

# The Hereford Brand

Published Every Thursday

Our Slogan—More People—More Farms

36th YEAR—NUMBER 13.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, APRIL 4, 1935.

Five Cents Per Copy.

## Relief Works Are Halted One Day

### RESUME TUESDAY, CASE LOAD SMALLER; ROAD WILL USE CREW

After a shut-down of one day, Monday, all work on relief projects was resumed Tuesday. Administrator Walter Pickett received instructions from Austin to proceed with work, although April money has not been sent. Highway 33, city streets and county roads are main projects under way. Next week the community garden will be started. It is a five-acre tract on the E. O. Wilson farm, several miles south of the city. This one garden will be cultivated instead of several scattered tracts over the city. Sufficient produce to take care of the families on relief and a large amount to can will be raised. Total relief for the county is somewhat lower this month than in March, but exact figures are not yet available. Pickett is of the opinion that good rains would take one-fourth of the load off relief. Work on Highway 33 in the city to be started soon by contractors, is expected to take a large crew of men off relief for several weeks. Contractors contemplate starting next week.

## 262 Corn and Hog Growers Sign Up

Corn-hog contracts for Deaf Smith county for 1935 were completed last Saturday with 262 signers. Last year there were 79 signers in the reduction program. They participated in lump-sum payments of approximately \$100.

A representative of the state board of review will come here today to tabulate the contracts, after which statements will be made and the papers forwarded to Washington for approval and payment.

## FATHER OF I. B. BROOKS SUCCEEDS AT CLEBURNE

J. C. Brooks, father of I. B. Brooks, manager of the Great West Elevator here, died Monday of last week in a hospital at Cleburne, Texas. His home was at Alvarado, Texas. Funeral services were held today at Alvarado, with Mr. and Mrs. Brooks attending. Mrs. Truitt is Shaw, a daughter of Mr. and Mrs. Brooks and formerly of Hereford, was a flowerbearer at the funeral.

## Cotton Growers to Meet Friday at Court House

Cotton growers of the county will meet in the county court room Friday morning at 10 o'clock for discussion of the 1935 reduction program and signing of contracts, announces Dewey Reed, county agent. This is the only meeting that will be held, due to the small number of cotton growers, Reed said. The contracts and program to be discussed have nothing to do with the Bankhead Act, Reed explained. Cotton raisers interested in the reduction program are urged to be on hand.

## Glee Clubs Stage A Comic Operetta Tonight at School

Singers who won contests in the Panhandle Music Festival will be heard tonight at the high school auditorium when the glee clubs present "Betty Lou, the Dream Girl," a comic operetta. Mary Francis Holder and Jim Kirby, winning soloists, will have the lead parts, the former in the title role and the latter as Robert Sherwood, a shy young man. Jean Morgan has the role of Mrs. Anthony Pendleton, step-mother of Betty Lou, for whom she is trying to arrange a profitable marriage. Carl Dean Mounts is Tony Pendleton, brother of Betty Lou, and Dorothy Manney is Lola Pendleton, a sister-in-law. Jerry Jowell is "Gentleman Jim," probably the villain in the piece. Annie, a maid, is portrayed by Gaytha Wilson, and Donald Hicks is Mr. Lane, the man who played Santa Claus. Elizabeth Spradley, Mary Tiefert, Henry Turner and Roger Brumley, all excellent singers, play the parts of Betty Lou's friends. The hilarious musical is directed by Miss Thelma McMinn. It has a plot as well as music, and a deal filled with ridiculous and amusing situations. It starts at 8:15 o'clock. Glee Club members are handling advance ticket sales.

## CCC to Sponsor Dance Saturday

A benefit dance will be held at the recreation hall of the CCC Camp Saturday night, beginning at 8 o'clock and lasting until 1. Proceeds will be used to defray drug and hospital expenses incurred by families of the veterans.

Since organization of the camp last summer several families of careleses have moved to Hereford. Several of them, due to illness, have had many bills they were unable to meet. Since the government does not provide funds for this purpose, it has been the lot of the veterans to stand the expense and in many cases this has been impossible.

Heretofore members of the company have made donations to take care of the bills. Operations and a death recently have brought the bill to more than \$100 and the dance is seen by L. W. C. Ladell as the only way to meet the expense. Admission will be \$1 per couple. Herb Sindt's orchestra is donating the music.

## Miss Carpenter to Laredo.

Miss Viola Carpenter, for the past several years an employee of the First State Bank, resigned last week to accept a position in Laredo. She left Saturday night for a short visit with her family at Ahlens before going on to the border city. During her years here Miss Carpenter was active in church and Sunday school work and was a member of the Business and Professional Women's Club.

## Decrease of 2 Is Indicated In School Census

### 879 NOSES ARE COUNTED AS ENUMERATION COMPLETED

A decrease of two children is shown for this year in the census of Hereford Independent School District. There are 879 scholars this year; there were 881 a year ago. Lem Carlyle, enumerator, completed the count last Saturday. All children who will be between their sixth and eighteenth birthdays next September 1 were to be included. Apportionment of state school funds is based on this count. For the present school year it is \$18.50 per pupil. State Superintendent L. A. Woods said recently at Canyon the apportionment for the coming year would not be less than \$16. It is the opinion of Senator Clint Small it will be \$18.50 and no more. The count shows there are 66 six-year-olds this year, compared with 74 in 1934; 74 seven-year-olds and 67 last year; 67 eight-year-olds and 75 in 1934; 75 nine-year-olds and 87; 84 10-year-olds and 63; 65 11-year-olds against 70; 73 and 81 12-year-olds; 70 and 68 13-year-olds; 77 and 75 14-year-olds; 70 and 77 15-year-olds; 51 and 77 16-year-olds; 71 and 70 17-year-olds. There were 884 counted in last year's census, but three were removed by state authorities as being ineligible. Although the count showed fewer than last year's, school enrollment reached a record high for the district during the current session. This is due largely, says Superintendent C. E. Dillingham, to transfers from the rural schools.

## Music Delegates at State Meeting

Miss Mattie Mae Nwisher, president of Music Clubs of the Seventh District; Edgar Pickett, Mrs. C. C. Acker, president of the Music Study Club; Mrs. Ray Conway and Mrs. C. C. Ferguson are in San Angelo attending the convention of the State Federation of Music Clubs. Pickett is on the program, representing the Seventh District playing Bach's Anglaise Suite in A Major. Mrs. Conway has a solo part in the choir festival.

## RURAL SCHOOL CENSUS FIGURES NOT COMPLETE

Check-up on the rural school census has not yet been made, although enumeration in the annual census was completed last week. Reports will be all in at the county judge's office this week. All children between the ages of six and 18 on next September 1 should be included in the count. A supplemental report may be made to the state department of education up to June 1, carrying those children missed in the original count. Humble asks parents and families of such children to report them to his office or to a teacher or trustee of a rural school so they may be included.

## Federal, State and Local Agencies Join Erosion War

### Aged Farmer Is Victim of Pair Thieves Sunday

A pair of leisurely robbers literally moved in on R. G. Wiseman, aged farmer living five miles north of Dawn, Sunday night. After binding him and taking \$20 in cash from his person, they nonchalantly loaded his truck with his wheat from his granary and drove away. It happened about 9:30 Sunday evening. A knock came at Wiseman's door. When he answered, a young fellow requested the loan of a jack. Taking a lantern Wiseman went into the yard. A second robber seized Wiseman from behind and they bound him with balling wire. At the victim's request, the robbers took him into the house where they searched him and found the \$20. Then they searched the house but took nothing more. On the outside, however, they started his truck, backed it up to the granary, loaded it with wheat and drove away. Wiseman worked himself loose about 2 o'clock. At daylight he went to the home of a neighbor who brought him to town where the injured officers of the events. Sheriff John Miller started a search that resulted in finding the truck Monday several miles east of Amarillo, still loaded with wheat but minus two rear tires. Amarillo officers found the tires Tuesday and arrested a man there. It is believed he only stripped the tires from the truck after the robbers abandoned it. Wiseman was able to give a description of the men who came to his door. He said the victim was about 35 years old, a six-footer weighing around 170 pounds and wearing black shoes and trousers and in shirt sleeves. Light complexion, fair hair and a round face completed the description.

## Wheat Planting Limit Modified

Restriction on planting of wheat for 1935 crop and use of contracted acreage have been modified by the Department of Agriculture, announces Dewey Reed, county agent. Farmers who have overplanted will not have to plow up acreage in excess to their allotment. Instead, they may sign contracts agreeing to reduce in 1936 sufficiently to offset this year's excess. Or if they have planted wheat for hay or pasture under permits by the county allotment committee they may allow this to mature for grain by entering into the supplementary agreement. In cases where producers enter into this agreement the second installment of the 1935 adjustment payment will be withheld until proof of compliance for 1936 has been filed. The liberalization took into consideration the threatening recurrence of serious drought in wheat producing states.

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## PLAINVIEW AUTOCADE TO BE HERE TUESDAY

Advertising the Eighth Annual Panhandle-Plains Dairy Show, a motortrade from Plainview will visit Hereford next Tuesday afternoon at 5:15. In the group will be more than a dozen carloads of citizens and Plainview's 40-piece band. O. E. Brashears will head the party. Grady Shipp, secretary of the Plainview Chamber of Commerce, will also be along as will prominent citizens of the Hale county capital. They will invite Hereford not only to the dairy show, but to numerous other conventions to be held in their city this year.

## KNOB KNOCKERS RIFLE STATA FE SAFE FRIDAY

Knob-knockers last Friday night entered the Santa Fe freight office and looted the safe. Missing was \$9.00 in cash, more than \$500 in checks, and personal papers belonging to Frank Lucas. A cashier's check for more than \$100 was taken. No other goods was missed. Entry into the safe was gained by removal of the knob and punching out the combination. No clue as to the identity of the robber or robbers has been found.

## COVER CROPS, TILLING TO BE MAIN MEANS IN WIND FIGHT

Plans are rapidly shaping up for the soil erosion program, to be put into effect in the Panhandle and throughout the Middlewest and Southwest. Federal, state and local agencies will combine to handle the work. Planting of protecting cover crops and working of abandoned and neglected land to prevent blowing are the immediate jobs. Grain sorghums and grasses are to be planted. Furnishing of gas and oil for machine power is being contemplated by relief agencies. The Farm Credit Administration, through the crop loan offices, figures to furnish the dollar per acre for buying seed. Labor, if any, is to be hired, is to be a relief agent work. Federal aid for the job is awaiting passage by Congress of the President's relief bill. A bill is to be introduced in the Texas Legislature which will authorize county commissioners to work abandoned and neglected lands which are causing much damage. Saying of the present soil is the immediate problem. Repairing and replacing of soil already damaged is a bigger and more expensive task and will be considered in the permanent work plan, now before the Federal departments. County Judge C. W. Humble, Commissioner Wiley Robertson and County Agent Dewey Reed were in Austin last week where they met with state representatives from this section. B. L. Rogers of Farnsworth is drafting a bill empowering county courts to force cultivation of lands to prevent blowing. He has drawn up one bill which was introduced in Austin, but was held by the Attorney General. Another is being prepared with the aid of the attorney. It will be submitted upon completion. It will likely create an erosion district in the Panhandle. Humble and Robertson are going to Dumas Saturday afternoon to a Panhandle-wide meeting of county officials where definite proposals for immediate action will be framed. Informed opinion is that work must start immediately toward planting of protective crops and working of the lands if the area is not to lose another year's wind erosion toll. Details of the program for conservation have been worked out by H. H. Finnell, head of the Federal Erosion project at Daltart. He has been called to Washington to work with the federal bureau.

## POULTRY JUDGERS WIN 4TH PLACE AT LUBBOCK

Fourth place in a field of 22 competitors was won by the high school poultry judging team at the Lubbock Meat Show Monday. On the team were Jack Nicks, Howard Williamson and Jasper Vaughn. B. H. Hopkins is coach. The team placed third in the Barred Rock Division and Nicks was third high individual.

## RURAL TEACHERS TO MEET

A meeting of the county's rural teachers will be held Saturday forenoon at the county court room, announces Judge C. W. Humble. Seventh grade pupils of the county schools will be given state tests that morning at the high school. Miss Edith Shields will be in charge of the tests.

## F. L. CARSWELL IS NEW MANAGER FOR PENNEY'S

F. L. Carswell, formerly of Baton Rouge, Louisiana, has been appointed manager of the J. C. Penney store here, succeeding M. E. Garrett. He took charge of the store Monday. Mr. Carswell brings his wife and one child to Hereford. He has been with the firm a number of years. Garrett has been manager of the store since its opening a year ago.

## High School Singers on Lions Club Card

The girls' quartet of the high school sang several numbers to entertain the Lions at yesterday's luncheon. Miss Thelma McMinn, instructor, accompanied them. In the group are Elizabeth Spradley, Mary Frances Holder, Dorothy Manney and Elizabeth Rice. Harold Close was elected manager of the baseball team the club will put in the field this summer in the City League.

## Rural Trustees Will Be Elected Saturday

Trustees to the district boards from each of the county's eight common school districts, one from the county at large and one for the district board from commissioner's precinct No. 3 will be chosen in a regular election Saturday.

## Few Logue Books Remain

Several copies of Roscoe Logue's book of Panhandle pioneer lore, "Under Texas and Border Skies," are still on hand at the Brand office. Varns of the old days in the Texas Panhandle, Indian fighting, buffalo hunting, brand running, cow stealing and the XIT Ranch, as well as stories of Billy the Kid and other famous characters of the old days are found throughout the book. Logue, himself a native of the Panhandle and the son of a real pioneer, has spent a lifetime gathering material for the sketches. Not only are the stories, highly entertaining, but they contain valuable historical information. The volumes are selling for 50 cents each. Only a limited number remain.

## Stanford And Posey Will Be School Ticket

### CONSENT TO MAKE RACE FOR RE-ELECTION AFTER PETITION

Names of E. B. Posey and Jesse Stanford will be on the ballot in Saturday's school board election. They consented to make the race for re-election only after a petition, signed by a number of voters, was presented to them. They will not be opposed for re-election. Posey, dean of the board, has served 12 years, acting as secretary of the board since he became a member. Stanford is finishing his second term. He is president of the board. Neither was a candidate before the petition was presented yesterday. Voting place will be at the court house. J. H. Head, W. R. Scheibgen and Earl Wilson will hold the election. Polls will open at 8 o'clock and close at 7. Only the terms of Posey and Stanford are expiring. Other members are A. H. Strou, Louis LeGrand, D. H. Alexander, Will Kerr and Cliff Hicks. "We request," said the petition, "that you permit your names to be submitted as trustees to succeed yourselves in the Hereford Independent School District. . . . You have served as trustees . . . without any pecuniary compensation . . . for the benefit of all of us and we express our gratitude for the capable and efficient services rendered. . . . Your services have been during a most trying time . . . and it will be the best interest of our school for you to continue on the board. . . ."

## April Commences Without Dusters

April has tried hard not to be like March and from Monday through Wednesday succeeded. No dust blew the first three days of the new month except for a slight attack late Wednesday. In fact, there was almost rain Monday and Tuesday morning, but the threat amounted to only a heavy fog. Resumption of March weather was announced today, however, with a strong wind blowing the dust in action early. Thursday, Friday, Saturday and Sunday of last week, especially Saturday, were devoted almost entirely to dust storms. Crop estimates are down to 50 per cent. All experts agree it will take good conditions from now on with plenty of moisture to produce that much.

## SEVERAL MEASLES CASES REPORTED DURING WEEK

Several cases of German measles have been reported in Hereford the past week, according to Dr. T. L. Morgan, health officer. Patients are not being quarantined, but are being kept out of school and away from the downtown section. Patients are urged to take every sanitary precaution to prevent the spread of the infection. They are also asked to call a physician at once if symptoms of the disease occur.

## CENTRAL SCHOOL GETS FLOWERS FOR GROUNDS

Beautifying of the Central school grounds has become a big job with Miss Edith Shields, principal. More flowers than ever grow in the yards will be there this spring. Last week Miss Shields sent out calls for flowers and has received a great number, some from as far away as Spring Lake. She thanks those who contributed.

## Brownfield-Ivey Auction 36 Registered Herefords

Thirty-six head of purebred Hereford were sold in the Brownfield-Ivey auction at the ball barn here last Thursday afternoon, six were cows. C. B. Williams paid the top price. He bought Timberline Jr., 23rd, 2163652 for \$625. He also paid the second highest price, giving \$585 for Timberline Jr., 20th, 2163667. Total proceeds for the 36 head were \$6,260, an average of \$173.60 per head. Earl Garlin and Fred Reppert, nationally known auctioneers, handled the selling. J. A. Pittman was clerk. Tom Ivey was manager and A. R. Brownfield, owner, assisted in the ring. Ralph Cowan of McNeal, Arizona, paid \$450 for The Timberline 2216365, out of Mouse Creamy by Timberline. Gene Howe of Amarillo, "Old Honest Tack," purchased two young bulls for the Big Bull Ranch, Timberline Jr., 2163650, for which he paid \$230, and Diamond 10th 2216364, \$340. Other sales and buyers were: Superior Diamond 8th, J. H. Simpson, Tatum, New Mexico, \$150; Timberline 53rd, Lee Hammond, Clovis, \$125; Superior Diamond 19th 1948968, F. N. Bishop, Claude, \$185; Timberline Jr. 2nd, W. T. Lewis, Lubbock, \$125; Prince Axtell 2nd, Frank Cone, Dimmitt, \$140; Superior Diamond 22nd, W. T. Lewis, \$135. Timberline Jr. 11th, Lee Hammond, \$120; Superior Diamond 32nd, Lee Hammond, \$120; Advance Domino Jr. 6th, Lee Hammond, \$130; Timberline Jr. 18th, Lee Hammond, \$140; Timberline Jr. 19th, Arlie Dean, Hereford, \$150; Superior Diamond 37th, Mrs. Ann S. Jersey, Borina, \$145; Superior Diamond 16th, Joe Beckman, Hereford, \$145; Timberline Jr. 31st, D. C. Melugin, Fairwell, \$150; Advance Domino Jr. 18th, Temple Lewis, Lubbock, \$150; Advance Domino Jr. 11th, W. H. Gammon, Friona, \$135; Advance Domino Jr. 13th, Jess Hill, Amarillo, \$115; Timberline Jr. 25th, J. H. Simpson, \$170; Advance Domino Jr. 15th, Lee Hammond, \$115; Timberline Jr. 28th, J. M. White, Hereford, \$140. Timberline Jr. 30th, Mrs. Frances Hess, Dawn, \$150; Timberline Jr. 34th, A. L. McMurtry, Silverton, \$185; Timberline Jr. 30th, Hugh Doak, Claude, \$130; Timberline Jr. 30th, Mrs. W. C. Seagun, Shamrock, \$125; Annie Stanway 2nd, Alton Fraser, Hereford, \$108; Miss Springvale 19th, Alton Fraser, \$170; Lady Superior 21st, J. W. Schwaller, Nasareth, \$140. Miss Springvale 20th, Dee Brownfield, Jr., Denning, N.M., \$130; Miss Springvale 20th, I. B. Canale, Big Spring, \$115; Gemma Annie 23rd, I. B. Canale, \$125.



**Rx**



# 3 Symbols Of Safety

A good doctor . . . fresh, full-strength drugs . . . and a painstaking druggist that knows his business—that is the formula for making you well and keeping you healthy. For our prescriptions, we use only the finest of drugs and we compound medicines just as your doctor orders. That's the reason the majority of doctors say: "Take this prescription to the CITY DRUG STORE to be filled."

TRY THAT RICHER, SMOOTHER, PURER TEMPTATION ICE CREAM—SPECIAL FLAVORS!

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

## Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if All Fools Day was celebrated at Jumbo Monday by several of the high school students playing "hokey."

Mr. and Mrs. Ira Woolery and son, Milton, were Sunday guests in the home of their daughter, Mrs. Tom Sanders and family, of Hereford.

Mr. and Mrs. L. E. Beck and daughter, Lavelle, and Mrs. Jessie McGinnis went to the hospital at Hereford Sunday afternoon to call on little Shirley Ann Hall, daughter of Mr. and Mrs. John Hall, who was dangerously ill with whooping cough. The Hall's formerly lived in this community. Shirley Ann is improving.

L. C. Baggett was called to Wellington last Monday by a message saying his father, E. L. Baggett, had been operated on for appendicitis. Mr. Baggett returned Friday and reported his father

stood the operation well, although he is past 75 years of age and would soon be able to leave the hospital.

A Methodist parsonage is under construction in Dimmitt. L. E. Beck, A. C. Flowers, William Hacker, Wayne Dyer and Clay Hughes of this community donated their services during its construction.

J. E. Boyd and family of near Happy were Sunday guests in the L. A. Matthews home.

State Inspector of Schools Mr. Holbrook of Lubbock, and Judge Estes of Dimmitt, Earl Lust of Bethel inspected the Jumbo school last Tuesday and gave a favorable report. Jumbo will be granted state aid.

M. J. Simpson was ill a few days last week with influenza, but is able to be out again.

Mr. and Mrs. F. J. Axe entertained four couples of young people in their home Sunday to an excellent dinner. Present were Misses Athalie Winger and Irene Hurst of Canyon, Louise and Helen Goats; Messrs. Addison Hunter, Luke Beck, Fred and Wilburn Axe,

Mr. and Mrs. Axe, Ray and Anderson.

Alvin Ratliff who spent the winter in Arizona, came last Wednesday and is spending several days with a boyhood friend, E. C. Wilson, before returning to his home in Kansas.

Virgie Stork and Virginia Simpson spent one night last week with Sue Layman.

This community regrets to learn that Mr. and Mrs. Edwin Mauk are planning to move to Hereford this week. They will be greatly missed in Sunday school and church services. They were dinner guests Sunday in the Ullman Hunter home.

Mrs. Ullman Hunter and daughters returned Friday from Clarion and Hedley where they had been visiting relatives. Her brother, Tommy Sparks and wife of Sweetwater accompanied her home and remained until Saturday before returning to their home.

School trustees held a regular monthly meeting Friday night at the school house. Much discussion was entered into, little business transacted.

J. C. Stork and family were Sunday guests in the Pete Stork home near Nazareth.

The grammar school, assisted by the teacher, Frank Jones, gave a party Friday night in the home economics hall. At 10:30 refreshments of ice cream and cake were served in Virginia and Margaret Simpson, Virgie and Dorothy Stork, Clara Jo Neill, Nella Harrell, Sue Layman, Lawrence and Leon Matthews, Lonnie Adams and Anderson Axe.

A three-act, 10-character play entitled "Safety First," is to be given Friday night, April 5, at Jumbo auditorium. This play is being presented by the seniors and proceeds are to be used in buying diplomas for the class. Admission, school children 10 cents, adults 15 cents. Any family 50 cents. It is hoped the community will support the seniors in their effort.

Mrs. Mildred Bailey returned to her school work here last Tuesday evening after being detained at Canyon by the death and burial of her grandmother, Mrs. A. C. Cayton.

## Bippus Items

BY RUTH REESE

There was no Sunday school last Sunday because of high wind.

Shoppers in Hereford Saturday were Mr. and Mrs. S. L. Riggs, C. V. Griggs and family, C. T. Reese and family.

Rufus Overstreet and wife spent the week end at White Deer.

The club met with Mrs. E. Morrison Wednesday. The time was spent piecing quilts.

Jack Fortenberry and family made a business trip to Hereford Tuesday.

Wylie Barnes is back from a trip to California.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP

## Summerfield News

MAUD E. NOLAND

Take Produce to Carl's Gro. if Due to much illness in the community, the attendance at Sunday school and BYPU was small.

Miss Gertrude Atchley was ill in the Hereford hospital two days last week.

Mrs. A. L. Behrends and Mrs. Sanford Harper attended a club demonstration in Dimmitt Friday.

Mrs. Frank Lookingbill has returned from a two weeks visit with relatives in Waco.

Lawrence Johnson and Ray were in Dimmitt on business one day last week.

Mrs. D. C. Walser and Mrs. Chas. T. Noland attended a surprise birthday dinner honoring their grandmother, Mrs. E. H. Fullwood, Friday.

Miss Evelyn Van Sweringen of Hereford spent the week end with Lola and Mary Cox.

Mrs. C. E. Brown of Canyon visited relatives here over the week end.

Mr. and Mrs. S. D. Beller and family of Muleshoe visited here Sunday. They were accompanied by Oleta Chaufner and Miss Buhrmann.

Several ladies from this community attended the club federation meet at Plainview last week.

## Westway Items

(BY WILMA SKYPALA)

Take Produce to Carl's Gro. if Miss Stella Mae Gore spent Saturday and Sunday with Miss Vera Mitchell in the Walcott community.

Mr. and Mrs. Joe Nowak and family of the Frio community, Sylvester and Pauline Fangman of Messenger spent Sunday in the V. Skypala home.

Mr. and Mrs. Reed of Hereford and Mrs. Roy Coker of Summerfield spent Sunday in the C. V. Burgess home.

Mr. and Mrs. J. I. Hyde of Ward spent Sunday in the J. W. Hyde home.

Mrs. Guy Lawrence of Walcott spent Wednesday and Thursday with her mother, Mrs. R. M. Gunn.

Rev. Manney of Hereford is expected to preach here Sunday.

Thursday night Flagg will present a play, "Fingerprints," here. Admission will be 10 and 15 cents.

## Play at Westway Tonight.

"Fingerprints," a three-act farce, will be staged tonight at the Westway school by the Sock and Buskin group of Flagg. Players include Grace Garrett, Lucille Hughes, Lucille Moore, Mmes. Wilburn Edelman, Sid Shetty, and Howard Horton, George Bradford, A. D. Floyd, Troy Frazier and Wilburn Edelman.

Admission charge will be 10 and 15 cents.

## Here and There

BY MRS. C. E. TICE

WW Club met last Wednesday with Mrs. Haskell Robbins, with eight members present. A quilt was finished for the hostess. The next meeting will be with Mrs. Leo Williams April 11, and Mrs. John Bolling will be present with a lesson.

Geo. Jones and Meade Smith were in Roswell Saturday.

J. E. Springer was an Amarillo visitor Saturday.

Oren Jones and family moved to the Walcott neighborhood last week, and Mr. Whitney and family of Hart moved to the Jones place.

Leo Buck and Paul Williams returned Thursday from a trip to Northwest New Mexico.

Mmes. Robbins, Perry, Allman and Beauford called on Mrs. J. E. Springer Thursday.

Elsie and Jim Curry of Happy were Sunday visitors of A. T. Jones and family.

Mr. and Mrs. Henry Allman attended the funeral of Wayne Hawkins in Dimmitt.

Miss Gladys Greer returned home from Amarillo Saturday.

Miss Koma Hyatt spent the week end in Dimmitt.

Messrs. and Mmes. Beauford Lintrell and Walter Tice left Friday for Crockett where they will spend the summer.

Gladys Hogan returned to his home at Petersburg after spending the winter in the K. F. and W. A. Campbell homes.

Mrs. Geo. Ward and children went to Follette Saturday for an extended visit with her parents.

Miss Thelma Holly spent the week end with her parents at Happy.

Messrs. and Mmes. Henry Allman and J. B. Harlin were in Dimmitt Monday.

Mr. and Mrs. Jess Sparkman of Paphandle spent Sunday afternoon in the W. A. Springer and Lester Sparkman homes.

Mr. and Mrs. G. E. Owens of Hereford were Sunday guests in the J. B. Harlin home.

Mr. and Mrs. Elmer Jones entertained their Sunday school class Sunday. Present were Mary Lois and G. Albert Springer, Weldon

and Harvey Lindsey, J. B. Harlin, T. L. Sparkman, Alma, Ruby and Henry Andrews.

## FAIRVIEW

On the March honor roll were Leonard Smith, Billie Price and R. D. Smith.

**SO GOOD!**

What do you gain by doing your own baking? A red face, tired back and a hot kitchen. Are the few pennies you save worth the hours of work you spend sifting, beating and bending over a hot oven? Worth robbing yourself of time—you should have for leisure? Hardly, since our bakery foods, made from the finest ingredients, are so delicious!

PLEASE TRY THEM—TODAY!

# HEREFORD BAKERY

**BOTH CARS AUTOMATICALLY BRAKED HERE**

**GOODYEAR MARGIN OF SAFETY**

**GO ON "G-3" GOODYEAR'S COMES TO STOP HERE. OTHER CAR SLIDES 12% FARTHER ON NEW TIRES**

**8,400 Skid Tests Prove "G-3" Grip Stops Cars Quickest!**

Look at those deep-cut diamonds in the CENTER where they can dig and "bite" the road. That's why other tires skid 14% to 19% farther when braked.

**GOODYEAR**

**TRIPLE GUARANTEE**

1. Against road hazards
2. Against defects for life
3. Our own guarantee and all year local service

Also **LIFETIME GUARANTEED**

**Extras! NO EXTRA COST**

1. 43% More Miles of REAL Non-Skid Safety
2. Quicker Stopping Grip—"Goodyear Margin of Safety"
3. Blowout Protection in not one but ALL Plies

Ireland-Beavers Motor Co.

301 East Third Street.

# THE FIRST STATE BANK

HEREFORD, TEXAS

Condensed Statement at the Close of Business March 4, 1935

RESOURCES		LIABILITIES	
Loans and Discounts	\$175,388.68	Capital Stock	\$ 50,000.00
Banking House, Fur. & Fix.	8,817.70	Debentures Sold	25,000.00
Other Real Estate	9,420.25	Surplus and Undivided Profits	7,540.74
Other Assets	4,327.57	Reserved for Interest	83.35
Interest in Fed. Deposit Ins. Corp	624.83	Deposits	300,437.35
Cash and Exchange	\$148,261.31		
Bonds	45,281.10		
	198,482.41		
	\$392,061.44		\$392,061.44

The Above Statement Is Correct. C. C. ACKER, Cashier

Buy them at the **WORLD'S LOWEST PRICES**

Save on operating costs, too!

**Sedan Delivery, \$515**  
107 Wheelbase

**Half-Ton Pick-Up, \$465**  
112 Wheelbase

**1 1/2-Ton Truck, \$720**  
137 Wheelbase

These are list prices of commercial cars at Flint, Michigan. Special equipment extra. \$200 extra. Prices subject to change without notice.

The most important consideration of all, in buying and operating trucks, is economy. Economy of first cost and operating cost. And the most economical trucks on the market today are—Chevrolet Trucks. They sell at the world's lowest prices. They give maximum operating economy, too, because they're powered by valve-in-head six-cylinder engines. And they will keep on saving you money, day after day and year after year, because Chevrolet builds so much extra quality and rugged reliability into them that their service is as carefree as their prices and operating costs are low. See your Chevrolet dealer and get the right truck for your job at the world's lowest prices.

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

# CHEVROLET TRUCKS

DEALER ADVERTISEMENT

# Brumley Chevrolet Co.



FOODS You Are Proud to Serve  
PRICES That Mean Big Savings  
SERVICE You'll Enjoy Using

Another Big Sale  
of fine

# DEL MONTE FOODS

Friday and Saturday



**HY-PRO**  
Cleans, bleaches and  
whitens the clothes.  
Removes stains, mil-  
dew and scorch. Use  
as disinfectant and  
deodorant.

**Quart**  
**17c**

**Large Box**  
**MELO**  
**19c**



**SANI - FLUSH**

**New Size**  
**3 Cans . . . 25c**

## FRESH FRUITS and Vegetables

ORANGES	Peck	44¢
LEMONS	Large Sunkist, doz	15¢
ONIONS	Bunch	4¢
BEETS	Bunch	4¢
CARROTS	Bunch	4¢
TURNIPS	Bunch	4¢
POTATOES	10 pounds	12½¢
SPINACH	Fresh, 3 lbs	25¢
LETTUCE	Firm heads, each	6¢
BANANAS	Pound	5½¢

**Blue Barrel Soap**  
**6 Bars . . . 25c**



**Blue Barrel Flakes**  
**5 - lb. Box 33c**

**YOU CAN WIN -**  
**FREE GROCERIES**  
**for ONE YEAR**  
**SEE OUR DISPLAY FOR FULL DETAILS**  
**GOLD MEDAL FLOUR**

## Gold Medal FLOUR

24 lb. - Sack . . . \$1.03  
48 lb. - Sack . . . \$1.98

**FRANK GYLES**  
**MANAGER**  
**PHONE 81**

DEL MONTE PINEAPPLE

*Luscious slices*



Del Monte SLICED PINEAPPLE No. 1 can, 3 for	25¢
Del Monte SLICED PINEAPPLE No. 2 can, each	19¢
Del Monte PINEAPPLE JUICE No. 1 can, each	10¢
Del Monte PINEAPPLE JUICE No. 2 can, 2or	29¢
Del Monte CRUSHED PINEAPPLE No. 1 can, 3 for	25¢
Del Monte CRUSHED PINEAPPLE No. 2 can, each	19¢
Del Monte PIMENTOES Four-ounce can, 3 for	25¢
Del Monte CHILI SAUCE Large bottle	23¢
Del Monte RIPE OLIVES No. 1 can	25¢
Del Monte RIPE CHERRIES No. 2½ can	29¢
Del Monte RIPE CHERRIES No. 1 can	19¢
Del Monte TUNA FISH No. 1 flat can	22¢



**Del Monte**  
**CANNED**  
**ASPARAGUS**

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

## Del Monte Canned Corn



Del Monte GOLDEN BANTAM Tall can, each	17¢
Del Monte COUNTRY GENTLEMAN Tall can, each	17¢
Del Monte WHOLE KERNEL 12-ounce can	17¢
Del Monte FRUIT SALAD No. 1 can	25¢
Del Monte PEARS No. 2½ can	25¢
Del Monte APRICOTS No. 2 can	19¢
Del Monte APRICOTS No. 2½ can	25¢
Del Monte CATSUP 14-ounce bottle	19¢
COCONUT Baker's Moist, can	10¢
GRAPENUT FLAKES (Scottie Cream Server FREE) 2 packages	22¢
RAISINS 7-ounce box	5¢
SYRUP White Swan, gallon	55¢
SALAD DRESSING Kraft, quart	39¢
SUGAR 10-pound cloth bag	51¢
SEED SPUDS Irish Cobbler, cwt.	\$3.15
FURNITURE Polish, Radiant, bottle	23¢
COCOA Hershey's, pound 13¢; ½ pound	8¢



**Del Monte**  
**COFFEE**

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

## DEL MONTE ALASKA SOCKEYE SALMON



Del Monte RED SALMON No. 1 tall can	22¢
Del Monte SALMON STEAK No. ½ can	22¢
Del Monte GRAPEFRUIT JUICE 3 cans	25¢
Del Monte GREEN PEAS No. 2 can	21¢
Del Monte GREEN PEAS No. 1 can	14¢
Del Monte APRICOT JAM Five-pound can	63¢
Del Monte PEACH JAM Five-pound can	63¢
Del Monte STRAWBERRY JAM Five-pound can	89¢
Del Monte DRIED PRUNES Two-pound package	25¢
Del Monte FRESH PRUNES No. 2½ can	19¢



Del Monte SLICED PEACHES 8-ounce can, 3 for	25¢
Del Monte SLICED PEACHES No. 1 can, each	14¢
Del Monte SLICED PEACHES No. 2½ can, each	21¢
Del Monte HALVED PEACHES No. 1 can, each	15¢
Del Monte HALVED PEACHES No. 2½ can, each	21¢
Del Monte CLING PEACHES 8-ounce can, 3 for	25¢

# PIGGLY WIGGLY

Hereford, Texas

Mr. and Mrs. I. B. Brooks returned Sunday from Alvarado where they attended the funeral of Mr. Brooks' father, who died in Cleburne Monday of last week.

Mrs. Irene Sweet returned Sunday to her home at Fort Worth after a visit of two weeks in the home of her mother, Mrs. E. J. Williams.

### Dimmitt News

MRS. BUCK WOOD

Mrs. Geraldine Brown and daughter were in Plainview Monday. Miss Margaret Cooper was called to Lubbock Wednesday to the bedside of her father. He died that night.

Mr. and Mrs. Ed West attended a style show in Lubbock last Monday night.

Mmes. R. E. Cogswell, Gano Hastings, Howard Scoggins, S. Carroll, Ray Cowser, Raymond Wilson, Buck Wood, Henry Stalcup, Clarence Byrnes, Cleo Richardson, Jack Baker and Carroll Gunter attended the federated clubs convention in Plainview last week.

Mmes. Alta Goodman and B. C. Hudson were in Plainview Friday. Messrs. and Mmes. Will Gollehon and Joe Gollehon and children visited Mrs. Ted Wood, who is in Lubbock sanitarium, Sunday.

Mr. and Mrs. Claude Morris and Miss Allie Mae Willis spent Friday night with relatives in Memphis.

Mr. and Mrs. Leland Lee were in Hereford Thursday.

Messrs. and Mmes. Ray Cowser and Raymond Wilson were in Plainview Sunday afternoon.

Mrs. Louis Allen of Muleshoe spent the week end with her husband here.

Mr. and Mrs. Houston Hulin and Mr. and Mrs. Bill Burnam spent the week end with Mr. and Mrs. W. H. Hulin of Raton, N. M.

Mr. and Mrs. Raymond Wilson entertained members of the Tres Mesa Bridge club with a steak supper Monday evening. Three tables of bridge were enjoyed by Messrs. and Mmes. Ray Cowser, Goodwin Miller, Claud Cowser, R. G. Monning, Buck Wood, Harvey Youts, the host and hostess.

Carroll Gunter and H. C. Webb were in Hereford Sunday.

Mrs. Mollie Mayo of Rogers, Ark., is spending several days with her parents, Mr. and Mrs. Jack Hawkins.

Geo. Clingsmith returned Sunday from a Lubbock sanitarium where he underwent a minor operation.

Miss Neva Mottle of Big Square was in Dimmitt Saturday.

Harold Godman and Louis Whitlaw were in Plainview Monday.

Jimmie Singer of Littlefield is visiting her brother, T. A. Singer, this week.

Sandy Youte and Pat Dean were in Plainview last Thursday.

Mr. and Mrs. L. E. Parker and Miss Madge McEntire left Saturday for Hot Springs, N. M., to make their home.

Curtis Tate is on the sick list this week.

W. L. Hinson left Sunday for Seattle, Wash., where he plans to make his home.

Billy Joe Rothwell, young son of Mr. and Mrs. E. R. Rothwell, was seriously injured when he was thrown from a car fender Monday afternoon. He is in the local hospital.

Tony Burson of Silverton visited in the Carroll Gunter home Thursday evening.

Mr. and Mrs. Ernest Hill have moved to Amarillo. Mr. Hill was formerly connected with the M System store here.

### Mecaskey - Dean

GONDA BIGGERS

Men and women of the community will meet at the baseball field Sunday afternoon to organize teams for competitive games during the summer. Everyone is present.

Mr. and Mrs. B. F. Fulkerson were in Amarillo and Hereford Monday.

Mr. and Mrs. Chester Hodges spent the week end in Clarendon with his parents.

Mr. and Mrs. P. L. London returned this week from a visit in Oklahoma.

Mr. and Mrs. Jim Waggoner took Miss Opal Ford to her home in Tucuman last week.

Vincent Friemel has returned from Amarillo where he has been at work.

Mr. and Mrs. T. P. McCollister spent Sunday afternoon with Mr. and Mrs. Shields of the Ward community.

Mr. and Mrs. J. C. Boyd are expected to return to their home as soon as the wind ceases.

Mr. and Mrs. B. R. Fulkerson spent Sunday in the S. J. Barclay home.

Mrs. Zeal Truax suffered a heart attack last week, but is much improved.

Mrs. H. K. Porter of Stratford visited in the Stone home.

DSS met with Mrs. McCollister March 28, with seven members present. After a program of short news items, refreshments of sandwiches, cake and coffee were served. Next meeting with Mrs. Morel. Mmes. Fulkerson and Stone are on the program for the meeting April 11.

### DAWN SINGING, AND SUNDAY SCHOOL RALLY

People of Dawn extend an invitation to all singers of the county to attend an all-day singing at Dawn school house Sunday, April 4. Everyone bring lunch, which will be spread together. Fun and fellowship is expected to be had by all. The program:

Sunday school, 10 o'clock.

Preaching at 11.

Lunch at 12.

Program and singing, 1:30 p. m.

Rest, 4 o'clock.

Preaching, 7:45.

Preaching services will also be held at Wyche Sunday at 3:30 o'clock. Rev. Paul M. Collins.

FOR JOB WORK, TRY THE SHARD

### SOCIETY

#### MRS. HARMAN ENTERTAINS JUNIOR PIONEERS

The Junior Pioneer club met Tuesday with LaVerna Harman, Genevieve Eberle, was co-hostess. Program subject was Persia. Interesting talks on children, welfare and tribesmen of Persia were given by Nora Alice Daniel and Jean Streu.

Members present were Ruth Miller, Lois Moore, Margarite Newell, Betty Ruth Miller, Jimmie Wilson, Marie Cogdell, Lyndell Mitchell, Nell Culpepper, Bessie Patterson, Genevieve Eberle, LaVerna Harman, Virginia Lillard, Marie Roden, Jean Streu, Erle Marie Brown, Ardelle Morgan and Nora Alice Daniel.

Next meeting will be a party, April 16, at Marie Roden's.

#### NORTH HEREFORD CLUB TO MEET APRIL 9

The North Hereford Demonstration club will meet with Mrs. Arch Conklin Tuesday afternoon, April 9, at 2:30. Members who were not present at the last meeting are asked to come prepared to make a three minute talk on any subject pertaining to the home or of interest to women.

#### JUNIOR PIONEER CHORUS IS WINNER

For the second year in succession the chorus of the Junior Pioneer Club won the contest for Junior choruses at the district convention of Federated Women's Clubs at Plainview last Thursday.

In the group are Marie Cogdell, LaVerna Harman, Ruth Marie Mounz, Nell Culpepper, Lueta Borden, Erle Marie Brown, Ardelle Morgan, Betty Ruth Miller and Genevieve Eberle.

A silver loving cup was given as the trophy to the winning chorus. Others competing were Groom and Kress, the latter taking second place. The cup will be placed in the county library.

#### MESSANGER COMMUNITY MEETS APRIL 11

Messenger community club will meet April 11 with Mrs. R. Lee Howard. The program will be on home gardening. There will be a seed exchange, so those attending are asked to bring some seeds if they have them. Each should bring a thimble, as there will be some sewing to do.

MRS. R. LEE HOWARD.

Mrs. Margaret Helfner left Wednesday for Keokuk, Iowa, to visit in the home of her brother, Chas. Altus, who is seriously ill.

#### BAGGETT WOLFFINGTON WEDDING ANNOUNCED

Miss Jettalee Baggett became the bride of Mr. Fred Wolffington in Amarillo on March 4, it was announced this week.

Mrs. Wolffington is a daughter of Mrs. W. L. Robinson, and the groom is a son of Mrs. L. B. Wolffington. The couple will make their home here.

#### TECH ENGINEERING SHOW AT LUBBOCK THIS WEEK

Seventh annual engineering show of Texas Technological College at Lubbock will be held Friday and Saturday of this week. Several

Hereford boys who are engineering students at the school will take part.

Complete demonstrations of the work done at the school will be given. Raw cotton and wool will be made into cloth, showing visitors every step in the process. Electrical phenomena will be demonstrated, including wireless power transmission and electric eyes.

Rex Tynes, Jr., former Hereford resident, and an amateur radio operator of note, is taking a leading part in the work. Last year 6,320 persons visited the show, contrasted with less than 1,000 for the first show.

We have fine seed corn—Yellow Dent, Red June, White Sure-Crop, West Texas Feed & Seed. 1c



**KING'S CANDIES FOR EASTER**

WE HAVE A COMPLETE AND NOVEL ASSORTMENT

A PRICE FOR EVERY PURSE!

<b>RABBITS</b> 25¢ to \$2.50	Novel <b>EASTER BASKET</b> Filled with choice Chocolates, 16 oz \$1	<b>Chocolate BASKET</b> An Ideal Gift \$2.00
<b>Children's Package NOVELTIES</b> 25¢ and 50¢	<b>Chocolate FRUIT AND NUT EGGS</b> 6 oz 25¢, 14 oz 50¢	<b>CANDY EGGS</b> 1¢ Each 2 for 1¢

### TAYLOR MADE ICE CREAM

DID YOU EVER SEE A SUNDAE WALKING?  
Try Our "Walk-Away" Sundae, 5c

**BROOKS' DRUGS**

"PAY CASH AND SAVE"

PHONE 99 WE DELIVER

### It's Spring Time

And time for picnics. We are headquarters for all outing supplies, including paper plates, table covers and napkins, cups and paper spoons and forks.

### DECO CUPS

See these paper cups, made from Bak-test paper especially treated and decorated for baking and dessert freezing.

### PAPER TOWELS

With wall rack—they come in rolls and are the Northern kind—soft and absorbent. Roll, containing 150 towels with rack for only 45¢. Replacement rolls are only 15¢.

### GARDEN TOOLS

—and supplies of all kinds. Come in and look our stock over.

**STREU HARDWARE CO.**

"Home of Service and Quality"

### Extended Accomodation Sustained Co-operation

—WHEN YOU MEET ADVERSE CONDITIONS WITH A SUBSTANTIAL BANK ACCOUNT YOU WILL FIND YOURSELF BIGGER THAN THE CONDITION.

Think It Over!

**THE FIRST NATIONAL BANK**

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully-Managed

## Real Bargains in Food

SHREDDED WHEAT, 2 pkgs	25c
TOMATO JUICE, Campbell's, 2 cans	15c
HOSTESS CAKES, Layer, each	22c
WESSON OIL, pint can	23c
BUTTER, Fresh Creamery, lb	31c
FLOUR, Sunrise, 48 lbs	\$1.64
EGGS, Fresh Country, 1 dozen	19c
MALT, Blue Ribbon, 3-lb can	59c

We Meet All Advertised Prices On Standard Merchandise.

PORK AND BEANS	5¢	SPAGHETTI	15¢	APRICOTS	47¢
Can		2 Cans		No. 10 can	
TOMATO SOUP	5¢	PEAS	25¢	PINEAPPLE	17¢
Can		Standard Early June, 2 No. 2 cans		Half slices, No. 2 1/2 can	
VEGETABLE SOUP	15¢	PEACHES	44¢		
2 Cans		Sliced or halves, No. 10 can			

### LIPTON'S TEA

Due to the Fact that We Sell Direct to the Consumer, We Are Able to Pay Highest Prices for Live Poultry & Eggs.

APPLE BUTTER	15¢	WHITE KING	31¢	NORTHERN TISSUE	17¢
26-ounce jar		Granulated soap, large size		3-rolls	
CUT BEETS	10¢	WHITE KING	13¢	MATCHES	22¢
No. 2 can		Toilet Soap, 3 bars		6-box carton	
MIXED VEGETABLES	12¢	CORN FLAKES	9¢	HY-PRO	17¢
No. 2 can		Jersey, large size		Quart bottle	
KRAUT JUICE	10¢	BRAN FLAKES	10¢	MELO	17¢
No. 2 can		Jersey, package		2 boxes	
VIENNA SAUSAGE	15¢	TOILET SOAP	25¢	SANI-FLUSH	21¢
2 cans		Woodbury's, 3 bars		Large can	

### RINSO SOAP 23c LIFEBOUY SOAP 13c

SALMON	10¢	ROYAL GELATINE	19¢	OATS	19¢
Alaska Ping, No. 1 tall can		All flavors, 3 pkgs		Crystal Wedding, large pkg	
HONEY	53¢	FIGS	15¢	SUGAR	15¢
No. 10 can 93¢, No. 5 can		Choice White or Black, 2-lb pkg		Powdered or brown, 2 boxes	
SYRUP	31¢	RICE KRISPIES	10¢	PEAS	15¢
Brer Rabbit, No. 5 can		Kellogg's, pkg		Black-Eyed, 2-lb pkg	
OVALTINE	31¢	WHOLE WHEAT FLAKES	9¢	PICKLES, Libby's	22¢
Large size 57¢, small size		Kellogg's, pkg		Sour or dill, 22-oz jar	
PUFFED WHEAT	10¢			SHORTENING	\$1.02
Package				Jewel, 8-lb carton	

### MEAT SPECIALS

LOAF MEAT	15¢
Ground fresh, pork added, pound	
BACON	32¢
Armour's Sliced, no rind, pound	
ROAST	17 1/2¢
Fancy Baby Beef from feed lot, pound	

### Veal Cutlets Per Pound 23c

CHEESE	22¢
Kraft Eikhorn, pound	
BARBECUE	24¢
Made fresh daily, pound	
PORK	23¢
Roast, Cut from lean shoulder, pound	
SHORT RIBS	14¢
OR STEW MEAT, pound	



**FURR FOOD STORES**

lower prices

**FREE Delivery**

Phone 74

### PRODUCE

APPLES, Winesap, extra fancy, med. size, doz	19¢
ORANGES, Large Size Full of juice, peck	43¢
SPUDS	
We Meet All Advertised Prices	
CARROTS, BEETS	10¢
RADISHES, 3 bunches	
LEMONS	1¢
Each	
ONION SETS	40¢
Gallon	

**GRAPEFRUIT**

Large Size

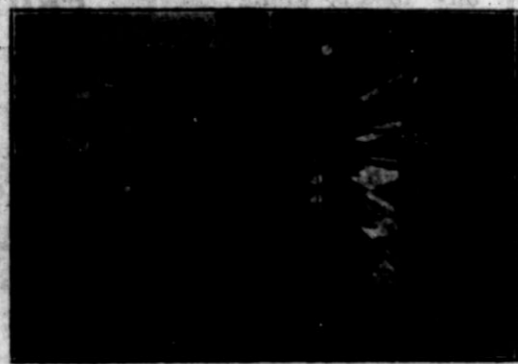
6 for ..... 15c

# BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
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## THERE IS MONEY IN POULTRY



BROODER ROOM



STOCK ROOM

Due to the shortage of poultry, both chickens and eggs will be high this year. In order to take advantage of a favorable market, we must raise chickens. Proper hatching, starting and feeding assure healthy chicks that will grow up to top the market. We offer those services.

## Hillside Hatchery

### Custom Hatching, Brooder Care Offered by Hillside

Hereford's only commercial hatchery is the Hillside Hatchery, owned and operated since its founding eight years ago by Ray Coneway. Forty-seven thousand eggs are a lot of eggs, but that is the capacity of the incubators.

Then 20,000 chicks are a heap of chicks. That is how many of the little cheepers that can be cared for in the brooders. Right now there are 6,000 of them in the brooders.

Several services are offered by the hatchery. Eggs can be taken there for hatching. Or a prospective raiser can order chicks and eggs will be furnished. Then the firm will start the chicks, keeping them in brooders, feeding and caring for them until they are large enough to shift for themselves. They also sell feeds.

The hatchery raises chickens, selling them and eggs on the market. "A shortage of poultry for this year is due to the inevitable result of the poor crop prospects. Therefore, this will likely be one of the best of recent years for the raising of poultry. Both the eggs and birds will be high all through 1935."

Mack Bainum and Coneway operate the hatchery. Eggs are received on Wednesdays and Saturdays for settings on Thursdays and Mondays.

## \$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

### CONTEST RULES

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

#### EASTER TIME

—Is dress-up time and dress-up time means dry cleaning. Look through your wardrobe and send us the dresses and suits that need attention. We are equipped to do the best work for you.

WEST TAILOR SHOP

#### FOR HEALTH'S SAKE

Let us go over the plumbing in your house this spring. If it is okay, we will tell you. If it needs repairs, we will do them. If new equipment is needed, we can furnish it. Call

160

DICK ROUNTREE

#### CUSTOM-MADE FURNITURE

If it's wood I can make it or repair it. Come and talk to me about your needs in the furniture line.

W.D.M. RAYZOR  
WOODWORK

#### GOOD FOOD

—that pleases all. We endeavor to give the best meals at the lowest prices at all times. Try our Cafe and you will be surprised at our meals and service.

When You Think of Good Food,  
Think of

HOME CAFE

Oberthier Building

#### NOW IS THE TIME

—to have your oil changed to a heavier grade for summer driving. Drive by and let us service your car with summer grade Conoco Germ Processed oil and that good Bronco Conoco gas.

Woodford Service Station

#### YOUR GREATEST ASSET

—Is GOOD HEALTH. It pays the largest dividends and it is the safest investment. CHIROPRACTIC adds years to your life and life to your years. Bring your health troubles to—

PHONE 341

DR. J. W. HENDRIX

#### EARLY CHICKS

—Bring the best prices and make the best layers. Our incubator hatches every Tuesday. Order your chicks early. They sell fast. We do custom hatching. Eggs received Wednesdays and Saturdays.

HILLSIDE HATCHERY

Phone 76-W.

#### HERMAN'S SPECIALS

MACARONI or SPAGHETTI, package - 5¢  
EGG NOODLES, large package - 10¢  
CRACKERS, 2 pounds - 19¢  
CLEANER, Lighthouse, can - 5¢  
COFFEE, bulk, pound - 15¢  
COFFEE, White Swan, pound jar - 33¢  
SPUDS, No. 1, 10 pounds - 15¢

LUKEN'S GROCERY

#### EVERYONE IS CRAZY

About our new twice-daily delivery service. We started it last Sunday. Ice-cold milk at your doorstep, before breakfast and just before the evening meal—that's what everyone likes. CALL 606.

PRAIRIE DAIRIE

#### EAT MORE BUTTER

There is no better food than butter. There is no better butter than CREAM O' PLAINS. It is made in Hereford of cream produced here. Ask your grocer for it.

Farmers Creamery Association

#### OUR REGULAR CUSTOMERS

Find this firm a most satisfactory place to trade. Merchandise is of the highest quality. Prices are lower. Service is of the best.

Moore Independent Oil Co.

#### THEY'RE ALWAYS CLEAN

White Friendly Five Shoes that stay white. A little soap and water, and anything is removed. In solids and ventilated models. Then we have two-tones in colors and a regular stock of Friendly Dress Shoes.

"Your Friendly Shoe Dealer"

D. R. GASS & SON

#### WE WANT MACHINERY

—to repair. And you will want us to repair your machinery, once you try us. Automobile engines are just a breeze to us. And so are bent bodies and crumpled fenders.

BEAMS & MARRS

#### IT IS NOT A HARD TASK

—to laundry your clothes, linens, curtains and bed clothes if you use the best of all washers —Maytag. Try one and see for yourself how easy it is. These washers come with either electric or gasoline motors.

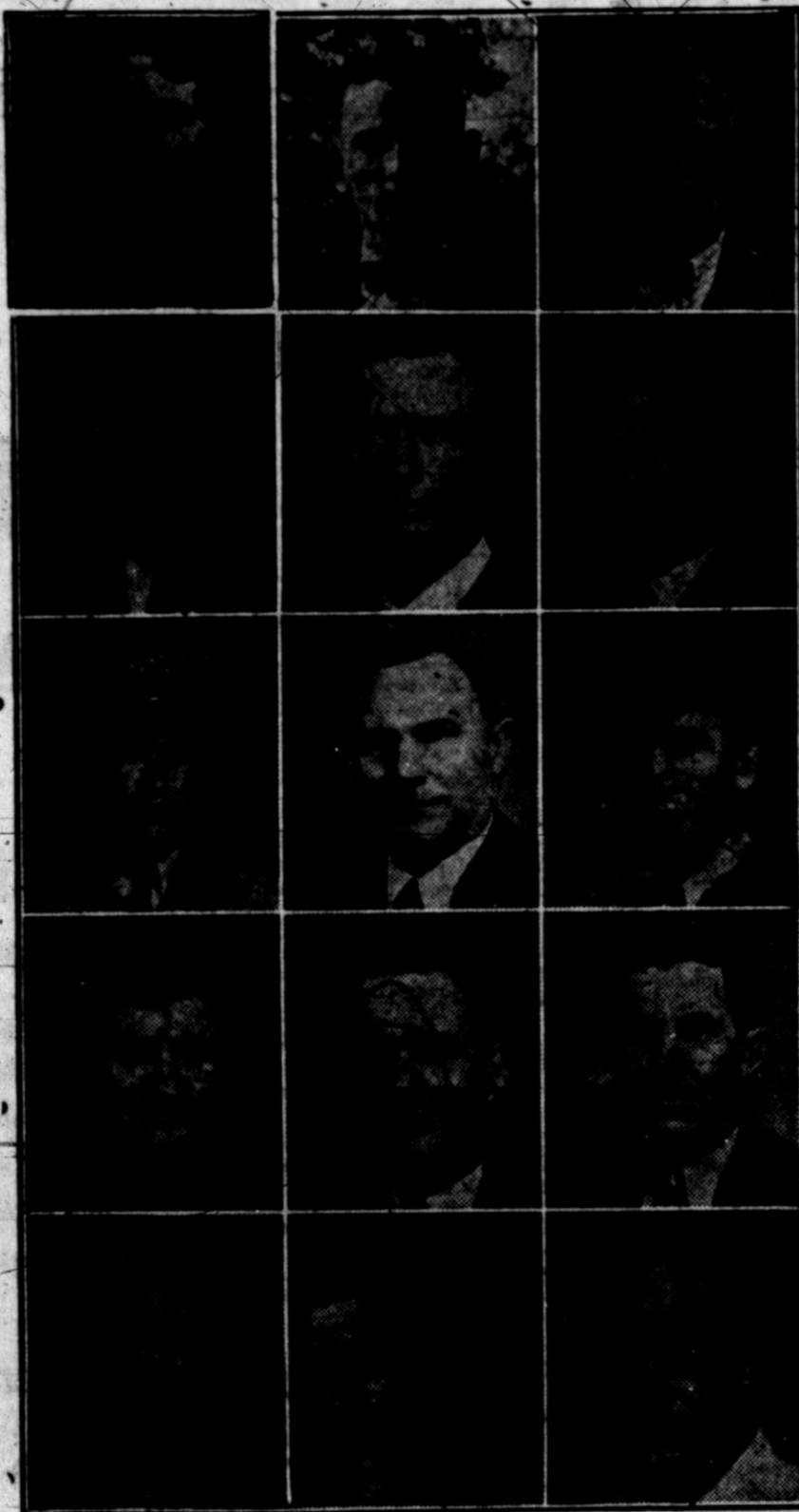
M. D. WOMBLE, Implements

#### MODERN BEAUTY

Greater success and charm in your beauty treatments today lies in taking advantage of modern methods which we employ. Let us prove the results of our methods in one appointment. You will be pleased.

Permanents \$1.50 Up.

MORENE'S BEAUTY SHOPPE



700-500  
35-0-0-0

# 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  
DORIS WITT 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.

### EROSION LEGISLATION

Erosion control by proper working of land is possible. Many farmers of this county are demonstrating this. They can cultivate their fields and work the land in such manner as to prevent blowing of the soil.

But this does not solve the problem, even for these farmers. Their great trouble lies in the fact that unless their neighbors do the same to their fields, the neighboring fields move in on top of the growing crops, ruining them.

That is why the agitation for a law authorizing county courts to see that farmers work their fields. One farmer in Deaf Smith county, perceiving that a neighbor's field was moving in on him, went out and worked that field. The neighbor objected for some reason but there was not much he could do about it.

Legislation is being sought at Austin to make it possible for a county to have this work done and charge it to the tax bill.

### FATAL ERRORS

Traffic accidents were more numerous and more severe in 1934 than any previous year. Eight of the worst driving mistakes responsible for last year's tragic record are listed by the National Bureau of Casualty and Surety Underwriters as follows:

- 1—Driving too fast for conditions, a cause named specifically in 22 per cent of all accidents resulting in fatalities charged to drivers alone, and a distinct and sometimes controlling factor in accidents attributed to many other causes.
- 2—Driving on the wrong side of the road.
- 3—Violating right-of-way rules.
- 4—Cutting in.
- 5—Passing on curve or hill.
- 6—Failing to signal or signalling improperly.
- 7—Driving off roadway.
- 8—Reckless driving.

Pedestrians made fatal errors, too. Four of the worst were:

- 1—Crossing between intersections, a mistake that accounted for more than 25 per cent of all pedestrian fatalities.
- 2—Crossing against the signal light at intersections.
- 3—Playing in the street, an error made chiefly by children, resulting in 16 per cent of all pedestrian deaths.
- 4—Coming from behind parked cars.

Motorists and pedestrians! Avoid these fatal errors in 1935—and you will be doing your part to reduce the traffic toll.

Nature is repeating herself. Last year she brought the greatest drought in history to the great American Mid-West, turned millions of acres of rich wheat land to desert, and had the laugh on the puny efforts of mere man to control production. As if that lesson weren't severe enough, Nature is again menacing crops—dust clouds recently swept day after day across the vast mid-western wheat country. The area affected includes 50,000,000 acres of wheat land. The result, unless late rains do the unexpected and remedy the situation, will be an inconsequential crop. The Secretary of Agriculture has removed certain restriction on the planting of spring wheat. This is expected to cause a rise of from 10 to 30 million bushels in the normal spring crop.

### NOTICE TO PUBLIC

We will grind feed only on THURSDAY, FRIDAY AND SATURDAY of each week.

## J. L. ROGERS

### WORDS

### TYPE

### PAPER

These make a piece of printing, but they don't always make it pay. Making printing pay is an art in itself. HERE we like to think of our product in terms of results.

POSSIBLY YOU WOULD LIKE TO HAVE YOUR PRINTING SO HANDLED

## The Hereford Brand

TELEPHONE 30

# A LONG TIME AGO IN HEREFORD

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

Bell Bros. swapped a section of Castro county land for the Burns & Smith drug store.

G. S. Williams of North Draw broke a leg while helping A. H. Morris brand calves.

Allan Bell was a "pleasant" visitor at the Brand office, paying his subscription for a year.

Herring & Laird were opening a bank in Bovina.

"The Largest Guaranteed Circulation of Any Paper Published in the Panhandle," was the Brand's statement in an ad.

A company of capitalists had been formed in Boston, it was said, to build a railroad from

Amarillo through Lubbock to connect with the T. & P. at some point south of Lubbock.

D. R. Gass returned from a buying trip to Kansas City and St. Louis markets.

(From The Hereford Brand, April 3, 1914.)

"... an error was made in last week's issue in saying that G. M. Suggs was one of the city's commissioners. . . . While it is, perhaps, no reflection on the reputation of Mr. Suggs. . . . we make the correction to keep the record straight."

Z. T. Clifton had died at Summerfield.

Sherm Williams' mother, Mrs. Elizabeth Williams, of

Lineville, Iowa, was visiting.

There had been a light shower. No dust was reported.

Item concerning a drummer: "Cliff Estes says they spoiled a good cowpuncher trying to make an actor of him, but Cliff is mistaken. The good cow puncher may be spoiled, but there is not a total failure by any means along the actor line."

Thirty friends surprised Grandma LeGrand with a party on her seventy-third birthday.

Ben Short, Hereford teacher, was on the program at the annual convention of Panhandle teachers at Memphis. He lectured on elective courses in the high school.

## By Their Words AND OURS

### ABOUT THE DUST

A citizen made a remark recently that this would be a great country to live in if there were no sand storms, if it would rain a lot more and if the people were all free citizens. To which an old timer replied: "So would hell."

Fleet Pruden was talking me about a Dalhart man getting hit on the head by a drop of rain—and he said that the shock proved to be great for the man that his neighbors had to give him three buckets of sand to revive him—Wellington, Leader.

You never can tell. We might have spring rains. And, by the way, we may better have.—State-Line Tribune.

It is the dust blowing in from other states, notably Nebraska, Iowa and Colorado, that is irritating the noses and throats of Panhandle residents, declares Dr. L. L. Bartlett, eye, ear, nose and throat specialist in Dalhart since 1900. Panhandle sand, usually coarse, blows along the surface of the ground, drifts readily, does not rise as easily as the dust and therefore so much of it does not enter the nose and throat. However, the fine dust that rolls in from the north is high in the air, the atmosphere is surcharged with it. Even when wind is not blowing the dust often settles over this area, as it did last Tuesday. Panhandle sand, being coarse, can be easily discharged from the nose and throat, but the fine dust is sticky. Dr. Bartlett doubts that the dust will be permanently injurious unless long continued. It is not likely to cause lung trouble, he said, because normally not much of it gets into the lungs. Emphasizing the point that it is the fine dust from other states that has the stinging effect, Dr. Bartlett pointed to the fact that in Iowa, for instance, gas masks were worn during dust storms. Masks are never worn in true Panhandle sandies.—Dalhart Times.

That wild life, even of the winged variety, sometimes suffers from the devastations of severe hail storms was proven Saturday by an incident at the Allred place eight and one half miles west of town. E. C. Allred, who was in town Monday on business, stated that the hail was apparently much heavier in his locality than in Wheeler. After the storm he found 72 dead wild ducks, mostly mallards, on a pond near his home.—Wheeler Times.

It might help a little bit if all our readers would understand that a journalist is not a detective, a policeman or a moral censor.—Canadian Records.

A South Plains newspaper reports a young bride walked into the market the other morning and asked the proprietor for a steak. "Round steak, Madam?" "The shape doesn't interest me, so long as it's real tender," replied the pretty young thing.—Miami Chief.

Musing of the moment: There is plenty of money. There is too little of it in use. Even a little money in action can do wonders. A local payroll of 11 men is supported on a capital basis of \$2500. . . . No government can do as much and no government can do it as well without dissipating the capital invested in giving employment to that many men. Private initiative is the only hope of a democracy.—Pampa News.

## READ THE Advertisements THEY'RE NEWS

# Want Ads

### For Sale or Trade

YOU CAN ADD \$5,000.00 to your estate at an initial cost of only \$12.50 and \$6.25 per month thereafter. Ages 10 to 60 years. E. F. Connell, Elliston Building, East Third Street.

### DRIVE-AWAY USED CAR BARGAINS

- '32 Chevrolet Coupe \$300
  - '33 Chevrolet Coupe \$400
  - '33 Chevrolet Sedan \$450
  - '33 Plymouth Coach \$375
  - '34 Chevrolet Truck \$650
- This is an exceptional bargain. New 8-ply tires, and driven only 8,000 miles.
- '30 Ford Tudor \$175
  - '27 Cadillac Sedan \$250
- ery Store. The latest in refrigerators.
- '31 Ford Coupe \$200
  - '29 Chevrolet Coupe \$125
- These cars have all been overhauled and are in good condition.

### BRUMLEY CHEVROLET CO.

FOR SALE: F-30 Farmall, 3-row lister-planter, nine-foot one-way, 15-25 Allis-Chalmers tractor. Needing repairs. Three Jersey cows, fresh soon, saddle horse, gentle enough for children. Located half mile north and mile west of Bippas community house. W. H. Dodson, Rt. 1, Adrian, Texas. 12-2p

FOR SALE OR TRADE: 2 electric motors, would consider hook-up with gasoline motor. W. L. Ayers, Hereford Laundry. 1c

SEE THE NEW GRUNOW Electric Refrigerator at Kester's Jew-

FOR SALE: Improved eight-section Colorado ranch, 1700 acres deeded in Federal loan, balance lease. Living water and well at house; abundance of post timber; has fine natural protection for stock; an ideal proposition for cattle or sheep. If interested ask or write about it. A. A. Ott, Hereford, Texas. 13-2c

FOR SALE: One IHC Farmall with lister and cultivator. One IHC 15-30 tractor. C. A. Skelton. 1c

FOR SALE: Kahr seed, 1934, bin run \$2.50 in lots of 500 pounds and up. Also sudan at \$10. No checks. W. G. Slagle, Hereford, Texas. 13-3p

FOR SALE: Ranch of about six sections of land, mostly lease; with in one hour drive of Hereford; will trade for good Plains wheat land. Inquire at the Brand office. 1p

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

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

### For Rent

FOR RENT: Sleeping room, Mrs. Rosa Speer, 200 East Fifth. 1c

FOR RENT: Nice apartment, two or three rooms. See Mrs. J. H. Harris, 910 Miles Ave. 1p

### Wanted

WANTED: To rent two furnished light housekeeping rooms. Mrs. J. M. Boone, 300 E. Fifth St. 1c

WANTED: To renovate your mattress. Will take any article we can use or sell. Russell Danjel, Phone 507. 13-2p

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

### Lost and Found

LOST: One red male Chow dog in Hereford or on Canyon highway, Thursday night. Valued as child's pet. Answers to name of Woo. Reward. Notify the Brand. 1p

LOST: Small coin purse near the southeast corner Central school grounds, Tuesday about 12 o'clock. Return to Brand office for reward. 1c

Dowager Queen Never Queen, although she had never been a queen. The title was bestowed in 1928 when the national assembly elected her son Ahmed Beg Zog, capital. It was "dowager queen," to be king of the Albanians.

# Specials

### FRIDAY AND SATURDAY SPECIALS

OUR SPECIALS ARE CASH

- SPINACH, Caprock, No. 3 can, 3 for 25¢
- SPUDS, 10 pounds 12½¢
- SUGAR, 10 pounds 51¢
- COFFEE, Bliss, vacuum packed, 1 pound 25¢
- TOILET TISSUE, Northern, 3 rolls for 22¢
- PRUNES, 67-70, 2 pounds 18¢
- PEACHES, dried, extra fancy, 2 pounds 25¢
- OATS, Cup and Saucer or Plate, package 29¢
- SOAP CHIPS, 5 pound box 32¢
- MATCHES, carton 22¢
- SEED POTATOES, Cobbler, 100 pounds \$3.15
- SYRUP, White Swan, gallon size 55¢
- COOKIES, assorted, 1 pound 19¢
- SMACKS, 1 box 14¢
- ORANGES, large juicy, dozen 31¢
- APPLES, Winesap, extra fancy, dozen 22¢
- MACARONI or SPAGHETTI, 2 pounds 17¢
- RICE, bulk, 3-pound package 17¢
- BAKING POWDER, K. C., 50-oz size 32¢
- FURNITURE POLISH, Best Yet, 25c size 20¢
- HOMINY, No. 2½ can 10¢
- BEETS, No. 2½ can 10¢
- POST TOASTIES, White Swan, 10¢, 2 for 18¢
- SALT, Texaco, 3-pound package 9¢
- PUMPKIN, Van Camp's, No. 2½ can 11¢
- SARDINES, Van Camp's, No. 1 tall can 6¢, 3 for 25¢
- MUSTARD, Salt and Pepper Shaker 5¢

## Weir's Grocery

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

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

# STARTS THIS MONTH MORE ELECTRICITY IS AVAILABLE AT NO EXTRA COST

Without a doubt the thought has many a time come to you that you would like to have at your disposal a larger amount of electric current in your home at no increased cost. This same problem has been at the foundation of a careful, thorough study on the part of your electric company and our efforts in this direction has been successful. The "ultimate" rate will be effective in the electric service bill you will receive May 1st and thereafter.

You are cordially invited to visit our local office where the unusual benefits of the new "ultimate" rate can be easily shown you. In fact, it is to your advantage to become familiar immediately with the possibilities under the rate. You do not have to sign any agreement, but merely put to work some of your idle appliances, fill up the empty sockets, or eliminate a number of the menial tasks by the substitution of some of the labor-saving appliances which you may have deferred buying—and remember that under the rate's application there's little, if any, increased cost to you.

The liberalization of electric consumption is in step with your own desires for more current and in such an inexpensive manner.

# Texas Utilities Co.

**Crimm to Hold Revival.**

R. B. Crimm, noted cowboy angelist of the Baptist church, will hold a revival at the Baptist church from April 21 to May 1. He will hold two services daily and three on Sunday. Crimm, who makes his home at Dallas, has been a preacher more than 20 years and is looked on as one of the most able in the

**Southwest. There will be special music with the revival.**

Mrs. Homer E. Fox will leave Saturday morning for California where she will visit her parents and other relatives. She will go with her brother, Dick Clennen, his wife and son of Tulsa.

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

**Relief Agencies In Erosion Fight**

Texas Relief Commission's purchasing department recently opened bids on farm levels, terracing plows, drag scrapers, Fresnoes and terracing machines to be used in the soil erosion control program to be undertaken by the rural department of the commission.

Bids were submitted on the basis of a minimum quantity of 200 farm levels, 200 terracing plows, 100 drag scrapers, 100 Fresno scrapers and 50 terracing machines.

W. M. Burkes, in charge of the program, said this equipment will be sent to counties as requests are received from conservation assistants.

Conservation assistants already have been assigned to Harrison, Cass, Lamar, Grayson, Hockley, Fannin and Randall counties. Terrace lines have been run and actual construction of terraces has been started.

Later, water conservation will be undertaken in some counties of the state. It will include the building of dams to form small ponds and lakes. The program also embraces construction of trench silos for storage and conservation of feed crops.

**Camp Needs Piano.**

A piano is needed at the CCC Camp for recreational and worship purposes, says Chaplain Yergen. And the company wants to rent an instrument at a small fee.

Anyone having a piano to rent is asked to call the chaplain or some minister of the city on Thursday or Friday.

**ESTRAY NOTICE**

Taken up, September, 1933, at the farm of the undersigned, living about seven miles west and two miles north from the town of Hereford in the County of Deaf Smith, the following described animal known to be Estray, viz: one coming three-year old white-face heifer, no marks, no brands.

If not legally proven by the owner thereof within twenty days from the date hereof I will proceed to Estray the same in accordance with law.

PAUL S. MATHERS, Taker-Up, Hereford, Texas, this 23rd day of March, 1935. 12-3c

**New Advertising Plan for Conoco**

An unusual plan to exploit the use of newspaper advertising has been adopted by the Continental Oil Company. A contest has been inaugurated whereby during the spring months cars and trucks will be seen on the streets and highways of 40 states plastered with reprints of Continental's newspaper advertisements.

In addition to the circulation of ten million that Continental Oil gets for its advertising by using 1,363 daily and weekly newspapers Continental's advertisements thru this stunt will do double duty this spring.

The appearance of Continental cars and trucks not only serves to call attention to the Conoco campaign now in newspapers, but reminds Conoco salesman of the huge number of car owners who read about Conoco products in their newspapers.

It is estimated that more than 3,000 cars and trucks will participate in the stunt. Aside from the company-owned and operated vehicles, a good percentage of the 22,000 dealers will likewise participate. Continental is one of the country's largest users of newspaper advertising and gives this medium a large share of the credit in achieving an increase of 60.4 per cent in sales of Conoco oil since April, 1934.

**SHERIFF'S SALE**

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the Honorable 68th Judicial District Court of Dallas County, on the 25th day of March A. D. 1935, by the Clerk thereof, in the case of Southwestern Life Insurance Company, a corporation, plaintiff, versus Mrs. Ella L. Burch, J. A. Ryan, C. L. Johnson, C. G. Laing, Hamilton Tire Service Company, J. J. Currie, T. O. Collier, C. M. Humphreys and J. M. Radford Grocery Company, defendants, No. 11272-C, and to me, as Sheriff directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the first Tuesday in May A. D. 1935, it being the 7th day of said month, before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

Situated in Deaf Smith County, Texas, and being 2,080 acres of land, situated about eight (8) miles Southwest from the town of Wildorado, Texas, known and described as all of Section No. 1, and the Southwest quarter of Section No. 2, B. & B., all of Section No. 3, A. B. & M., and all of Section No. 19, T. W. N. G. Ry. Co., all in Block K-5, and being a part of the same land described in deed from M. A. Trow, a feme sole, to Ella L. Burch, dated May 28, 1928, and recorded in Volume 58, Page 94, Deed Records of Deaf Smith County, Texas, to the extent of \$28,854.01 of said judgment, levied on the 2nd day of April, 1935, as the property of said defendants to satisfy a judgment amounting to \$32,956.06 in favor of Southwestern Life Insurance Company, a corporation, with interest at 10 per cent per annum on \$29,960.06, and at 6 per cent per annum on \$2,996.00, and costs of suit.

Given under my hand, this 2nd day of April A. D. 1935.

J. B. MILLER, Sheriff, By J. M. Murchison, Deputy. 13-3c

**SHERIFF'S SALE**

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Situated in Deaf Smith County, Texas, and being the South one-half and the Northwest one-fourth of Section No. 57 in Block K-5, Certificate No. 185 issued to T. T. Ry. Co., containing 480 acres of land, to the extent of \$4,102.06 of said judgment, levied on the 2nd day of April, 1935, as the property of said defendants to satisfy a judgment amounting to \$32,956.06 in favor of Plaintiff, together with interest on \$29,960.06 at the rate of 10 per cent and interest on \$2,996.00 at 6 per cent and costs of suit.

Given under my hand, this 2nd day of April A. D. 1935.

J. B. MILLER, Sheriff, By J. M. Murchison, Deputy. 13-3c

Six thousand, five hundred trees of 36 varieties have been planted in the state park here. There are 2,000 more on hand to be planted. The golf course will be planted this week. Trees will line all the fairways.

**PRESBYTERIAN CHURCH**

W. M. GRIFFIN, Pastor.

Sunday school, 9:45. Morning worship, 11. Christian Endeavor, 6:45. No evening preaching.

Cast of "Magda" meets at 7:30 for rehearsal.

The church has a function in education and the development of moral character. As the school exists that boys and girls may be more intelligent and become serviceable men and women, so the church seeks to develop them into good men and women. Unless civilization is to degenerate, people must realize that there is a moral law which acts as relentlessly and persistently as the law of gravitation. One cannot break the moral law though he may break his heart in opposing it. It is of great importance that character should be stimulated and educated. This is one of the functions of the church. But this is not enough. The church must help to build a nobler order and bring in God's Kingdom. Crime within 10 years has increased 150 per cent. It costs America more than public education and national government combined. Its expense is

six times as much as the church costs for all purposes whatsoever, yet its purpose is destructive while the church is constructive. Through transformation of character, the church builds life.

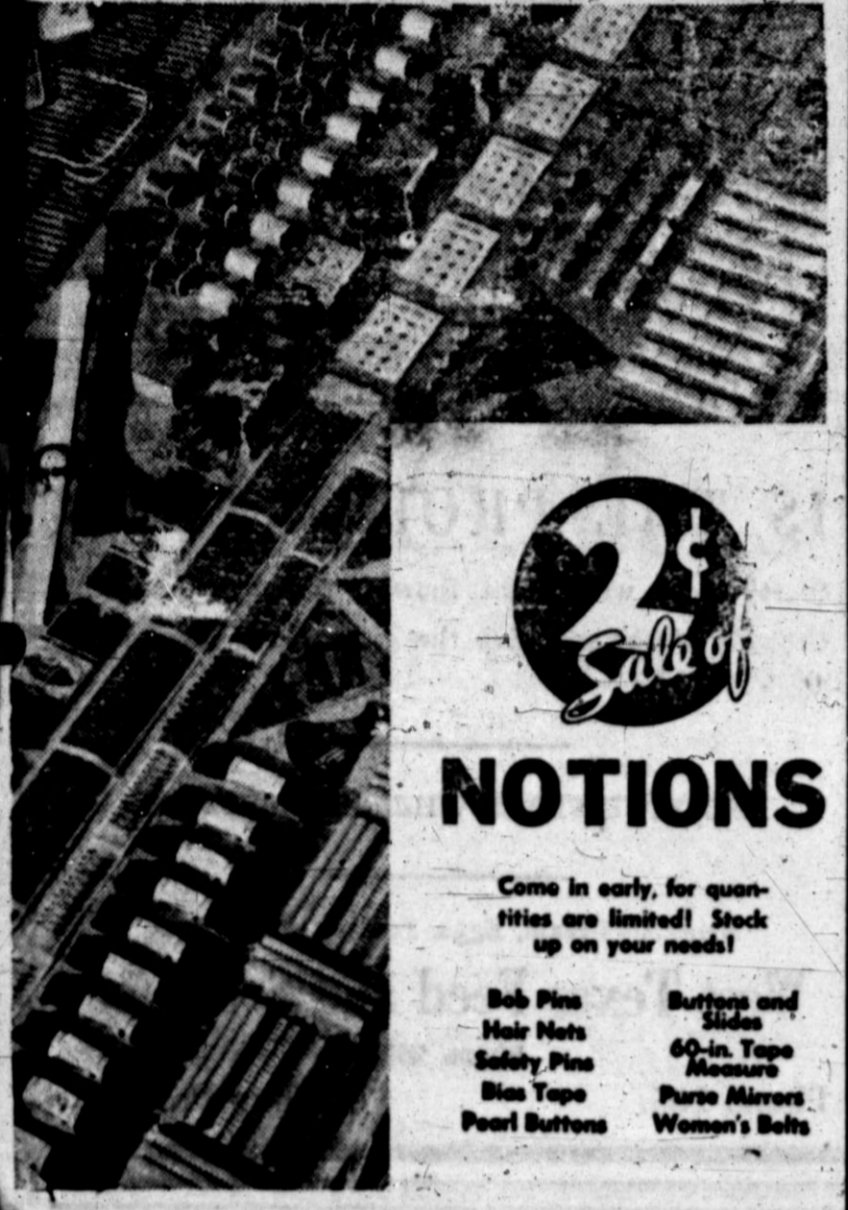
**LIFE OF BILLS**

Life of a \$5 bill ranges from six to eight months. During this period they become so used that they are returned to the Treas-

ury Department and replaced by new bills.

The life of a \$10 bill is considerably longer. They circulate less, but they are returned to the banks more frequently.

A \$20 bill comes back to the bank usually before it has circulated a month. It is not so much used as the \$10 bill, but it shows up for scrutiny more than twice as often.



**2¢ Sale of NOTIONS**

Come in early, for quantities are limited! Stock up on your needs!

- Bob Pins
- Hair Nets
- Safety Pins
- Blas Tape
- Pearl Buttons
- Buttons and Slides
- 60-in. Tape Measure
- Purse Mirrors
- Women's Belts

**KELLOGG'S**

Five Cents To One Dollar Store Formerly Weir's Variety Hereford, Texas

**Unbelievable But True**

DO YOU KNOW that today—in this highly enlightened world—there are millions of people who never heard of tooth-paste; millions who never saw a fountain pen and wouldn't know what it was for if they saw it; who never tasted ginger ale or owned a flashlight; millions of women who never heard of a permanent; boys and girls who wouldn't know a tennis racket from a basketball!

Unbelievable, but true! And why? Just because in the remote places where these people live there are no newspapers and folks seldom, if ever, see a magazine.

Contrast this with your standards of living—an electric clock on your mantel, an electric refrigerator in your kitchen, a vacuum cleaner, colorful draperies, modish clothing of fine fabrics, foods carefully prepared for you by great manufacturers, shoes and hats in the latest style—and then say a great big "THANK YOU" for advertising.

Without advertising you would be living in a past generation. Listening, open-mouthed, to the stories of some wayfarer with tales of radios, telephones, furniture, cosmetics, silk underthings he has seen in his travels.

Read the advertisements. Always there is something new, always something of interest, always something to save you money, time or trouble.

**The Hereford Brand**



**POPULAR STORE**

SHIRTS—SHIRTS PRE-EASTER SPECIAL

Just received a large shipment of new, smart, attractive Dress Shirts. \$1.50 value. Extra Special

**98¢**

Sizes 14 to 17 Where Your Dollar Goes Further!

YOUR STORE SINCE 1921



EVERY healthy baby chick has the capacity to grow into a big sturdy bird at 6 weeks. Whether or not they develop to the utmost of their ability depends on you.

There's one sure way you can get the kind of chicks you want at 6 weeks. It's the Purina Startena way. Feed your chicks on Startena and bring out the best that breeding put into them. At 6 weeks you'll have big-framed sturdy birds, well-developed and well feathered. Two pounds of Startena per chick—that's all it takes to do the job.

**McLean & Pitman**

Grain Company Phone 1. Buy at Home We Deliver

**Fill up your pantry at these Low Prices**

FRIDAY AND SATURDAY SPECIALS

POTATOES	10 pounds	13¢
SUGAR	10-pound bag	51¢
CAKE FLOUR	Swansdown, package	31¢
JELL-O	3 boxes	20¢
RAISINS	4-pound package	31¢
SUGAR	Powdered, 2 boxes	15¢
HOMINY	2 No. 2 1/2 cans	17¢
SPINACH	3 No. 2 cans	25¢
SAUSAGE	Vienna, 2 cans	15¢
POTTED MEAT	4 cans	15¢
PEAS	2 No. 2 cans	25¢
CRACKERS	Soda, 2 pounds	21¢
CORN FLAKES	Large package	10¢

**CARL'S Cash and Carry GROCERY**

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## JUNIOR STAFF EDITORS

Editor-in-Chief — Virginia Eberle  
 Ralph Jennings — Assistant  
 Reporters: Jean Snyder, Velma Smith, James Bell, Ted Clancy, Gaytha Wilson, Herbert Boardman, Vira Wederbrook, Joy Wagley, Louise Frye, Gladys Lewis, Jack Dean.  
 Sponsors: Fern Carlisle, and T. M. McCollum.

## Social Calendar

April 4—Glee Club Operetta.  
 April 5—Junior-Junior Banquet.  
 April 26—Senior Play.  
 May 1—May Fete.  
 May 9—Pep Club Picnic.  
 May 10—Oratorical Contest.

## JUNIOR MOTHERS

The Junior class takes this opportunity to express their appreciation to you for your splendid work and cooperation while preparing for and giving the Junior-Senior banquet.

## HELP YOURSELF

Whether it realizes it or not, modern youth has an obstacle which will be hard to overcome in future years. The trouble lies in the fact that youth of today has too much done for it. Boys and girls are not thrown on their own resources early enough or emphatically enough. They grow up expecting society to provide a soft cradle for them to ease their way through life. They think that everything has advanced for their own particular enjoyment.

Some day, in the midst of their happy-go-lucky lives, they will stop with a jolt and find that they must turn their minds toward the building of a world for a coming generation. It will be at that time that they will sadly realize they are not able to stand on their own feet. The dilemma in which they will find themselves will make them realize what they have missed. Then the man or woman who is capable of taking the situation in hand with a hand of experience will be in demand.

Upon consideration, do you not think it worthwhile to have a goal and strive to attain that goal by your own efforts? We can enjoy what we have here by someone's efforts and at the same time enjoy the satisfaction that comes from doing something for ourselves.

## DESPAIR

They are our teachers; we shall not pass. They maketh us to explain hard lessons and exposit our ignorance before the whole class. They bringeth forth our tears; they causeth us to give recitations for our grades' sake. Yea, though I study from sunrise to sunset, I catch not the drift. They prepareth tests for us in the presence of our classmates. They flunketh us completely. Surely ignorance and misery shall be with us, and we shall dwell in this high school forever and ever.

## JUNIORS OF 1935

The Junior class of 1935 has taken a large part in school activities this year. There are Juniors at the head of the Student Council and Athletic Association, which are headed by Wilbur Womble and Roger Brumley respectively. In these two the student body has placed its trust.

The Juniors like to bask in their reflected glory and point to them with pride, saying "They are Juniors." On another occasion the students have conferred other honors on Juniors, for Bobbie Rhoads was the choice of the school as football queen. But these honors are not the only ones the Juniors have secured. Many of the Junior boys played an active part on the football and basketball teams this year, and six of the girls were on the basketball team. Philleen Arthur, a Junior girl, was picked as one of the all-star players of the district. Many other Juniors are officers in different school clubs, and two girls, Velma Smith and Gertrude Wilson, were elected pep leaders for next year.

## LEAGUE OF NATIONS EXAMINATION

Each year for the last three years the Educational Committee of the League of Nations Association has sponsored a competitive examination in which students from any public high school in the United States, who are under 21 years of age and citizens of the U. S., may compete. Last Friday seven students of Hereford High took the examination. This is the first time since 1932 local students have competed. Early this year 18 applicants for the test were secured. Perhaps 10 of these studied the history of the League and seven actually competed. These seven papers will be examined locally and two will be selected to be sent to the committee on award by April 7.

Contestants from Hereford will compete with other high schools in the U. S., and the winner in the national contest will be given a trip to Europe. A second prize of \$25 and five additional prizes of \$5 each will be awarded.

A trip to Europe is an event in the life of any high school student, but this trip offers unusual advantages. In addition to visiting important places, such as Paris or London, the prize winner spends some days in Geneva. A stay there means opportunity for special excursions of great interest, for making the acquaintance of many students from other lands and for studying the League of Nations at first hand.

Local contestants were Jayne McKee, Geo. Conklin, Alta Mae Fortenberry, Mary Frances Holder, Geneva Sue Beiton, Alva Vernon and Faye Russ.

## SHIRT SLEEVES

Fourteen members of the Senior class are working hard on the senior play, which will be given about April 26. Of course you wish to know who is taking part in this comedy: Lorraine Massey, Wayne Evans, Florene Hunter, Bill McLean, Jim Kirby, Elizabeth Spradley, Ruth Smith, Sue Vaughn, Adeline Schumacher, Clyde Hussey, L. W. Carlyle, Richard Baker, Forest Hill and Jean Morgan.

The Rand family is very rich. Life moves along smoothly with quarrels, disagreements and what not. Then they lose their money and the fun begins.

## GOSSIP

L. W. C. thinks the only thing he can be thankful for is he was born speaking English tongue.

Mr. Hudson (drawing diagram on board): "Now here is a diagram of a canal boat being drawn by a donkey."

L. B. Russell: No, I haven't read the Last of the Mohicans—I don't think I ever read any of them.

Roger Brumley (in history) The oldest records were written by the Egyptians on papyrus.

Mead-Smith: Ponce DeLeon is the guy who was looking for a drink.

Mary Francis Hoder, who was planning to enter a university, came to her teacher one morning to ask what in the world was the study of brackets. "See here," she said, pointing to a line in a college catalog. "It says, 'Courses in brackets will not be offered next semester.'"

Lillie—So the waiter asks me how I would like to have my rice. Friend—Yes, go on.

Lillie—So I says, wistfully—throw at me, big boy!

Donald Hicks, in arithmetic class—Only one mistake.

Mr. McCollum—Only one mistake. I thought you said you didn't prepare your lesson.

Donald—That was the mistake.

## LOCAL LOWDOWN

Jack Dean has been having trouble with the girl friend. Even for a short 30 minutes she stays unhappy at him.

J. D. Clayton makes dates, stands 'em up, and then sends O. J. Beene, as the hero in an hour of need. Ask Jean Snyder for details.

Charles W. is seen with Sybil W. and Lourina W. Many wonder which one he courts.

Sonny F. likes radios and Ruth E. doesn't, so that is how it all began. Someone please tell Sonny to play around awhile.

Squeaky Long has at last found the only one, but for some reason he is kept a secret.

The Big Four would like to know who Don Hicks is taking to the Jr.-Sr. banquet. Anyone knowing this report at once for Billy Patton does go in for something. Helen D. is the latest.

Billie Jo Roberts welcomes her BF from Canyon each week, but news is that D.B. is beating his time.

Gaytha Wilson goes in for singing and cheese sandwiches. No doubt her ambition is to be an opera singer and hasher.

H.B. and P.N. found what they like in Amarillo. Is it music or girls?

Lucretia W. doesn't like to tell secrets, but some would like to know why she ran into a fence on a certain night last week.

Two keep two girls from being foolish, BB must buy them popcorn. That does not help a great deal, so Bob thinks.

Bill McLean does like hotels. Bill, will you please tell us about the one you visited in Lubbock.

H. D. Blythe goes in for marbles since he doesn't have a bicycle. Great men do go in for such little things.

Billie Beene can't make up his mind about the girls. Is it EW or EJ that he likes?

## TEXLESS TAXAN

The weather has me bluffed. From the sound of things around here it will be rain. Everyone is singing the song Rain. Sounds good but some of these voices will back a rain cloud up.

In English class the subject was Longfellow. Joe Edgar Burlaner said Longfellow was a bachelor until he got married. Miss Rigler said everyone is except an old maid.

Jack Dean, Chas. Wilson and a few more of the Juniors have found an ideal place for an old maid school teacher. Next summer when these boys go on their trip they invite old maids. Roger Brumley told me the reason: A lady can holler I love you and in a few seconds an echo returns, saying I love you. Roger insists that an echo has a very romantic voice. Chance of a lifetime for someone.

How is the political side of the school going. I see the student council is having a picnic. That is one thing about the council—they always think of the school when they don't have a headache. Seriously, they are a fine bunch, and they represent every class in school. What they say goes, even to a picnic. President Roosevelt is on a fishing trip, so why can't the council go on a brain rest.

I usually give you a little lecture or work or something, but you are getting slighted this time. I got a talking down this morning for bragging. Well, someone told me if you didn't ring your own bell you were out of a lot of expense for a bell just hanging about.

I ring mine a little too loud and got taken down about three notches. Tomorrow night is the Junior-Senior banquet. I have a special invitation. I like this job—I get invitations every once in a while. Anyway I haven't eaten a thing for two days. I am afraid it is going to cost someone.

## OLDER BOYS' CONFERENCE

Twenty-two boys have something to remember. Friday, March 22, these boys went to Lubbock to attend the Older Boys' Conference.

Courtesy cars carried boys to the homes provided for them. The meeting was scheduled to start at 3 o'clock and from then until 12 Sunday every moment was packed with interesting speeches, discussions and sights. Each representative of Hereford had a number and went to a discussion group bearing that number. In these discussions many things were learned—ideas from boys in every town represented were heard and some of these ideas are not to be denied—they teach a lesson that will be carried in their hearts for many years.

The speakers were of the best that Texas affords and several speakers came from other states. Pat Henry, Jr., was the idol of every conference boy and his idea of the boys is that each is the cream of the boys. He told a story of a man running around in a forest and saying "no" to each of the trees, upon being asked if he were all right, he replied, "I'm all right." Then—what are you doing? I'm a "yes" man taking a vacation. He told us that we were "yes" boys learning to say "no."

## WHAT COULD IT BE?

The Junior-Senior banquet of course, what else. It is the most important event of the year. It isn't far off—tomorrow night at 8. Freshmen and Sophomores feel left out. What are we going to wear to a banquet, are you going to get a new dress for the banquet? or do you have a date for April 5? Even some of the boys talked of wearing a tux. Don't

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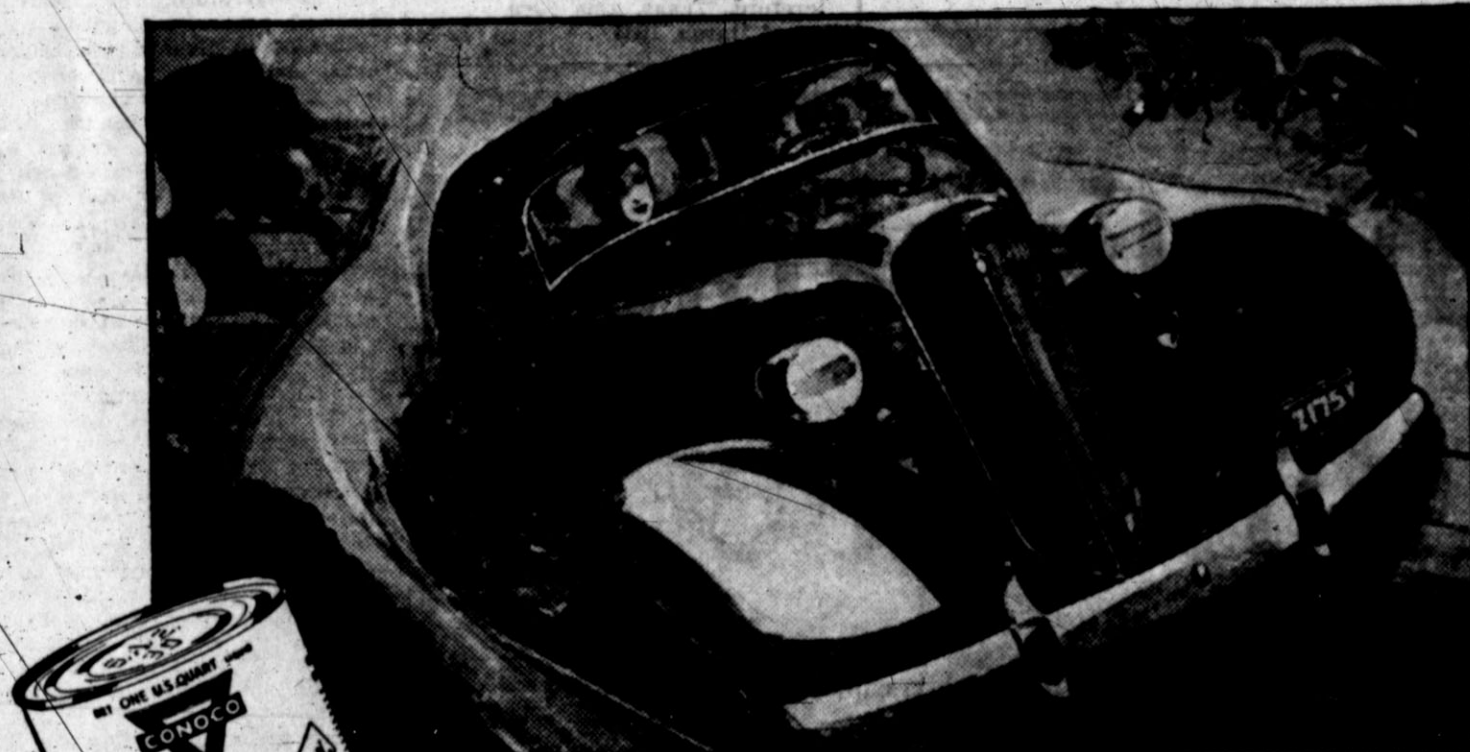
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Oils, too, must withstand these pressures and temperatures and they must have extra oiliness and film strength to do it. Yet oils generally have no more oiliness and film strength than they had ten years ago. And many new refining methods now used to make oils free from carbon and sludge have lowered instead of increased oiliness and film strength!

Continental, pioneering as it has pioneered for 60 years, has developed the first alloyed oil—Conoco Germ Processed Motor Oil! It is custom-made for high-speed, alloy-steel motors. It has 2 to 4 times the film strength of straight mineral oil, as tests on the Timken machine have proved! It has more oiliness than any oil has naturally. It penetrates and combines with metal surfaces, forming a permanent lubricating film—the "Hidden Quart". It is a pure, clean oil, free from carbon and sludge troubles. It gives extraordinary mileage as well as motor protection, as proved by the Indianapolis Destruction Test.

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West Texas Feed and Seed Co.

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**FLAG CHILDREN INSPECT BRAND PLANT MONDAY**

Children of the first, second, third and fourth grades of the Flag schools were enthusiastic visitors at the Brand shop Monday afternoon. They were intro-

duced, after a fashion, to the mysteries of printing.

Misses Lucille Hughes and Grace Garrett, teachers, brought the youngsters in.

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

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**Ford Doings**

MRS. H. M. BENSON

There will be an agricultural meeting at the school house Friday night. We urge all to attend as there will be several speakers and good music.

O. D. Phillips and Mr. Marsh of Sims attended to business in this community Saturday.

Mrs. Joe Phipps is visiting Miss Maude Swartz in Hereford.

Miss Ida Lee Cope spent the week with home folks at Claude, returning home Saturday.

Misses Mildred and Melvina Stewart visited in Vega Sunday.

Mr. and Mrs. Fred Brunson and Lola Fay were dinner guests of Mr. and Mrs. Heaton Sunday.

Visitors in the Heaton home Sunday afternoon were Messrs. and Mmes. Geo. Mason of Randall county, H. Benson and children and Dorothy Langley.

Berdine, Virginia and Kathleen Benson spent Saturday night and Sunday with their grand parents, Mr. and Mrs. J. L. Hight.

Supper guests in the Ted Langley home Sunday were Misses Ida Lee Cope, Rachel Shields and George Brunson.

Mr. and Mrs. W. M. Stewart, Mrs. J. L. Hight, Mrs. Harold Wilson and A. K. Webster were among the Hereford shoppers Monday.

Dorothy and Norma Jo Langley spent Friday night with the Mecaskey girls.

Mrs. Geo. Benson and daughter are visiting relatives in Clarendon this week.

The weather did not keep all Ford people away from Sunday school, although attendance was below normal. The Bible class teacher brought a very interesting review lesson and the question to be answered by Bible class next Sunday is Why did Joseph's brothers hate him?

**Ward News Notes**

MRS. WILEY ROBERSON

LAE met Tuesday with Mrs. Edgar Sowell, two miles southeast of Hereford. The story of the Panama Canal was given by Mrs. Morel. The Pearl of the Antilles by Mrs. Jack Hutson, and To Galveston, then Home by Mrs. Sowell. Refreshments of sandwiches, cake and coffee were served by the hostess, assisted by Mrs. Bill Hutson. Next meeting with Mrs. Bill Hutson April 16.

G. T. Higgins of Canyon spent the week end with his parents. Attending from town were "Mr. Clovertime," a play, was well attended Friday night and was enjoyed by all.

A surprise house warming was given Sunday for the bride and groom, Mr. and Mrs. Geo. Suggs. Attending from town were M. R. and Mrs. Reed Williams, Misses Alleen Hughes and Ona Hammer. Mrs. Jack Hutson has been ill the past week.

Mrs. Dean and Mary Louise, Mrs. Lowery Fletcher and two children visited Mrs. Wiley Roberson in Hereford Monday.

Mr. and Mrs. Chester Hodges spent the week end in Clarendon.

Mr. and Mrs. G. M. Suggs have moved to Hereford to make their home.

Mrs. Morell, Messrs. and Mmes. Bill Hutson, Bob Higgins, Helen Miles, Omah Harrison and W. R. Harrison called in the Jack Hutson home Sunday.

Mr. and Mrs. Reed Williams, and Miss Ona Hammer visited Mr. and Mrs. Jim Lipscomb Sunday afternoon.

Wesley Higgins and Miss Katharine Oxford were Sunday dinner guests in the home of Mr. and Mrs. George Suggs.

Mrs. Jack Hutson visited Mrs. Bill Hutson Tuesday.

**Fairview-Palo Duro Items**

By MISS LILA MAE OGLESBY

This community is still suffering the effects of sandstorms.

J. C. Alfred and family of Hereford were Sunday dinner guests in the Cecil Alfred home.

Dick Allred and family and J. B. Grisham went to Memphis Saturday to visit relatives. They returned Monday.

Miss Lela Mae Oglesby gave a party for the young folks Friday night.

R. L. Campbell was hurt Saturday when a horse fell with him. His ear was injured and he was taken to Amarillo for surgical treatment.

John Davis of Endee, N. M., formerly a resident of this community, died in Amarillo last Saturday night. He leaves a wife and three children.

Rev. J. M. Dyer, pastor of the Palo Duro church, has begun a protracted meeting at Adrian. It began Sunday and will continue two weeks.

Dick Allred is the owner of a new automobile.

Mr. and Mrs. A. R. Norman made a business trip to Amarillo last Friday.

**SHERIFF'S SALE**

STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 2nd day of April, 1935, by the Clerk thereof, in the case of W. S. Williams versus O. K. Higgins and Laura Higgins, No. 2053, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed for Sheriff's Sales, on the FIRST TUESDAY IN MAY A. D. 1935, it being the 7th day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

A part of Lots Nos. 7, 8 and 9, in Block No. 26, of the town of Hereford, in Deaf Smith County, Texas, described as beginning at a point in the south line of said Lot No. 7, 90 feet west from the southeast corner of the same; thence in a northerly direction parallel with the east line of said Block, 60 feet to a point; thence in a westerly direction parallel with the south line of said Block, one foot to a point; thence in a northerly direction parallel with the east line of said block, 80 feet to a point; thence in a

**Dean News**

BY MARY LOUISE DEAN

Mr. and Mrs. B. R. Fulkerson and children visited with Mr. and Mrs. Sid Barclay Sunday.

Mrs. Morel and Eldon Harris, Mr. and Mrs. M. B. Stone and Mrs. Arlie Dean, Jack and Mary Louise were in Hereford Saturday.

Mr. and Mrs. Clem Friemel were in Hereford Monday.

Eldon Harris visited in the Martin home Sunday.

Jack Dean spent the week end with his parents.

Mrs. Morel and Eldon Harris attended Sunday school at Ward Sunday.

Mr. and Mrs. Arlie Dean and Mary Louise, Mrs. L. T. Fletcher and children attended the show in Hereford Monday night.

Bippus Agricultural Association will meet at the school building Friday night, April 12.

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westerly direction parallel with the south line of said block, 17 feet to a point; thence in a southerly direction parallel with the east line of said block, 140 feet to a point in the south line of said block; thence in an easterly direction with the south line of said Lot No. 7, 18 feet to the place of beginning; save and except a one half interest in the wall on the west side of said lot. Levied on by me on the 2nd day of April, 1935, and levied on as the property of said defendants to satisfy a judgment amounting to \$2,837.90 in favor of W. S. Williams and cost of suit.

Given under my hand, this 2nd day of April A. D. 1935, J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy. 13-3c

**SHERIFF'S SALE**

STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 2nd day of April, 1935, by the Clerk thereof, in the case of Grace S. Hays versus Chas. W. Hays and Charles S. Woodruff, No. 2212, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed for Sheriff's Sales, on the FIRST TUESDAY IN MAY A. D. 1935, it being the 7th day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

The South half of Block No. 25 in Mabry's Addition to the town of Higeferd, containing about 20 acres of land; and also the east half of the northwest quarter of Survey No. 48, Block M-7, Abstract No. 908, Certificate No. 1761, containing about 80 acres of land; All of said lands in Deaf Smith County, Texas.

Levied on by me on the 2nd day of April, 1935, and levied on as the property of said defendants to satisfy a judgment amounting to \$4,871.70 in favor of Grace S. Hays, and cost of suit.

Given under my hand, this 2nd day of April A. D. 1935, J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy. 13-3c

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A whitening lotion for the hands—softens chaps and roughness—brings a youthful texture to the skin.  
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**Ucatone**  
The new Vitamin Tonic that makes you eat better, sleep better and feel better. Nourishes, strengthens and invigorates—gives you a new lease on life.  
Large bottle \$1.00

**LAXATIVE Sal Hepatica**  
\$1.20 Size 98¢  
60c Size 49¢  
Stock Up Now!

- 65c Mum 49¢
- 80c Lady Esther Cream 69¢
- 38c Olorono 33¢
- 55c Luxor Powder, Perfume 43¢
- 55c Woodbury's Powder 47¢
- 50c Nyal Peroxide Vanishing Cream 39¢
- 50c Ultra Hand Lotion 39¢
- \$1.10 Hind's Lotion 79¢
- \$1.10 Jergen's Lotion 79¢
- 50c Nysis Hand Cream 39¢
- \$1.00 Lucky Tiger Tonic 89¢
- \$1.00 Vitalis Tonic 89¢
- 25c Rose Hair Oil 21¢
- 75c Fitch Shampoo 59¢
- 50c Pepsodent Toothpaste 39¢
- 50c Ipana Toothpaste 39¢
- 50c Milk Magnesia Toothpaste 39¢
- 50s Prophylactic Toothbrush 39¢
- 50c Pylora Tooth Powder 39¢
- 50c Analgesic Balm 39¢
- \$1.00 Pepsodent Antiseptic 89¢
- 75c Listerine Antiseptic 69¢
- 35c Ingram's Shave Cream 29¢
- 75c Krank's Shave Cream and talcum 49¢
- 75c Iron and Yeast Tablets 59¢
- \$1.00 Crazy Crystals 89¢
- 60c Sal Hepatica 49¢
- 85c Kruschen Salts 39¢
- 75c Mineral Oil 59¢
- 40c Castoria 34¢
- 35c Vick's Salve 29¢
- 25c Penetro Salve 19¢
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55c Size 47¢  
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Thursday

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MATINEE AND NIGHT  
Another Big 10c Show

Rhythm of the Rumba

Exciting music setting the scene for the pounding hearts of a graceful blonde and her dashing companion!



A Paramount Picture with MARGO LYNE OVERMAN - MONROE OWSELY  
THIS ADRIAN - GAIL PATRICK  
SERIAL AND COMEDY  
ATTEND THE MATINEE

SATURDAY

Matinee and Night



Also Ladd and Kelly Comedy  
Another BIG 10c Special.

Do not ever miss a show on Friday or Saturday. Always more than your money's worth.

Wednesday and Thursday  
APRIL 10 AND 11



Coming April 14, 15, 16  
Shirley Temple  
in  
"Little Colonel"

Coming April 21, 22, 23  
"The Whole Town's Talking"  
With  
EDWARD G. ROBINSON

## BETTY LOU THE DREAM GIRL

PRESENTED BY  
THE GLEE CLUBS OF HEREFORD  
HIGH SCHOOL

A COMIC OPERETTA

DIRECTED BY THELMA M'MINN  
ACCOMPANIST, DOROTHY MANNEY

HIGH SCHOOL AUDITORIUM, APRIL 4, 8:15 P. M.

CHARACTERS

Betty Lou, Herself	Mary Frances Holder
Mrs. Anthony Pendleton, Her Step-Mother	Jean Morgan
Tony Pendleton, Her Brother	Carl Deac Mounitz
Lola Pendleton, Her Sister-In-Law	Dorothy Manney
Her Friends	
Bee	Elizabeth Spradley
Bab	Mary Tiefel
Jack	Henry Turner
Joe	Roger Brunley
Robert Sherwood, a Shy Young Man	Jim Kirby
Worthington Brooks, Otherwise Known as "Gentleman Jim"	Jerry Jowell
Annie, a Maid	Gaytha Wilson
Mr. Lane, the Man Who Played Santa Claus	Donald Hicks

AND CHORUS OF YOUNG PEOPLE

Scene: Living room of the Pendleton Home.

Time: Last Summer.

ACT I—An Afternoon in June.

ACT II—Morning. A Week Later.

ACT III—Evening. The Same Day.

(By permission of the Publishers, J. W. Jenkins Company  
Kansas City, Mo.)

## LOCALS

Bill Fleisher of Amarillo was in Hereford Monday.

Edgar Ireland, Jr., has taken a position in the First State Bank.

Will S. Kerr and Clay Ridgway were in Amarillo Tuesday.

Miss Ivalin Overhuls returned Friday from a visit of several weeks in Arkansas and Missouri.

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

Mrs. Ralph Smith is convalescing from her recent serious illness.

Jack Wright was in Vernon last Friday, returning Saturday.

Barnard Hicks was in Amarillo Monday.

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

Flanagan Smith, Canyon lawyer, was a business visitor here Monday.

FOR RENT: Six room house on West Third Street. See W. R. Cain.

J. T. Cronin left Sunday morning for Cheyenne, Oklahoma, for a several days business trip.

We have fine seed corn—Yellow Dent, Red June, White Sure-Crop. West Texas Feed & Seed.

Mrs. Ross Wilmetth of Fort Sumner, New Mexico, is visiting her mother, Mrs. E. J. Williams.

Rev. W. M. Griffin and G. M. Suggs attended the Presbytery held in Borger Wednesday.

Mrs. M. Y. Galloway and little daughter, Ann, of Amarillo arrived Tuesday for a visit with Mrs. Seth B. Holman.

Ray H. Williams and family returned last week to Austin, Nevada, after a visit with his mother, Mrs. E. J. Williams.

Noel Bryant, student at McMurry College in Abilene, visited at his home here over the week end.

Mrs. E. J. Williams has flags and irises she wishes to give to anyone who will call for them at her home.

Mrs. M. E. Garrett was taken home, Tuesday from the hospital where she was treated several days. Her condition was reported as much improved.

Rev. B. N. Shepard, pastor of the Baptist church, was called to Cranfills Gap, Texas, last Saturday because of the serious illness of his mother.

Mrs. S. P. Rosson and little daughter, Jo Ann, left Wednesday for Jackson, Miss., for a visit with Mr. and Mrs. Jas. R. Rutherford.

Four wheat checks were received last Saturday at the county agent's office. They totalled \$274.17 and were for second 1933 and first 1934 allotment payments.

Beryl Witherspoon left Sunday for Amarillo where he has taken a position as salesman and service man for the Enochs and Kinney electric company, distributors of electric refrigerators.

There will be a meeting of the Community Agricultural Association of the Ford community at the school house Friday night, announces the president, Mal Stewart.

J. E. Bray suffered a painful foot injury Saturday afternoon at his home when struck by a grubbing hoe. A youngster working with Mr. Bray was wielding the offending implement when the accident occurred.

Misses Boss Westbrook and Fern Carlisle attended a meeting of advisors to high school girls at the college in Canyon last week. Mrs. Geraldine Green, dean of women at WTSC, presided.

## Chorus Will Sing Sunday, April 14

"The Crucifixion" will be sung by the Civic Chorus at the Methodist Church at 7:30 on Sunday, April 14. Miss Thelma McMinn will play the organ accompaniment, announces Miss Mattie Mae Swisher, director.

There will be rehearsals next Sunday afternoon at 3 and Monday evening at 7:30 at the Methodist church. Miss McMinn will be at the organ for both recitals.

### STAR THEATRE

Thursday's picture will be the last showing of "After Office Hours" featuring Clark Gable and Constance Bennett in a newspaper and murder story.

Friday matinee and night will show another big picture, "Rumba," a musical drama with George Raft and Cirole Lombard heading the cast. There will be lots of dancing in this picture with a typical Raft-Lombard romance.

Saturday afternoon and night, "McFadden's Flats," a comedy of two striving American families from Scotland and Ireland. It's a scream, made for many laughs. Walter Kelly and Andy Clyde play the leads.

Preview Saturday midnight, and again Sunday, Monday and Tuesday will be shown "Life Begins at Forty." The inimitable Will Rogers will be featured in this attraction, said to be his masterpiece. The famous Rogers witticisms and plenty of amusing situations will more than delight any audience. This picture will be entertainment for young and old. It's healthy and mellow and a funybone breaker.

Booked for the Wednesday and Thursday shows is "Bordertown," a colorful and powerful drama. The plot is crammed with thrilling action, intense dramatic situations, tremendous suspense and a most unusual triangular romance. Paul Muni has the stellar role with Bette Davis and Margaret Lindsay as his two leading women.

Coming April 14, 15 and 16, Shirley Temple in "The Little Colonel."

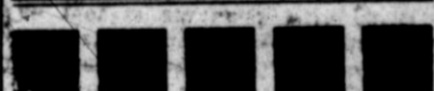
### MRS. FRED ROSS FAMILY GO TO CANADA LAST WEEK

Mrs. Fred Ross and son, Fred, Jr., and his wife left last week to visit relatives before going to St. John's, New Brunswick, to join Rev. Fred Ross, who recently gave up the pastorate of the Church of Christ to accept a similar position in Canada.

The party will visit relatives in Kirkland, Austin and Louisiana. Mrs. Ross was entertained by her Bible class before her departure. She was presented with a friendship quilt.

Rev. Ebb Randol of Farwell succeeds Ross as pastor of the church here.

Mr. and Mrs. George Brunley returned last week from a trip to Dallas, Corsicana, Waco, Austin, Brownsville, McAllen, Galveston, Houston and into Mexico. They were joined at Dallas by a daughter, Mrs. J. G. Baker. Brunley owns a farm at McAllen, which he visited.



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- Screen Door Braces . . . . 10¢
- Screen Door Springs . . . . 10¢
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- Screen Door Closers . . \$1.00
- Screen Door Grills . . \$2.00
- Screen Door Hinges . . . . 15¢
- Screen Door Handles . . 10¢
- Screen Door Mortise Latch Set . . . . . 60¢
- Screen Wire, black, ft. . . 3¢
- Screen Wire, Galv., ft. . . 4¢
- Screen Moulding, foot . . 1¢
- Screen Hangers, pair . . . 10¢
- Hooks and Eyes, 2 for . . 5¢
- Screen Enamel, black, qt. 70¢  
Red . . . . . 75¢  
Green . . . . . \$1.05
- Door Bumper and Holder . . . . . 30¢

PHONE FOUR-FOUR  
For a Repairman.

R. H. KEMP  
Lumber Company  
Hereford, Texas

## COURTHOUSE RECORDS

Warranty Deeds.  
J. W. Howard to E. Miller, NW 1/4 of section 7, block 3, AB & M survey.  
L. F. Sheppard et ux to Troy Womble, SE 1/4 of section 21, township 4, north of range 2E.  
Mattie Comer et vir to Dora Suggs, 82 acres in section 91, block K-3.

MRS. HUDSON HAS POEM IN NEW TEXAS VOLUME

"Winter," a poem by Mrs. G. M. Hudson has been selected as one of a collection titled Texas Writers of Today, which will be published in May by the Tardy Publishing Company of Dallas. Compiled by Dr. Florence E. Barnes, the anthology will be a 606-page publication, containing works of 1,300 Texas writers.

## MILLINERY SALE

I am tired dusting hats, and I want to cut down my stock so I will have space to put them away on dusting days. To do this I must put them on sale. If you are looking for a bargain, we have it.

HATS \$1.00 to \$2.50

CROCHET TAMS, 50¢

SOFTIES, \$1.50 Values 85¢

SALE STARTS FRIDAY  
APRIL 5  
LASTS EIGHT DAYS

VOGELE  
MILLINERY  
PARLOR

The Woodmen of the World Lodge will give a pie and ice cream supper at the I. O. O. F. hall on Thursday night, April 11. Ladies to bring pies and the men to bring the money to buy them. Ice cream will be furnished free by the Woodmen Lodge to eat with the pie. Good music and a fine program. Everybody cordially invited.

## Always pay by the TENTH or as agreed

Start the Month and the early Spring "right" with a clean slate.  
Feel as happy and gay as Spring itself.  
Be able to select and buy the newest of Spring merchandise with happiness, in your heart and confidence in yourself . . . knowing all accounts are paid to date.

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

## Furniture

WE HAVE A COMPLETE STOCK FROM WHICH YOU MAY SELECT YOUR FURNITURE

- 4-piece Bedroom Suites . . . . . \$35.00 and up
- 2-piece Living Room Suites . . . . . \$47.50 and up
- 8-piece Dining Room Suite . . . . . \$62.50 and up
- 5-piece Breakfast Room Suite . . . . . \$12.50 and up

ALSO ODD PIECES TO FILL ALL OF YOUR REQUIREMENTS

FURNITURE - UNDERTAKING  
Ambulance Service—Day or Night

E. B. Black Co.  
Hereford, Texas

## APRIL

## 1935

has opened the door!

### ELECTRIC COOKERY

Always as wonderful as you've heard it is.

NOW IS CHEAPER THAN YOU EVER DREAMED!

When you bought your present cook-stove, didn't you promise yourself an electric range *some day*? It was the natural thing to do. The modern electric range, refined and improved to the highest degree, is the finest cooking device ever invented.

Now, for you—and for other hundreds of women—that same day you dreamed of is here!

1935 brings you a new "ultimate" rate for your home, application of which enables you to revolutionize your kitchen. Clean, care-free electric cookery has been brought within the means of every woman who is a customer of this company.

### Our Introductory Offer

during the month of April only

Presents the New Waldorf "Electromaster"

in prices ranging from \$74.50 to \$99.50 installed. Slightly higher on terms. If desirable in some cases, 24 months in which to pay for your range is available by adding small nominal payments to your service bill.

In many cases your present range, regardless of its age, condition or type, will be acceptable as a liberal down payment.



TEXAS UTILITIES COMPANY

## Will Rogers

HE PROVES IT to your delight

LIFE BEGINS at 40

ROCHELLE HUDSON  
RICHARD CROMWELL  
GEORGE BARBER  
Jane Dorwell Slim Summerville  
Produced by Sol M. Wurtzel

News and a Betty Boop Comedy.