsa; Oklahoma, visited here last week in the home of Mr. Galloway's brother, W. A Galloway.

Mr. and Mrs. E. J. Hartman and on, Ireland; who is superintendent of the Masonic Eastern Star Home for children at Freemont Nebraska, have been visiting Mr. and Mrs. John Haberer and sons here this week, after attending the Masonic convention at Fort Worth. They returned home Monday, after stopping to visit friends

# Erosion

(Continued from page seven)

narrower base may be used if preferred, but in all cases under semi arid conditions a terrace base of 30 feet or more is desirable. On the sandy loams very little

runoff has been observed, but in some areas of shallow phase types contour listing is useful to maintain even distribution. Unless the slopes are relatively abrupt and uneven a general field contour without point rows will serve the purpose. On most fields of sandy loam to loamy sand there is nothing to be gained by efforts toward runoff conservation.

Off-Season Planting.

When the best possible utilization of normal crop residues produced under a continuous or variable cropping system supported by effective moisture conservation has failed to afford the necessary vegetative cover to assure wind erosion prevention, the use of emergency cover creps is fully

An example most frequently observed in row crop farming is when the planting season in summer has passed without rainfall enough to enable the securing of a crop stand. Rains may come later in the summer, too late to make a crop, but if the protective residue of the proceeding crop has disappear a stooling sorghum such as sudan grass, hegari or dwarf yellow milo should be planted to renew the ground covering for the winter. When wheat fails and the summer season is approached with the land in a bare condition, a dual purpose planting of wide row sorghum for grain is in order. Instead of fallowing the land in preparation for the next wheat crop, mile or similar crop grown in rows 10 to 15 feet apart permits a very desirable partial fallow effect and at the same time gives a stubble protection against blowing until the wheat has an opportunity to cover the ground. The grain production from such plantings often give a welcome substitute income.

The principle to be followed in the use of cover crops can be referred to in working out a satisfactory plan for any situation and may be stated as follows: A cover crop should be introduced with the first available moisture after the danger of loss of vegetative cover becomes apparent, it should be an adapted erosion resisting variety suited to the time of year in which the emergency arises, and it should be disposed of in time

or, so planted in a waay as not to interfere materially with the prepwindbreak Trees.

While the rainfall will not support trees in every location they may be desired, there is an opportunity to contribute materially ural and engineering sites for afternoon, April 27, at the home of the bride's sister, Mrs. L. D. The usefulness of trees in wind to erosion control by utilizing nat-

ing a border protection to culti-wated fields which may start to uate of Hereford High school and blow as a result of exposure to later attended school in St. Louis. Mes dust swept from bare roadways. The presence of scattered wind-breaks throughout the community is expected to have a more or less general effect in breaking up less general effect in breaking up the surface wind currents which otherwise sweep the ground without obstruction.

(Continued Next Week.)

# B. & P. WOMEN ENTERTAIN SENIORS

Girls of the senior class of the high school were entertained by the Business and Professional Wovisited in the home of James Withmen's club with a deck party at the city hall Monday evening.

Miss Eunice Rutherfold, Julia

McCown and Mrs. N. E. Frank, were business callers in were hostesses. With deck fur-Hereford Wednesday. in iture, life preservers and rail, the room was made to resemble the deek of a ship and games in keeping with the decorations were played.

### MUSIC CLUB WILL HAVE TEA TUESDAY

The Music Study Club will hold a tea at the Presbyterian church next Tuesday afternoon, announces Mrs. C. C. Acker, president. There will also be a musical program.

Members of the music club from

# \$1.00 SALE

We are offering a lot of NEW SPRING HATS

White, Black and

\$1.00

Values. Phone 176 **VOGELE** 

These are all splendid

Millinery Parlor

ed guests from Hereford MISS BOARDMAN

BRIDE OF MR. RENZ The wedding of Miss Florence Eleanor Boardman and Richard L Renz was solemnized Saturday

The usefulness of trees in wind. The bride is a daughter of erosion control lies mainly in give Mr. and Mrs. Herbert H. Board-

The receiving rooms were decor-

1901

After a short wedding trip

# MESSENGER CLUB TO MEET MAY 9.

A Mother's Day program will

FURNITURE - UNDERTAKING

E. B. Black Co.

Hereford, Texas



For Healthy CHICKS

> Proper Feeds Are Essntial

ALL-MASH STARTER

# THE PROPER FEED

Start chicks with Merit Starter, follow with Merit Growing Mash, and give the grown hens Merit Egg

AND YOUR FLOCK WILL BE A SUCCESS!

Bring Us Cream, Eggs, Poultry and Hides.

West Texas Feed & Seed Co.

Phone 265

FRIDAY AND SATURDAY SPECIALS

PEACHES	In syrup, No. 21/2 can, 2 for 29
CANDY	Jelly, 1 pound
TEA	1/4-pound Lipton's Yellow Label
MARSHMALLOWS	1-pound package
SPINACH	No. 2 can, 3 for
PEACHES	Evaporated, 2 pounds
CORN FLAKES	Package 10°
BEANS	Green, No. 2 can, 2 for
SUGAR	Powdered, 2 boxes
PINEAPPLE	No. 1 can, 3 for
CRACKERS /	2-pound box
OATS	Cup and saucer or plate, box
COFFEE	Wapco, Vacuum packed 1 pound 25
PRUNES	Fresh, W. S., No. 21/2 can, 2 for 29

CARL'S Cash and Carry GROCERY

# cye Chene

IN SPRING-GOODS **NOW OFFERED BY** 

# PROWLS CRONIN

YOU'LL HAVE TO HURRY!



\$24.50 Value

WORSTED SUITS Hard Finish

> For Year-Around Wear Only

> > \$14.98

We have a single lot of these Suits-They will go Fast

**MEN'S SUITS** 

Spring Models



KANGAROO **OXFORDS** and SHOES \$6.00 Beller

Peter's Diamond

**Dress Oxfords** 

White Shoes

**Work Shoes** 

**Work Pants** Straw Hats

For Children

Covert Cloth

For Men

DRESS HATS

for Men In New Spring Styles

Priced at \$4 96 and \$296

Men's Gloves Men's Gloves

Horsehide **Work Gloves** 

Men's and Boys Wash Pants for Summer Wear 98¢ and \$4 25

Silk Socks High Spliced Heels
5 Pairs \$400

25c Value

Hope Muslin

Muslin

10 yards

for Driving

Pig Grain

for Driving

Bleached, 36-inch