

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 25.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JUNE 27, 1935.

Five Cents Per Copy.

Wheat Papers Are Submitted to State Body

750 OF 850 CONTRACTS COMPLETED; URGE SIGNERS TO RUSH

Working night and day, the force at the county agriculture office has completed 750 of the county's 850 wheat contracts with certificates of compliance. As fast as a group of papers is completed, Dewey Reed and Jim Lipscomb allotment committee member, are taking them to state board of review at Amarillo where they are checked for errors.

Papers that are completed by that time will be sent Sunday to Washington for final approval and payment of the second 1934 and first 1935 allotments. A few operators who live in the county have not yet signed up, but almost all the non-residents have completed papers, Reed announces. All parties to wheat contracts must execute the papers at once, Reed pointed out, if they hope to have the papers in the first bunch sent to Washington. If the papers are not included in the first bunch they will likely be delayed two months, he said.

Second Death Is Result of Wreck

Mrs. Ruby Fields, 20, died at the hospital last Thursday afternoon, the second victim of an automobile accident Tuesday near Summerfield which took the life of her brother, Walter Kerbow.

Services for Mrs. Fields were held Friday morning at the Black Funeral Chapel by Rev. B. N. Shepard of the Baptist church. Burial was in West Park cemetery. Mr. and Mrs. Frank Kerbow of Oklahoma City, parents of the when his body was hurled from the funerals.

Walter Kerbow, brother of Mrs. Fields, was killed at the time of the wreck, his neck being broken when his body was hurled from automobile.

Gordon B. Reddoch, driver of the car, his wife and Jim Fields, Jr., of Anadarko, Oklahoma, were others injured in the accident. Mr. and Mrs. Reddoch had picked up Kerbow, his sister and Fields at a killing station here. The accident happened near Summerfield.

NEW PARSONAGE BUILT FOR DIMMITT CIRCUIT

A new Methodist circuit parsonage has just been completed at Dimmitt, according to Rev. E. C. Armstrong, pastor. The building was financed through popular subscription, much of the money coming from Hereford.

"In behalf of the members of the building committee, I want to thank the business men of Hereford for their generous gifts," Rev. Armstrong said. "We are proud of the parsonage and feel it will be an asset to our town."

STAR REMODELING JOB COMPLETED THIS WEEK

With a new light stucco front and a marquee that extends all the way across, the modernistic remodeling job on the Star Theatre has been completed. The front is in mission type light stucco, punctuated with vertical black lines.

The marquee is done in the same colors and so arranged that the title of the featured picture along with the top names in the cast can be shown. A four-circuit lighting system illuminates the marquee display.

The work was started when Charley Hardwick, new manager, took over the theatre and was finished this week. "With our new cooling and air conditioning system, the Star is now one of the most modern show houses in West Texas," Hardwick said.

"OUTWARD BOUND" WILL BE PRODUCED IN AUGUST

Production of the drama "Outward Bound," to be sponsored by the Young Democrats, has been postponed until early in August, announced Marlin Gilliland, director.

The postponement came as a result of several members of the cast taking vacations in July. Tentative date of the production was

'Grandma' Sams Dies At Home Just Before Her 103rd Birthday

OLDEST CITIZEN ACTIVE AND INTERESTED TILL LAST DAYS

Death took Mrs. Nancy Julia Ann Sams last week just a few days before her 103rd birthday. She died Wednesday of last week at the home of her daughter, Mrs. J. S. Smith, 12 miles south of Hereford.

"Grandma," as she was known, was ill for approximately two months before her death. Before that time she had been hale and hearty, scarcely knowing what it was to be sick.

Until her last illness, which began in January, "Grandma" Sams was extremely active for her years. She was mentally alert until the end. Friends marvelled at her interest in the present day world, her excellent eyesight which enabled her to read until her last days, and her acute hearing.

Daily she read her Bible. And until her last illness she was an avid reader of the newspapers, keeping herself unusually well informed on world affairs and the progress of mankind. She enjoyed recalling the days as far back as the forties, comparing them with modern times, displaying a sly smile as she talked. She never thought of becoming a womanhood and had no use for smoking. "Women smoking is no modern thing," she often said, recalling the days when the corn cob pipe was a household necessity.

Mrs. Sams was born in 1832 in Blountsville, Sullivan county, Tennessee. She was married to James Sams in 1853. Her husband was called in the Civil War and while he was gone she remained on the little farm in East Tennessee with her three small children, the oldest not large enough to hold a walking plow during the entire war. After the conflict she took care of her sick husband.

Upon his recovery the family removed to Kentucky in 1867, and then in 1870 they came to the frontier state of Texas. "I remember the trip to Texas," Mrs. Sams said last summer. "We came through in a wagon. Hillsboro was the first town of any importance."

"I remember driving up to the little store there and just across the way was a man handcuffed and guarded by two men with guns. He had killed a man. Texas was a pretty bad place in those days."

She liked to recall their visit to Dallas, then a small town on the Trinity River. They began farming in Bell county between Temple and Belton and lived there until 1896 when they moved to Cyril, Oklahoma. Mr. Sams died at Hillsboro in 1896.

Five children were born to Mrs. Sams. Only one, Mrs. Smith, is still alive. Her two eldest boys, Thomas Allen and William, were murdered by highwaymen in Hill county.

A Democrat all of her life, Mrs. Sams voted for the first time in 1930. She saw the United States in four wars—the Mexican conflict in 1846, the Spanish-American War, Civil War and World War. The Texas War for Independence also took place during her life time.

Funeral services were held last Thursday afternoon at the Smith home by Rev. Merrill Armstrong, Methodist pastor at Dimmitt. Burial was at Hereford.

PICKETT WILL BECOME POSTMASTER ON MONDAY

Walter Pickett, Hereford's new postmaster, will take over the duties of the position next Monday, July 1, beginning of the new fiscal year. Pickett was recently appointed to succeed Mrs. Mina D. Jones, named acting postmaster following the resignation last fall of E. L. Donner.

Pickett has received his commission and provided the required bond. He resigned as county relief administrator, a post he had held since the first of the year, to take the new job.

CITY TAX BOARD MEETS THURSDAY AND FRIDAY

Taxpayers will be heard by the city equalization board today and Friday. On the board are Vern Witherspoon, Glen Weir and J. H. Head. They met two weeks ago and equalized valuations on all city property.

Taxpayers whose renditions were raised were notified to appear before the board where they may state why valuations should

Farm Debt Group Named for County

Bill Mitchell, Walter Dunlap, and G. C. Hartman are the Deaf Smith county farm debt conciliation committee. They attended a district meeting in Amarillo last Thursday, the first held in the new district designated by Governor Allred.

R. J. Murray, chairman of the state committee, addressed the Panhandle group, saying that rehabilitation of farmers through voluntary debt adjustments with creditors was one of the greatest current federal recovery problems.

"Men who in normal times paid their taxes and met their obligations, should not be put off their farms," he declared. "With a normal year and a single good wheat crop the Panhandle will come back."

Farmers who are pressed by debts are urged to contact committee members. Services of this group in attempting to obtain debt extensions and conciliations through voluntary agreement are free to the farmers.

Other speakers at the Amarillo meeting included Berry Richey, representative of the Farm Credit Administration; J. R. Murray, of the Federal Land Bank at Houston; J. M. Neely of Amarillo, and Dr. O. H. Loyd of Vega.

Corn-Hog Check It Started Here

Preliminary check-up on compliance with 1935 corn-hog contracts in the county was started this week with mailing of questionnaires to all signers.

Each signer is urged to obtain all information sought in the questionnaire and write it on the back, then to bring it to the county agricultural office where he will sign papers.

This is the first check-up and the compliance papers will be completed upon expiration of the contracts. There are 259 signers in Deaf Smith, 250 old ones and nine new ones.

Star to Sponsor Beauty Pageant

Some Hereford girl is going to win a vacation trip to Roswell, Carlsbad and perhaps to Hollywood. If she is lucky enough to win the Hollywood trip, she will be given a screen test by Paramount—and who knows, she may be another Garbo.

Opportunity for the lucky young lady will be provided by the Star Theatre. Charley Hardwick, manager, has just announced the plan.

The show will sponsor a Beach Parade and Beauty Pageant, to be held early in August. It is to be an annual affair and is held in conjunction with a number of other show houses in West Texas, Oklahoma and New Mexico. The winner from each town will enter in a final contest at Roswell and the winner there will be named Queen of the Southwest and will be given a trip to Hollywood with all expenses paid.

Winner of the Hereford contest will receive the little Miss Hereford and will be provided the trip to Roswell with all expenses paid. It will be a regular vacation with special entertainments, including dinners, dances, a trip through the Carlsbad Caverns and another in to the mountains near Roswell.

All girls—and they must be single—between the ages of 16 and 30 are eligible for the contest. Selection of the winner will be made by out-of-town judges and awards will be based on personality and poise as well as beauty and figure. Girls in the contest will be sponsored by Hereford business firms. Those who wish to enter are asked to get in touch with Mr. Hardwick at the Star Theatre.

Mr. and Mrs. B. E. Hopkins were

Relief Office Soon to Start Canning Plant

PRODUCE FROM GARDENS TO BE PUT UP FOR RELIEF CLIENTS

Formal approval of the county canning plant project was received this week by Homer Fox, relief administrator. The program as approved calls for almost double the amount of canning that was done last year.

Fox is unable to say at this time how many men and women will be used in the work. The plant is to be in the Oberthier building on West Third Street. The city and county are furnishing the building, paying the rent and incidental bills.

Produce to be canned will come from the community gardens maintained by the relief department on the S. O. Wilson farm. It is a five-acre irrigated tract and will produce many times more truck than did all the gardens cultivated in the city last summer.

Canning will likely begin within two weeks, Fox said. The relief department will furnish the labor, cans and equipment as well as the produce. Swiss chard, beans of all kinds, corn, peas, tomatoes, carrots, okra and other vegetables will be canned in sufficient quantities to take care of relief clients through the coming winter.

RURAL SCHOOL CHILDREN ARE SOUGHT FOR CENSUS

With the raising of the state school apportionment this week from \$16.50 to \$17.50, the county board is particularly anxious that all children be included in the census. All money given by the state is based on the count as shown in the census.

All children who live in the county or common school districts who will be between their sixth and eighteenth birthdays on September 1 should be included in the census. Parents or guardians of such children should be sure they were included in the census. If there is any doubt, they can report the youngsters to Judge C. W. Humble.

ASK COTTON MEN TO PUT STAKES AROUND TRACTS

Signers of cotton reduction contracts are asked to stake off the corners of all contracted acreage at once. Tracts are to be measured soon, announces Dewey Reed, county agent. It is required that stakes be visible, one to another, and that they be firmly fixed. No Bankhead certificates will be issued until the measuring is completed and compliance forms filled out.

Odd Fellows Lose But Still Leading

Although they finally lost a ball game, the Odd Fellows are still perched atop the city league. It was the CCC nine that knocked them off last Thursday and the score was 8 to 7. It took the Soldiers an extra inning to get the job done.

Wheels twirled for the winners, while both Jerry Behrends and Ted Young trolled on the hill for the Oddies.

When the Odd Fellows lost to the Soldiers they were forced to share the top rung with the Midgets for a few days. But the rarified atmosphere was too rich for the little fellows and the Firemen removed them from the heights with an 8 to 2 victory Tuesday afternoon.

Lefty Kester elbowed a nice game for the Firemen, allowing only a half dozen bingles and those were well scattered. Pete Carmichael was the starting chunker of the Midgets, but he could not get anybody out. Two runs were chased across the platter before he gave up the ghost. Plea Baker took over his chores and labored the rest of the time.

Plans Call For Huge Party Here In Fourth Celebration

Young Demos Will Meet Twice Month

Every second Tuesday will be meeting night for the Young Democratic Club of Deaf Smith county; it was decided at the session Monday evening. Next meeting will be Tuesday, July 9.

Jimmy Witherspoon, district attorney, led a discussion of the proposed amendments to the State Constitution, the entire group joining in the talks. Bill Mitchell, county chairman, gave the final report on the West Texas and state conventions at Amarillo two weeks ago. He urged all members to study parliamentary law. "The University clubs made the rest of us feel a little silly at the convention," he said, "because they knew more about the rules of order."

Better attendance at meetings was stressed by President Robert Thompson. He named a committee composed of Jimmy Witherspoon, John Patton and James Gilliland to handle the program of the next meeting.

The club is to sponsor the drama, "Outward Bound," to be produced by a group of members. Tentative production date is July 9. Members will sell tickets. Marlin Gilliland is directing the production. In the cast are Gladys Seigler, Lueta Borden, Beulah Lee Carter, Rev. E. R. McWilliams, Rev. W. M. Griffin, Dick Coffey, Major Schroeter, DeWitt Landis and Gilliland.

County Tax Body Will Meet Today

County commissioners, sitting as an equalization board, are in session today, Friday and Saturday when they will hear taxpayers who take exceptions to recently fixed valuations.

The commissioners viewed every assessment in the county recently, changing some valuations. The general trend of revisions, however, was downward. Those whose valuations were raised were notified to appear before the board.

BAND REHEARSALS WILL BEGIN ON NEXT MONDAY

Senior Band rehearsals will start Monday evening, July 1, at the city hall, announces Ralph Smith, director. It will be at 8 o'clock.

Members of the Junior Band are asked to report for rehearsal at the high school building Monday forenoon at 9 o'clock. Smith urges all band musicians to be on hand.

SHIRLEY TEMPLE FILM TICKETS OFFERED

Again this week the Brand and Star Theatre are offering free tickets to the movie with paid up subscriptions to The Brand. This time the tickets offered are for the Shirley Temple picture, "Our Little Girl," showing Sunday, Monday and Tuesday at The Star.

Two tickets to the show will be given free with every new subscription and one with every renewal for a year. For two years the tickets will be doubled.

If a subscription expired on Thursday and is renewed Friday, it is counted as a new subscription and with it goes two tickets. The rate for The Brand is still \$1.50 per year in Deaf Smith and adjacent counties.

Must Spend Dimes By First of July

All dimes granted for emergency erosion listing in Deaf Smith county must be used before July 1. Blanks attesting to compliance with agreements made when the dimes were obtained have been mailed to all those who were given the dimes. The reports must be back in the county agent's office by July 1.

All money not spent must be returned to the Texas Relief Commission, either in cash or promissory notes. Purchase orders for fuel, oil and feed to be used in defraying expense of listing blowing lands were given on the basis of 10 cents per acre.

Masons to Install Officers Tonight

New officers will be installed by Hereford Masons tonight, when W. C. Nix goes in as Worshipful Master, M. D. Womble, Senior Warden; R. E. Perkins, Junior Warden; Miles Robertson, treasurer; Egbert Brady, secretary; Ed Boggs, Senior Deacon; Harold Close, Junior Deacon; A. O. Thompson, Chaplain, and Sherman Morgan, Tyler.

Local and visiting Masons are urged to attend.

NEW BOOKS RECEIVED AT LIBRARY RECENTLY

A number of new books have been added by the county library in recent weeks, announces Miss Lillie Hostetter. In the list are Sassoon's, The Third Route; Hibbard's Lyric South, an anthology of Southern poetry, and Bailey's A Dictionary of Gardening. Others are Thunder Mountain, Grey; Now in November, Johnson; 100,000 Public Enemies, Cooper; Of Time and the River, Wolfe; House on the Roof, Eberhart; Kings of Beacon Hill, Parmenter; Star of the West, Hueston; Young Renny, Roche; Come and Get 'It, Ferber; Road to War, Mills; National Velvet, Bagnold.

TO CHARGE FISHING FEE IN HEREFORD STATE PARK

Fees of 15 cents and 25 cents will be charged for fishing in the state park hereafter, announces C. W. Humble, board member. Children of 12 years and under will be allowed to fish for 15 cents and older people will be charged 25 cents.

Anglers are having unusual success with their fishing this spring, worlds of two, three and a few five-pound bass, being taken from the Tierra Blanca. Perch, bream, and some crappie and catfish are also being caught.

It is the plan of park officials, Humble said, to begin an intensive campaign of turtle trapping in the Tierra Blanca. Every attempt will be made to rid the creek of these pests. It is also planned to restock the stream this fall and every fall, in order to

Rodeo, Ball Game, Dance, Fireworks Program Features

Hereford's Fourth of July celebration and State Park celebration are shaping up as just about the best event of the kind that West Texas will offer this year. Sponsored by the American Legion, the program will be sufficiently varied to suit the fancies and preferences of all.

So many are the attractions that officials have difficulty in choosing the main one. Morning fireworks, the first daytime display of the kind in this section, will start things off. The shooting will be at the city park.

Following that will be a short program of speaking by park officials and visiting dignitaries. It will not be an official dedication of the park, as a distinct asset to the whole area. Clyde Warwick of Canyon, a park board member and one of the persons responsible for developing of the parks in the Panhandle, will be one of the speakers. The speaking program will be on the platform at the city park, between 11:30 and noon.

Beginning at noon, Henry Cloyd and his gang of meat handlers, will take charge with a barbecue and picnic dinner for the throngs who will be on hand. This will last until everyone gets his fill. Cloyd promises the best barbecued beef and fixings that can be had.

At 1:30 will come the baseball game between Hereford and Friona. Charley Hussey has taken over the management of the Hereford nine and is practicing daily

(Continued on Page Three)

Lions Seat New Heads at Picnic

New officers of the Lions Club were installed at a chicken barbecue and picnic Tuesday evening in the Lions' section at the state park. With Alex Thompson as master of ceremonies, the reins of the organization were turned over to Dave Alexander for the next year.

Ray Conaway is the new vice president. John McLean continues as secretary. Upon the broad shoulders of Jack Wayland, rests the duties of tail-twister. B. H. Hopkins is the new Lion Tamer. John Patton and Cliff Acker were installed as directors.

CUT GOLFING FEE FOR YOUNGSTERS ON COURSE

New rates for youngsters at the golf course have been announced by C. W. Humble, park board member. Single green fee for boys under 21 will be 15 cents instead of the 25 cents adults are charged. They can purchase monthly cards for \$1.50 per month, and six months cards for \$5. A year membership for the youngsters is \$10.

Rates for adults will remain as they are; \$2 per month, \$7.50 for six months and \$15 for a year. This reduced price to younger players is made in order to encourage them to play. "We want them to use the course," Humble said.

Cards may be obtained at Humble's office or from the keeper of the course. Holders of cards will be required to carry them or pay green fees when playing.

SKIES THREATEN, BUT NO RAIN FALLS HERE

Although there have been heavy rains in portions of the Panhandle and some good showers in this vicinity, no rain has fallen in Hereford during the past several weeks. There was a half-inch downpour yesterday from Black all the way to Clovis and threatening skies here all day. There was rain on Tuesday around Canyon and a heavy hail in the Palo Duro Country.

PERSONALS

Mr. and Mrs. A. Sunday daughter, Helen. S. E. Ask Frank Easter were trip Thursday.

Mrs. F. I. Boggs and son of District meeting relatives Sunday at Amarillo.

H. R. Eise and daughter were with Crump, Daphne Monday Tiva Mae Wright Hereford Monday evening. Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Mr. and Mrs. S. F. Winn and W. P. Ray of Shamrock were in Dimmitt Friday.

Mrs. Clyde Tisdale and son of Berger spent last week with her sister, Mrs. Chas. Hastings.

Mr. and Mrs. Clarence Smith and son were in Amarillo Tuesday.

A. M. Wilson of Tulla visited the Raymond Wilson home Friday.

Miss Lorene Ramsey of Sunny-side spent last week with Miss Zonelle Brown.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Sam Braswell, Wade Dent and Joe Butler were in Amarillo last Thursday evening.

Mrs. Andrew Murphy and son of Muleshoe spent several days last week in the Chas. Hastings home.

Mrs. Meade Halle, O. B. Trimble and Ernest Medjek left Saturday for a vacation in Ruidoso, New Mexico.

Carroll Gunter was in Lubbock Wednesday at the bedside of his mother-in-law, Mrs. John Burson, who underwent an operation.

Mr. and Mrs. Durwood Houston and daughter of Marlin spent the week end with Mr. and Mrs. Bill Easter.

L. V. Hicks made a business trip to Plainview Friday.

Elton Singer returned home last Sunday from an extended visit with relatives in Nebraska.

Mr. and Mrs. Lee Christopher and Miss Billye Ross of Amarillo spent Friday night in Dimmitt.

Misses Norma and Jo Cowser are visiting in Houston and other South Texas points.

Raymond Wilson was in Amarillo on business Thursday.

Miss Ruth Crump returned to her home in Mobeetie Sunday after a two weeks visit with friends.

Miss Hite spent Sunday with friends in Plainview.

Mr. and Mrs. Jack Squires and small son and Mrs. Cox of Plainview visited the Cox families here Sunday.

E. C. Hudson visited his parents in Lamesa Saturday and Sunday.

Mrs. Tom Bice and daughter spent the week end in Amarillo with Mr. and Mrs. Lee Christopher.

Mr. and Mrs. Claude Morris were in Hereford Sunday evening.

Russel Buckmaster made a business trip to Amarillo Wednesday.

Mr. and Mrs. Homer Newton were in Amarillo Thursday.

Chas. Pyles visited his wife in Muleshoe Friday. Mrs. Pyles is nursing a patient there.

Mr. and Mrs. Purvis Daniels and daughter of Marlin are visiting Mrs. Daniels mother, Mrs. J. H. Hastings.

Mrs. Sid Huckaby passed away at her home Saturday about noon, after an illness of several months. Her funeral was held Sunday afternoon at 3:30 at the Methodist church. She leaves her husband,

Mrs. Wade Dent and children are visiting in Fort Worth.

Mrs. R. B. Boren was in Amarillo Monday afternoon.

Mr. and Mrs. I. B. Brooks of Hereford were in Dimmitt Monday.

T. A. and Ed Miller of Fort Worth are visiting in the Jack Miller home.

Mrs. J. L. Womack of Lamesa returned home after an extended visit with Mrs. L. A. Womack and children.

Rev. Armstrong, Glenn Hickman, Nell Cooper and Roy Lanham attended the I. O. O. F. Lodge in Hereford Monday evening.

Easter Items

BY LOUISE FRYE

Rain, ranging from one-quarter to one and one-half inches, was welcomed by farmers in this community Saturday night.

Quarterly Conference will be held here next Sunday, instead of at Flag. Elder Haymes will conduct the morning service. Dinner will be served.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Mr. and Mrs. M. Carter and family were dinner guests in the Ray Durant home Sunday.

League was held in the E. M. Allen home Sunday night, with a good attendance. The meeting next Sunday night will be in the George Chambliss home.

Mr. and Mrs. C. W. Frye and family visited in the Finis Hunter home at Jumbo Sunday.

Mr. and Mrs. E. M. Allen and Miss Vae were Sunday dinner guests in the Harry Smith home.

This community extends sympathy to the Smith family in their bereavement in the death of "Grandmother" Sams, who died Wednesday afternoon. Funeral services were held at the home Thursday. Pall bearers were Dan and Frank Allen, Ben Medley, Lynn Axe, Aubrey Epperson and George Chambliss. Rev. Armstrong conducted the services.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mr. and Mrs. George Chambliss and family visited in the Box Axe and U. G. Randall homes at Jumbo Sunday.

Mr. and Mrs. Claude Smith and Raymond, of Westway, Hazel Chambliss and Frank Allen visited in the J. S. Smith home Sunday.

Mrs. Troy Maxwell called on Mrs. Frye Monday morning.

Caroline Frye returned home Tuesday after a week's visit with her aunt, Mrs. W. E. Betts, of Clovis, New Mexico.

a son, Bob; her father and mother, Mr. and Mrs. C. C. Reynolds of Hart, and three sisters and three brothers.

Mr. and Mrs. Lawrence Buckmaster returned home last week from Comanche where they visited the past two weeks.

Mrs. Wade Dent and children are visiting in Fort Worth.

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Rev. Armstrong, Glenn Hickman, Nell Cooper and Roy Lanham attended the I. O. O. F. Lodge in Hereford Monday evening.

WTSTC ASKS PWA GRANT TO CONSTRUCT LIBRARY

A \$2,000 library building will be asked by WTSTC of PWA. Dr. J. A. Hill, president of the college, is in Fort Worth to make formal application for the building.

The new library building as planned will be a three story structure and will be located north of the Panhandle-Plains Historical Society museum. Its architectural design will harmonize with the museum building.

While in Fort Worth Dr. Hill will make arrangements for advertising for bids for other buildings to be erected under the PWA. These include an addition to Cousins Hall, a practice house for the home economics department, and ten cottages for students. The boys dormitory, a PWA project now under way, will be completed in time for use during the fall semester of this year.

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

TO RE - FINANCE

Your Farm Loans

MAKE APPLICATION WITH

Hereford National Farm Loan Association

Federal Land Bank Loans, 4 1/2 per cent rate
Land Bank Commissioner Loan, 5 per cent rate

All Federal Land Bank loans reduced to 3 1/2 per cent interest until July 1, 1936, to 4 per cent from that date until July 1, 1938. After July 1, 1938, the contract rate will apply.

A. O. Thompson, Secy-Treas.

FOR BETTER BAKING



USE
PACKARD'S BEST

That's not idle talk—ask any housewife who is a constant user of PACKARD'S BEST. She will tell you that she uses no other flour. It has stood the test of use for bread, cakes, pastries. And any housewife who has used it once is now a constant user!

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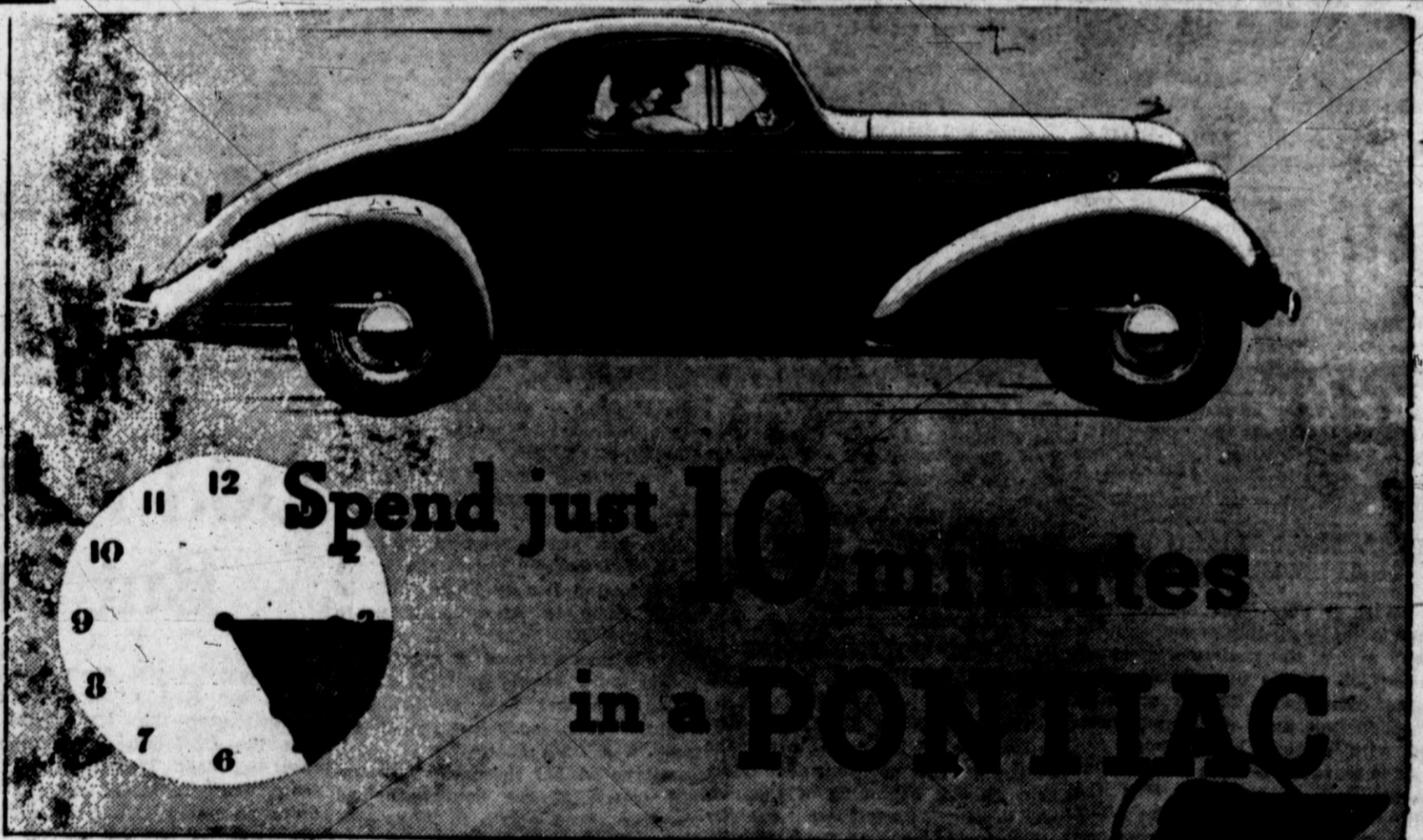
New Subscription

One Ticket With Each

Renewal

For all subscriptions paid between now and Next Tuesday, The Brand will give tickets to "OUR LITTLE GIRL," starring Shirley Temple, Sunday, Monday, Tuesday film at the Star. With new subscriptions, two tickets will be given, and with renewals one will be given.

PAY YOUR BRAND SUBSCRIPTION AND SEE SHIRLEY TEMPLE—ALL FOR THE ONE PRICE!



You'll find it's even better than it looks!

One look tells you why America calls Pontiac the most beautiful thing on wheels. One ride tells the rest of the story. In no more than 10 minutes you will make the astonishing discovery that America's lowest priced fine car is even better than it looks.

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10. Product of General Motors

Card of Thanks.

I take this means of expressing my gratitude to my friends and neighbors for their many kindnesses during my illness.
MRS. BESSIE L. SMITH.

Mr. and Mrs. Melvin Harris of Clovis visited relatives here Sunday.

Burl Alexander left Monday for Floydada where he will be employed with a lumber company. He has been spending the past two weeks here with his parents, Mr. and Mrs. Dave Alexander.

Mrs. Dewey Lawrence and son, Lee, of Tyler left for home Friday after a two weeks visit with her parents, Mr. and Mrs. F. H. Oberthier.

Progressive News

BY OLIVE PERKINS

The club did not meet last Wednesday on account of the shower for Mrs. Harold Donovan at the Caldwell home Tuesday. It is holding a called meeting this week. The club will not meet the first Wednesday in July because the next day is the Fourth and all intend to attend the celebration at Hereford.

Mr. and Mrs. Charles Smith of Westway spent Sunday in the Green home.

Mr. and Mrs. Lester Galley and sons visited the Ray Hershey home last Sunday.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Misses Lucille Park and Augustine Gregory and Mrs. Haskell Benson and daughter of the Easter community left Wednesday for Comanche, Oklahoma, to visit Miss Leatrice Benson.

Mrs. J. L. Ricketts called on Mrs. Ira Ricketts Wednesday.

Mrs. Clyde Russell and son spent Saturday with Mrs. Elwyn Hutchenson.

Clyde Russell of Whitenburg spent the week end with home folks.

Mr. and Mrs. F. H. Oberthier spent Sunday in the Perkins home.

Ira Jean Ricketts is spending the week with her sister, Mrs. Archie Dougherty, near Portales, New Mexico.

Harold Conklin of Hereford is spending the week with his grand

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Wheat will soon be ready to harvest. A few fields of wheat in this community will make fair yields.

Mr. and Mrs. Lige Ellison and Glenn went to Crosbyton last Saturday.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Mr. and Mrs. Tom Bohannon attended church services in Canyon Sunday.

Mr. and Mrs. Tom Cook are home from Oklahoma for a few days.

Mr. Stone and two daughters of Hamlin are here for a few days stay in the M. B. Stone home.

Mrs. E. C. Chapman and boys and Mr. and Mrs. Glen Howard and baby are visiting relatives in Oklahoma.

Miss Chloe Freeman has gone to Tulsa for a two weeks stay.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mr. and Mrs. Kenneth Cook and son have recently left for Kansas to be gone through wheat harvest.

parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Lee Kendall of Summerfield are visiting in the C. P. Caldwell home.

Mr. and Mrs. Andy Thomas visited Mr. and Mrs. Ray Hershey Tuesday.

Mr. and Mrs. Truman Hines called on F. D. and Miss Olive Perkins Tuesday evening.

Mrs. Gilbert Donovan and daughter, Miss Eileen Stewart and Carl Donovan were in Amarillo last Monday. They called on Mrs. Paul Cavender, who was formerly Miss Lois Park.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mrs. J. L. and Miss Lucille Park visited Mrs. Ernest Henry and family in Easter community last Tuesday morning.

Mrs. Homer Gollehor spent Wednesday night with Mrs. Owen Neal.

Mr. and Mrs. J. L. Ricketts of Hereford visited in the Ira Ricketts home Thursday night.

Miss Eunice Caldwell visited her sister, Mrs. Cecil Hodges, last week.

Mr. and Mrs. Ira Ricketts, Glenn and Ira Jean spent the week end with relatives near Silverton. Mrs. Hughes, father of Mrs. Ricketts, was celebrating his 72nd birthday. Other relatives present were Mr. and Mrs. Luke McBrayer and daughters, Mr. and Mrs. Archie Dougherty and children of Portales, and Mr. and Mrs. Luther Pevely and Allan Hughes of Hereford.

Rev. Hornbeak will preach at Progressive next Sunday afternoon.

Frank Ownbey of Oklahoma City is visiting Mr. and Mrs. W. E. Gillis this week.

Fairview-Palo Duro Items

BY MISS LILA MAE OGLESBY

There was good attendance at Sunday school and preaching services Sunday, and at night a program was given on the Old Minister's Relief, sponsored by the WMS, which was very interesting. Intermediate and Juniors of the Palo Duro church had a BTS social last Friday night.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Mr. and Mrs. J. C. Allred of Hereford were Sunday guests in the Dave McClain home.

Mr. and Mrs. L. L. Womble of Hereford spent Saturday night and Sunday at Palo Duro and attended church services.

Mr. and Mrs. Smith were Sunday dinner guests in the Deaver home.

Miss Jessie Paddock of Conway returned home Sunday after a visit with Mr. and Mrs. Comingoer.

Lela Mae Oglesby entertained the young folks in her home last Sunday.

Dick Allred and family, Mr. and Mrs. Burk were Sunday guests in the Joe Allred home at Wildorado.

Mr. and Mrs. Joe Thurmond and family have returned from Dallas, where they moved some time ago, and will make their home here.

Some farmers will begin wheat harvest this week.

A shower was given for Mrs. Neal Dowling in the home of Mrs. Sam Griggs. Present were Meses McClain, Ruth Smith, Ola McBroom, Joyce Thomas, W. O. Comingoer, Burk, E. W. Womble, Scott Downing, Ruth Williams, Robert Campbell, Cecil Hodges, Bill Chapel, Thomas, Alfred Griggs, Ben Musselroad, Pearl Musselroad, Carrie Fuqua, Sweet, Joe Allred, J. M. Dyar, Bran Fowler, Ben Moore, Alma Moore, Bill Floyd, Dick Allred, Coy Phillips, Will McClain, Tom Bolling, Ivan Hutchens, Ira Allred, Vernon Stanley, Ross Grantham; Meses Vada Norman, Callie Griggs, Frances Campbell, LaVerne Hutchens, Doris Gouddy, Florence Sharp, Tillie Sparks, Jessie Paddock, Almeda Moore, Dorothy Jean Sweet, Leda Smith, Wannie Thomas, Lila Mae Oglesby and others.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mr. O'Neal fell and injured his shoulder last Thursday.

WE'VE NEGLECTED THIS BILL TOO LONG!

—and I am ashamed. Let's pay it right away!

How many times have you promised yourself to pay a bill and then used the money for something else?

Creditors are human like yourself with lots of bills to pay. Play fair with them and PAY PROMPTLY.

HEREFORD CREDIT ASSOCIATION

DOROTHY H. ROSS

Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION

Make It An Out-Door

Vacation

PLAN A SUCCESSFUL VACATION AND START AT OUR STORE!

SEE OUR

CAMP STOVES, COTS
TENTS, FISHING TACKLE
COLEMAN LANTERNS
THERMOS JUGS

AND OTHER GOODS

STREU HARDWARE CO.

Home of Service and Quality



JUST UNWRAPPED! All Beauties!

White & Pastel **FELTS**

98c

A clever, knock-about felt? One that stays put—looks jaunty—costs little? We have it! Many flattering, summery shades—ALL WHITE, deep toned PASTELS, some with contrasting bands. High in favor for sport wear—for tailored street dress!



Washable Crepe **FROCKS**
\$2.98

We knew you'd want a lot of pretty frocks for summer! So when we had a chance at these smart buys, we grabbed them! Prints, pastels, white... street or sport, 1-piece or cape styles! Think of it—washable, too, at this price! SIZES 14 to 44!

PENNEY'S
J. C. PENNEY COMPANY, Inc.
HEREFORD, TEXAS



GET THIS BOOK!

● IT ANSWERS EVERY PAINTING QUESTION

Come in and get a copy of this handy book, "101 Questions about Painting and Decorating," that answers any question regarding paint and painting that might come up in your home. It has been prepared by The Lowe Brothers Company—one of the country's oldest and foremost paint manufacturers. It's complete—authoritative—easy to understand—free. It not only answers questions but answers them in a way that saves you money. Get your copy now and keep it handy.

R. H. KEMP

Lumber Company

WHEAT GROWERS

—Our elevator is in first class condition and we are able to handle this crop to your satisfaction.

We Want Your

WHEAT

—We will pay the top of the market for your grain and give prompt and efficient elevator service. Bring us your grain.

We Are Bonded Under the Law to Store Grain

DON'T FORGET

Our Complete Stock of

FIELD SEEDS

PURINA POULTRY FEEDS

Pitman Grain Co.

PHONE 1

BUY AT HOME

FOOD SALE

FREE—We Will Serve Dole's Pineapple Juice to Our Customers All Day Saturday!

DOLE'S SWEET TREAT HAWAIIAN PINEAPPLE

The Full Flavor and Fragrance of the Fresh Ripe Fruit, Vacuum Packed in Every Can!

Five Fancy Slices, In No. 2 Can 17¢
Ten Fancy Slices, In No. 2 Can 17¢
Eight Fancy Slices, In No. 2 1/2 Can 21¢

DOLE'S DELICIOUS PINEAPPLE JUICE

Direct from Hawaii just as it runs from the fresh, ripe fruit; rich in mineral salts and vitamins A, B and C—

12 1/2 Ounce can 9¢
Vacuum packed
15 Ounce can 13¢
Vacuum packed 13¢

SPUDS	15¢	SUGAR	58¢
Good, 10 pounds		10-pound cloth bag	
PORK AND BEANS	5¢	COMPOUND	\$1.12
Van Camp's, can		8-pound carton	
TOMATOES	25¢	VANILLA	19¢
No. 2 can, 3 for		Imitation, 5cc size	
CORN	29¢	IVORY FLAKES	23¢
No. 2 can, 3 for		Large package	
TUNA FISH	25¢	OATS	28¢
2 cans		Large package, with chins	
SOAP	4¢	JELLO	13¢
Crystal White or Blue Barrel, bar		All flavors, 2 pigs for	
COFFEE	29¢	KRAUT	23¢
Maxwell House, pound		No. 2 can, 3 for	
PEACHES	14¢	POST TOASTIES	11¢
In syrup, No. 2 1/2 can		Box	
HYPRO	15¢	MILK	23¢
A real bleach and cleanser, quart bot.		6 small or 3 large cans	
VIENNA SAUSAGE	23¢	FLOUR	\$1.54
3 cans		Western Beauty, 48-lb bag	
POTTED MEAT	12¢	MEAL	21¢
3 cans		Hereford, 5-lb bag	
BAKING POWDER, K. O.	20¢	SYRUP	59¢
25c size 10, 50c size 30, 10c, 3 for		Corn and Sugar Cane, gallon	
		NEW SPUDS	25¢
		10 pounds	

Texas Market

FREE! . . . FREE!

We Will Serve Dole's Pineapple Juice to Our Customers ALL DAY SATURDAY!

OVER the TOP WITH A BANNER CROWD

Yes, Hundreds of People Took Advantage of This OLD GOLD MONEY-RAISING SALE! Yes, It's a Profit-Sharing Event! Gladsome Hearts With Their Cream, Poultry and Egg Checks Got 10 PER CENT Added to Their Dollars and Got Much More Merchandise In That Way. Your \$ Stretches a Far Way Toward Getting Your Needs At This 15-DAY SALE—It's Like Picking Dollars from the Bushes. DON'T DELAY—COME NOW AND BRING YOUR FRIENDS!

MEN'S SHOES \$3.48 Gun Metal and Kid Pair ----- \$2.39 OXFORDS \$2.48 Regular, Oak Sole, Rubber Heel Pair ----- \$1.98 WORK SHOES Diamond Brand, Outing Bal, \$1.48 Value Pair ----- \$1.19	MEN'S SUITS 22 In the Lot Values to \$15.95, Extra Pants \$1.00. Alterations FREE. Good Assorted Patterns. \$7.95	All of Our 25c and 29c Voiles Batistes Your Choice Yard ----- 19¢	Flock, Dot and Willow Chiffon Voiles 35c and 39c Values 23¢	One Table Rayon Prints Mostly dark colors, nice patterns for Fall Dresses, 49c Values 15¢	Youths Suits \$11.98 Value ----- \$8.98 \$14.95 Value ----- \$11.98 \$6.95 Value ----- \$4.95
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SALE 15 DAYS!
CLOSES JULY 13th

SPROWLS & CRONIN HEREFORD, TEXAS

Frio News Items

(MRS. J. W. BERRY)

A most welcome shower of rain fell in this community Saturday night, the first in five weeks. In some places it measured 1 1/4 inches while in others only about one-fourth of an inch fell, but it will benefit the recently planted crops.

Mr. and Mrs. H. D. Robbins and family spent Sunday in Canyon at the home of his brother, Ray Robbins and family.

Mr. and Mrs. J. B. Harlan and daughter, Kitty Kloe and Mrs. Jack Roberson and daughter, Imogene of Hereford were Amarillo visitors last Tuesday.

Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.

Misses Pauline Dexter and Billie Louise Barber spent Saturday night and Sunday in the J. M. Dixon home, helping Lurline celebrate her birthday Sunday.

Mmes. D. H. Allman, J. B. Harlan and D. H. Robbins attended a meeting of Baptists at the church in Dimmitt last Friday, when Mrs. Lee of Dallas, state WMU worker, gave an address.

Mmes. Paul Williams and Alden Hawk spent last Wednesday in the Leo Williams home near Hereford.

Rev. Lansdown, Baptist minister from Friona, will preach Saturday night and Sunday at Frio and everyone is urged to attend.

J. A. Bagwell, young son of Mr. and Mrs. Jim Bagwell of Bethel community spent the week end with his cousin, Jack Dale Allman.

Mr. and Mrs. W. S. Dixon spent Sunday in the home of their son, Clarence, near Friona, and helped them celebrate their 20th wedding anniversary.

Mrs. C. D. Gilliam of Jumbo spent last Thursday with Mrs. J. W. Berry.

J. B. Harlan and sons, J. B., Jr., and Harold, and D. H. Allman attended a father and son banquet at the Baptist church in Hereford last Monday night.

Mrs. Annie Beauford is visiting relatives at Weatherford, Texas. Raymond Mobley spent Saturday night and Sunday with Jack Dale Allman.

Messrs. and Mmes. W. S. Dixon and Paul Williams attended the funeral of Grandmother Sams last Wednesday.

Mmes. Ullman Hunter and daughters and H. C. Baird and daughter, Mary Ann, of Jumbo spent one afternoon last week with Mrs. J. W. Berry and the Earl Springer children.

Frio Sunday school is planning a picnic to be held in the park near Hereford next Friday evening. Supper consisting of sandwiches, potato chips, tomatoes and

cookies will be served and games are to be played.

Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Store.

A number of Frio friends of Mr. and Mrs. Cullen Butler of near Dimmitt gathered at their home Sunday and gave them a surprise dinner. Mrs. Butler was the former Miss Ruby Hyatt and taught one and a half terms in the Frio school. Enjoying the occasion were Messrs. and Mmes. D. H. Allman and children, J. B. Harlan and daughter, H. M. Mobley and family, W. A. Springer and daughters, Paul Williams, Lester Sparkman, S. H. Butler and son, J. W. Berry and Earl Springer and children, Misses Mineola Lyle and Koma Hyatt and J. A. Bagwell.

Mrs. G. H. Brooks and son, E. T., spent the last of the week in Amarillo visiting her grand daughter, Mrs. Chas. Kefer, who was ill, and also in the home of her daughter, Mrs. P. J. Woodrige.

Mr. and Mrs. M. C. King of Panhandle were week end visitors in the home of Mrs. E. J. Williams.

Mrs. Harry Johnson of Amarillo, sister of Mrs. C. H. Dyar, has been visiting here since Mr. Dyar's sudden illness last Thursday.

Messenger News

BY ESTELLE WILLIAMS

C. V. Griggs and son and Emory Burks were in Amarillo Wednesday of last week.

Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.

Miss Estelle Williams was a visitor to the Bippus club in the C. V. Griggs home Wednesday afternoon.

Mr. and Mrs. Frank Wilde and daughters returned home from a visit in Cooke county.

Hereford shoppers Saturday included Mr. and Mrs. Frank Knabe and children, Mrs. J. E. Jones, Ben Bates, W. A. Whitson, Mrs. L. M. Williams and children, S. I. Riggs and daughter, Mr. and Mrs. Culbertson and children.

Mrs. J. E. Jones and Mrs. Frank Knabe and children and Miss Estelle Williams visited Mrs. C. V. Griggs Thursday.

Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Store.

Mr. and Mrs. G. W. Fanning and children left for Floydada Monday to make their home.

Mrs. Valley Griggs and daughter, Mrs. Emory Burks, visited Mrs. Frank Knabe Friday.

Mr. and Mrs. Frank Knabe were in Hereford Monday.

Carlos Vaughn called on Frank Knabe Wednesday night.

Black

BY MISS NOBLE McLEAN

Rev. Linky of Bovina filled his regular appointment here Sunday morning and night. He was accompanied by his wife.

Mrs. Tom Presley is visiting relatives and friends in Elk City, Oklahoma.

Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.

Mrs. Downs of Floydada is here visiting her daughter, Mrs. Elden Boyd.

Mrs. Jim Bookout and baby have returned to their home at Hartley after a visit with relatives here. She was accompanied home by her brothers, Charles and Jim Hays.

Bernice Lambert is visiting relatives at Rowena, Texas.

Ren Rex Ray and family left here Saturday for a visit with his brothers, David and Hez Ray, at Brownwood. From there he will visit in Dallas, Bonham, Ector and other East Texas points. Also they will go to New York to visit Mrs. Ray's relatives and will probably be away two months.

Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Store.

The social club met with Mrs. R. Hinds last Friday, with 11 members present. A program on care of flowers was given. Ice cream and cake were served. Next meeting will be with Mrs. W. L. Johnson, July 5.

Erwin Kimmins spent the week end in the R. E. Barnett home.

Noel Bryant preached at the Methodist church in Canyon Sunday night.

CITATION BY PUBLICATION

THE STATE OF TEXAS
To the Sheriff or Any Constable of
Deaf Smith County, Greeting:
You are hereby commanded to summon C. H. Holmes, Alias R. J. Spencer, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be holden at the Court House thereof, in Hereford, Texas, on the 7th Monday in July, A. D. 1935,

the same being the 29th day of July, A. D. 1935, then and there to answer a petition filed in said Court on the 12th day of June, A. D. 1935, in a suit numbered on the docket of said Court as No. 2252, wherein Mrs. C. H. Holmes is Plaintiff, and C. H. Holmes, Alias R. J. Spencer, is Defendant, and said petition alleging: That because of cruel treatment on the part of defendant consisting of various criminal acts and conduct by defendant the plaintiff has suffered and still suffers the greatest mental anguish, and to such an extent as to render their further living together as husband and wife insupportable, and plaintiff prays for judgment dissolving such marriage relations and for costs and for the restoration of her maiden name, and general relief.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

seal of said Court, at office in Hereford, Texas, this the 21st day of June, A. D. 1935.
L. H. FOSTER, Clerk,
District Court, Deaf Smith County, Texas

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—With TEXACO Gas, Oils and Greases. You will find that your mileage will increase and your car will run smoother. Try these products.

Our Service Is Courteous and Efficient.

Texas Service Station

GLEN SNYDER

"WATCH THE FORDS GO BY"

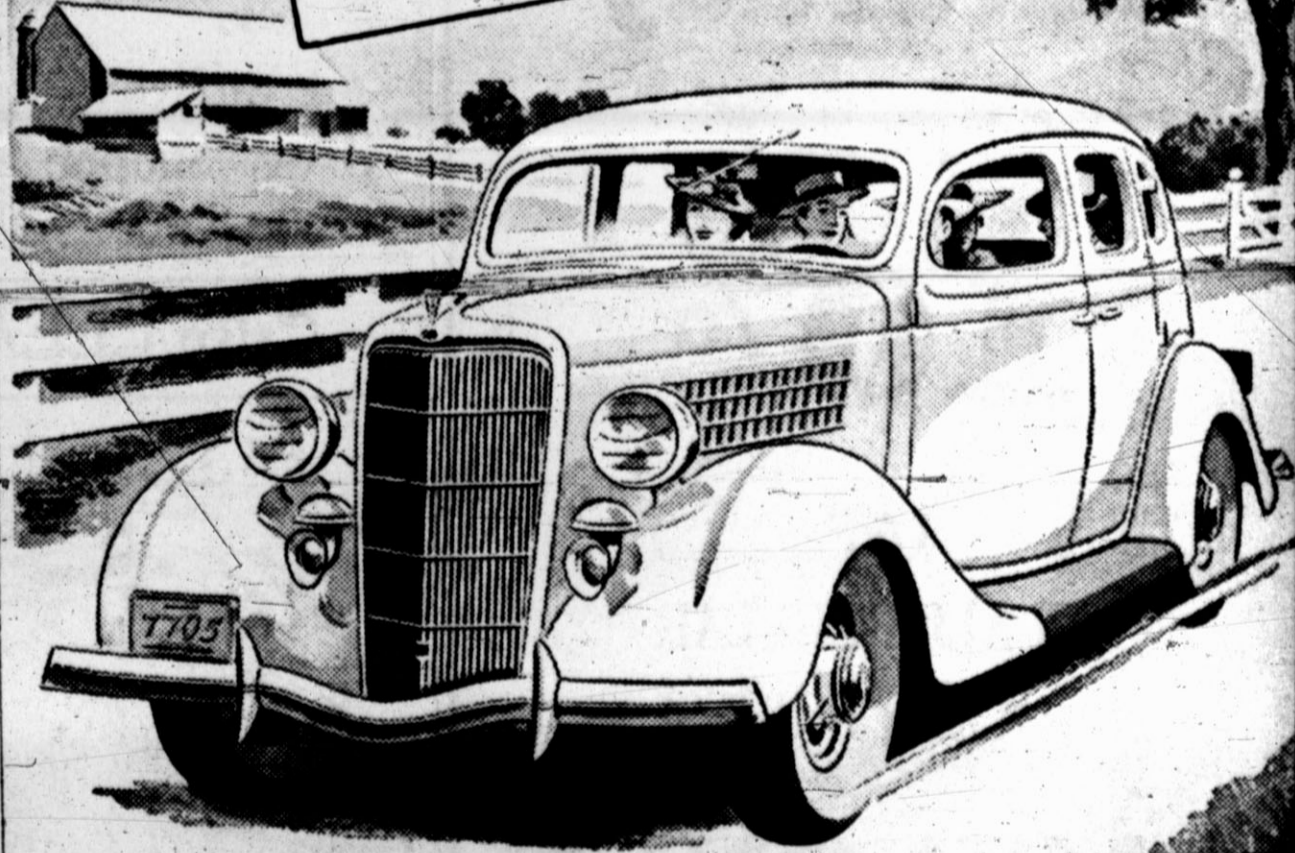
OVER TWO MILLION

Over two million Ford V-8 cars and trucks have been built — over a million within the last year. You see them everywhere. Owners are enthusiastic about the all-round value and economy of the car.

THE REASON

The Ford has made it possible for the average purchaser to have the kind of car that used to be beyond his reach. Fine-car performance, comfort, safety, beauty and convenience are now available to all.

FORD MOTOR COMPANY



EVIDENCE ROLLS IN

"G-3" users around here confirm facts uncovered by N. Y. Police Inspector Faurot on his country-wide search.

PROVED! 43% MORE REAL NON-SKID—frequently exceeded.

PROVED! GOODYEAR MARGIN of SAFETY stops cars quicker in emergency.

PROVED! SUPERTWIST PROTECTION against blow-outs—in every ply.



ENJOY A "SAFETY FOURTH" ON THE PUBLIC PROVED



Don't gamble on weak tires through speeding holiday traffic — buy safety now for over the Fourth and the many months ahead.

Let us show you why the flatter, wider, thicker "G-3" All-Weather Tread, with closer-nested blocks and more rubber in it, is rolling up evidence of low-cost protection that tops even its test-fleet records.

Let us give you our price — you'll see it costs nothing extra for the extra mileage, safety and endurance of the now thoroughly public-proved "G-3."

Drive right in for your "Safety Fourth" insurance!

GOOD YEAR

Ireland-Beavers
Motor Company

See and Drive

The Dodge & Plymouth
The Greater Automobile Value

SEE THE FORD EXHIBITION AT THE CALIFORNIA PACIFIC INTERNATIONAL EXPOSITION AT SAN DIEGO

THE 1935 FORD V-8 IS ON DISPLAY AT OUR SHOWROOM
HEREFORD MOTOR CO.

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
DIE WIT LANDIS Editor
W. C. NIX Foreman

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

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

FLOWERS FOR THE MAYOR

This week's bouquet goes to Mayor Charles J. Paddock and the city commissioners. They have built Hereford a modern sewage disposal plant in a few days and at less cost than supervision would have been had a contractor handled the job. And they have decided that Hereford will no longer be the very worst town in the Panhandle in its manner of handling down town traffic.

The sewage job is completed. It took less than two weeks to do the job. Mr. Paddock and Commissioner Nestor Gass took Bill Carroll, construction man, to Childress where they inspected that city's plant. Then they came back and remodeled Hereford's plant along the same lines. The open pits are gone and with them the disagreeable odors. Water is being used to irrigate several thousand trees in the State Park. Visitors to Hereford—and citizens' too—have long complained of the unregulated traffic in the city. Double parking, center parking, disregarding of stop signs and numerous other wrong practices have made driving here inconvenient and extremely hard on the nerves. But that is all over.

Trucks will go to the alleys now and passenger cars will no longer be allowed to double and even triple park. There is to be no passing on intersections and stopping in the middle of the streets to talk to pedestrians.

For all of this, the citizens of Hereford are grateful and The Brand is only reflecting the sentiment of the citizenship in complimenting the city's administration.

IT IS WITH PLEASURE

—that we bring you many things that the people of the larger cities enjoy. Perfecto Cantaloupes, well known as the best—you will wish you had bought more of these. Japanese and Gold Plums. Our Belle of Georgia and Mayme Ross Peaches are of the most delicious flavors. Cherries you will never forget. Roasting Ears—naturally they are the best money can buy. Black-eyed Peas, Kentucky Beans, Louisiana Tomatoes, Fresh Hawaiian Pineapple.

LETTUCE Head 5¢

Fuller's Fresher Fruits and Vegetables

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, July 1, 1904.)

Grandma Hodges, mother of Mrs. M. B. Beach, had died at the age of 73.

Miss Ella Hodges had just been married to Mr. Life of Plainview.

County Chairman Carl Gilliland had called the county Democratic Convention for the purpose of selecting delegates to conventions for nominating state officials.

Dr. A. D. Miller, Texico dentist, had decided to make Hereford his home.

T. J. Graves was trying to accumulate sufficient money by private subscription to furnish, paint and repair the public school building.

W. J. Chapman had sold 28 yearlings for \$16 per round. He was well pleased with the sale and said the way for a cattleman to make money was to raise his own feed.

About the most active organization in Hereford was the prohibition club.

Mrs. L. Gough died the night of June 30, 1904.

Judge and Mrs. C. G. Witherspoon were Johnson county visitors to attend a family reunion.

It had rained three inches in Hereford and throughout Deaf Smith county.

J. C. Newman, chairman, had called the Republican County Convention.

Mrs. T. M. Palmer and her daughter, Miss Avis, had returned from a visit to Wichita Falls.

(From The Hereford Brand, June 26, 1914.)

A herd of 50 Whitefaces had stamped Plainview to win the 1915 convention of the Panhandle Bankers Association. A motorcade from Hereford took the South Plains

city by storm and won in a walk over Clarendon.

A survey showed that more than 600 silos had been built in the Panhandle during the past year.

I. N. Dillard had traded his North Draw ranch for a drug store in Lockney.

Ben Short, former school superintendent, was opening an automobile agency.

Mrs. R. W. Baird, wife of the sheriff, had died June 25 in Amarillo.

Announcement was made of the engagement of Miss Willia Elliott to Noal C. Carr.

The Brand was still howling about "Tadpole Lake," stating that nothing had been done about it.

J. A. Fox and family had left on an automobile trip to East and North Texas.

The delinquent tax list was published in The Brand.

BUSINESS AND DIRECTORY

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candles
Magazines.

F. M. KESTER
Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
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DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 462
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INSURANCE
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The title to your land is vital. Our Abstracts correctly reveal the title.
A. O. THOMPSON
ABSTRACT CO.
4 1/2 Per Cent Federal Farm Loans.

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Chiropractor and Masseur
109 B Street—Just North of Mother's Park
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GEO. S. McCONNELL
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All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.
Phone 759-W

THE HEREFORD BRAND
JOB PRINTING

By Their Words AND OURS

Keep your stock off the highways unless you wish to pay a pretty good sized fine, which will mean expensive pasturage. There is a new state law on the subject. Stock on the highway creates a very, very great hazard.—Canyon News.

J. F. Ford, Oldham county agent, has been transferred to Armstrong county effective June 10. Mr. Ford came to Oldham county August 1, 1933, and was the first county agent to serve this county. He would have completed two years of service on August 1, this year.—Vega Sentinel.

Public Opinion

Dear Brand Folks: I have read with much interest your report of the "Old Timers" gathering recently.

I note this is to be an annual occasion, and if not considered too bold may I make a suggestion?

A number of years ago we had an annual "Old Settlers" meeting each year and had it on the first day of September, the date the foundation of the first home in Hereford. Thus the celebration was in honor of two events—old settlers and the founding of the town. For some reason the old settlers meeting was not kept up. May I ask that the date now be made permanent, September 1.

Yours truly,
L. GOUGH.

SOCIETY

MRS. MILLER ENTERTAINS JUNIOR PIONEERS

Junior Pioneer Club met June 18 at the home of Betty Ruth Miller, with Lueta Borden as assistant hostess.

Miss Mattie Mae Swisher, guest at the meeting, gave a report on Federation of Music Clubs. A program on parliamentary law was given by LaVerne Harman, Margaret Schroeter and Bessie Patterson.

Katherine Kester was welcomed into the club as a new member. The next meeting will be with Marie Cogdell on July 2.

MRS. HAROLD DONOVAN IS FAVORED AT SHOWER

As a post-nuptial courtesy, Mrs. C. P. Caldwell and Miss Eunice entertained at their home Tuesday afternoon with a miscellaneous shower in honor of Mrs. Harold Donovan. The color scheme of pink and white was carried out in the room decorations and refreshments. After a social time, Miss Eunice Caldwell gave a toast to the bride, and Mrs. Clyde Russell a reading. Then the various guests went fishing and Mrs. Donovan caught a large box of gifts.



An unusually smart dress with its flattering "different" collar. One of many outstanding values in our mid-summer collections. Specially priced—2 for \$5.00

Another assortment specially priced for Sale Clearance, \$5.00. Formerly \$12.75 dresses.

Others priced accordingly. \$16.95 dresses on sale for \$10.95

FASHION Dress Shoppe

Crisp CLEAN and Cool



That's the Way to Keep Your Summer Clothes

—And that means send them to a good cleaner often . . . then they'll always be nice and fresh . . . cool clean . . . and fit for any summer occasion. Our perfected cleaning process is gentle with summer clothes . . . gently removes every bit of dirt, grease and grime, at the same time preserving the natural oils essential to the life of the fabric.

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PHONE 111

Start Your Summer Motor Trip With a BANG!



—by starting out in one of these guaranteed used cars. You can get exceptional bargains now in reconconditioned cars that will give you and your family maximum motor pleasure and use—at minimum cost.

- 1—1934 Ford V-8 Tudor
- 1—1931 Chevrolet De Luxe Tudor
- 1—1931 Ford Tudor
- 1—1930 Ford Tudor

- 1—1929 Chevrolet Sedan
- 1—1929 Ford Coupe
- 2—1929 Ford Roadsters
- 1—1929 Ford Pickup
- 1—1933 Dodge Truck
- 1—1931 International Truck

HEREFORD MOTOR CO.

SPECIAL

Friday and Saturday ONLY

10%

OFF ON ALL REGULAR GROCERY PRICES!

CASH ONLY

Weir's

CARL'S Specials

FRIDAY AND SATURDAY SPECIALS

PORK AND BEANS	25¢	HOMINY	19¢
4 cans		Wapco, No. 2 1/2 can, 2 for	
SUGAR	15¢	HYPRO	18¢
Powdered, 2 boxes		Quart Bottle	
PINEAPPLE	17¢	OXYDOL	22¢
No. 1 can, 2 for		Large box	
RAISINS	29¢	SPUDS	25¢
4-pound package		Texas, 10 pounds	
SPUDS		California Burbanks, 10 pounds	29¢
TEA		Schilling's, 1/4-pound package	16¢
SUGAR		10-pound bag	58¢
JELLO		3 packages	20¢
PEARS		No. 10 can	39¢
PLUMS		Greengage, No. 10 can	39¢
POTTED MEAT		4 cans	15¢
VIENNA SAUSAGE		2 cans	15¢
SALMON		Concho pink, 2 cans	25¢
PRUNES		Evaporated, 2-pound package	19¢

CARL'S Cash and Carry **GROCERY**



Hereford Bids You

TO A Great JULY 4th

- BARBECUE
- RODEO
- BASEBALL
- FIREWORKS, Day and Night
- DANCING
- SWIMMING
- FISHING
- GOLFING



Official
Greetings



Welcome to
Hereford

People of Deaf Smith County and surrounding territory are cordially invited to spend their Fourth in Hereford. With many excellent plans for your entertainment, plus the natural advantages of the State Park and outing grounds, you are assured of real fun for your day of pleasure, no matter what your personal preference. The business men of Hereford listed below are cooperating with the American Legion and the Brand in arranging many features for your comfort, convenience and enjoyment, and in addition, the stores stand ready to serve you ably on the Fourth and every day.

All the day's entertainment will be in State Park. It will open with the Panhandle's first day fireworks at 10:30 in the morning. The barbecue will start at noon in what is known as the City Park. The ball game between Hereford and Friona will follow shortly after noon, with the big rodeo later in the afternoon. At night there will be a big dance in the outdoor pavilion on the banks of the Tierra Blanca, along with night fireworks. There will be fishing, swimming, golfing, and picnicking all day for those who desire them.

ALL ATTRACTIONS
AT
HEREFORD'S NEW
STATE PARK



- Hereford Laundry and Dry Cleaning Co.
- Texas Service Station, Glen Snyder, Prop.
- Buchanan & Rosson, Implements
- Kerr Hardware and Implement Co.
- West Texas Feed and Seed Co.
- Texas Market and Grocery
- Thompson Service Station
Arthur Thompson, Proprietor
- M. D. Womble, Implements
- West Texas Gas Company
- Streu Hardware Company
- E. B. Black Co., Furniture
- Chamber of Commerce
- Texas Utilities Company
- John McLean, Insurance

- Judge C. W. Humble
- Dewey Reed
- Sheriff John B. Miller
- Hillside Hatchery
- J. C. Penney Co.
- A. O. Thompson
- Piggly Wiggly
- Mayor C. J. Paddock
- Ireland-Beavers
- Dr. T. L. Morgan
- Plains Insurance
- Farmers Creamery
- Brumley Chevrolet Co.
- Brooks Drugs
- American Legion

- Beams & Marrs
- Weir's Grocery
- Pitman Grain Co.
- Sproles & Cronin Co.
- First State Bank
- First National Bank
- Fashion Dress Shop
- Kellogg's Variety Store
- Corner Drug Store
- Hereford Brand
- Chocolate Shop
- City Drug Store
- Close Drug Store
- Conoco Service Station
- Furr Food Store
- Ike's Cafe



ICE CREAM SODAS
MALTED MILKS
MILK SHAKES

—and any other kind of fountain drink. All are deliciously blended with such generous portions of our Temptation Ice Cream. We freeze this ice cream daily—that's why it's so tempting.

Summer Drug Needs

At "Keep Cool" Prices

You'll need plenty of drug aids when you start that vacation. Skin and scalp demand lots of attention if you're to come through without damage to your looks. We have every-day specials that will prove indispensable.

QUALITY AND SERVICE—
PHONE 100

For Summer Ills

Summer brings with it many small ills of little consequence. If your child has a temperature (every home should have a fever thermometer) call your doctor, and a few simple remedies will soon send the kiddies out to play again. Above all don't worry—just call the doctor and send his prescription to us.

PRESCRIPTIONS
DRUGS AND DRUG
SUNDRIES

The CITY DRUG STORE

Dean News

BY MARY LOUISE DEAN

Mrs. L. L. Crawford and daughters visited Mrs. Chester Hodges Wednesday.

Curtis and Ruby Barclay had the measles last week.

N. O. Phillips and family took dinner in the John Morris home Sunday.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Messrs. and Mmes. Glen Rudder and Chester Hodges spent Sunday in the B. R. Fulkerson home.

Harry Friemel and Vincent Friemel of Umbarger visited the Clem Friemel home last week.

Miss Ruth Temple Hastings of Hereford spent last week with Mary Louise Dean.

Mrs. W. L. Weaver of Clovis spent Friday with Mrs. Joe Huckert in Hereford.

J. H. Meeaskey and John Van Meter of Vega visited in the M. B. Stone home Sunday.

W. E. Hodges of Clarendon was

a visitor in the Chester Hodges home last week.

Tom Broadus spent the week end in Amarillo.

The Plow Boys beat Westway Sunday, 6 to 3. They play next Sunday here.

Clem Friemel was in Clovis Thursday.

Messrs. and Mmes. B. R. Fulkerson, Sid Barclay and Arlie Dean were in Hereford Saturday.

John Morris and son were in Hereford Saturday.

Mrs. Claude Bogle received a painful burn on her leg from a washing machine exhaust last week.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mr. and Mrs. E. Laswell entertained friends Saturday night with a party. Lemonade, cookies and cake were served.

Messrs. and Mmes. Elmer Laswell, T. P. McCollister, A. A. Head were in Hereford Saturday.

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

Westway Items

(BY WILMA SKYPALA)

Mrs. V. L. Newton and children, Mr. and Mrs. Meral Kaul, Tom Roe and family spent Sunday in the G. W. Wilson home.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Mr. and Mrs. Bob Vaughn of Hereford and Mr. and Mrs. Geo. Lewis and daughters of Ward spent Sunday in the T. L. Vaughn home.

Miss Wilma Skypala spent Sunday in the Walter Faugman home at Friona.

Mr. Lawrence of Tennessee, father of Guy Lawrence, is visiting in his home.

Mr. and Mrs. Painter and Mrs. Ernest Campbell of Hereford spent Sunday afternoon in the R. M. Gunn home.

The ice cream social was well attended Friday night. A sum of \$16.50 was realized.

V. Skypala made a business trip to Amarillo Wednesday.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Rev. Collins, Mrs. J. H. Ladders and children, and Miss Wanda Downs took Sunday dinner in the R. M. Gunn home.

Westway baseball team was defeated Sunday by the Dean boys by a score of 3 to 6.

The Methodist revival will begin Sunday.

Here and There

BY MRS. C. E. TICB

Mr. and Mrs. W. S. Dixon attended the 20th wedding anniversary of their son and his wife, Mr. and Mrs. Clarence Dixon, of Friona.

A. T. Jones and Jenks Lindsey were in Bowie first of the week.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

G. B. Edwards of Plainview is helping W. S. Dixon.

Eldon Coffman has returned from Arkansas and is working for R. W. Elliston.

Messrs. and Mmes. J. J. Lindsey, Hubert Elliston, Geo. Cantrell and Clarence Gaede, Misses Vera and Oleta Elliston of Endee, took dinner in the Charlie O'Dell home Saturday.

Glenn Dixon of Amarillo is visiting his grandparents, Mr. and Mrs. W. S. Dixon.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Sale.

Mrs. Jack McBroom and infant son returned last week from Canyon.

There is only one certain way to get rich, but most people don't like to hear the word thrift.

Summerfield News

MAUD E. NOLAND

D. C. Waiser made a business trip to Amarillo Friday.

Aaron Hare and Miss Claudia Morgan were guests of Mr. and Mrs. Bill Edelman Sunday.

H. C. Crow of Tulla is visiting his grandparents, Mr. and Mrs. J. L. Lookingbill.

Trade your old gold for money and get merchandise at the Sprows & Cronin Store.

Misses Thelma McMinn and Mary Posey of Hereford visited the Perry McMinn home Monday.

Jim Noland left Sunday for a two weeks stay with his uncle near Lockney.

Mr. and Mrs. Cecil Lookingbill and John L. of Tulla visited relatives here over the week end.

Mr. and Mrs. E. W. Lewis and son of Wellington and Miss Willie Mae Holman of Canyon visited the W. R. Snapp home this week.

Mr. and Mrs. J. A. Noland left Friday for Waco to attend the funeral of Mrs. T. O. Humphries, who died Friday morning at 4:30.

Mrs. Humphries was a sister of Mrs. Noland.

Miss Mary Louise Lookingbill is on an extended visit in Tulla.

J. W. Cox and Mary were dinner guests in the Frank Easter home Sunday.

Mrs. Woodrow Welty underwent an appendix operation Tuesday and is reported to be doing nicely.

Mr. and Mrs. D. L. Neill of Plainview visited friends and relatives here last week. He returned to Plainview the latter part of the week, Mrs. Neill remaining here for a few days.

Kathryn Fullwood of Hereford spent Thursday and Friday with her sister, Mrs. Chas. Noland.

William Neill of Merkel spent Monday night with his sister, Mrs. B. E. Roberson.

Britt Clark was in Farwell one day last week.

William Roberson spent the week end in Claude.

Ten per cent will be added to your cream, poultry or produce check at the Sprows & Cronin Store.

Mr. and Mrs. David Bellar and daughter spent the week end in Mulvane.

Miss Viva Mae Thomas gave a party Friday night. There were 30 present.

COURTHOUSE RECORDS

New Cars.

Grace F. Guthrie, Chevrolet coach, Brumley Chevrolet Co., 292-601.

C. A. Medkief, Ford tudor, Hereford Motor Co., 292-603.

W. E. Dameron, Pontiac sedan, Norton Motor Co., 292-604.

Mrs. Minnie B. Jones, Chevrolet coach, Brumley Chevrolet Co., 292-607.

C. G. Gillisple, Ford tudor, Hereford Motor Co., 292-609.

John Jacobsen, Chevrolet coach, Brumley Chevrolet Co., 292-613.

Dr. J. O. Baker, Chevrolet coach, Brumley Chevrolet Co., 292-614.

Warranty Deeds.

Mable Gender to Ramon Ruiz, part of block - in the platted town of Glenrio, Texas.

Mary Cracker et al to A. J. Schroeter, 8 1/2 of section 24, block K-3.

Carnolie Bunton to John A. Coffee, E 1/2 of SW 1/4 of section 63, block K-3.

John A. Coffee to James Witherspoon, E 1/2 of SW 1/4 of section 63, block K-3.

John A. Weeks to S. M. Self, E 1/2 of section 30, block K-6.

E. L. Hill et ux to Solon C. Byrd, W 1/2 of section 30, block K-6.

Nine inches of rain fell during May in the vicinity of Roy, New Mexico, and grass is in the best condition in years, declared Marcus Burks, a visitor here Tuesday.

Mrs. Hoyt Lewis and sister, Miss Floyd Wilson, of Ada, Oklahoma, who have been visiting their parents, Mr. and Mrs. J. H. Wilson, for the past several weeks, returned home Monday.



GAS
ENJOY ALL ITS CONVENIENCES

GAS APPLIANCES FOR YOUR HOME

GAS RANGE — Attractive new models — many new convenience features — marvels of efficiency and economy.

GAS REFRIGERATOR — Costs only a few cents a day to operate — silent and always will be silent — no moving parts — new beauty of design.

WEST TEXAS GAS COMPANY

Good Gas With Dependable Service



What Is a modern Bank?

A modern bank takes into consideration the changes of the time. It adjusts its services to be of benefit to the greatest number of people—to fill their financial needs adequately and helpfully. This bank, sturdily founded on solid, bed-rock traditions of the past, keeps an ear to the ground and an eye to the future. Modern-minded, it looks ahead to give you the most intelligent and the soundest banking service and facilities of the times.

START A SAVINGS ACCOUNT!

THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

KEEP COOL

With an Electric Fan

The summer is always hot here, and this summer is no exception. About the only way to combat that heat is with an electric fan that will keep the air circulating. See our stock of fans—you'll be surprised at the low price. BUY YOURSELF SOME COMFORT!

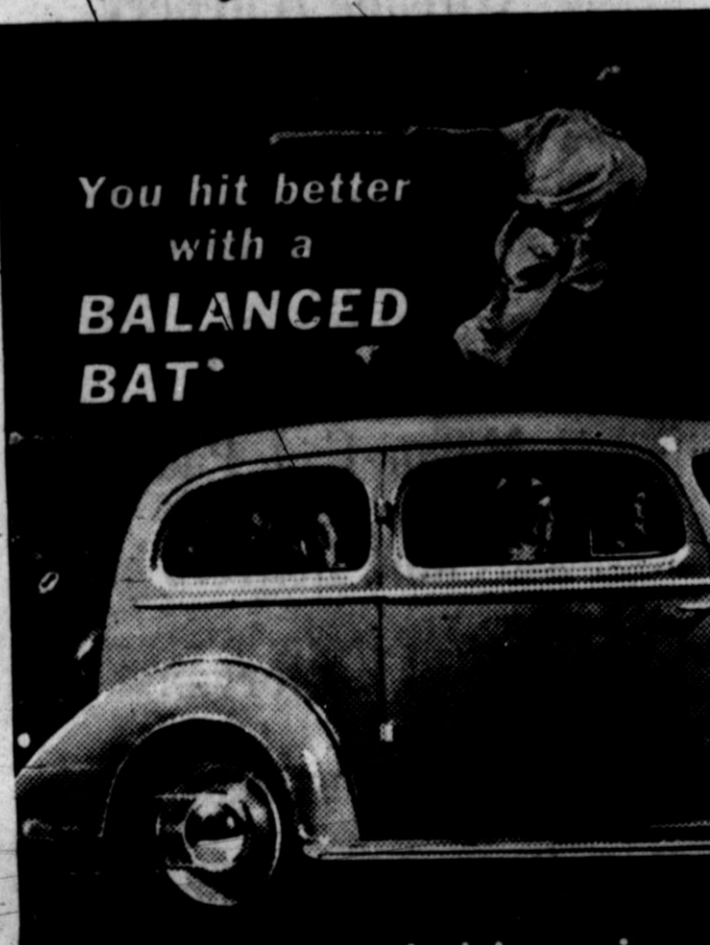
We have Westinghouse and Emerson fans which can be bought on convenient terms with the cost added to the electric bills in installments. You can buy a Westinghouse Refrigerator the same way.

Texas Utilities Company

THE MOST FINELY BALANCED LOW-PRICED CAR EVER BUILT

You hit better with a BALANCED BAT

You'll enjoy motoring better in a BALANCED CAR!



Master De Luxe Coach

get all good things in equal measure—get a

Master De Luxe

CHEVROLET

The new Master De Luxe Chevrolet for 1935 brings you all good things in equal measure. You will be conscious of its finer balance when you look at it and note its well-proportioned CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Compare Chevrolet's low delivered price and easy G. M. A. C. terms. A General Motors Vehicle. CHOOSE CHEVROLET FOR QUALITY AT LOW COST



Jumbo News

(BY LA RUE BECK)

Mr. and Mrs. H. E. Beck were in Canyon Monday.
 Frank Neill and family entertained with a party Thursday night. Refreshments were served to a large number of friends.
 Billie Dyer spent the week end with his sister, Mrs. Clay Hughes, Messrs. and Mmes. C. I. and E. Beck were in Amarillo Friday.
 Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.
 Winston Adams, who is working at Ford, spent Sunday at home.
 Lint Merritt and family of Dimmitt spent Sunday in the P. I. Dyer home.
 Mrs. J. W. Berry and the Earl Springer children of Frio visited the Ullman Hunter and L. E. Beck homes Friday afternoon.
 Miss Mozelle Glenn of McLean spent the week end in the L. E. Beck home.
 Mr. and Mrs. Charlie McLean of Dimmitt visited in the F. J. Le home Saturday.
 Mr. and Mrs. W. A. Hunter left Wednesday for an extended visit to friends and relatives in Canadian, Oklahoma City and Northern Arkansas.
 Miss Kittie Oxford of Canyon spent the week end at home.
 Miss Virginia Nix spent Thursday and Friday with Miss Mary Baird.
 Misses LaRue and LaVelle, and

Luke Beck visited J. R. Petty and family at Amberst Wednesday.
 Mrs. Clem Gilliam visited Mrs. J. W. Berry at Frio Thursday.
 Mrs. Naomi and Junior Cox of Los Angeles visited the F. J. Axe home Friday.
 Miss Carroll Ruth Key of Amarillo spent Friday night in the L. E. Beck home.
 Rev. C. W. Howel of Dimmitt filled his regular appointment here Sunday morning and night.
 M. L. Hardy and J. F. Hacker were in Amarillo Friday.
 Virgil Norman and family of Arney were guests in the Finis Hunter home Sunday.
 Paul Andrew of Hereford is spending two weeks in the C. Andrew home.
 J. F. Hacker visited his daughter, Mrs. Hazel Sparks in Hereford Saturday.
 The L. C. Raggett and C. D. Pinckert families, Pauline Andrew and Bill Hacker spent Wednesday evening fishing.
 Miss Virginia Simpson and Mrs. W. A. Hunter visited in the Tipton Nunn home in Hereford Wednesday.
 Cyrus Andrew is sick with the mumps.
 Luke Beck spent the week end in Pampa and McLean.
 Mrs. Adams and Hope visited Mrs. Jessie McGinnis Wednesday.
 Miss Tincy Andrews spent the week end with relatives in Hereford.
 Junior Woolery, who has been working northeast of Hereford, returned home Wednesday.

Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Sale.
 L. A. Matthews and family gave a farewell party for the Frank Neill family, who are moving to Montague county. Refreshments were served to many friends.
 L. A. Matthews and Merle and Wade Parks of Dimmitt made a business trip to Fort Worth last Tuesday.
 Chub Pinckert and family, Mr. and Mrs. W. A. Hargett, Jessie and Charles McGinnis and Mr. and Mrs. George Shepherd picnicked on the creek at Hereford Sunday.
 Cecil Crumm of Dimmitt spent Tuesday and Wednesday with Lawrence and Leon Matthews.
 Mrs. Cox and Lois Mae of Nazareth were Sunday guests in the C. Andrew home.
 Miss Virginia Stork entertained with a party on her thirteenth birthday. Refreshments were served to many friends.
 Ellis Mick and family of Big Square spent Sunday in the M. G. Layman home.
 Bill Hacker, Wayne Dyer, Fred Axe and George Chambless and family of Easter were Sunday guests in the Bob Axe home.
 Shade and Glenn Ratcliff of northeast of Hereford visited A. C. Flowers and family Sunday.
 Mr. and Mrs. G. W. Brumley of Hereford were in this community Sunday.
 Among those attending the J. E. Boyd dance at Happy Saturday

Dawn Items

BY INEZ MILLER

Jack Hagar of Hereford preached here Sunday morning after Sunday school.
 All young people are invited to attend young people's services each Sunday evening.
 Thursday evening of last week Mr. and Mrs. L. N. George were hosts at a picnic and swimming party in Palo Duro Canyons, honoring Mrs. Geo. Nichols and Miss Mildred Williams of Montrose, Colorado. Twelve guests were in attendance.
 Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.
 Joe Greer and family visited in the J. A. Smith home Sunday.
 The Women's Study club met with Mrs. H. H. Miller in the home of Mrs. L. A. Smith. Mrs. John Bolling of Hereford met with the club. After the program night were Messrs. and Mmes. Geo. Shepherd, A. F. Hargett, C. D. Pinckert, L. A. Matthews and family and Chas. McGinnis.
 Mrs. Lee and Willie Oxford spent Thursday with Mrs. W. B. Marlar at Flag.
 Frank Neill fell from the running board of a moving car Friday afternoon and was seriously injured. He is reported to be improving at this time.
 Rev. Howel and wife of Hart visited in the C. Andrew home Sunday.

Mrs. Bolling was honored with a shower by club members. Miss Hostetter, county librarian, was also a visitor. The club will not meet again until the first of September.
 Miss Vivian Bowers was a guest in the home of Mr. and Mrs. Ernest May Wednesday and Thursday of last week.
 Picnickers from Dawn visited Palo Duro Canyons Sunday and others went to Amarillo lake.
 Miss Vera Crawford of Canyon was a guest in the H. H. Miller home Thursday.
 W. J. Stewart and family visited the H. E. Miller home Sunday.
 L. N. George spent Monday and Tuesday in Oklahoma City.
 Mr. and Mrs. H. H. Miller visited Miss Augusta Samuelson in Amarillo Monday.
 Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Sale.
 Irene Dodson of Amarillo is visiting her grandmother, Mrs. Lizzie Harris.
 Mr. and Mrs. L. N. George attended the funeral of Jack Burnett in Canyon Saturday.
 Henry Hamlin of Canyon visited friends here Sunday.
 Byron George was a guest of Sherman Higdon in Canyon Friday and Saturday.
 Rev. Hornbeak spent Saturday night with Mr. and Mrs. Jack Hutson and preached Sunday morning at Ward.
 Bob Higgins spent last week in Fairfax, Oklahoma, looking after his cattle there.
 Trade your old gold for money and get merchandise at the Sprowls & Cronin Store.
 Mr. and Mrs. George Suggs had as week end guests, her father and sister, Mr. Fincher and Mr. and Mrs. B. C. Reddell of Tulla.
 Fred Moreman and family visited the J. C. Gibbs home in Hereford Sunday afternoon. Grandpa Gibbs has been ill.
 Mrs. J. W. Hicks and Miss Vida spent Thursday in the Wiley Roberson home.
 Mr. and Mrs. Sonny Ledbetter have moved to this community from Vega and live on the Allison place.
 Miss Alberta Davis of Hereford spent part of last week with Mrs. George Suggs.
 Mrs. Jimmie Gardner and son of Amarillo spent the week end with the Bill Hutson family. Dennis Hutson returned home with them to spend a week.

Mr. and Mrs. Wiley Roberson spent Sunday afternoon in the J. P. Roberson home at Hereford.
 Mrs. Fred Saltzman spent Friday in Hereford with her mother, Mrs. Carroll.
 Rev. Hornbeak was a Sunday dinner guest in the Fred Morman home.
 Mr. and Mrs. Frank Stivers were Amarillo visitors last Monday.
 Mrs. Jim Dipscomb and Mr. and

Mrs. George Suggs spent Sunday afternoon in the G. M. Suggs home in Hereford.
 Mr. and Mrs. O. J. Lady went to Tulla Saturday to take their daughter, Mrs. F. E. Bailey and children home and returned Saturday night.
 Ten per cent will be added to your cream, poultry or produce check at the Sprowls & Cronin Sale.

Hereford Insurance Agency
Moved to 307 Main St.
 On May 27th, 1935, Hon. Reese Tatum, Judge of the District Court of Deaf Smith County, appointed the undersigned Receiver for the Hereford Insurance Agency (Case No. 2248, Ralph Barnett vs John McLean).
 The office with all assets and consisting of all records of every nature, Fixtures, Etc., has been removed to 307 Main St.
 In this connection, and as Receiver, I wish to advise you that there will be no interruption whatever in conducting the business of The Hereford Insurance Agency, and that every service in connection with your insurance will be rendered promptly, and all renewals taken care of at the proper time.
 Our files contain records or daily reports of your policies, and we trust that you will avail yourself of our services in case changes are necessary, or any information needed, in connection with your insurance.
W. R. COFFEE, Receiver

A Dwelling Burns
Every Four Minutes
 Yours May BE NEXT—IF SO, WILL YOU HAVE
INSURANCE PROTECTION?
 OR REGRETS?
 See this Agency and Make Your Protection Adequate.
John McLean
INSURANCE

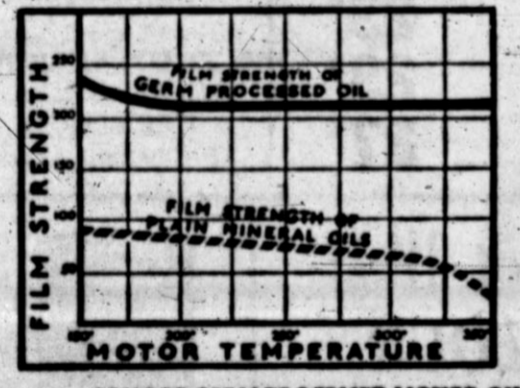
Drive far—drive fast
—without a worry!
 With Conoco Germ Processed Oil in your crankcase, you KNOW the strain won't hurt your motor!



Tests prove this new alloyed oil has 2 to 4 times greater film strength than plain mineral oils and resists heat better!

On July 4th or week-end and vacation trips, you'll want to drive far and get there in a hurry. And you don't want that nagging worry of "I wonder if this speed and heat will hurt anything in my motor."
 You can't always be sure when you use plain mineral oils, for they have little film strength and oils over-refined by new cleansing processes have even less. Moreover, as motor heat goes up, these oils rapidly lose film strength.
 Film strength is the load-carrying ability of an oil, the quality that keeps bearings and cylinders from wearing out. Lack of film strength results in costly damage.
 You can drive without a worry when you use Conoco Germ Processed Motor Oil! It has 2 to 4 times greater film strength than any plain mineral oil. Heat does not lessen this advantage.

Supervised road tests—over good and bad roads, at low and high speeds, in all kinds of weather—give practical proof that Germ Processed Oil protects motors better. In every test, gravimetric measurement of motor bearings showed that Germ Processed Oil prevented wear far better than plain mineral oils. Tested in a fleet of cars equipped with the new alloy-metal bearings used in many 1935 cars, a high-quality plain mineral oil permitted 45% more wear on connecting rod bearings than did Germ Processed Oil.



CONOCO GERM PROCESSED MOTOR OIL
 PLAIN MINERAL OILS
HERE'S THE PROOF
 Note that as heat increases, the plain mineral oils continue to lose film strength, but that above 225° (Minimum Summer crankcase temperature) Germ Processed oil's film strength is not affected by heat. Tests made with Timken machine.

Conoco Germ Processed Motor Oil is the first alloyed oil—alloyed, much as metals are, by adding concentrated oily essence to highly refined oil. It is the only oil made by the Germ Process. It is the oil with the "Hidden Quart" that stays up in your motor and never drains away!
 Say "O. K.—Drain"—fill with Germ Processed Oil. Drive far—drive fast—without a worry!



CONOCO GERM PROCESSED MOTOR OIL
 CONTINENTAL OIL COMPANY'S 60TH ANNIVERSARY

Continental Oil Company
 OSCAR EASLEY
 Conoco Germ Processed Oil—Conoco Bronze Gas
 DISTRIBUTORS OF ALL CONTINENTAL PRODUCTS

HEADQUARTERS FOR
FIREWORKS
 SALUTES—BOMBS
 ROCKETS—CANNON
 CRACKERS—TORPEDOES
 CAPS—ROMAN CANDLES
 Welcome to
 Hereford For the
4TH.
 DON'T FAIL TO VISIT OUR STORE
 SUNDAES, MALTED MILKS
 ICE CREAM SODAS
 Any Flavor
10c
 Borden's Quality
 ICE CREAM
 Pint 15¢ Quart 27¢

SHOP HERE for REAL BARGAINS in Summer Drug Needs

50c Body Powder	29¢	25c White Shoe Cleaner	21¢
50c Rubber Gloves	39¢	60c Liquid Veneer	49¢
\$1.50 Alarm Clock	98¢	50c Milk Magnesia	39¢
PINT Ultra Hand Lotion	39¢	50c Nydenta Toothpaste and 50c Scout Knife	49¢
PINT Fly Killer, with spray gun	39¢	50c Par Shave Cream	39¢
STATIONERY 24 sheets, 24 envelopes	19¢	\$1.00 Ucatone Tonic	89¢

Clip This COUPON Good for 20 KELVINATOR TICKETS
 This COUPON and Purchase of Advertised Item Good for 40 Tickets!

Every Person Registering With Us Friday and Saturday Will Receive 10 Kelvinator Tickets Free!
Close Drug Store

PERSONALS

Rob Rowan of Canyon was here Monday.

Mr. and Mrs. Mark Benefield left Sunday for Oklahoma City.

Miss Gwendolyn Spradley returned Tuesday from a trip of weeks to Alpine, Texas.

Sarah Agnes Bryant has been employed to teach in the Ward school next year.

Mrs. Bess Jennings was in Amarillo Monday.

Harold Broadwell is attending New Mexico University at Albuquerque this summer.

Mr. and Mrs. Joe Mitchell and son, George, moved to Lovington, New Mexico, last week.

Mrs. W. A. Perciful and daughter of Winfield, Kansas, are guests in the home of Mrs. Perciful's mother, Mrs. Hattie Rutherford. They came Saturday and will visit relatives in Clovis.

Miss Mary Wilson left Wednesday for Denton where she goes to see her mother.

Mrs. L. A. Ricketts and son of Dimmitt spent Tuesday here with Mrs. N. M. Patton and Mrs. L. L. LeGrand.

Mr. and Mrs. Colby Conkright arrived home Thursday after a several weeks visit with relatives in Kentucky.

Mrs. Iva F. Huckaby, wife of S. C. Huckabay, of Dimmitt, died there Saturday. Funeral services were held Sunday afternoon.

Mr. and Mrs. Si Booser and little daughter of Amarillo spent last week end with Mrs. Booser's parents, Mr. and Mrs. J. H. Wilson.

Mrs. John O. Baker of Dallas is visiting in the home of her parents, Mr. and Mrs. George Brumley.

Bessie Smith, county treasurer, will return to her office Saturday after an absence of several weeks due to illness.

Little Keith Haberer of Big Square community is visiting his grandparents, Mr. and Mrs. John Haberer.

Mr. and Mrs. I. O. Crosthwait and daughter, Miss Faye, expect to leave next week for a vacation in Colorado.

Mrs. H. H. Gull and her nephew, Andrew Pat Jones, of Pampa, visited the latter's mother, Mrs. Minn D. Jones, Sunday.

Miss Lucille Hughes will be principal of the Wyche school during the coming term. She was employed this week.

Mrs. Ted Houston and son left Saturday morning to join Mr. Houston in Wichita, Kansas, where he has been visiting his mother since Tuesday. After a short visit there they will leave for their home in Boise, Idaho. They had been visiting Mrs. Oberthier's parents, Mr. and Mrs. F. H. Oberthier, while here.

Mrs. Jas. W. Witherspoon and son were in Bellview, N. M., last week. Mr. Witherspoon went over Sunday and they returned Monday.

Lewis Woodford left for Winchester, Kentucky, yesterday where he will visit his mother. She will return with him to spend the summer.

SPECIAL—ONE WEEK ONLY
Vogue Art and Nu Pad Oil Permanents \$2.50
Shampoos, Set, Dry, Eyebrow and Lash Dye 75¢
Mrs. Peterson's Beauty Shop
800 West Eighth Street
Phone for Appointment.

Mrs. Harry Fritz and daughters, Nina Lee and Henrietta; her parents, Mr. and Mrs. A. D. McKissem, and brother, M. K. Block, of St. Louis, returned Sunday from a vacation trip to San Diego, Santa Monica, Santa Barbara and Los Angeles. Returning they visited Grand Canyon, Painted Desert and Petrified Forest. They report a lovely trip, but glad to get back to Hereford.

Mrs. C. D. Wright and children, Miss Elva and Jack, of Silverton spent several days last week with Mrs. Wright's father, A. W. Gregg.

Mrs. Ernest Medkief, with some friends from Dimmitt left Saturday for a vacation trip to Ruidoso, New Mexico.

Mrs. J. C. Mosley of Tulsa spent the week end in the I. H. Spratt home visiting Miss Avis Thompson. Mrs. Mosley is a former sheriff of Swisher county.

SPECIALS
For JULY 4th

Cakes that are light and fluffy—pies with crusts that melt in your mouth—white bread, whole-wheat bread and rye bread that are perfect for sandwiches.

These are all as delicious, as appetizing as if they were made in your own kitchen by Mother herself. And much more economical.

A trial will convince you that you don't have to spend long hours in the kitchen in order to serve these delectable things.

Hereford Bakery

Savings In
LINOLEUMS

SPECIAL PRICES UNTIL AFTER JULY 1 ON OUR

ARMSTRONG STANDARD OR ARMSTRONG QUAKER QUALITY FLOOR COVER

6, 9 and 11 1/2 Foot Widths.
Extra charge for laying Standard or Quaker Quality Rugs.

E. B. BLACK CO.

Mr. and Mrs. Si Booser and little daughter of Amarillo spent last week end with Mrs. Booser's parents, Mr. and Mrs. J. H. Wilson.

Mrs. John O. Baker of Dallas is visiting in the home of her parents, Mr. and Mrs. George Brumley.

Bessie Smith, county treasurer, will return to her office Saturday after an absence of several weeks due to illness.

Little Keith Haberer of Big Square community is visiting his grandparents, Mr. and Mrs. John Haberer.

Mr. and Mrs. I. O. Crosthwait and daughter, Miss Faye, expect to leave next week for a vacation in Colorado.

Mrs. H. H. Gull and her nephew, Andrew Pat Jones, of Pampa, visited the latter's mother, Mrs. Minn D. Jones, Sunday.

Miss Lucille Hughes will be principal of the Wyche school during the coming term. She was employed this week.

Mrs. Ted Houston and son left Saturday morning to join Mr. Houston in Wichita, Kansas, where he has been visiting his mother since Tuesday. After a short visit there they will leave for their home in Boise, Idaho. They had been visiting Mrs. Oberthier's parents, Mr. and Mrs. F. H. Oberthier, while here.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP

DUST COST KANSAS TOWN \$7.20 FOR EACH PERSON

Meade, Kan.—The damage done by a dust storm is figured by this town of 1,500 people at \$10,800, or \$7.20 per inhabitant.

This total, compiled through a survey conducted among merchants, housewives and bankers, includes damage to homes and furniture, loss on merchandise, increased cleaning and laundry bills, expenses of hiring extra help for cleaning, and damage to automobiles.

AS COOL AS A CAVE
STAR THEATRE
Hereford

Matinee Everyday
Continuous Show 1:30 to 6:00

Ladies Free Ticket

Clip This Coupon
This Coupon will admit One Lady FREE after 6:00 p. m., Thursday and Friday, June 27-28, when accompanied with One Paid Adult Admission to see

Rudy Vallee In
"SWEET MUSIC"
Bargain Matinee

Kiddies Each Day 10¢
Adults 15¢
1:30 to 6:00

Popular Admission after 6:00 p. m. 10¢ and 25¢

More than ever SHE MAKES THE WHOLE WORLD HAPPY!

SHIRLEY TEMPLE

smiling.... singing... charming her way into your heart again....

Bargain SHOW

Bob STEELE
IN
WESTERN JUSTICE

with RENE BORDEN, JULIAN RIVERO, ARTHUR LOFT, LAPE MCKEE, JACK COWELL, PERRY MURDOCK, VANE CALVERT.

Saturday—One Day Only 10¢ Every-one 10¢
Continuous Show 1:30 to 12:00

also
"BURN 'EM UP BARNES"
and
Our Gang Comdy.

in **"Our Little Girl"**

a story that throbs with tender pathos... thrills with romance... and sparkles with joy!

Sunday, Monday, Tuesday
Midnight Preview Saturday Night

SPECIAL MATINEE EACH DAY!

CELEBRATE JULY 4th IN HEREFORD The American Legion Has Arranged a Great Program of Amusement!

BASE BALL — RODEO — BARBECUE — FIREWORKS — DANCING

Cool Off at **THE STAR** Continuous Show All Day!

SPECIAL MID-NIGHT PREVIEW WEDNESDAY, JULY 3rd "CALM YOURSELF"
Robert Young—Midge Evans

Hereford's **COOLING OFF PLACE** Continuous Show All Day

Let's Camp Out!

Even if it's only on the front porch! Let's get away from hot kitchens... picnic or camp out in the open... cook over an open fire... breathe clean air! Here are things you need to eat and drink—at prices you can afford to pay.

A ticket will be given with each 25-cent purchase. These tickets are valuable and may be used to purchase products at our Cooperative Auction Sale, made possible by the cooperation of the following firms: Folger's Coffee Co., Morton's Salt, Kraft Cheese Co., Del Monte Co., Great West Mill, Kellogg's and Brown Cracker Company.

TEA	10¢
Orange Pekoe, quarter-pound	10¢
SYRUP, Worth's	39¢
Maple flavor, No. 10 can 69¢, No. 5 can	10¢
'PUF' WHEAT or RICE	10¢
Box	24¢
GRAHAM CRACKERS	9¢
2-pound box	9¢
CORN FLAKES	15¢
Kellogg's, box	10¢
GRAPE JUICE	30¢
Pint	30¢
PRUNES	25¢
No. 2 1/2, in syrup	5¢
COFFEE	25¢
Folger's, 2 lb 59¢, 5 lb \$1.45, 1 lb	27¢
(Half pound free with each 5-pound can)	
TUNA	25¢
2 cans for	5¢
PORK AND BEANS	25¢
Tall can	23¢
DRAIN KING	29¢
Cleans and opens drains, 25c size, 2 for	27¢
KRAFT'S SALAD DRESSING	
Quart, 38¢, pint	
BAKING POWDER	
K. C., 50c size	
BUTTER	
Cream O' Plains, pound	

SANDWICH SPREAD	10¢
Delicia, large can	19¢
SOAP	19¢
White Flier, 5 bars	19¢
FRUIT COCKTAIL	25¢
Tall can	15¢
SOAP	9¢
Woodbury's, 3 bars	
SALT	
Morton's Free Running, 10c size, 2 for	
SALT	
Morton's Ice Cream, 5-pound box	

Great West FLOUR

48 lb. Sack \$1.95
24 lb. Sack 98¢

CORN

GOLDEN BANTAM
Del Monte, No. 2 can, 2 for 29¢

Peaches

DEL MONTE
No. 2 1/2 can 19¢

LEMONS	15¢
Dozen	5¢
LETTUCE	21¢
Head	25¢
SPUDS	10¢
U. S., No. 1, old, 10 pounds	5¢
GRAPEFRUIT	10¢
6 for	5¢
ONIONS	10¢
White Bermudas, 3 pounds	5¢
YAMS	10¢
Louisiana, pound	
CARROTS	
3 bunches	

VEAL STEAK	22¢
Pound	20¢
MINCED HAM	20¢
Pound	20¢
BOLOGNA	20¢
Pound	20¢
FRANKFURTERS	17¢
Pound	15¢
BEEF ROAST	
Pound	
HAMBURGER	
Pound	

DIGGITY WIGGLY
ALL OVER THE WORLD

ORANGES 21¢
Dozen