

The Hereford Brand

Published Every Thursday

SIXTEEN PAGES—SECTION ONE

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 27.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JULY 8, 1937.

FIVE CENTS PER COPY

MILLION BUSHEL WHEAT CROP PROSPECTS SEEN IN PRESENT HARVEST

AROUND TOWN

Sights and Faces Seen

"Good morning, Will" is the inevitable salutation, and the answer is always: "Good morning, Jim." Almost every morning the conversation occurs between W. W. Bennett and J. P. Wood. They are the best of friends and have been for the past 55 years. Their friendship started in the little town of Coryell—and they are both old timers in this country.

E. R. Biggs has recently improved his already modern El Toro ranch home northeast of town. Those who have seen it will tell you that it is one of the most modern in the Panhandle—and that's no to-ro.

Jack Metcalf of the Jumbo community, is cutting from two to five bushels of wheat, despite disastrous hail in this section earlier.

Wiley Roberson recently sold 140 grade cows at \$70 each, an unusually good price.

Wilson says at least a dozen people go from Hereford each Sunday to Amarillo Lake to fish and swim. Not long ago the Amarillo people used to come to Hereford each Sunday. He believes we should do something about the proposed lake.

Zurrell Thomas, 20 miles northwest of Hereford, has 400 head of sheep and reports the best pasture land he has seen there in seven years. He is also pasturing 200 head of steers.

George H. Sheppard, 81, visited the Brand office to look over the new paint job. He says he is the father of eight boys and one girl, but has to do his own housework.

Announcements this week stated that the weekly sales in the B-B-B Bar here will be closed until August.

Hereford's newest caterer, Tom Wilson has erected a shine stand on the corner west of Main Street. He is operating the business in connection with his G-Man Club headquarters—and is doing well with both.

Girls Will Play Softball Games

Two softball teams for girls have been formed here and will meet in a special game Friday night at 8:30 under the lights on the local field. They practice each evening at 7 o'clock and state that they need a few more players.

The Short Sox team is captained by Mrs. Nona Williams and the Super Chargers have Mrs. Ralph Smith as their captain.

McCann in Childrens

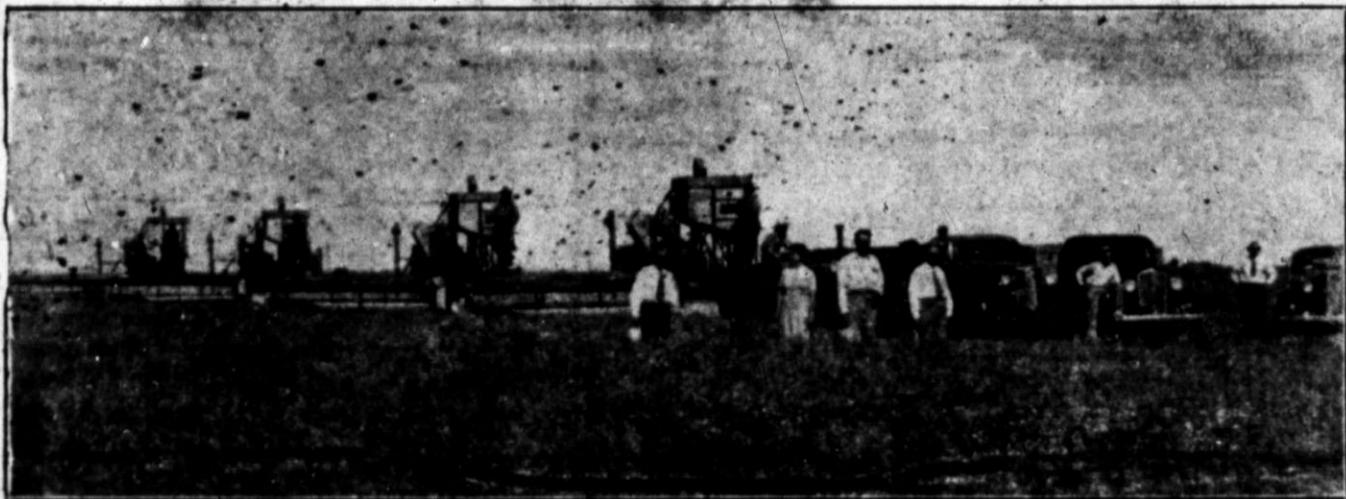
Rev. W. A. McCann and family left this week for Childress, where Rev. McCann delivered several sermons in the Assembly of God revival meeting.

Man Uninjured As Car Leaves Bridge

Haskell Kemp, Amarillo, occupied with minor cuts, and brush Tuesday night at 9 o'clock, when his car nosed off the abutment of the washed out bridge on the old Eltona highway. His car was damaged.

Mr. Kemp was alone and was coming from Friona to Hereford, and following the old highway through the barricade, which he said was down. He said that he was traveling at a low speed when the car nosed off. Fortunately the automobile caught on the abutment and did not plunge into the water.

Dry Land Wheat Makes Good Yield In County



Shown above is a portion of the Tom Carter and T. W. Medlin 5,000 acre wheat crop in this territory. The picture was made on the Carter tract of 400 acres three miles east of town, and the average yield was reported at 27 1/2 bushels to the acre. They are now cutting on the Medlin place, 23 miles west of here, and report a yield averaging from 25 to 30 bushels. Standing left to right, are Dr. C. Q. Smith, vice president of Southern Methodist University; Mrs. T. J. Carter Elric McCall, T. J. Carter and Don Parks.

Open War On Drunken Drivers

Man's Feet Hurl Through Floor In Long Fall

Leas Albert Johnson, 42, of Wellington, is critically ill in the hospital here following an accident Monday morning, when he fell 30 feet from the top of the Great West Elevators. He fell through the elevator shaft and landed on his feet with such force that his feet were driven through the floor of the elevator.

Mr. Johnson came to Hereford a few days ago and secured temporary employment in the elevator. He worked two days before the accident occurred. Since he was alone the cause of the accident has not been ascertained, but reports stated that he was working at the top of the shaft.

California To Conduct Service Here On Sunday

Minister W. N. Bohannon of Fullerton, California, will deliver the sermon at the Church of Christ here Sunday, according to announcements today. Minister Bohannon is a brother of T. F. Bohannon of this area, and is highly recommended as an interesting and forceful speaker.

He arrived here July 2, accompanied by his brother and nephew, T. E. and Olaf, who had been at Fullerton the past nine months while Olaf had been attending school there.

T. F. Bohannon came here for the harvest season and Minister Bohannon expects to remain here 10 days before returning to California.

Close Fountain Adds New Stools

The Close Drug Store this week installed six stools at their 14-foot soda fountain. The stools are black, with black leather cushions and are trimmed in chromium.

Mr. Close said that the stools are being added for the convenience of customers, and complete the improvements in his fountain service. He recently added modern booths and tables to the store.

May Call On Citizens To Fight Hoppers

Although the grasshopper menace has not spread into this section as yet, plans are already being made to combat them if the situation arises.

Alex R. Bateman, county agent, said that the hoppers are three counties away at the present time. He pointed out that if they hit here the whole populace will be called upon to aid in putting out poison grain, and to use other methods of combat. Since most farmers are busy harvesting, he said that the fight will call for all other citizens of the area to assist.

Postal Receipts Show \$981 Gain In Local Office

Postal receipts, which are generally considered as an index to business conditions, took a decided upward trend in Hereford as the quarter ended June 30, showing a gain of \$336.98 over the same period in 1936.

The 12 months ending June 30, 1937, also showed a decided gain over the 12 months ending June 30 1936. The gain for the year was \$981.25. Walter Pickett, postmaster, said that the gain was reflected in all departments, including first class, second class and parcel post—and especially on insured packages.

The year ending June 30, 1937, showed a total in receipts amounting to \$15,242.76, as compared to \$14,261.51 for the year ending June 30, 1936.

The June, 1937, quarter totaled \$3,865.61, as compared to \$3,528.63 for the June, 1936, quarter.

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Warn Truck Operators To Observe Law And Safety Measures

Eight arrests on charges of intoxication and drunken driving Saturday night and Sunday filled the city jail to capacity here Sunday, according to Wallace Cox, city marshal, and J. O. Newell, sheriff.

"We don't know whether they were celebrating the Fourth or just Saturday night," the officers said. The four charges on drunken driving bring the total to seven cases for the district court in its next session here.

Warning Is Sounded. The local officers announced that a war on drunken driving is being opened here and issued warnings to all truck owners and operators in this section. "Numerous complaints have been made in regard to persons driving while intoxicated," Newell said. "In keeping with state laws and for the protection of life and property, we are going to wage this war." He pointed out that the offense can either fall into the class of a felony, with a penalty of not more than five years in the penitentiary; or a misdemeanor, with a fine not to exceed \$500 and a jail term of not more than one year. Driver's licenses will be cancelled in either case.

Truck Equipment

In regard to trucks, local officers pointed out that all trucks must be equipped with head lights, tail lights and mirrors.

(Continued on page four)

Penney Sale To Open Friday

Opening at 8 o'clock Friday morning, J. C. Penney's annual summer clearance sale was announced today by C. F. Moore manager.

In announcing the sale, Mr. Moore stated that special clearance prices have been put on apparel, for ladies, men and children and that the sale will include summer clothing, piece goods and shoes, along with an abundance of other items.

Since the Penney Store opened here in 1932, the annual summer clearance sale has been a feature of the store and Mr. Moore this year predicts an even greater sale than in the past due to the array of bargains.

Hundred Bushel Oat Yield Seen On Fraser Farm

While most of the country was concerned over wheat, Alton T. Fraser reports an astounding yield from irrigated oats. From 40 acres he anticipates a yield of 1,000 bushels—100 bushels to the acre. Mr. Fraser is now binding and shocking the oats on his place five miles northwest of town.

Hennen Gives Details For REA Project

LONG TIME LOANS ARE AVAILABLE FOR APPLIANCES

BY H. V. HENNEN Project Supervisor.

The Rural Electrification project will be submitted for bids on July 15. We have out 10 sets of plans and specifications to bidders now, and it seems that we will have a representative number of good bidders on the project. Bids will be received on a unit basis per mile on single phase and three phase lines. The sub-station will be let in a separate contract.

To Return Some Fees.

Each member of the Cooperative has agreed to take electricity as soon as it is available. Most all of the members will be served; those who cannot be served will have their membership fees returned—and their certificates will be cancelled—because no one can be a member who is not receiving electricity and everyone who gets service must be a member of the cooperative.

The cost of serving a house and barn, outside of line cost, is about \$90. The cost of serving a well, outside of line expense, is \$700, this cost will be taken care of by the cooperative. The user's expense will be for wiring the house and barn, and buying his appliances and paying his electric bill each month.

The contract will be let on the basis of the original application and all lines other than the original will be extensions. We expect the contractor to continue the construction of these extensions on his unit price bid until all lines are completed that are feasible.

Must Join Now.

It is therefore very important that everyone desiring electricity become a member of the cooperative at once in order that we may make arrangements to serve you as there will be no funds to buy transformers and to service lines after the contract is completed. As the retail rate will be sufficient only for paying the whole.

(Continued on page five)

Minor Accidents From Fireworks Here On July 4

Although July 4 was marked by no celebration here this year, two minor accidents were reported from fireworks.

Yvonne Handley, 10-year-old daughter of Mrs. E. B. Handley, of Santa Fe, suffered burns on her neck and face when a fire-cracker exploded in her face. Mrs. Handley and her two daughters are visiting in the home of Mrs. Handley's mother, Mrs. R. P. Brazill, and Yvonne was playing in a neighbor's yard when the accident occurred.

Ellen Louise Posey, daughter of Mr. and Mrs. E. B. Posey, also sustained painful burns on her hand. She was carrying a box of caps for a toy pistol; the caps accidentally exploded and her right hand was burned.

City Retires \$4,000 Bonds

The City of Hereford this week paid off four bonds totaling \$4,000. Two of the bonds were issued in 1908 and were to have matured in 1948; the other two were issued in 1909 with a maturity date of 1949.

WORLD'S RECORD CATCH



Bigger than the young angler who caught it is the 60-pound white sea bass recently landed by Douglas Bombard, age eleven, off Santa Catalina Island, Calif. Douglas made the catch from a little speed boat using flying fish for bait, with a light tackle with a breaking strength of 26 pounds. The young angler's record breaks the former record of E. A. Brewster, who in 1907 caught a white sea bass, weight 53 pounds, with a light tackle.

Baptist Pastor Assumes Duties Here On July 1

Rev. W. E. Barnes arrived here Thursday afternoon, July 1, and Sunday morning delivered his first sermon before the congregation of the First Baptist church.

Rev. Barnes will be the featured speaker at the Union Service meeting in the auditorium of the First Baptist church Sunday night, July 11. The meeting will open at 8:15 o'clock and the special feature will be Women and Girls night.

In the future the Baptist church will include regular Sunday morning services; prayer meeting each Wednesday at 8:15 o'clock, BYPU at 7:15 Sunday afternoons, and the Missionary Society on Wednesday afternoons.

Rev. Barnes comes to Hereford from Texarkana, where he has just completed a vacation Bible school at the B Street Baptist church. He served as principal of the school, and during recent months has been engaged in evangelistic work in Texas, Arkansas and Louisiana.

Members of the local congregation expressed themselves as well pleased over having secured so capable a pastor. Rev. Barnes graduated from Deabody College, Nashville, and taught Industrial Education in West Palm Beach, Florida, for some time. Later he and Mrs. Barnes both entered the Baptist Seminary in Fort Worth.

Rev. Barnes received his master's degree in theology, and Mrs. Barnes took her bachelor degree in religious education. They have two sons, age five and three.

The Baptist parsonage has been remodeled and the sleeping porch has been made into a bedroom for the children.

Plan Celebration Here Last of July

Preliminary plans were announced today for a gigantic American Legion celebration here Friday and Saturday, July 30-31. Features of the celebration will be a big rodeo, tree barbecue and baseball games. Plans are being made to accommodate a crowd of 5,000 persons.

The celebration will take the place of the annual Legion July Fourth celebration, which was postponed this year because of a late harvest season. Arrangements have already been made to hold the rodeo, which will include a string of 60 broncs and steers. The same rodeo has been contracted as shown at the Clovis Pioneer

Many Farmers Back On Feet In This Region

GOOD PRICE AND HIGH YIELDS ADD SMILES TO MANY FACES

Prospects for more than a million bushels of wheat for this territory seemed probable this week as the harvest season continued and farmers worked day and night in an effort to get their wheat to elevators.

Price Is Good. The price of wheat Monday went to \$1.00 a bushel, the highest price paid here since 1934, but it dropped to \$1.05 through Tuesday and to \$1.07 Wednesday. The price Thursday remained \$1.07.

Less than half of the wheat in this section was reported to have been harvested, but the average yield was reported to be on a decline as later wheat began coming to the elevators, some of the late wheat testing as low as 47 and generally around 55. Early wheat averaged over 20 bushels. Many farmers in this area have not entered their fields yet, but most of them expect to begin within the next few days.

Conditions Better. The result of a fair crop, plus a good price found many farmers in this section getting on their feet for the first time since 1929. Although a bumper yield was made in 1931, a 20-cent price failed to leave producers in the best of shape.

As combines whirled over this entire section, farmers and elevator men worked night and day to take care of the wheat. Lights dotted the countryside at night and a continuous line of trucks streamed into Hereford with grain.

Everyone Is Happy. Broad grins and happy smiles adorned the faces of farmers and business men alike as the harvest season swung into full tilt. Visitors and traveling men were prone to remark that Hereford is one of the most industrious towns they have seen on the Plains.

Some farmers were inclined to store their wheat, but most of them took advantage of the present price and a large portion of the wheat is being shipped out rapidly.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	99	65	0.00
Friday	95	62	1.52
Saturday	91	64	0.08
Sunday	96	64	0.00
Monday	95	65	0.00
Tuesday	92	60	0.00
Wednesday	93	59	0.00
Thursday	??	60	0.??

Miss Floyd Wilson of Ada, Oklahoma, arrived Monday to spend a two weeks' vacation with her parents, Judge and Mrs. J. H. Wilson.

Plan Celebration Here Last of July

"One thing is certain, there will be plenty of barbecue, beans, and all the trimmings for the crowds," Chas. Bennett, post commander said. The event will be held on the rodeo grounds south of town.

The following committees have been appointed: Rodeo, Doyle Rose, Noah Deaton, Chas. Boyd, and Chas. Bennett; food, Frank Gyles, Glenn Weir and C. C. Rockwell; dance, Leonard Foster, Arch Dolbins, and E. H. Brown; ball games, Harold Close, Jim Robinson and Ralph Smith; barbecue, Pink Gilliland, Fred Hughes and Harry Taylor; musicians, Frank Gyles and Frank Givens.

PERSONALS

Father Matthias Will Move To New York City

Rev. Father Matthias Gilberg, S. A., who has been with St. Anthony's church here since September, 1932, will leave Tuesday for New York City, where he will be stationed in the future. In his new position Father Matthias will assist in preparing young men for the ministry.

Rev. Father Nathaniel Madden, S. A., will replace Father Matthias at St. Anthony's. He came here a year ago from Garrison, New York, and is a native of Chicago.

Family Heunion

(Continued from page one)

vis; Mrs. Carl W. Frye, Hereford; Mrs. J. D. Woodburn, Claude; Mrs. Chas. P. Woodburn, Amarillo, their husbands, J. D. Cross, Clovis; C. W. Frye, Hereford, and W. E. Betts, Clovis.

Grandchildren: Mr. and Mrs. Dewey Watson, Dimmitt; Mr. and Mrs. Carl Stovall, Clovis; Mrs. Vida Duer, Fort Worth; Mrs. Robert Bizzell, Oklahoma City; Mr. and Mrs. Lon Woodburn, Dimmitt; Mrs. Mason Neely, Clovis; Mr. and Mrs. V. G. Woodburn, Claude; Mrs. Wilbur Cobb, Channing, Charles Woodburn, Amarillo; Pat Woodburn, Lockney; Louise, Caroline, Carlie Rae, Chas. and Patricia Frye, Hereford.

Great grandchildren: Billye Lynn Watson, Jimmie Louise and Buster Neely, Richard Duer, Bobby and Jimmy Bizzell, and Danna Woodburn.

Robertson Wheat

(Continued from page one)

bushels; H. H. Boardman's dry land wheat was measuring in the 20 bushel class; Phillip Miller reported a 30 bushel yield; T. W. Medlin also reported 30 bushels; T. J. Carter's wheat was running from 25 to 30 bushels; Jeff Gilbreath, on land which was irrigated before planting, was cutting around 20 bushels; Frank Gyles reported 12 bushels on his wheat.

While the yields listed are above the average, they represent a fair margin for early wheat in this territory and help bring the 12 and 15 bushels yields up to the average of 20 to 25 bushels on early wheat.

Mitchell Wins Cowboy Suit

By winning in a used car campaign for dealerships of the Hereford class, E. N. Mitchell, Brunley-Woodford salesman, was recently awarded a complete cowboy outfit by General Motors. He also received script money to be used at the Chevrolet Rodeo to be held on the Harding Ranch in Palo Duro Canyon during July.

By making their quota, employees of the local dealership hope to also qualify for the outfit.

Funeral For

(Continued from page one)

days of the county; men and women who had come to love her for kind deeds and assistance in times of need during those trying days. She is survived by one daughter, Mrs. Wesley Brady of Hereford; one son, Robert Duff, of Hart, Texas, and a grandson, Buddy Brady, of Hereford.

Interment was made in West Park Cemetery.

July 4

(Continued from page one)

view of the fact that everyone in the county is extremely busy. Therefore, we decided to postpone the celebration to such a date that will prove more practical to the county."

AN EXTRA ROOM? TRY A WANT AD! A WANT AD WILL SELL THAT COW!

Rising living costs are becoming a problem in Chile.

Miss Valeta Young of Muleshoe is visiting her cousin, Miss Lottie Tyson, here this week.

Don't forget that more people ride on Goodyear tires than on any other make. There's a reason. RICE'S sells them.

Mr. and Mrs. H. H. Marshall and Mrs. Bill Mitchell and small daughter, Dana, spent last week in Cisco visiting relatives.

W. F. Gillis and George McConnell were in Littlefield Sunday installing a large electric fan in the Gillis Dress Shop there.

Mrs. Gilbert Hopper and son of Frederick, Oklahoma, are visiting in the home of Mrs. Hopper's parents, Mr. and Mrs. W. I. Valentine.

We have several 32x6 H. D. 10 ply tires which we are closing out at less than dealer's list. At RICE'S.

Miss Minnie Dea Smith returned home last week from a three weeks visit with relatives in Brownfield.

Mrs. T. W. Welch of Clarendon spent the week end with her husband, local telegraph operator, and also visited Mrs. W. I. Valentine.

Mr. and Mrs. Bill Mitchell and A. J. Schroeter plan to leave Saturday for Fort Worth where they will attend the Frontier Fiesta over the week end.

Does our 28 years experience with tires mean anything to you? Take your tire troubles to RICE'S.

Wanda Jean Reed is in Amarillo for a week's visit with her aunt, Mrs. Frank Jesse and family.

Allan Bell of Adrian was in the Brand office Monday and reported one-half an inch of rain fell in that vicinity Saturday night, and another half inch fell Sunday night.

Mr. and Mrs. Junior Sherman of Sunray visited with their parents, Mr. and Mrs. O. E. Sherman and Mr. and Mrs. I. V. Flowers, Monday afternoon.

Mrs. J. C. McCracken and small daughter, Sylvia Mae, were in Amarillo Saturday and were accompanied by Mrs. McCracken's mother, Mrs. M. L. Steele.

Mrs. William J. Hales and little daughter, Sarah, returned Saturday to their home in Sweetwater, Texas, after a visit with Mr. and Mrs. S. P. Rosson and Jo Ann.

Just received another shipment of Goodyear R-1 tires. Absolutely top quality at a popular price. At RICE'S.

Mr. and Mrs. M. C. Stanley of Chickasha, Oklahoma, were guests in the home of Mr. and Mrs. S. B. Walker. Mr. Stanley is manager of Armour Creameries in Chickasha and Mr. Walker formerly worked for him.

Nona Dean Rose, 11-year-old daughter of Mr. and Mrs. Doyle Rose, is this week visiting her grandmother and other relatives in Abilene, Texas.

Mrs. R. E. Wales of Amarillo, district secretary of foreign missions, was a guest in the home of Rev. and Mrs. H. M. Redford last week.

Mr. Farmer and grain hauler, you can't afford to lose time during harvest. We are the best equipped and have had more tire experience than any one in town. Take your tire troubles to RICE'S.

Guests of Mrs. E. W. Harrison here Wednesday of last week were Mr. and Mrs. J. M. Simpson, Sr., Mrs. J. M. Simpson, Jr., and son, Wesley, of Amarillo, and Mr. and Mrs. David Harrison of Farwell.

Other guests: Mrs. Ben May, Vigo Park; Mrs. McDaniel, Tulla; Mr. and Mrs. V. E. Gardner and son, Tulla; Mr. and Mrs. E. C. Cayton, Amarillo; Mr. and Mrs. Will Black and daughter, Canyon; Geraldine Smith, House, New Mexico; Maurine Holton, Clovis; Mr. and Mrs. Henry Hastings, Temple; Jim and Doris Jean Hastings, all of Hereford; Mr. and Mrs. Lester Gladden, Dimmitt; Mr. and Mrs. A. Epperson, Clayton Woolery and Clyde Oldham of Hereford, and Ellen Chapman of Clovis.

The meal was served cafeteria style with fried chicken and boiled ham as the main dishes. Old fashioned flowers were used as decorations, carrying out the pioneer day theme.

Mrs. Winnie Jo Keen and son of Amarillo were Wednesday visitors here. Mrs. Keen is a social worker with WPA and was conferring with Mrs. Dyalhia Brady, county relief worker.

John P. Robinson left Monday for Mineral Wells, called there by the death of his wife's father, Mr. Cobb. Mrs. Robinson and baby had been with her father for several weeks. Mr. Cobb will be buried in Pampa today and a number of friends will attend the funeral services.

To Hit Peak Soon.
Harvest is scheduled to get under way in earnest the latter part of this week and to continue full tilt through the first week in July. Enough wheat is expected to come in next week to accurately estimate the yield for this area, and to estimate the crop.

While farmers were literally snowed under this week, implement dealers, repair shops and other lines of business put in some busy days. Despite the work, however, the populace is glad to again record a fair harvest after five years of scant yields.

Much of the early wheat has been irrigated, while other matured early enough to escape rust. A considerable drop in yield is predicted by grain men and old timers as harvesting continues and swings into its final stages. The yield is expected to far surpass that of recent years, however, and hundreds of farmers in this section are again getting back on their feet.

T. J. Carter brought in the first wheat to Hereford that was produced in Deaf Smith county. He sold the first load to Pitman Grain Company at \$1.25 a bushel and the second to Fraser Grain Company at the same price.

Mrs. T. D. Cole of Amarillo has been visiting her sisters, Mrs. C. P. Cockrell and Mrs. Buri France, here the past several days.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

STAR

Midnight Preview Saturday Night.
SUNDAY - MONDAY

where it's comfortably cool!
The Gag-Stacked . . . Nut Boys are back
in their dizziest . . . Daffiest . . . Maddest
Grandest fun-fest you've ever seen!



MARX BROS.
A Day at the Races
with Allan JONES - Maureen O'SULLIVAN

plus Mickey's Amateurs
Reunion in Rhythm
Paramount News

Tuesday Only

—College Professor murdered in his study?
—Clue No. 1 . . . Start with an armful of motive . . . and go on from there!



WEDNESDAY

—A picture of the day every girl dreams about!



STAR

Thurs. - Fri.

COOL COMFORT
—Let Yourself Go! It's gay, sparkling with romance, roaring comedy, gorgeous dancing and five swell song hits!



plus PETE SMITH Penny Wisdom
Saturday Only
Kiddies 10¢ Adults 15¢
Box Office Opens 1 O'Clock

IT'S DYNAMITE!
—A picture that rips the Black shirts from the hooded hoodlums and bares a yellow streak a yard wide!



Just Arrived

A CARLOAD OF FURNITURE

We just received a carload of furniture from the mills this week and are now showing the latest designs in bed room suites, living room suites and other furnishings. These furnishings are up to the E. B. Black quality standards and are priced within reasonable ranges. We invite you to visit us today and to see this new furniture.

Introductory Sale!

Thrift-Ease Inner-Spring Mattress

For Limited Time Only

\$29.50

With Each Mattress Purchased During this Sale We Will Give Absolutely

FREE

One Pair of Regular \$6.50
LIFE TIME GUARANTEED

Springs

MATTRESS FEATURES

- 208 offset coil, inner-spring construction. Offsetting the coils make a real hinge that is noiseless and locks ends in a PERMANENT position.
- Genuine, garnetted and quilted steel pads between the inner-spring and the felted cotton upholstery.
- Inner rolls of sisal pads around edge wires, held securely by stapled strips of cotton sheeting.
- Extra thick pre-built borders, taped edges and button tufts.
- Patented silver finished bar handles. 8 ventilators—2 in each handle.
- Beautiful, high grade tickings in attractive colors and patterns.

Never before have we been able to offer such a remarkably luxurious and durable mattress at such a sensational price.

Good Looking Long Wearing Ticking

Garnetted Steel Pad

Thick Felted Cotton

Thick Felted Cotton

Staggered Coils

Showing crimped lock and knitted ends of coil

This most unusual offer is authorized by the manufacturer, for a limited time ONLY, to introduce this remarkable mattress. After This Sale—Price \$29.50

E. B. Black Co.

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Dry Land Wheat Makes Good Yield In County



Shown above is a portion of the Tom Carter and T. W. Medlin 5,000 acre wheat crop in this territory. The picture was made on the Carter tract of 400 acres three miles east of town, and the average yield was reported at 27 1/4 bushels to the acre. They are now cutting on the Medlin place, 23 miles west of here, and report a yield averaging from 25 to 30 bushels. Standing left to right, are Dr. C. Q. Smith, vice president of Southern Methodist University; Mrs. T. J. Carter Elric McCall, T. J. Carter and Don Parks.

Open War On Drunken Drivers

Man's Feet Hurl Through Floor In Long Fall

Less Albert Johnson, 42, of Wellington, is critically ill in the hospital here following an accident Monday morning, when he fell 30 feet from the top of the Great West Elevators. He fell through the elevator shaft and landed on his feet with such force that his feet were driven through the floor of the elevator.

Mr. Johnson came to Hereford a few days ago and secured temporary employment in the elevator. He worked two days before the accident occurred. Since he was alone the cause of the accident has not been ascertained, but reports stated that he was working at the top of the shaft.

Californian To Conduct Service Here On Sunday

Minister W. N. Bohannon of Fullerton, California, will deliver the sermon at the Church of Christ here Sunday, according to announcements today. Minister Bohannon is a brother of T. F. Bohannon of this area, and is highly recommended as an interesting and forceful speaker.

He arrived here July 2, accompanied by his brother and nephew, T. F. and Olaf, who had been at Fullerton the past nine months while Olaf had been attending school there.

T. F. Bohannon came here for the harvest season and Minister Bohannon expects to remain here 10 days before returning to California.

Close Fountain Adds New Stools

The Close Drug Store this week installed six stools at their 14-foot soda fountain. The stools are black, with black leather cushions and are trimmed in chromium.

Mr. Close said that the stools are being added for the convenience of customers, and complete the improvements in his fountain service. He recently added modern booths and tables to the store.

May Call On Citizens To Fight Hoppers

Although the grasshopper menace has not spread into this section as yet, plans are already being made to combat them if the situation arises.

Alex R. Bateman, county agent, said that the hoppers are three counties away at the present time. He pointed out that if they hit here the whole populace will be called upon to aid in putting out poison grain, and to use other methods of combat. Since most farmers are busy harvesting, he said that the fight will call for all other citizens of the area to assist.

Postal Receipts Show \$981 Gain In Local Office

Postal receipts, which are generally considered as an index to business conditions, took a decided upward trend in Hereford as the quarter ended June 30, showing a gain of \$336.08 over the same period in 1936.

The 12 months ending June 30, 1937, also showed a decided gain over the 12 months ending June 30, 1936. The gain for the year was \$981.25. Walter Pickett, postmaster, said that the gain was reflected in all departments, including first class, second class and parcel post—and especially on insured packages.

The year ending June 30, 1937, showed a total in receipts amounting to \$15,242.78, as compared to \$14,261.51 for the year ending June 30, 1936.

The June, 1937, quarter totaled \$3,865.61, as compared to \$3,528.63 for the June, 1936, quarter.

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Mr. Close said that the stools are being added for the convenience of customers, and complete the improvements in his fountain service. He recently added modern booths and tables to the store.

Warn Truck Operators To Observe Law And Safety Measures

Eight arrests on charges of intoxication and drunken driving Saturday night and Sunday filled the city jail to capacity here Sunday, according to Wallace Cox, city marshal, and J. O. Newell, sheriff.

"We don't know whether they were celebrating the Fourth or just Saturday night," the officers said. The four charges on drunken driving bring the total to seven cases for the district court in its next session here.

The local officers announced that a war on drunken driving is being opened here and issued warnings to all truck owners and operators in this section.

"Numerous complaints have been made in regard to persons driving while intoxicated," Newell said. "In keeping with state laws and for the protection of life and property, we are going to wage this war." He pointed out that the offense can either fall into the class of a felony, with a penalty of not more than five years in the penitentiary; or a misdemeanor, with a fine not to exceed \$500 and a jail term of not more than one year. Driver's licenses will be cancelled in either case.

In regard to trucks, local officers pointed out that all trucks must be equipped with head lights, tail

(Continued on page four)

Penney Sale To Open Friday

Opening at 8 o'clock Friday morning, J. C. Penney's annual summer clearance sale was announced today by C. F. Moore manager.

In announcing the sale, Mr. Moore stated that special clearance prices have been put on apparel, for ladies, men and children and that the sale will include summer clothing, piece goods and shoes, along with an abundance of other items.

Since the Penney Store opened here in 1932, the annual summer clearance sale has been a feature of the store and Mr. Moore this year predicts an even greater sale than in the past due to the array of bargains.

Hundred Bushel Oat Yield Seen On Fraser Farm

While most of the country was concerned over wheat, Alton T. Fraser reports an astounding yield on irrigated oats. From 40 acres he anticipates a yield of 4,000 bushels—100 bushels to the acre.

Mr. Fraser is now binding and shocking the oats on his place five miles northwest of town.

Hennen Gives Details For REA Project

LONG TIME LOANS ARE AVAILABLE FOR APPLIANCES

BY H. V. HENNEN
Project Supervisor.

The Rural Electrification project will be submitted for bids on July 15. We have out 10 sets of plans and specifications to bidders now, and it seems that we will have a representative number of good bidders on the project. Bids will be received on a unit basis per mile on single phase and three phase lines. The sub-station will be let in a separate contract.

To Return Some Fees.

Each member of the Cooperative has agreed to take electricity as soon as it is available. Most all of the members will be served; those who cannot be served will have their membership fees returned—and their certificates will be cancelled—because no one can be a member who is not receiving electricity and everyone who gets service must be a member of the cooperative.

The cost of serving a house and barn, outside of line cost, is about \$90. The cost of serving a well, outside of line expense, is \$700. This cost will be taken care of by the cooperative. The user's expense will be for wiring the house and barn, and buying his appliances and paying his electric bill each month.

The contract will be let on the basis of the original application and all lines other than the original will be extensions. We expect the contractor to continue the construction of these extensions on his unit price bid until all lines are completed that are feasible.

Must Join Now.

It is therefore very important that everyone desiring electricity become a member of the cooperative at once in order that we may make arrangements to serve you as there will be no funds to buy transformers and to service lines after the contract is completed. As the retail rate will be sufficient only for paying the whole

(Continued on page five)

Minor Accidents From Fireworks Here On July 4

Although July 4 was marked by no celebration here this year, two minor accidents were reported from fireworks.

Yvonne Handley, 10-year-old daughter of Mrs. E. B. Handley, of Santa Fe, suffered burns on her neck and face when a firecracker exploded in her face. Mrs. Handley and her two daughters are visiting in the home of Mrs. Handley's mother, Mrs. R. P. Brazill, and Yvonne was playing in a neighbor's yard when the accident occurred.

Ellen Louise Posey, daughter of Mr. and Mrs. E. B. Posey, also sustained painful burns on her hand. She was carrying a box of caps for a toy pistol; the caps accidentally exploded and her right hand was burned.

City Retires \$4,000 Bonds

The City of Hereford this week paid off four bonds totaling \$4,000. Two of the bonds were issued in 1928 and were to have matured in 1948; the other two were issued in 1900 with a maturity date of 1940.

Mayor C. J. Paddock and other city officials estimate that \$600 was saved for the city in interest on the four bonds.

WORLD'S RECORD CATCH



Bigger than the young angler who caught it is the 60-pound white sea bass recently landed by Douglas Bombard, age eleven, off Santa Catalina Island, Calif. Douglas made the catch from a little speed boat using flying fish for bait, with a light tackle with a breaking strength of 26 pounds. The young angler's record breaks the former record of E. A. Brewster, who in 1907 caught a white sea bass, weight 53 pounds, with a light tackle.

Baptist Pastor Assumes Duties Here On July 1

Rev. W. E. Barnes arrived here Thursday afternoon, July 1, and Sunday morning delivered his first sermon before the congregation of the First Baptist church.

Rev. Barnes will be the featured speaker at the Union Service meeting in the auditorium of the First Baptist church Sunday night, July 11. The meeting will open at 8:15 o'clock and the special feature will be Women and Girls night.

In the future the Baptist church will include regular Sunday morning services; prayer meeting each Wednesday at 8:15 o'clock, BYJU at 7:15 Sunday afternoons, and the Missionary Society on Wednesday afternoons.

Rev. Barnes comes to Hereford from Texarkana, where he has just completed a vacation Bible school at the B Street Baptist church. He served as principal of the school, and during recent months has been engaged in evangelistic work in Texas, Arkansas and Louisiana.

Members of the local congregation expressed themselves as well pleased over having secured so capable a pastor. Rev. Barnes graduated from Peabody College, Nashville, and taught Industrial Education in West Palm Beach, Florida, for some time. Later he and Mrs. Barnes both entered the Baptist Seminary in Fort Worth.

Rev. Barnes received his master's degree in theology and Mrs. Barnes took her bachelor degree in religious education. They have two sons, age five and three.

The Baptist parsonage has been remodeled and the sleeping porch has been made into a bedroom for the children.

Plan Celebration Here Last of July

Preliminary plans were announced today for a gigantic American Legion celebration here Friday and Saturday, July 30-31. Features of the celebration will be a big rodeo, free barbecue and baseball games. Plans are being made to accommodate a crowd of 5,000 persons.

The celebration will take the place of the annual Legion July Fourth celebration, which was postponed this year because of a late harvest season. Arrangements have already been made to hold the rodeo, which will include a string of 60 broncs and steers. The same rodeo has been contracted as shown at the Clovis Pioneer

Many Farmers Back On Feet In This Region

GOOD PRICE AND HIGH YIELDS ADD SMILES TO MANY FACES

Prospects for more than a million bushels of wheat for this territory seemed probable this week as the harvest season continued and farmers worked day and night in an effort to get their wheat to elevators.

Price Is Good. The price of wheat Monday went to \$1.09 a bushel, the highest price paid here since 1934, but it dropped to \$1.08 through Tuesday and to \$1.07 Wednesday. The price Thursday remained \$1.07.

Less than half of the wheat in this section was reported to have been harvested but the average yield was reported to be on a decline as later wheat began coming to the elevators, some of the late wheat testing as low as 47 and generally around 55. Early wheat averaged over 20 bushels. Many farmers in this area have not entered their fields yet, but most of them expect to begin within the next few days.

Conditions Better. The result of a fair crop, plus a good price found many farmers in this section getting on their feet for the first time since 1929. Although a bumper yield was made in 1931, a 20-cent price failed to leave producers in the best of shape.

As combines whirled over this entire section, farmers and elevator men worked night and day to take care of the wheat. Lights dotted the countryside at night and a continuous line of trucks streamed into Hereford with grain.

Everyone Is Happy. Broad grins and happy smiles adorned the faces of farmers and business men alike as the harvest season swung into full tilt. Visitors and traveling men were prone to remark that Hereford is one of the most industrious towns they have seen on the Plains.

Some farmers were inclined to store their wheat, but most of them took advantage of the present price and a large portion of the wheat is being shipped out rapidly.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	69	65	0.00
Friday	95	82	1.52
Saturday	91	84	0.09
Sunday	96	64	0.00
Monday	95	85	0.00
Tuesday	92	80	0.00
Wednesday	93	59	0.00
Thursday	??	60	0.??

Miss Floyd Wilson of Ada, Oklahoma, arrived Monday to spend a two weeks' vacation with her parents, Judge and Mrs. J. H. Wilson.

Plan Celebration Here Last of July

"One thing is certain, there will be plenty of barbecue, beans and all the trimmings for the crowds," Chas. Bennett, post commander said. The event will be held on the rodeo grounds south of town. The following committees have been appointed: Rodeo, Doyle Rose, Noah Eason, Chas. Boyd, and Chas. Bennett; food, Frank Gyles, Glenn Weir and C. C. Rockwell; dance, Leonard Foster, Arch Dobbins, and B. H. Hromas; ball games, Harold Close, Jim Robinson and Ralph Smith; barbecue, Pink Gilliland, Paul Higgins and Barry Taylor; concessions, Frank Gyles and Frank Givens.

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
JIMMIE GILLENLINE Editor

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.
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NOTICE TO PUBLIC

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

PANHANDLE SPECIAL EDITIONS

Editor Clyde Warwick last week published a 36-page edition in connection with dedication of Canyon's new post office building Saturday, July 3. In addition to splendid editorial and graphic presentation of the new building, the edition also traced the history and development of Randall county. Canyon, the gateway to Palo Duro Canyon, is fortunate in having so splendid a newspaper as the News—which has served the section for 41 years.

The Canyon edition followed closely upon the heels of two fine editions in Clarendon. Last week Clarendon's Golden Anniversary was heralded by its two papers. J. C. Estlack, Donley County Leader editor, published a 24-page paper, and Sam Braswell's Clarendon News edition included 20 pages.

All three of these editions were replete in historical lore, and were backed to the limit by business men in the respective communities. Generally speaking, they are three more reasons why weekly newspapers of the Panhandle have come to be known as the best in the nation.

By Their Words

AND OURS

Quart fruit jars were used by Edith Allen, who lives 3 1/2 miles west of Spade, as hat racks. The tops were padded and then Edith covered the jars with pink crepe paper. Edith has found that these do not tip over on the closet shelf and she believes that these are easier to use than one made from wood. The racks prolong the life of hats by keeping them in shape. Each clothes closet should be equipped with several. Edith is the clothing demonstrator for the Spade 4-H club.—Sudan News.

Standing astride his bicycle while he took time out to roll a cigarette, Paul Weiman, 32, of Oklahoma City, told a Tribune representative Saturday afternoon that he was enroute to El Paso, Texas, where he hoped to secure employment. He passed through Texico-Farwell late in the afternoon and hoped to reach Clovis by nightfall. He left Oklahoma City on May 15, and expected to reach the border city by the middle of July. He said that he traveled about 50 miles a day, taking time out occasionally to work a little. Asked why he did not shed his coat, the traveler explained that the pockets afforded storage space for numerous necessary accessories.—State-Line Tribune.

The Texas Legislature has outlawed practically all forms of public gambling, but they have not and they cannot do anything about the farmers gambling on whether or not they will make a crop. And considering the many angles from which disaster can come to a farmer, I firmly believe that is one of the greatest gambles in the world.—Wellington Leader.

During the race repeal debate down Austin way, one fellow made

a loud talk against it on the score that "Texas owned 264 jacks, and destroying race betting would lower the value of the stock breeding industry being sponsored by the state and federal government." Finally Gene Werley led the bozo aside and told him that the jacks were not and could not produce horses in the Panhandle, and very likely none down state. It recalls an incident some years ago when my Bohemian neighbor came over to announce the birth of a litter of pigs. The neighbor could not speak American any too well, but it got over when he stated in joyous shouts, "Come queek, me hen pig he have 'um pups." The only difference is that the Bohunk knew what he was talking about, while the law-maker did not.—Donley County Leader.

ESTRAY NOTICE

In compliance with the law and upon the return of T. W. Robertson, Commissioner of Precinct No. 2, Deaf Smith County, Texas, I hereby give notice that there has been found running at large and estrayed, the owner of which is unknown

One Whiteface steer yearling, branded Slash and upside F on the right shoulder; also one Whiteface yearling bull, no brand, ranging in the neighborhood of the Chas. H. Keffner place, four miles northwest of the City of Hereford, since the month of November, 1936.

And if not legally proven away by the owner thereof, within 20 days from the date hereof, the same will be advertised and I will proceed to sell the same according to law.

T. W. ROBERSON,
Commissioner of Precinct No. 2,
Deaf Smith County, Texas, on
this 10th day of July,
1937, A. D.

Mrs. Beulah Lee Carter of Amarillo spent the week end visiting her mother, Mrs. Hattie Rutherford, and her daughter, Harriett, in Hereford. Sunday the three of them spent the day at Mrs. Rutherford's ranch 20 miles northwest of Hereford.

A LONG TIME AGO IN HEREFORD



WANT TO RENT A HACK? Twenty-five years ago when this picture was made in Purcell's Livery Stable, they were easy to rent. On the left stands Ray Smith, G. C. Major, center, and P. R. Purcell is leaning on the wall at the right—maybe he is pointing to the big sign.

(From The Hereford Brand, July 6, 1906.)

Hereford ball players indulged in a double-header with the Texico team, resulting 18-4 and 18-5, both in favor of Hereford. A special train was run to the Texico picnic and returned the large delegation to Hereford at 2 a. m.

F. A. Stewart and family had arrived from Longview, and he was preparing to in-

Public Opinion

Dear Sirs:

I saw your inquiry about Victor Cox, whose son, Buddy, six years old, became a movie actor. They were originally from Plainview, Texas. Although before going to Hollywood over a year ago, they lived in San Antonio. The picture is on exhibition now, and showed at Plainview July 2-3, starring Bob Allen and Jimmie Allen (Buddy Cox) in Reckless Rangers. This is authentic as the writer is the child's grandmother.
Mrs. Jas. A. Cox,
Plainview, Texas.

Messenger News

BY MRS. J. N. MESSENGER
Wheat cutting is keeping farmers busy. Louis Smith is reported to have made 27 bushels per acre. Mr. and Mrs. Wells left Tuesday for a trip to visit her mother in Oklahoma.

Rev. Moore, Baptist pastor at Friona, preached here Sunday.

Mr. Stephens and family, Mr. and Mrs. Hyde and Chas. Turner attended Sunday school and church services Sunday.

Mr. and Mrs. Pinkerton, parents of Mrs. Ray Coleman, are here from Oklahoma helping in wheat harvest. Mrs. Geo. Messengers mother has been ill and they have taken her from her home at Vigo Park to Tulla for treatment. George Messenger and family visited her Friday.

A good rain fell Monday, which will help the crops.

Mrs. Anthony, mother of Mrs. J. L. Smith, is here visiting the Smith family.

Old-Time Resident Visits Here.

Lloyd Snyder of Dallas, who is connected with the Commonwealth Assurance Co., has been visiting in Hereford the past week. He was accompanied by Mr. Steck, also of Dallas. Mr. Snyder is the son of Mr. and Mrs. Pike Snyder, who lived in Hereford for many years. His mother and sister, the former Miss Bess Snyder, now live in Kansas City.

Next to success is making believe to others that you are having it.

ESTRAY NOTICE

In compliance with the law and upon the return of T. W. Robertson, Commissioner of Precinct No. 2, Deaf Smith County, Texas, I hereby give notice that there has been found running at large and estrayed, the owner of which is unknown

One Whiteface steer yearling, branded Slash and upside down F on the right shoulder, ranging in the neighborhood of the J. H. Weems place about 10 miles northwest of the City of Hereford, Texas, since the month of September, 1936.

And if not legally proven away by the owner thereof, within 20 days from the date hereof, the same will be advertised and I will proceed to sell the same according to law.

T. W. ROBERSON,
Commissioner of Precinct No. 2,
Deaf Smith County, Texas, on
this 10th day of July,
1937, A. D.

ated in the Bovina vicinity, was advertised for sale in small tracts at from \$10 to \$12 per acre.

(From The Hereford Brand, July 6, 1916.)

In the Sherer community, one club member had sprayed her henhouse and was unable to attend club meeting because of a bad headache.

Guy Smith and Lee Lambert had bought a filling station and garage from Al Miller.

"Don't fail to see Charlie Chaplain in 'The Floor Walker,'" said a picture show advertisement.

Master Gwynne Guthrie was spending the summer with relatives in Missouri.

The Friona Sentinel stated that Homer Fox was preparing to open a general store in Friona soon.

"Wayne, the little son of Presley Dyer, was quite sick a few days last week," said the Parrott correspondent.

In Wichita, Kansas, wheat was quoted around \$1.05 per bushel.

Reports from European battle fronts gave the Allies a decided edge over the Germans.

Wheat reports gave yields of 15 to 20 bushels over most of this territory.

Club Women And Girls Make Clothing

Northwest Texas home demonstration club members and 4-H club girls are learning improved methods of clothes making, home demonstration agents in that section report. Often attractive and useful articles are made with a very small cash expenditure.

A series of 11 meetings in Jones county was attended by 125 club girls who were finishing dresses in preparation for a clothing contest. Each of the girls exhibited a dress and a slip which they had made.

A quilt and linen show held in Caddo county attracted the entry of 119 girls who exhibited cup towels and aprons which they had completed in clothing work this year.

from three 100 pound feed sacks, Miss Mildred Coe of the Three Lakes Club in Lynn county made an attractive sports dress. The sacks were dyed dark red, and the dress was made with a round yoke, kimono sleeves, sun-tan back and zored skirt. A belt was made from the same material. Buttons from a discarded dress were used, and the only items of expense were for the dye and a spool of thread.

"By adjusting measurements of commercial patterns to those of my foundation pattern, I do not have the problem in fitting my dresses that I used to have," Mrs. Hugh White of the Middle Well club in Moore county recently told members of her club.

Jumping at conclusions is the only mental exercise some people take.

The wild turkey is called the "king of upland game" in North Carolina.

LEAVE OVEN-WATCHING TO YOUR



*No more oven-tending, with an automatic gas range! The Heat Control regulates oven temperature—the Clock Control actually turns the oven on and off! You can safely leave the kitchen—even keep an appointment away from home—while your dinner watches itself! Visit our showroom! Find out the many other ways a modern automatic gas range can save you time, money and bother. Drop in today!



West Texas Gas Co.
"Good Gas With Dependable Service"

ACES of ACTION IN ACTION



4 MINNEAPOLIS - MOLINE COMBINES OWNED BY
T. J. CARTER and T. W. MEDLIN

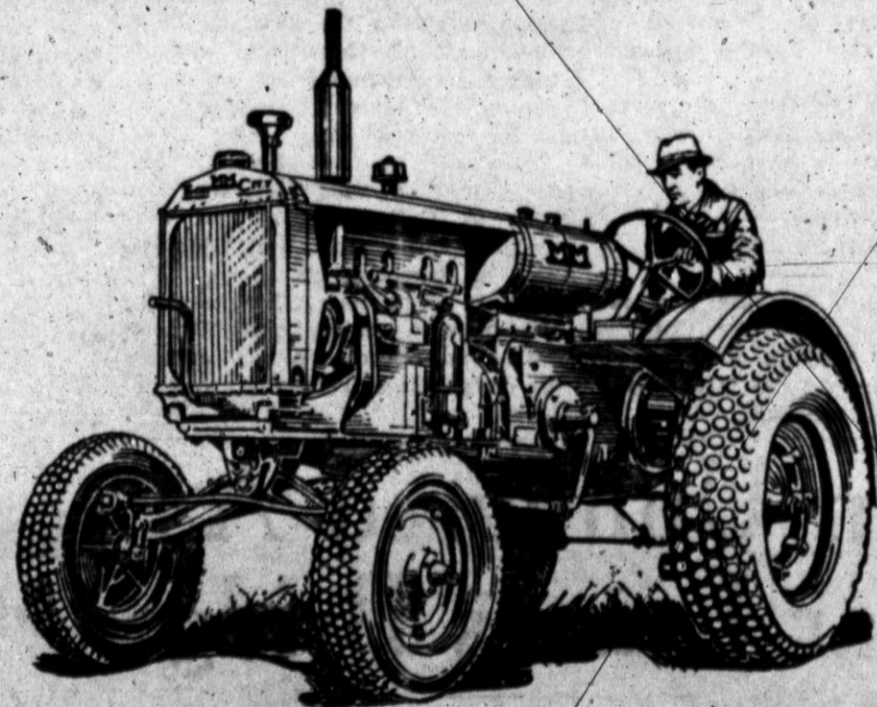
CUTTING THEIR 30 BUSHEL PER ACRE WHEAT
SOLD BY DAVIS - McCRACKEN

More Value - More Economy In Minneapolis-Moline Tractors

There are many features you will appreciate in the New Minneapolis-Moline tractors. There is a Twin City Tractor for every farm need and for every size farm, no matter how large or small. Come in today and let us explain these outstanding features of the new Minneapolis-Moline tractors to you! Low cost, fuel consumption, pressure lubrication combined with heavy duty construction make Minneapolis - Moline tractors the outstanding tractor for 1937.

It is the time to start that plowing job, plowing the winter stubble under and killing weeds. There is an Easy-On and Easy-Off implement to attach to your Minneapolis-Moline tractor for this job.

GET THOSE WEEDS WITH A MOLINE
WHEATLAND DISC FLOW!
26-Inch Discs — 4-Inch Cupping.



Davis - McCracken

MINNEAPOLIS - MOLINE IMPLEMENTS
Parts and Service



Plan now
SAVE



travel dollars

For your vacation this summer, the Santa Fe offers you more for your transportation dollar than ever before.

THE ECONOMY OF LOW ROUND-TRIP FARES.
THE COMFORT OF AIR-CONDITIONED CARS ON ALL THRU TRAINS. FAMOUS FRED HARVEY MEALS AT LOW COST AT MEAL STATIONS AND ON TRAINS WHERE DINING CARS ARE OPERATED. FREE PILLOWS FOR COACH AND CHAIR CAR PASSENGERS ON ALL THRU TRAINS.

Round-trip Summer Excursion fares to vacation resorts throughout the country.

For Complete Details—

Call
J. E. BEYER
Agent
Hereford, Texas

Or Write
M. C. BURTON
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Amarillo, Texas.

BEGINS FRIDAY 8 a. m. - PENNEY'S GREATEST JULY

ONE GROUP OF
ORGANDY
EVENING
DRESSES

ONLY
11 **\$1**

CLEARANCE

MEN'S 8 OUNCE
SANFORIZED
OVERALLS
For Quick Clearance

89c

STORE - WIDE REDUCTIONS TO MOVE EVERY PIECE OF SUMMER MERCHANDISE OUT IN A HURRY! CHECK THESE SENSATIONAL SAVINGS! MANY OTHERS NOT ADVERTISED!



ENTIRE STOCK OF SUMMER
SILK DRESSES

IN TWO DRASTIC REPRICED GROUPS
\$1.77 and \$2.77

It's Summer-time . . . vacation-time and play-time! Be sure to have enough smart frocks to last you ALL Summer! Penney's Clearance has 'most every type you could want . . . and at GREATLY REDUCED PRICES! Crepes, chiffons, Bembergs, Spun-Lins and many other fabrics! Come early! 12-44.

ONLY 63—AND OUT THEY GO
FRIDAY AND SATURDAY

Women's Summer
Hats

While They Last
50c

VALUES too good to be true! FASHIONS that are already proven successes. Here's your chance to get the summer hats you need, practically at the beginning of the season! Drastic mark downs! Styles for every type!

WOMEN'S SUMMER
SHOES

Taken from our regular stock and reduced for a

QUICK CLEARANCE!

SANDALS
PUMPS
OXFORDS **\$1 pr.**

81 x 90

Sheets **54c**
Torn From Good Quality Sheetting

Big Assortment

Buttons **3c**
Some With Matching Slides

Men's Wash

Slacks **98c**
Sanforized Shrunken, Big Assortment

One Lot Men's

Jumpers **50c**
Blue Denim Hurry for These!

Clearance!

ONE BIG TABLE OF
HIGH PRICED
SILK SHORT
LENGTHS

37c yd.

SUMMER PRINTS—SOLIDS—HURRY!

Clearance!

LOOK AT THIS . . . !
SUMMER SHEERS
SEERSUCKERS
SHANTUNGS
SUITINGS

17c yd.

REDUCED FOR A COMPLETE SELL-OUT!

Clearance!

BIG ASSORTMENT
NOVELTY SCRIMS
MARQUISSETTES

5c yd.

WHITE AND COLORS—YOU MUST BE HERE
FRIDAY TO SHARE THIS VALUE!

ODDS and ENDS TABLE

WOMEN'S BROADCLOTH SLIPS
WOMEN'S KIDDIES' SANDALS
WOMEN'S WASH DRESSES
WOMEN'S SUMMER PURSES
MEN'S AND BOYS' POLO SHIRTS
WOMEN'S-CHILDREN'S PAJAMAS

27c ea.

Take Your Choice!

Clearance!

ONE RACK OF WOMEN'S
2-PIECE KNIT SUITS
2-PIECE SHANTUNG SUITS
LACY KNIT DRESSES
WHITE PIQUE SPORT JACKETS
QUICK SELL-OUT PRICE!

\$1.

Clearance!

BE HERE AT 8 FOR THIS
SENSATIONAL VALUE

ONE BIG TABLE

PRINTED PROCEEDS
BATISTE

8c

36 INCHES WIDE—FAST COLORS
NEW SUMMER PATTERNS!

Clearance
One Lot of Men's
DRESS SHIRTS
Groups From Higher Priced Your Choice
50c

Men's Athletic Type
SUMMER
UNION SUITS
Reduced to Clear
39c

CLEARANCE
Boys' Fast Color
DRESS SHIRTS
Out They Go!
29c

One Group of
Men's and Boys'
SUMMER STRAWS
HURRY!
50c

86x105 Cotton
BED
SPREADS **67c**

36 Inch Standard
Bleached Or
Unbleached
MUSLIN **8c**

One Big Table
Of CANNON
TERRY
TOWELS **8c** ea.

Big Assortment
of Women's and
Children's
ANKLETS **7c** pr.

Men's Assorted
Novelty Dress
SOCKS **8c**

Women's Pure Silk
SLIPS
Lace Trimmed
or Tailored **97c**

Women's Hand-Made
Porto Rican
GOWNS **25c**

Men's SHIRTS
and SHORTS
Sell-Out Price **19c** ea.

Women's Novelty
SUMMER GLOVES
Just 60 Pairs and They'll
Go In a Hurry!
37c pr.

Only 20 Pairs
WHITE PURSES
Quick Sell Out
Price!
37c ea.

Foundation
Garments
Odds and Ends
Broken Sizes
50c ea.

EXTRA SPECIAL!
PANTIES
Lace Trimmed
Tailored Styles
13c ea.

304 MAIN
STREET

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

HEREFORD
TEXAS

Harley Sadler Shows To Appear Here Tuesday Night, July 13

Harley Sadler's Own Company will open in Hereford Tuesday night, July 13, for a one-night engagement, it was announced this week by advance agents.

In addition to their regular troupe, the show carries its own orchestra and band. The band will give a free concert in front of the tent at 7 o'clock. Conway Cruz and his musical mavericks will make their appearance for a 15 minute program preceding the rise of the curtain, and the three-act drama feature of the show is entitled Rose of the Rio Grande.

The show will remain in Hereford one night only. Special entertainment includes the dancing of Clarence Kropf, Big State Quartet, Range Rider's string band, Nells Donald and Myrtle, Denver Crumpler, radio tenor; Tommy Lange, accordionist; Billy Mack, eccentric dancer, and others.

NOTICE

To W. O. W. Members, please mail your July payment to E. E. Fridley or see me at Fraser Oil & Grain Company, E. E. Fridley, Financial Secretary. 27-3c

Sunday visitors in the D. H. Alexander home were Mrs. Clarence Bowers, a niece of Mrs. Alexander's, and her son, Donald, Gene, of Happy, and Mr. and Mrs. L. H. Donnell and children, Overton and Eileen, of Canyon.

Fourteen Boys In 4-H Clubs

With 14 boys already enrolled in 4-H club work in Deaf Smith county, Alex R. Bateman, agent, today said that he hoped to increase the number to 30 within the next few days.

In connection with the club work each of the boys will feed out one baby beef, one pig, and will cultivate 50 acres of grain sorghum with which to feed the animals.

Vacation In Several States.

Mrs. J. H. Miller and her mother, Mrs. M. S. Gatewood of Fort Worth returned Tuesday night from a three weeks vacation trip spent visiting points of interest in several states. Mrs. Gatewood will visit her daughter here for several weeks.

Visits Daughter.

Mrs. F. B. Crenshaw of Brownwood arrived Sunday night and will visit here with Mr. and Mrs. Frank Lucas for several weeks. Mrs. Crenshaw is the mother of Mrs. Lucas.

WANT AD WILL SELL THAT COW!

Auto Crashes Windows In McLean Office

Saturday, July 3, came through with excitement ordinarily accorded to July 4, when a car driven by Geraldine Medlin crashed into the northwest corner of John McLean's insurance office.

The accident occurred when she was entering the drive to Norton Motor Company, just north of the McLean office, and was said to have resulted because of poor brakes.

A plate glass window, awning lights and glass in one of the French doors were demolished by the impact. Miss Medlin escaped without serious injury and very little damage was reported to the car.

Visits In Colorado.

Miss Helen Frances Streu left Wednesday morning for Alamosa, Colorado, where she will visit in the home of her brother, Urlin Streu. She was accompanied by Raymond Oliver Streu, son of Mr. and Mrs. Urlin Streu, who has been visiting in the home of his grandparents here.

Team	P	W	L	Pct.
IOOF	5	3	2	.600
Outlaws	5	3	2	.600
A. & M.	5	3	2	.600
K. C.	5	3	2	.600
Sunday School	5	3	2	.600
Lions	5	3	2	.600
Merchants	5	1	4	.200
Firemen	5	1	4	.200

Games This Week.

Monday, Outlaws vs Lions
Tuesday, Firemen vs IOOF
Wednesday, Lions vs Merchants
Thursday, K. C. vs A. & M.
Friday, K. C. vs A. & M.
Saturday, Outlaws vs Merchants
Sunday, Firemen vs A. & M.
Monday, Lions vs Sunday School
Tuesday, K. C. vs IOOF

Open War

(Continued from page one)

light, clearance lights and flares. In case of accidents, trucks should pull off the highways and set up their flares, one at a distance of 100 yards ahead, another 100 yards to the rear and one on the side.

Wallace Cox also pointed out that city regulations do not permit trucks parking on Main Street in Hereford.

To prevent accidents, truckers are warned to carry all proper equipment and to observe all state traffic laws.

Women, Girls To Be Featured In Union Service

Women and Girls' Night will be the special feature of the Union church service to be held in the Baptist church Sunday night, according to announcements today. Rev. W. E. Barnes will conduct the service.

Men and Boys' special night has been set for July 25 and the women and girls have been challenged to an attendance contest by the group.

Last Sunday the special feature was States night. Texas led by a large majority, while Illinois and Missouri tied for second place with eight representatives each. Other states represented were Alabama, Arkansas, Florida, Indiana, Iowa, Kansas, Kentucky, Mississippi, Montana, New Mexico, New York, North Carolina, Ohio, Oklahoma and Tennessee. State representatives were seated in groups. The sermon was delivered by Rev. H. M. Redford.

Work Sheets Signed Here By 1,150 Farmers

A total of 1,150 work sheets have been signed in Deaf Smith county, according to Alex Bateman, county agent, who said that the work sheets embraced 520,000 acres of land in the county. In 1936 a total of 1,098 work sheets were signed, the figures this year showing an increase of 52 signers.

From the program last year those in compliance in this county received \$400,000 in government payments.

The work sheets cover only cultivated land, and producers must meet program requirements to receive payments under the program. The sheets, however, indicate what local producers are doing and show the possible number of compliances for the county. Compliance inspections will be made later in the year.

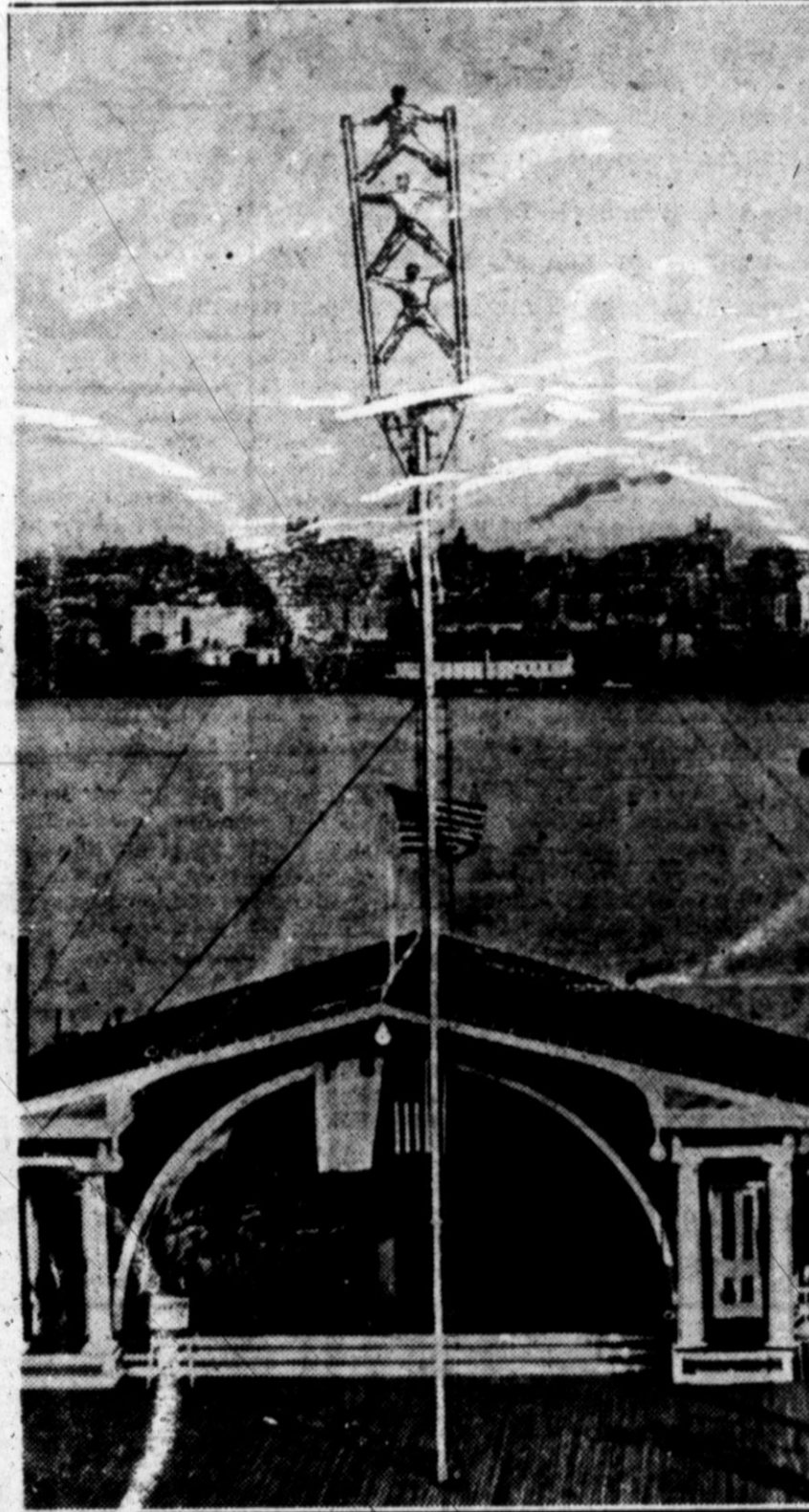
WANT AD WILL GET THAT FLOW!

HALF-PINT OF DYNAMITE



Robert Kent and Jane Withers are pictured above in a scene from "Angel's Holiday," which opens at the Star Theatre with a preview Saturday night, and continues through Sunday and Monday as Jane goes on another roaring rampage.

Flirting with Death



These daredevils, known as the Paroff troupe, will be seen this summer when they perform in the "Flirting With Death" free show at the Fort Worth Frontier Fiesta, opening June 25. The attraction will be staged in the arena where "The Last Frontier" was presented last summer. The Paroffs do their act on 20-foot ladders, at the top of a 11-foot 55 feet above the ground. Their own skill keeps the ladders from falling.

Posey To Study Under Golf Pro At Albuquerque

Clyde Posey left Thursday morning for Albuquerque, New Mexico, where he plans to take golf lessons from DeBacon, professional golfer. Posey said he may enter the professional field when his lessons are completed.

DeBacon has been regularly contacting Posey since the two met in a tournament, and the professional barely was in the match going to the hole. Posey has established an enviable golf record over the Panhandle, his latest achievement being the Hereford City Championship two weeks ago.

The Pauper's Oath

The pauper's oath is one which is permitted to persons undergoing bankruptcy and in some other cases, whereby on the giving of a statement supported by oath that the person is without any available assets, either personally owned or in expectation, he may be released from the payment of certain obligations and permitted to re-establish himself on a solid financial foundation free from debt.

WANT AD WILL GET THAT FLOW!

Want Ads

For Sale or Trade

FOR SALE: Liberty grain blower with International Farmall motor. Good condition, \$125. Ray L. Johnson, Summerfield, Texas. 27p

FOR SALE: Five room house with bath, modern conveniences, price reasonable with down payment. Mrs. J. B. Hammer, 506 Schiefel, telephone 98-W. 26-3c

FOR SALE: 9-foot one-way plow, good 4-wheel trailer, set of side boards for 36 Chevrolet pickup. See W. H. Dodson or Fred G. Brown. 23-3

FOR EXCHANGE: Four large residence lots in Evans Addition at Hereford for Whiteface cattle or good work stock. Write Mrs. J. M. Chapman, Adrian, Texas. 1c

FOR SALE: Dining room buffet in good condition. Hereford Implement & Appliance Co. 1c

FOR SALE: Second hand truck tires, 32 x 6. Rosson Implement Company. 1c

FOR SALE: A good Balwin combine, bargain at \$350. P. B. Forrester, six miles north Lockney. Address Route 1, Lockney. 27-1p

FOR SALE: One section of land, Section 15 Block M-7, nine miles southeast of Hereford. Apply at Brand office. 27-2p

For Rent

FOR RENT: Nice bedroom with adjoining bath, to man and wife, or two men. 500 West Second Street. Mrs. Harry Whitechurch. 1c

FOR RENT: Pleasant bed room adjoining bath, 610 East Fifth Street. Phone 485-J. 27-3p

Wanted

THE HEREFORD Sales Company announces the weekly auction sales will be closed until first Tuesday in August. Ray Barber, Manager. 1p

WANTED: 3,000 bushels good barley. Brumley Hog Co. 27-3c

WANTED: Man with tractor to one-way 300 or 400 acres of land. See J. M. Chapman, 14 miles south of Adrian. 1c

WANTED: One-row cultivator in good condition. A. C. Hawks, 8 miles south, half mile east Hereford. 1p

WANTED: To do washing and ironing. Reasonable charges. Guaranteed work. Mrs. L. F. Bezner, 502 W. 10th St. 1p

ESTABLISHED irrigation well contractor with unlimited financial status wants reliable salesman to open office and take charge of Hereford district. We will furnish and finance pumps, engines, drilling of wells and well casing on terms basic of two crop seasons. Send in qualifications and references in writing to Box "A" Hilton Hotel, Plainview, Texas. 27-3c

YOUNG WOMAN typist, clerk,

notary public, good references, wants position. Nominal starting salary. P. O. Box 382, Hereford. 25-3p

ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Bireley's orange juice and ice cream, delivered twice daily or can be purchased at our downtown office at 212 West Third Street. Prairie Dairies, Phone 6. 23-1f

Introductions to lonely, affectionate people. Many wealthy. Marriageable. Reliable, dignified service. Tracy F. Major, Hereford, Texas. 1c

WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Tailors. 11-1f

Lost and Found

LOST: Surveyor's rod between Ford school and Dawn - Wildorado highway. Finder please return to County Judge's Office. 25-3c



I used to sit and worry for hours about the kind of feed to use or where to get my farm needs, but now I just go to WEST TEXAS FEED & SEED, for those boys can tell me just what I need. Let them do your worrying!

- DAIRY FEEDS
- POULTRY FEEDS
- HAY
- FLY SPRAY
- LICE POWDERS
- COPPER CARBONATE
- FIELD SEEDS
- WORM PILLS
- COAL
- GARDEN SEEDS
- BLOCK and SACK SALT

CUSTOM SEED CLEANING

We Buy Cream, Eggs Poultry, Hides

West Texas Feed & Seed

PHONE 265

as featured on the MARCH OF TIME



REMINGTON NOISELESS PORTABLE 10c a day

Now payments amount to only 10c a day, buy a genuine Remington Noiseless Portable. Makes only a whisper of sound... never disturbs others. Full size platen. Standard twelve-yard ribbon. Back spacer. Variable line spacer. Other valuable features.

What a help a Remington Noiseless Portable is in getting homework—or any writing—done faster. Gives you time for other things. Improves grades too... an average of 14%!

HIGH SCHOOL STUDENTS... ask for free trial

THE HEREFORD BRAND

PHONE 265

A FEW MORE BARGAINS LEFT IN REPOSSESSED MACHINERY

- 1—Six-foot Electric Refrigerator, like new.
- 3—Practically new MAYTAG Washers.
- 2—Kerosene Heating Stoves.
- 1—Six-Volt Radio—PHILCO, used 60 days.
- 1—Ice Box
- 1—50 Horsepower Hart-Parr, 4-cylinder motor, re-built and a dandy irrigation motor
- 1—Master Buick Motor, rebuilt.
- 1—Two-row P. and O. Lister.
- 2—Superior Drills.
- 1—Dempster No. 40 four-row Lister Drill.
- 1—McCormick Row Binder.
- 1—IHC four-row Monitor, used one season.
- 1—Three-button Case mold board plow.
- 1—15-30 IHC Tractor, ready to work.

These repossessions will be sold for just what there is against them.

M. D. WOMBLE



OUR MEAT PRICES HAVEN'T ADVANCED AND OUR GROCERIES ARE ALL SPECIALS!

GIVE US A TRIAL IT WILL BE APPRECIATED

Quality Food Store

Phone 120 J. W. ROBINSON, Mgr. Free Delivery

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

JUNIOR PIONEERS STUDY NATIONAL PARKS

The Junior Pioneer Study club met at the home of Mrs. Margaret Schroeter Tuesday night. Ruby Thompson and Lyndell Mitchell were assistant hostesses. The program was a continuance of a study of the National Parks, with Yosemite National Park as the subject of special interest for the evening. Bessie Patterson was leader. She told something of the size, the location, and gave a general description of the park. Lueta Borden talked on The Beauty in the Formations. She described the lakes and rivers and told of the variance in altitude and of the huge valley eight miles long. Miss Borden also discussed another topic Living With Yosemite, in which she told of the cost of a visit there and of the accommodations offered. Virginia Woodford described the waterfalls in the park. Members present were Nona Willis, Marie Roden, Katherine Kester, Nell Culpepper, Virginia Woodford, Dorothy Telford, Lueta Borden, Anna K. Hardesty, Bessie Patterson, Nora Alice Ray, Virginia Miller, and the hostesses. Guests of the club were Miss Katherine Slimp of Los Angeles; Mrs. Owen Miller, of Amarillo; Mrs. Wayne Davenport, of Amarillo, and Mrs. Commodore Shipley.

Mrs. Frank Lambert left last week for Buffalo, New York, where she will spend the remainder of the summer visiting with her daughter, Mrs. Helen Jones and family.

MISSIONARY SOCIETY STUDIES AMERICAN NEGRO

The Woman's Missionary Society of the Baptist church met Wednesday afternoon at the church with the Lillie Handley Circle in charge of the program and the East Side Circle as hostess circle. Mrs. Carl Mountz led the program on The American Negro and Missionary Work Among the Negroes. Mrs. Mountz introduced the lesson with a review on the Negroes' background, tracing the origin of the American Negro as we know him today.

In discussing Outstanding Negroes, Mrs. A. O. Thompson gave a description of George Washington Carver, who is professor of science at the Tuskegee Institute in Alabama.

Mrs. Wiley Roberson gave the life of Booker T. Washington. Special music was furnished by a trio composed of Meses. Carl Mountz, Wiley Roberson and A. O. Thompson. They sang a negro spiritual number and a medley of Southern airs.

The new pastor Rev. W. E. Barnes, Mrs. Barnes and her mother, Mrs. Hyer, were guests.

MRS. SCHULZ RETURNS HOME

Mrs. A. B. Schulz returned home last Thursday from a visit with her daughter, Mrs. Carl Hurd, and family in Perryallup, Washington. Mrs. Schulz was called there by the critical illness of Mrs. Hurd, and her friends here are happy to know that she is much improved now.

Handful Hauls Trainloads



Scaled in detail, the Santa Fe Railway System is reproduced in miniature at the Pan American Exposition, in Dallas June 12, October 31. Minton Cronkrite, Californian who built the little 1/48th-size "Santa Fe" line, is shown setting a match stick "trainman" at the brakes of a car loaded with sulphur. Some idea of the size of the locomotive is given by an Exposition hostess, Texasita Lois Crow.

County May Send 15 to A.-M. Meet

Deaf Smith county has been allotted 15 delegates to the A. & M. Short Course at College Station, August 16-19 inclusive. It was announced here this week by Alex R. Bateman, county agent. All farm folk interested in attending the short course were asked to contact Mr. Bateman and to make arrangements. The trip will either be made in a large bus or individual cars will be taken. Among the outstanding features of the short course this year will be the appearance of Mrs. Franklin D. Roosevelt on the program.

Vega News

BY CORRESPONDENT

Miss Fern Freeman, a Plainview nurse, is visiting her parents, Mr. and Mrs. Ben Freeman.

Miss Rachel Shields spent the 4th with Miss Edith Shields at Carlsbad, N. M.

Shirley Jean, daughter of Mr. and Mrs. C. L. Morris, has the whooping cough.

Mrs. Charles Brents, nee Doris Saunders, spent Tuesday here.

Miss Ruth Wood underwent an appendectomy at an Amarillo hospital Wednesday.

Leonard Sprouse, who has been working at Hot Springs, N. M., is visiting home folks.

Rev. L. A. Godwin was called to Durant, Okla., recently when his wife was involved in a car accident.

Miss Velma Loyd, a Plainview nurse, will spend two weeks here with her parents.

Miss Virginia Watkins and Alvin Hale were married at the home of the bride's parents Friday night. Rev. Marshall Rhee of the Methodist church, officiated. The couple will make their home at Fritch, Texas.

Mrs. Marshall Howard and Don are visiting in Lubbock.

Mrs. D. M. Vogles entertained friends with a quilting party last Tuesday.

His parents, three brothers and a sister spent Saturday night, and Sunday with R. L. Thompson.

Mr. and Mrs. F. A. Robinette of Guyman, Okla., visited in the Landrum home Sunday.

A. M. McAdoo, of Adrian was in Vega Wednesday.

C. H. Gates and son, of Espanola, N. M. visited the Pulliam home last week end.

The Worthwhile home demonstration club met in an all day session with Mrs. J. T. Richardson Friday. Luncheon was served at the noon hour.

Miss Bettye Lou Davis of Foss, Okla., is visiting her aunt, Mrs. Moody Alexander.

Dr. J. G. Wilson is visiting his daughter, Mrs. C. C. Wimberley. Vincent Lockhart, state editor of the Amarillo News, was in Vega Wednesday.

F. M. Brown was here from Adrian Tuesday.

Adrian News

BY MRS. A. G. BELL

Wheat harvest began Friday and Monday elevators were running full blast.

Miss Olive Witt and a friend spent the week end at home.

Margaret Taylor came home from Plainview Saturday, and is greatly improved.

M. H. Zearing and Miss Alma Ames were married in Tucumcari Sunday, July 4.

Grayson Bell of Albuquerque, and his mother of Hereford spent Saturday night in the Bell home.

Mr. and Mrs. G. W. Symms spent the 4th with their son, Paul, and his family near Friona.

Mr. and Mrs. A. G. Bell spent the 4th in the Ireland home in Hereford, with four families attending a family reunion.

The bridge club met with Mrs. V. Jones Monday, two tables being present. High score went to Mrs. Youngblood, low to Mrs. McAdoo. Punch fruit jello with ice cream, and ice box cookies were served.

Mr. and Mrs. John Ross spent the week end with their daughter at Dalhart.

Mr. and Mrs. V. Jones spent the 4th at Glen Rio with Mr. and Mrs. John Ferguson.

Miss Clincales is visiting at and near Adrian.

Mr. Collier has improved to the point where he can get about on crutches.

Emmett McAdoo and wife drove out Monday to look over his wheat prospects.

Adrian and Vega played ball Sunday, Adrian winning.

Mrs. Josie Wesley of Sweetwater is spending several weeks here looking after business interests and visiting in the homes of Mrs. S. L. Easley and Mrs. J. O. Newell, and other friends. Mrs. Wesley spent the past week end in Clovis, New Mexico, with her son, J. A. Tapp.

Mrs. Josie Wesley of Sweetwater is spending several weeks here looking after business interests and visiting in the homes of Mrs. S. L. Easley and Mrs. J. O. Newell, and other friends. Mrs. Wesley spent the past week end in Clovis, New Mexico, with her son, J. A. Tapp.

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FORD CLUB MEETS WITH MRS. F. C. BENSON

The Ford community club met with Mrs. F. C. Benson Thursday afternoon. Miss Hilda Straffuss, president, directed the business session and was also in charge of the program. Plans were made for the year book for the coming club year's work. Appointed to serve on the committee were Meses. V. T. Glenn, chairman, F. C. Benson, Clarence Carnahan, and G. E. Benson.

A birthday party honoring club members whose birthdays occur in July will be given at the home of Mr. and Mrs. Clarence Carnahan Sunday evening, July 18, at 8 o'clock. Members will bring ice cream and cake. Announcements concerning the next regular meeting will be made later. Refreshments were served to club members and guests.

REV. GRIFFIN TO PREACH HERE SUNDAY

Rev. W. M. Griffin former pastor of the Presbyterian church, will preach here Sunday morning, July 18. A dinner will be held at the church following the morning services so that the many friends of Rev. Griffin will have opportunity to see him. All members and friends of the church are invited to come and bring a basket lunch.

Rev. Griffin is now doing home mission work in the Ozarks in Ark. He will be here to attend the Panhandle Presbyterian Conference held each year in Oeta Canyon. A number from the local church expect to attend.

Y. W. A. GIRLS MEET AT CHURCH

Y. W. A. Girls of the First Baptist church met at the church for their regular business and educational meeting Monday afternoon at 6:30 o'clock. The meeting opened with a missionary song sung in unison. Miss Genece Standifer directed the business session when plans were made for the group to attend the Baptist Girls Conference to be held in Oeta Canyon July 12-13. Twenty or 25 girls from Hereford are planning to make the trip.

Miss Mary Posey was in charge of the missionary program which was built around the life of Basil Lee Lockett, foreign missionary to Africa. Miss Thornton Shirley told of the boyhood of the missionary and Miss Genece Standifer told of his surrender to his work. The preparation of Mr. Lockett for his work in Africa was discussed by Mrs. Jack Roberson.

The next meeting will be held at the home of Miss Thornton Shirley on Monday, July 19.

METHODIST WOMEN HAVE PARTY AND PROGRAM

Members of the Woman's Missionary Society of the Methodist church were entertained with a lawn party and program at the home of Mrs. F. T. Rolosen yesterday afternoon.

A World Outlook program was given, with Mrs. Wm. McGehee as leader. The meeting opened with the appropriate song In the Garden. Mrs. Rolosen led the prayer and Mrs. W. O. Fox gave the devotional. Under the subject, Great Missionary Personalities, Mrs. J. E. Beyer discussed schools and their leaders of India. Mrs. J. F. Ward talked on The Laura Hagood School in China. Mrs. S. L. Easley directed the social hour. A Bible contest was enjoyed. Two visitors, Mrs. Cawthon Bryant and Mrs. F. M. Montford, of Lubbock, were present. Refreshments were served.

The next meeting will be held on next Wednesday afternoon at the church.

SEWING CLUB ENTERTAINED

An enjoyable occasion was the meeting of the Wednesday Sewing club held yesterday at the home of Mrs. W. J. Stanford. A luncheon at noon and knitting, sewing and conversation in the afternoon furnished entertainment.

Garden flowers with pink dahlias and roses predominating, were used as decorations. An attractive arrangement of daisies and baby's breath formed the centerpiece for the table.

Those present were Meses. Ernest Medkief, O. C. Holt, J. T. Gilbreath, Jr., Travis Dameron, Miss Mary Elizabeth Stanford and the hostess.

Johnny Biggs and daughter, Shirley Ann, and niece, Frances Ann, of Amarillo were here to spend the Fourth of July with his mother, Mrs. Russell Carroll. Mr. Biggs returned to Amarillo Sunday, while Shirley Ann and Frances Ann remained here for a week's visit with their grand-

Classified Ads Are Little Workmen Who Pay Big Dividends

At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

THREE INSERTIONS For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or, sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE Hereford Brand

MAKE YOUR LETTERS IMPRESSIVE!

DEMAND

Peerless BUSINESS PAPERS

Peerless assures you of highest quality permanence . . . prestige and the plus advantages of a rag content bond. Use it once — fo pen or typewriter and enjoy the difference!

THE HEREFORD BRAND

TELEPHONE 20

Hennen Gives

(Continued from page one)

sale cost of electricity and caring for the fixed charges.

The cooperative is a non-profit organization designed for the use of low cost electricity to its members, and their profits come in the form of cheap power, no surplus of money will ever be in the treasury of the Cooperative, which is the reason no arrangements can be made for new members after we complete the project—unless the money can be borrowed from the government for such new members.

To Begin Work Soon.

We are almost ready now to begin construction on the project, which we have all worked for and hoped would come. There is no question that great benefits will come to this community in better living conditions, dependable power for irrigation and enhanced values. So let us all cooperate in completing the project at the earliest possible time. Ease-

ments must be given for the lines that bring you the service and they must be secured before the lines can be built. Please be ready to sign the easement and begin to make your arrangements to take electricity by October or November.

Carl Dean Mountz, who is attending business college in Amarillo, visited his parents, Mr. and Mrs. Carl Mountz, over the Fourth. Also visiting in the Mountz home is Frank Homer Wright, of Fort Scott, Kansas. He will spend the summer here.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

HEREFORD LODGE NO. 849, A. F. & A. M.

State Meetings Each Second Monday Night of Month. School of Instruction each Thursday Night. Visitors Are Welcome. M. D. WOMBLE, W. M. EGBERT BRADLY, Secretary

GOOD FISHING

I am opening my place for fishing and camping for a short time, beginning Saturday morning at 8:00 A. M. This place has been closed to fishermen for three years.

T. C. IVEY

Men, 50c; Women, 25c. Nine Miles S. W. of Dawn

JULY SALE

Here is your chance to SAVE on white shoes! Good quality, all this year stock! It will pay you to buy now for next year.

FRIENDLY FIVES

\$3.95

All late shades and combinations. Regular \$5.00 shoes on this sale at reduced price

SAVE NOW!

See all of these White Shoes in our special window display. Then come in any save.

\$2.60

Regular \$3.50 and \$3.00 Shoes

THERE ARE MANY MORE WHITE SHOE MONTHS LEFT IN THIS YEAR

WHITES

LADIES' SHOES

The Biggest Savings of The Season!

Regular \$5.00 Shoes **\$3.95**

Regular \$3.95 Shoes **\$3.25**

Regular \$2.95 Shoes **\$2.25**

Regular \$2.00 Shoes **\$1.69**

—Because you can count on white shoes until late September, and because these are the very latest styles, we know you'll want to take advantage of this sale.

Close Out Prices On Children's Shoes!

D. R. GASS & SON

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

FAMILY DINNER GIVEN FOR MOTHER BELL

A family dinner which included four of Mrs. B. T. Bell's eight children as guests was given Sunday at the home of her daughter Mrs. E. S. Ireland. Her two sons, Allen, of Adrian and his wife, and Grayson of Albuquerque, New Mexico; Mrs. Harvey Cash, a daughter, and Mr. Cash of Canyon, and the E. S. Ireland family made up the family group, while at the same time on the same day, in San Diego, California, four other sons of Mrs. Bell were enjoying a get-together. Barclay Bell of Los Angeles, James, Albert and Calvin Bell, of San Diego, made up that family group at the home of Albert Bell.

Mrs. Bell is a pioneer of the Panhandle. She celebrated her 83rd birthday last year. Callers in the afternoon were Meses. C. F. Kerr, J. W. Alexander, H. C. Baird and Seth B. Holman.

FORMER HEREFORD BOY MARRIES

Word has been received here of the marriage of Miss Charlie Marie Moore and Mr. Rex Tynes both of Lubbock. The young couple were married at the Methodist parsonage in Clovis, New Mexico, last Saturday night. Dr. Robert E. Dickenson, pastor of the First Methodist church of that place, performed the ceremony.

Miss Nina Tynes, sister of the groom, of Lubbock, and Stanford Knox of Hereford attended the wedding. After the ceremony Mr. and Mrs. Tynes came to Hereford and returned to Lubbock Monday.

Mrs. Tynes is the daughter of Mr. and Mrs. Farris Moore of Hobbs, New Mexico, formerly of Lubbock.

Mr. Tynes is the son of Mr. and Mrs. Rex Tynes, formerly of Hereford. He was graduated from Hereford high school in 1933 and moved to Lubbock with his parents in September, 1933. He has attended Texas Tech at Lubbock, and both Mr. and Mrs. Tynes plan to attend Texas Tech next winter, where at the close of the school term he will receive an A. B. degree in electrical engineering. He is now employed at the Broadway Pharmacy in Lubbock.

HOME DEMONSTRATION CLUB MEETS WITH MRS. CLARK

Use the slogan, "Two hours from the garden to the can," said Miss Schultz, Castro county home demonstration agent, at the meeting of the Summerfield home demonstration club at the home of Mrs. Britt Clark Friday afternoon. Miss Schultz also said, "Bring your pantry up to date by planning your budget for the size of your family and store all the fresh products you can and then can all the rest." A council report was given by Mrs. L. L. Cannon.

Those attending the meeting were Meses. Leroy Wilson, L. L. Cannon, J. A. Noland, Geo. Storey, Ray Johnson, B. E. Roberson, C. R. Walsler, D. C. Walsler, Lee Curry, Hollis Walsler, Mrs. Nell, Miss Mabel Cannon and the hostess. The club will hold its next meeting with Mrs. L. L. Cannon Friday afternoon, July 16.

Visits Aunt Here.

Mrs. M. Y. Galloway of Amarillo will leave this afternoon for her home after a few days visit with her aunt, Mrs. Seth B. Holman. Mrs. Galloway and her husband, and Mr. and Mrs. Carl Hare of Amarillo spent last week end in Clouderoft, New Mexico, and enroute home Mrs. Galloway stop over here for a visit.

"Mosquito Control" Essay Wins \$500



An essay on "The Importance of Mosquito Control and the Gorgas Memorial" brought a check of \$500 to William L. Drake, Jr., of Milwaukee, Wis. The check was presented to young Drake in the White House. Photograph shows, left to right, Mrs. Henry L. Doherty, who donated the prize; William Drake, receiving the award from President Roosevelt; Admiral Carey T. Grayson and Senator F. Ryan Duffy of Wisconsin. The essay contest was the eighth annual in memory of Maj. Gen. William C. Gorgas.

WORKERS COMPLIMENT HERMAN STEWARTS

Complimenting Mr. and Mrs. Herman Stewart of Hartman, Ark., who are visiting in the city, the Loyal Workers club entertained Friday with a covered dish luncheon at the IOOF hall.

Those present at the noon hour were Mr. and Mrs. E. E. Fridley, Ursulae Fridley, Dr. and Mrs. F. E. Bove, Mr. and Mrs. Clifford Cox, Clifton Neal Cox, Mrs. Ann McCullough, Norma Jean McCullough, Mrs. Dolly Godwin, Edan Park, Mrs. Ted Young, A. H. Elliston, Mr. and Mrs. Edgar Sowell, Mr. and Mrs. Clarence Sowell and Mrs. A. C. Barnhart. In the afternoon conversation, sewing and crocheting furnished entertainment. Meses. Henry Williamson, Cliff Hicks and Arthur Rogers attended in the afternoon.

Luncheon Club Meets Wednesday.

Pastel shaded gladiol and larkspur were combined in decorations for the luncheon given Wednesday of last week for the Wednesday Luncheon club at the home of Mrs. Oscar Eastley. Rose-pink gladiol in a blue bowl centered the lace laid table in the dining room. After the luncheon two tables of players enjoyed games of bridge when high score was awarded to Mrs. J. A. Pitman. Others playing were Meses. B. M. Wiltshire, W. M. Davis, J. C. McCracken, C. C. Rockwell, Glen Snyder, Cecil Guseman and the hostess.

SODALITY HAS INSTALLATION OF OFFICERS

The Sodality of Our Lady of the Atonement conducted a service for the installation of officers on Monday evening at the convent. New officials are Mary Virginia Eberle, Prefect; Emmarie Hoffman vice prefect; Rita Bezner, secretary; Bernadette Albracht, treasurer. Committee chairman are Mary Virginia Eberle, Our Lady's committee; Emmarie Hoffman, social life; Elizabeth Bezner, Encaristic; Marie Loerwald, publicity.

During the business session Sodality discussed the purchase of two volumes of Our Catholic Heritage in Texas, to be placed in the county library.

Plans were made for a picnic July 20. The meeting closed with benediction of the Blessed Sacrament given in the chapel. Attending were Elizabeth Bezner, Monice Albracht, Rita Bezner, Adeline Koelzer, Emmarie Hoffman, Mary Virginia Eberle, and Marie Loerwald.

LAWN PARTY HONORS MRS. G. A. F. PARKER

Among the many informal social affairs being given to compliment Mrs. G. A. F. Parker, who is here from Austin, was the lawn party given at the home of Mr. and Mrs. J. E. Beyer recently. A picnic supper was a feature of entertainment and games of 42 were enjoyed in the back-yard flower garden where climbing roses, snapdragons and stately larkspur formed an ideal background for an out-door party.

Those present were Meses and Mmes. H. H. Hawkins, A. C. Thompson, F. T. Roloson, Meses. Dorothy Ross, J. B. Hammer, E. W. Harrison, Miss Bettye Jane Roloson, the honor guest and the hosts.

SPEND INDEPENDENCE HOLIDAY HERE

Here to spend the Independence holiday with his brother, John Olson and family, was Clarence Olson of Waco. With him were his daughter, Essie, and son, Clarence, Jr.

On Sunday the two families visited in Amarillo and Palo Duro Canyon. Mr. Olson and son left for their home Monday morning. Miss Essie Olson remained in Hereford for a longer visit. Mr. Olson is engaged in the lumber business at Waco.

GAMES PARTY GIVEN

Mr. and Mrs. Travis Caraway entertained with a games party at the home of Miss Dorothy Funderburg Tuesday night. Cut flowers were used throughout the entertaining rooms as floral decorations. An orchid and white color motif was carried out in refreshments. A variety of games were enjoyed.

Those attending were Meses Fern Hagar, Nedra Clayton, Inez Funderburg, Nina Barleson, Maxine Adams, Ruth Adams, Ruth Hagar, Caroline Hagar and Dorothy Funderburg, Ted Lomas, S. E. Brukon, Ray Woodrow, Dean Robbs, Mr. and Mrs. Hubert White, Mr. and Mrs. James Tanner, Mr. and Mrs. J. I. Funderburg and the hosts.

WILL LIVE HERE

The marriage of Miss Novalline Blair of Plainview and Mr. Grady Brown of this city was solemnized at the home of Dr. and Mrs. P. E. Robinson in Plainview Saturday night with Dr. Robinson officiating.

The bride is the daughter of Mr. and Mrs. Guy Blair of Plainview. Attending the couple were Hatley Irwin, Mrs. Roy Reed, Buddy Bates and Miss Ann Reed of Plainview. The couple will live here.

Visit Carlsbad Caverns.

Forming a party for a visit to Carlsbad Caverns Wednesday were Miss Elizabeth Ireland, Robert Aday of Waxahatchie; Miss Nancy Conkright and O. J. Beene. The young people left Hereford early Wednesday morning and made the return trip the same day.

SHERIFF'S SALE

THE STATE OF TEXAS COUNTY OF DEAF SMITH

By virtue of an order of sale issued out of the 60th District Court of Deaf Smith County, Texas on the 6 day of July, A. D. 1937, by the Clerk thereof, in Cause No. 2274, Land Title Bank and Trust Company, Trustee, plaintiff, vs Mrs. S. A. Hughes, a widow; J. N. Jordan, Horace B. Jordan and Wm. M. Hale, co-defendants, the partnership firm of Jordan Construction Company, defendants, plaintiff recovered judgment against the defendants, Mrs. S. A. Hughes, and J. N. Jordan, Horace B. Jordan and Wm. M. Hale, jointly and severally, on the 5th day of February, A. D. 1937; and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's sales, on the First Tuesday in August, A. D. 1937, it being the 3rd day of August, at the Court House door of Deaf Smith County, in the City of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

Lots No. Thirteen (13), Fourteen (14), Fifteen (14), Sixteen (16), Seventeen (17) and Eighteen (18), in Block No. Twenty-five (25); and

Lots No. Twenty-three (23), and Twenty-four (24), in Block No. Twenty-four (24), all in the Original Town of Hereford, Texas, as shown by the plat of record, to which reference is here made.

Levied on this 6th day of July, A. D. 1937, as the property of defendant, Mrs. S. A. Hughes, to satisfy a judgment in the sum of

666 checks **MALARIA** in 3 days **COLDS** first day **Headache, 30 Minutes** Liquid Tablets **Salve, Nose Drops** Try "Rub-My-Tism" World's Best Liniment

\$1,442.40, to satisfy amounts of \$380.37 due on Certificate 139; \$355.00 on Certificate 154; \$355.00 on Certificate 156, and \$126.78 on Certificate 159, principal and interest, together with \$225.00 reasonable attorney's fees, apportioned \$56.25 on each certificate, selling each lot separately if susceptible of separation, to satisfy amount due on certificate covering

lots evidenced thereby, for improving Miles Avenue and Second Street abutting, decreeing foreclosure of special assessment liens as first and prior liens against said defendants. Dated at Hereford, Texas, this 6th day of July, A. D. 1937. J. O. NEWELL, Sheriff, Deaf Smith County, Texas. By Fred W. Baird, Deputy. 27-3

Oliver "70"

THE ROW CROP KING

See The New OLIVER 28-44 Today!

It's a pleasure to be a tractor operator when there's a new OLIVER "70" on the farm. The new Oliver "70" is a joy to handle and a pleasure to ride. Its automotive features—the smooth flow of power from the six-cylinder motor—the easily operated clutch and gear shift—the four speed transmission—the finger tip steering, synchronized with steering brakes—all work together so that the operator finishes the day almost as fresh and carefree as he started out in the morning.

Hereford Implement and Appliance Co.

Uncle Sam's **First Choice** was Westinghouse

Because... he wanted economy — not on the initial price alone but on a 10-year guaranteed operating cost. So Uncle Sam bought 16,697 Westinghouse refrigerators.

If Uncle Sam can save money on Westinghouse refrigerators, you can save, too.

Remember... it's the 10-year economy that counts.

Texas-New Mexico Utilities Company

THE PICK OF THE CROP IN QUALITY FOODS

Salad Dressing	23¢
Mel-O-Mix, qt	15¢
Shinola, Black	15¢
Brown or tan, 2 for	25¢
Spinach, Del Monte	25¢
15-oz can, 2 for	19¢
Tea, Bight and Early, 3 1/2-oz pkg (With Glass)	17¢
Ripe Olives	17¢
Del Monte 9-oz can	14¢
Catsup	14¢
Brimfull, 14-oz bottle	19¢
Sardines, King	25¢
Solomon, 15-oz can, 2 for	5¢
Green Beans	25¢
Cut, No. 2 can, 3 for	5¢
Pork and Beans	5¢
Phillips', 11-oz can	

TOMATOES

Np. 2 Can 3 for 25¢

SALMON

Deming's 2 cans 23¢

CHUCK

Steak, lb ... 25¢

Side Pork 25¢

Fresh, lb Home Grown and Killed

FISH

FRESH LAKE TROUT

Coconut Marshmallows Brown's, 8-oz 15¢

GREENS, Mustard, 25¢

Or Turnip, 3 No. 2 cans

PACKARD'S CORN MEAL

20 lb. Sack 69¢

A Home Product

TEXAS

Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

PHONE 353 O. G. HILL, OWNER WE DELIVER

WARNING!

In Compliance With State Laws and to Guard Life and Property In Our City, County and State

DEAF SMITH COUNTY

Is Waging a War Against

DRUNKEN DRIVERS.

In Deaf Smith County Alone

7

Charges have been made on Drunken Drivers for August Term of District Court.

Such a situation is intolerable. We do not blame the scores of citizens who are voicing their objections. We hereby issue warning that no mercy will be shown to any person who drives while intoxicated. There is no excuse for such an offense—and those who risk the lives of women and children deserve no mercy!

The constant talk and demands of the citizens of this section have led us to Open War Against Drunken Drivers. These demons are disregarding the life of our wives, our children, and have no respect for the rights and property of respectable citizens. Deaf Smith county and its citizens will not tolerate or suffer such outrages and infractions of our state and county laws.

"If You Drive, Don't Drink; If You Drink, Don't Drive."

Drunken driving comes up in the District Court. In all cases, driver's licenses are revoked. If judged as a felony, a person convicted of driving while intoxicated is subject to a sentence of not more than five years in the penitentiary. If judged as a misdemeanor, the offense is subject to a fine of not more than \$500.00 and a jail sentence of not more than one year.

"A DRUNKEN DRIVER need not necessarily be dead drunk." Any person who is in an accident and who is found to have the odor of alcohol on his breath is classed as a drunken driver; likewise any person found driving, while under the influence of intoxicating liquor or beverages, will also be classed as a Drunken Driver! It may seem harmless at the time, but when the case comes to court offenders are always a pitiful sight. Help us to avoid arresting you. Protect yourself, your neighbors—the women and children in this section. In the name of the law and of justice, heed the highway signs—"If you drive, don't drink; if you drink, don't drive."

DEAF SMITH COUNTY
J. O. Newell, Sheriff

ALL TRUCKS MUST BE EQUIPPED WITH HEADLIGHTS, TAIL LIGHT, CLEARANCE LIGHTS—AND THREE FLARES TO BE USED IN CASE OF ACCIDENT—ALL NECESSARY BY LAW!

Keep Terraces In Shape, Says Local Engineer

While farmers of the erosion region are welcoming the moisture-bringing rains, they should remember that these same rains often bring breaks in terraces, according to John Parcher, project engineer of the Soil Conservation Service area near Hereford.

Repairing breaks which may have occurred, especially in newly constructed terraces, is an important part of the farmer's work throughout the year, but there are certain seasons when breaks are more likely to develop.

Terraces aid in controlling erosion by breaking long slopes into a series of shorter slopes and concentrating the water from each terrace interval in the terrace channel, Parcher points out. Listing between the terraces greatly strengthens the system. The ridges serve to break the flow of water between terraces, while the furrows hold much of the water where it falls.

When a break does occur in one of the terraces, this concentrated volume of water rushes through the opening onto the next terrace interval, and when a hard rain comes, is liable to result in a series of breaks in the terraces below and the formation of gullies down through the fields. Once a gully is formed, the water can escape from the field where it is needed.

Should terrace breaks occur during or just after the planting season, small row crops in the terraced fields may be covered with soil or the seed washed out where the water flows across the rows in the terrace interval below the break.

Rutherford Guests.

Guests of Mrs. Hattie Rutherford Tuesday were Mrs. M. E. Seigler of Canyon and son, Earl, of Oklahoma, and Mrs. W. A. Perciful of Amarillo. Mrs. Zeigler is a sister in law of Mrs. Rutherford and Mrs. Perciful is a daughter. Visiting the wheat fields on Mrs. Rutherford's ranch northwest of Hereford was a part of the day's entertainment.

Try First to Buy in Hereford.

Mr. J. L. Dee
says:
B J B
Bile Salts, Juniper & Buchu Compound Tonic Tablets

Quickly Relieved PROSTATE PAINS
Liver, Kidney, Bladder Trouble, Night Rising

Mr. Dee Also Says: "Oh, What a Blessed Relief This Wonderful Medicine Gave Me."



Mr. J. L. DEE
First, the pains in my Prostate left me almost instantly. The Liver, Kidney, Bladder Trouble and Night Rising from which I had suffered for years, left me almost as if by magic. I had also suffered for eight years with Gas Bloat and indigestion. At times my ankles would swell until I could hardly fit my shoes. I was always taking physics, kidney medicines and stomach remedies. Now, since taking this WONDERFUL PREPARATION, all my old ailments are gone. No getting up nights; no prostate pains; no rheumatism; no backaches, and I eat anything I care to. (J. L. Dee, 217 East Choctaw St., McAlester, Okla.) (POSITIVE MONEY BACK GUARANTEE). Ask For The Genuine.

B J B
Brooks' Drugs

STRIKE MEDIATOR



Charles P. Taft, son of the late chief justice of the Supreme court, who is one of the members of the three-man mediation board appointed by the U. S. Labor department at President Roosevelt's direction to bring about peace in the steel industry. The other members are Lloyd K. Garrison, dean of the law school of the University of Wisconsin and Edward McGrady, as assistant secretary of labor and the department's ace trouble shooter.

Bellview News

MRS. R. H. JOHNSTON
Harvest is progressing with the fine weather. The yield is not what was expected because of rust, but 35 bushels has been reported on a few fields, others not getting over four or five bushels. Row crops look good, but rain would be of benefit to them.

Milton Clements, wife, daughter and sister, Eunice, of Kirkland visited here last week end.

Mmes. Bill and Hershel Collins of Grady visited. G. W. Messenger and wife here Monday.

Mr. and Mrs. Ira Alexander are visiting here from Arkansas.

C. Messenger is here from Oklahoma working in the store of his brother, G. W.

Mrs. J. T. Reese and son, Dee and family attended the celebration at Clovis Monday.

Mrs. Bonnie Ridley, Hellen Trapp and John Cunningham visited in Clovis over the week end.

Oscar Hackley and family spent Sunday in Rea, Texas.

Norma Jean Foster who is visiting her aunt, Mrs. R. H. Long, in Canyon stopped here Monday en route to Clovis, New Mexico, where she is the guest of Miss Luella Foganson this week. She plans to return to Canyon Sunday. Later she will visit her aunt, Mrs. Mace Whitman, formerly of Hereford, and her mother, Mrs. Boyd in Amarillo.

Oscar Hackley and family spent Sunday in Rea, Texas.

Miss Foster Hereford Guest.

SHERIFF'S SALE

THE STATE OF TEXAS
COUNTY OF DEAF SMITH

By virtue of an order of sale issued out of the 60th District Court of Deaf Smith County, Texas, on the 6th day of July, A. D. 1937, by the Clerk thereof, on a judgment rendered on the 2nd day of February, A. D. 1937, in Cause No. 1983, Land Title Bank and Trust Company, Trustee, plaintiff, versus J. L. Rogers, individually and as sole legatee and independent executor of the Estate of Albertina A. Rogers, deceased, and wife, Claudia Rogers; Carl Gilliland, Branch Investment Company; Liberty National Bank, and J. N. Jordan, Horace B. Jordan and Wm. M. Hale, composing the partnership firm of Jordan Construction Company, defendants, in favor of plaintiff against defendants, J. L. Rogers, individually and as executor and J. N. Jordan, Horace B. Jordan and Wm. M. Hale, and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's sales, on the First Tuesday in August, A. D. 1937, it being the 3rd day of August, at the Court House door of Deaf Smith County, in the City of Hereford, the following described property situated in Deaf Smith County, Texas, to-wit:

Lots No. Nine (9), Ten (10), Eleven (11) and Twelve (12), in Block No. Thirteen (13), of the Whitehead Addition to the City of Hereford, Texas, as shown by the plat of record, to which reference is here made.

Levied on this 6th day of July, A. D. 1937, as the property of defendant, J. L. Rogers, to satisfy a judgment in sum of \$613.05, principal, interest and a reasonable attorney's fees, selling each lot separately, if separable, to satisfy indebtedness owing on Certificate No. 80 for Improving Lovitt Avenue abutting said property, decreeing a foreclosure of the special assessment and mechanics liens as first and prior claims against each and all of the above named defendants.

Dated at Hereford, Texas, this 6th day of July, A. D. 1937.
J. O. NEWELL, Sheriff,
Deaf Smith County, Texas.

By: Fred W. Baird, Deputy.

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Spotted Fever Appears In Texas

Appearance of the dread Rocky Mountain Fever in Texas was evident this week when two cases of the disease reported in Southeast Texas were officially diagnosed as such by Dr. R. R. Spencer, spotted fever expert of the United States Public Health Service. Dr. Spencer, vacationing in San Antonio, was pressed into service by State Health Officer, Dr. Geo. W. Cox, to diagnose the two cases, one of which proved fatal.

Dr. Spencer's diagnosis is the first official recognition of the presence in Texas of spotted fever, a disease transmittable to men by the bite of infected ticks. Although many wood and dog ticks are not infected with the fever, the disease in man is serious enough to warrant the practice of precautionary measures. A person with spotted fever may develop the disease within two to 12 days after receiving the infection.

When the ticks appear, they are unfed and are seeking some animal to attach themselves to

KIWANIS PRESIDENT



F. Trafford Taylor of St. Boniface, Manitoba, Canada, who was elected president of Kiwanis International for 1937-38 at the recent convention at Indianapolis. He has been a member of the club since 1924. Delegates from all parts of the United States and Canada attended the convention.

and suck blood. When the tick drops in an animal, including man,

it does not start feeding at once, but usually spends some time searching for a suitable place. Experiments have shown that a previously unfed tick will attach itself to the body and feed for a few hours before transmitting the infection, but then it becomes highly infectious.

Three measures may be used to prevent spotted fever: avoid ticks, remove ticks from person as soon as possible, or be vaccinated. Vaccine to prevent spotted fever is not readily available so precaution should be used to avoid or eliminate ticks from the person immediately.

ESTRAY NOTICE

In compliance with the law and upon the return of T. W. Robertson, Commissioner of Precinct No. 2, Deaf Smith County, Texas, I hereby give notice that there has been found running at large and estrayed, the owner of which is unknown

One 4-year-old Whiteface cow, with brand I with two bars above it on the left shoulder, ranging in the neighborhood of the Mrs. Hattie Rutherford place, 16 miles northwest of the city of Hereford, Texas since the month of May,

1936, And if not legally proven away by the owner thereof, within 20 days from the date hereof, the same will be advertised and I will proceed to sell the same according to law.

T. W. ROBERSON,
Commissioner of Precinct No. 2,
Deaf Smith County, Texas, on
this the 10th day of July,
1937, A. D.

Save Up To 50%

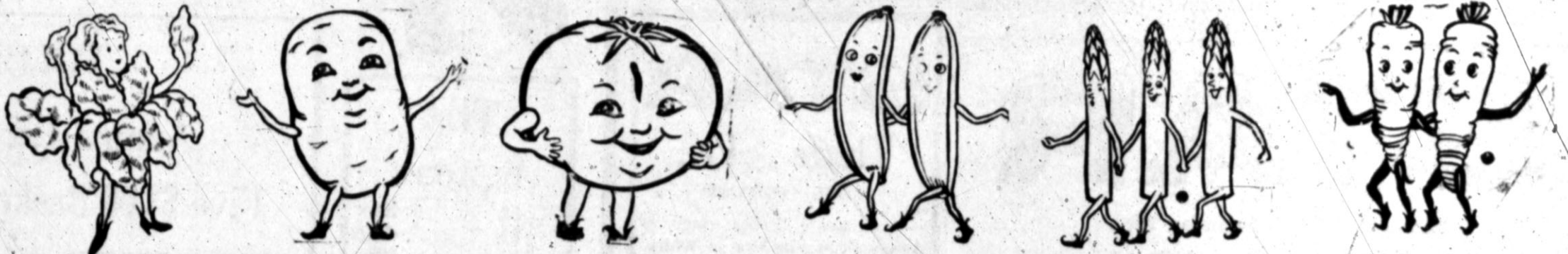
TRACTOR BEARINGS
SLEEVE ASSEMBLIES
CARBURETOR — MAGNETO
GASKETS — VALVES
PISTON RINGS AND MANY
OTHER TRACTOR SUPPLIES

Tractor Bearings Co.

215 W. 7th Street.

Amarillo.

Furr Food Features Garden-Fresh Fruits and Vegetables Daily



- PEACHES, No. 10 can 41c
- BLACKBERRIES, No. 10 Can 45c
- APRICOTS, No. 10 Can 45c
- TEA, Lipton's Yellow Label, 1-2 lb can 39c
- TEA, Lipton's Yellow Label, 1-4 lb can 21c

2 Ice Tea Glasses FREE With Each Half-Pound.
1 Ice Tea Glass FREE With Each Quarter-Pound

MARKET VALUES

- BEEF ROAST Thick Ribs Extra Fancy 1b. 15c
- SALT PORK No. 1 Bacon 1b. 23c
- Ground Meat Fresh Ground 2 lbs. 25c
- HAMS Half or Whole Picnics 1b. 25c
- BOLOGNA Or Minced Ham 1b. 15c

- CHOCOLATE SYRUP Hershey's, 16-oz can 9c
- HOMINY Van Camp's, No. 2 1/2 can 9c
- CLEANSER Sunbrite, can 5c
- JELLO All flavors, package 5c
- CORNED BEEF Swift's, 12-oz square can 19c
- MARSHMALLOWS Angelus, 1-lb pkg 15c
- RITZ N. B. C., 16-oz pkg 23c
- CORN FLAKES Millers', large pkg 9c
- MUSTARD Libby's, 9-oz jar 9c
- POPPED WHEAT Millers', large pkg 10c
- ALL BRAN Kellogg's, large pkg 19c
- SHREDDED WHEAT N. B. C., 12-oz pkg 12c
- WHOLE WHEAT FLAKES Kellogg's, large pkg 9c
- PORK AND BEANS Van Camp's, 16-oz can, 2 cans 15c
- VIENNA SAUSAGE Libby's, 2 cans 17c

- Green Beans Pound 7 1/2c
- LETTUCE Head 5c
- Canteloupes California Jumbo 2 for 25c
- ONIONS No. 1 White Wax, 3 lbs. 10c
- PLUMS Extra Large Calif., 2 Dozen 29c

MONEY SAVING VALUES

- SYRUP Brer Rabbit, 5-lb can 35c
- TOILET TISSUE Charmin, 4-roll box 23c
- KETCHUP Heinz, 14-oz bottle 19c
- SALAD DRESSING and Relish Spread, Bestyett, qt jar 27c
- GRANULATED SOAP White King, large pkg 31c
- TOILET SOAP White King, bar 5c
- APRICOTS Choice evaporated, 1b 12 1/2c
- PRUNES Choice, 50-60 size, 2 lbs 15c
- PINEAPPLE Half slices, No. 2 1/2 can 18c
- CATSUP Glen Valley, 14-oz bottle 10c
- MILK, Borden's Rose Brand, 6 small or 3 tall cans 20c
- PICKLES Sour or Dill, quart jar 17c
- POTTED MEAT Libby's, 2 cans 7c
- GRAPE JUICE Cureh's, pint bottle 15c
- LIME RICKEY, Ginger Ale Club Soda, De Sota, 24-oz bottle, 2 bottles 25c
- WAX PAPER Cut Rite, 2 rolls 15c
- PICNIC LUNCHEON SETS 25-pieces to set, each 10c
- TUNA Curtis, white meat, No. 1/2 can 19c
- TUNA Wave Kist, light meat, No. 1/2 can 15c
- TOILET SOAP Lifebuoy, 2 bars 13c, Lux, 2 bars 13c
- ICE CREAM MIX, Junket, Chocolate, Strawberry, Maple flavors, 3 pkgs 25c
- APPLE BUTTER Libby's, 26-oz jar 17c
- PICKLES Kosher Style Dill, quart jar 21c
- LUX FLAKES Large box 24c
- FLOOR WAX, Johnson's Johnson's 1/2-lb can 31c, 1-lb can 55c
- TOMATO JUICE, Libby's No. 10 can 39c, 14-oz can 7c
- COCKTAIL SPREAD Libby's, can 9c
- BABY FOOD Libby's or Clapp's, 3 cans 25c

PRICES GOOD
FRIDAY AND
SATURDAY

FURR FOOD

- PUFFED WHEAT Quaker, 2 pkgs 15c
- CORN FLAKES Kellogg's, large pkg 10c
- HY-PRO Quart bottle 15c

PERSONALS

Mrs. Claude Osborne of Friona was shopping in town Tuesday.

Robert Aday of Waxahachie is visiting in the E. S. Ireland home this week.

The L. F. Borden family and Miss Jean Snyder were Amarillo visitors Friday.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Miss Jonnie Estes of Amarillo spent the holidays at her home here.

R. L. Gillentine of Wellington Tuesday visited his son, Jimmie Gillentine and Mrs. Gillentine in Hereford.

Mr. and Mrs. Harold Parker and daughters, Eugenia and Joyce, of San Benito Texas, are visiting Mrs. Beatrice Parker.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Miss Lillian Chambers of Canyon spent the week end in Hereford. She was a guest of Miss Gwendolyn Spradley. Miss Chambers is a former member of the Hereford high school faculty, having taught English here in 1935-36.

Cecil Boyer, son of Mrs. O. E. Boyer, arrived home from Mineral Wells this morning, where he had been since Monday.

Guests in the E. T. Guseman home over the week end were Dr. and Mrs. H. L. Bezner and son of Dallas.

Wright Ireland bookkeeper at the Ireland Motor Company, visited in Shallowater, Texas, over the week end.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Mr. and Mrs. Duane Orr of Tucumcari, New Mexico, spent last week end here with his parents, Mr. and Mrs. J. S. Orr.

Mrs. Wayman Davenport of Amarillo is a house guest of her sister, Mrs. Elmer Patterson, this week.

Miss Henrietta Fritz arrived Friday from St. Louis for a visit here with Mary Jane Morgan and other friends. Henrietta is the daughter of Mr. and Mrs. Harry Fritz, one-time Hereford residents, when Mr. Fritz was cashier of the First State Bank.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Mr. and Mrs. Chas. Brooks and son, Charles Allen, spent the Fourth in Ruidoso, New Mexico. They were accompanied by relatives from Amarillo.

Miss Nina Tynes of Lubbock has been visiting Miss Frances Borden and other friends here this week.

Howard Williamson, who is attending summer school at WTSTC, was at home over the week end visiting his parents, Mr. and Mrs. Henry Williamson.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

On business in Lubbock Sunday were C. E. Markham. With him were Miss Nancy Conkwright, Miss Gwendolyn Spradley and Dick Coffee.

O. L. McKee and A. Petersen arrived home last Saturday night from Detroit, Michigan, where they went to get two trucks for Ireland Motor Company.

Mrs. G. A. F. Parker and Mrs. E. W. Harrison spent Thursday and Friday in Amarillo. While there they visited Mrs. Harrison's daughter, Mrs. J. M. Simpson, Jr., and family, and Mrs. Parker's son, George, and his wife. They also visited Miss Mattie Mae Swisher, who is ill in St. Anthony's hospital.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Mr. and Mrs. Preston Walker and children left Saturday for Beavers, Oklahoma, where they spent the Fourth of July holiday returning to Hereford Tuesday.

Mrs. L. M. Sullins returned last week from Roswell and other points in New Mexico, where she had been visiting. Her son, Chester, returned with her.

Mrs. Clem Schumacher and son Ernest, spent the week end in Sunray visiting Mr. Schumacher and attending a Fourth of July celebration.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Miss Mary Ann Baird left Tuesday for Shamrock, where she will visit her cousin, Mrs. Rufus Dodgeon, for the next two weeks. She was accompanied as far as Amarillo by her parents, Mr. and Mrs. Horace Baird.

Mr. and Mrs. Donald Hawkins and Miss Kathleta Hawkins of Amarillo spent the Fourth of July here with their parents, Mr. and Mrs. D. W. Hawkins.

R. L. Dowell and family returned Tuesday from Clarksburg where they have been visiting Mrs. Dowell's parents, Mr. and Mrs. Barton since last Thursday.

Mrs. Earl Lynn of Abilene, Texas, is visiting her aunt, Mrs. Troy Womble, for a few weeks. She arrived Saturday.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Buster Penman of Denver, Colorado, was in Hereford recently visiting his family, Mrs. Penman and children, who are spending the summer here with Mrs. Penman's parents, Mr. and Mrs. Rem Witherspoon. Mr. Penman has returned to Denver where he is employed.

Mrs. C. C. Acker and daughters, Mary Ann, Kathryn and Helen are visiting in Dalhart this week. They are guests of Mrs. J. C. Parker, formerly of Hereford.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Mr. and Mrs. Early Joiner and son of near Lockney were visiting her parents, Mr. and Mrs. G. W. Brunley and other relatives here Sunday.

Miss Nell Wyche of Wichita Falls is here visiting Mrs. Dow Mercer and attending to business. Miss Wyche is a former Deaf Smith county resident and has property here.

Zuni Women Rule Homes Women at Zuni select their own husbands, then become owners of the homes and crops raised by these husbands.

Mr. and Mrs. W. M. McGehee and their daughter, Mrs. R. O. Hupp and son, Kenneth, spent the week end visiting relatives in O'Donnell. Mrs. McGehee and Mrs. Hupp and son leave today for a two weeks visit with relatives in Plainview, Lockney and O'Donnell.

DON'T SAY RADIO — SAY ZENITH! McCONNELL ELECTRIC CO. 1c

Ted Houston of Bois, Idaho, arrived in Hereford Monday morning to join Mrs. Houston and children for a visit here with her parents, Mr. and Mrs. F. H. Oberthier. Mr. Houston will inspect Panhandle Lumber Co. yards in this section of the county, and he and Mrs. Houston will visit the Pan-American Exposition in Dallas before returning to Idaho. Mr. Houston was accompanied to Hereford by his brother, Max, who spent the day in the Oberthier home.

STAR

Midnight Preview Saturday Night
SUNDAY - MONDAY

ALWAYS COOL AND COMFORTABLE

When Ginger Jane Takes a Holiday
She works at trouble making!

STEP SOFTLY PLEASE!

Here comes Sweetie Pie... with a tear-gas bomb in her hand and a gleam in her eye!



Withers
in *Angels*
HOLIDAY
with Sally Blane · Robert Kent

20th Century Fox Picture

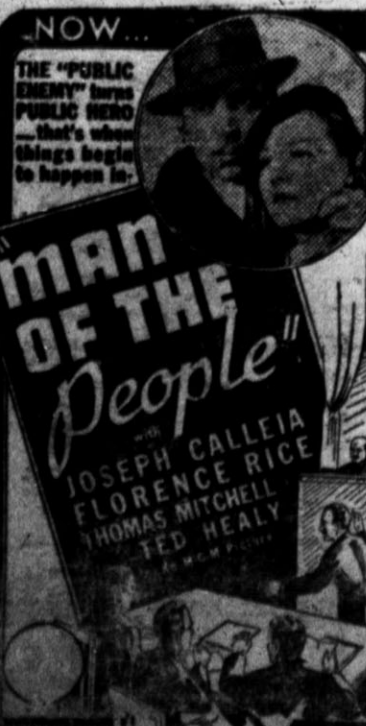
Trouble comes double when little miss dynamite comes to town... and laughs come thick and fast as her latest escapades make front page news.

It's a holler-day for Jane... but a head-ache for the rest of the town!



Tuesday Only

Home Purchase Night. Your name may be called.



WEDNESDAY

Stark Drama!
Of the D. A.'s Office



STAR

Thurs. - Fri.

COOL COMFORT

The daring inside story of America's Minute-Men in White!



—He risked his life to save a rat and what did he get for it? Ten bucks a month and a shot at glory, because... Internes can't take money!



Saturday Only

Kiddies 10¢ Adults 15¢

Box Office Opens 1 O'Clock!

YIPEE! HERE COMES BUCK!

The roughest... toughest... Ragingest Romeo that ever came out of the West!



Buck Jones
BOSS RIDER OF GUN CREEK

He masqueraded as his double... But when he rode that killer... the jig was up!

EXTRA!

Mid-Nite Prevue
SATURDAY
SUNDAY-MONDAY

BRADDOCK-LOUIS Fight

Official Taken at the ring-side, round by round, blow by blow, knock-downs and knock-out in SLOW MOTION!

DON'T MISS THIS Sensational JULY FOOD EVENT

Catch Some of These Savings For Yourself! At Our Present Prices You Can Afford to Meet Your Needs For Weeks to Come On These and Other Items Not Listed!

FOLGER'S
Annual Carnival Sale
Five \$3.00 Baskets of Groceries
GIVEN FREE SATURDAY, JULY 10 AT 1, 2, 3, 4, 5 P. M.

Sardines No. 1 Tall Can 3 For **25c**

GRAPEFRUIT JUICE Small can	5¢	MEATS	
SOUP, Heinz All flavors, 3 cans	25¢	PICNIC HAMS Pound	28¢
MARSHMALLOWS Pound package	8¢	HAMBURGER Pound	15¢
SOAP Colgate's Shaving, 10c cake	5¢	BOLOGNA Pound	14¢
CARROTS 15-ounce can, 2 for	15¢	LIVER Fresh Calf, pound	15¢
PORK AND BEANS 16-ounce can, 2 for	15¢	WEINERS Pound	18¢
CRANBERRY SAUCE Can	19¢		
CAKE FLOUR Softasilk, package	28¢	SALAD DRESSING Miracle Whip, quart	25¢
WHEATIES 2 packages	25¢	VANILLA WAFERS 2-pound package	29¢
GRAHAM CRACKERS 2-pound package	24¢	OATS 5-pound bag	29¢
PRESERVES Del Monte, No. 5 can	64¢	CORN FLAKES Kellogg's, 2 pkgs (Bowl FREE)	23¢
PEPPER 8-ounce can	13¢	MACARON WAFERS Brown's, in cookie jar	29¢
GINGER ALE Or LIME RICKEY bottle	14¢		
MUSTARD Quart jar	13¢		
SANDWICH SPREAD Wapco, 2 cans	15¢		

PRUNES No. 10 Can Each **33c**

FRESH FRUITS and VEGETABLES

IN OUR FRUIT AND VEGETABLE DEPARTMENT

WATERMELONS Large, each	39¢	LEMONS Dozen	29¢
CABBAGE Green, pound	4¢	ONIONS 5 pounds	14¢
TOMATOES Pound	9¢	ORANGES 288 Size, dozen	25¢
CARROTS Bunch	4¢		

free PUNCH-BAG

free Dog Food 3 Cans **23¢**

Pickles Sour, Short Quart **15¢**

Soap P. and G., 5 Bars **19¢**

Cleanser Sunbrite, 2 Cans **9¢**

Tuna 2 Cans **25¢**

Macaroni Bulk, 2-Lb Pkg. **25¢**

Blackberries No. 10 Can **49¢**

Napkins Paper, 3 Pkgs. **25¢**

But At Home **PIGGLY WIGGLY** ALL OVER THE WORLD Phone 81

The Hereford Brand

Published Every Thursday

SIXTEEN PAGES—SECOND SECTION

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 27.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JULY 8, 1937.

FIVE CENTS PER COPY

Cooperation Of Citizens Sought In Keeping Parks Beautiful

Young People To Give Silver Tea Wednesday Night

The Presbyterian young people are planning a Silver Tea to be given Wednesday night, July 14, at 8 o'clock. The admission will be any silver coin you wish to give. Money received will be used to help meet expenses of the young people going to the Conference at Ceta Canyon.

The program follows: Vocal duet, Elyse Mae Wilkins and Barbara Brotherton; piano solo, Elizabeth Ireland; horn duet, Helen Ann Snyder and Arnold Wilkins; dramatic reading, Katherine Kirby; vocal quartet, Faye Crosthwait, Barbara Brotherton, Elyse Mae Wilkins and Vivian Olson; horn duet, Rachel and Richard Ireland; dramatic reading, Margaret Olson.

To Dance Here



One of the special features of Harley Sadler shows here Tuesday, July 13, will be Clarence Kropff, talented young dancer of Amarillo and grandson of Mr. and Mrs. J. J. Kropff of Hereford. For the past year Clarence has studied under direction of Dixie Dice and the Art Quarry dance instructor of Amarillo. He is considered one of the outstanding boy dancers of West Texas, having been featured in some of the largest theatres and clubs in the Panhandle.

Clarence leaves in a few days for California where he will enter the Franchon and Marco dance studios of Hollywood to study for the remainder of the year.

Visits Dallas Exposition.

Mr. and Mrs. Bill Mitchell, Major Schroeter and Joe Moore of Roswell, New Mexico, returned home Monday from a week end trip to Dallas and Fort Worth, where they took in the Exposition, Little Miss Dona Kay Mitchell, daughter of Mr. and Mrs. Mitchell, remained here with her grandparents Mr. and Mrs. J. H. Brooks.

Miss Ida Rayzor left Sunday for her home in Perryton after spending several days here visiting her daughter, Mrs. Charles Newell, and family. Mrs. Rayzor was enroute home from California where she had been spending her vacation with her two sons, Delma and Kenneth. She was accompanied by her small grandson, Richard Rayzor.

Conservation Of Game Now Gains Headway

The program for the conservation of game and other wildlife is gaining headway among Northwest Texas farmers and ranchmen, county agricultural agents in that section report, and in many counties groups have banded themselves together into associations calculated to protect and increase wildlife species.

"We must protect our wildlife," O. E. Gober, Moore county ranchman, recently remarked to his county agricultural agent. Gober holds that keeping hunters off land is not enough, and advocated the piling of brush in open pastures and the planting of bushes for food and to protect game against predatory animals and the weather.

The entire Bugar school district in Young county has been formed into a wildlife conservation demonstration, and the idea is spreading into nearby sections of the county.

Representatives from four counties, Baylor, Knox, Haskell and Throckmorton, recently gathered at Seymour to discuss the conservation of wildlife and to lay plans for the establishment of game conservation associations.

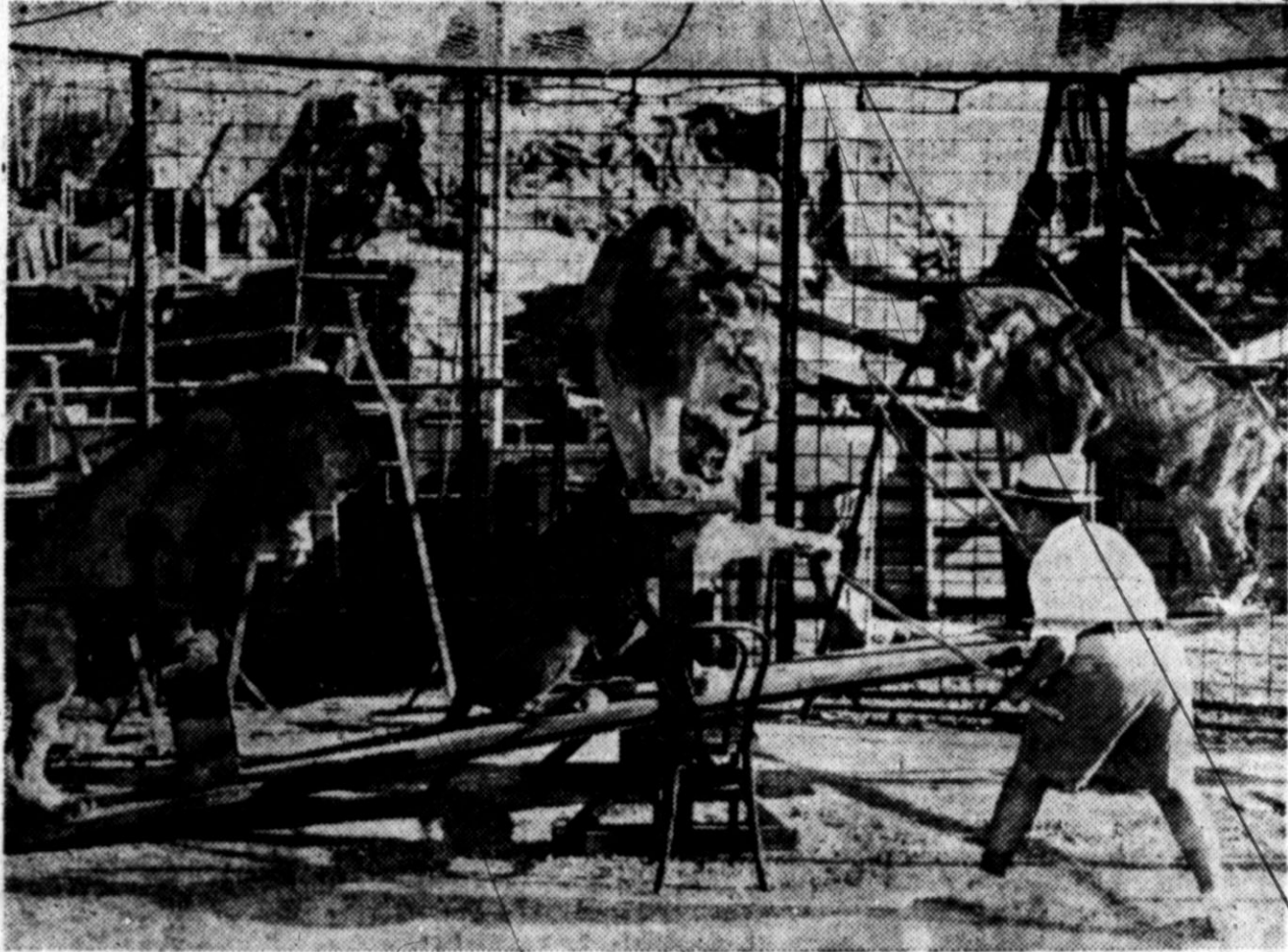
The Baylor county group organized four areas into game protection belts and supervised the erection of 225 metal signs which point out that the areas are part of the game conservation district demonstration preserve. Members of the associations have agreed to provide food and cover for wildlife and to control hunting. Another activity of the group has been to aid in the purchase of 182 pairs of quail which have been released on the preserve.

CECIL WILKINS VISITS PARENTS IN ILLINOIS

Cecil Wilkins left Friday night for Detroit, Michigan, to get a truck for Norton Motor Company, and will drive it back to Hereford. He was accompanied by his son, Buddy, as far as Taylorville, Illinois, where he will visit Mr. Wilkins' parents, Mr. and Mrs. J. E. Wilkins. Returning home, Mr. Wilkins will stop for a short visit with his parents and Buddy will drive home with him.

Miss Betty Bruce Jones celebrated a triple holiday from school work in WTSC here with her mother, Mrs. A. M. Jones, and other relatives. Betty reached home Friday night and returned to Canyon Tuesday morning.

BOY TAMES LIONS AT FORT WORTH FIESTA



Mannel King, 12 years old, of Brownsville, Texas, youngest lion tamer in the world, is a sensation in "Flirting With Death," free show at the Fort Worth Frontier Fiesta.

Hobart Man Injured Here In Collision

Two Oklahoma men sustained injuries Saturday night as the result of a collision 16 miles west of Hereford on Harrison Highway. The accident occurred at the fog, when their truck collided with another truck parked beside the road. Three men occupied the truck, but the other escaped with bruises and scratches. All three were from Oklahoma and gave their address as Hobart.

Swamp Eden and Arthur Stockton suffered lacerations and injuries from the collision. The identity of the third man was not established.

Mr. Eden suffered a cut over his right eye, his right arm and right side were also badly mashed. A piece of glass two inches long was taken from Mr. Stockton's right arm, and he was cut in several places, including a laceration on the top of his head. Mr. Eden was confined to the hospital until Tuesday, when he was returned to his home in Hobart. Stockton was released earlier.

The men were reported to have been returning to Hobart and said that they met a car. When they pulled to the right to miss the automobile headed west they collided with the truck which they said was parked without lights. Their truck was also badly damaged.

Golfers Can't Find Time To Name Leaders

Even the most enthusiastic golfers found little time to devote to the game here during the past week, and the dinner tournament slated for last Sunday was postponed until after harvest.

Officers were to have been elected at the gathering Sunday night, and the election was likewise delayed. Announcements said that the election will probably be held Sunday, July 25.

Two Birthdays Celebrated.

A happy family gathering at the home of Mr. and Mrs. Jake Roberson Sunday celebrated Mr. Roberson's 61st birthday, and also celebrated the 12th birthday of L. J. Clark, his grandson. A birthday dinner served at noon was the order of the day. In the afternoon visiting with each other was enjoyed.

Those present were Messrs. and Mrs. George Storey and family, Britt Clark and boys; Mrs. Claudia Brown and children of Canyon, Mrs. John Hicks and children of Hereford, Mrs. Jake Roberson and the two honor guests.

Seepage Takes Heaviest Toll From Ponds

In planning reservoirs or ponds for livestock water, two points often overlooked are losses from evaporation and seepage, says W. C. Londermilk of the Soil Conservation Service.

Seepage loss may be even greater than evaporation loss, if the dam is not properly constructed. A clay-grit soil, a compact mixture of about one part clay and two or three parts of sand and gravel, is more watertight than pure clay. This soil, common in the Great Plains should be present wherever an earthen dam is built.

If a site is to be excavated—a desirable practice because it deepens the pond and reduces evaporation loss in proportion to water capacity—the clay grit should be thick enough so that fissured bed rock or beds of sand and gravel will not be exposed. If at all possible, pond sites over fissured bed rock should be avoided.

Seepage in a new reservoir is reduced by removing the topsoil from the dam site, by plowing furrows in the subsoil to obtain a good bond, and by packing the dam during construction. Whenever a good impervious soil is not available, a clay-grit core may be built into the dam. Feeding or bedding livestock on the bet-

City Seeks Aid In Protecting Trees In Parks

An appeal was issued today by City of Hereford officials in behalf of protecting trees, shrubs and other public property in the city parks.

In making the appeal, Wallace Cox, city marshal, cited the fact that mutilating trees and other park property subjected the offender to a fine of \$50. He added, however, that enforcement of the law was largely up to parents and children of the community.

"Protecting our park trees and property means a more pleasant community in which to live," he said, "and at the same time tends to increase the value and desirability of our homes and property. Parents are asked to warn their children against cutting the trees, breaking off limbs and otherwise damaging the property. The boys and girls of the community enjoy our parks more than anyone else—and it is to their interest to keep them beautiful."

The appeal followed a survey which showed that one of the large trees in Mothers' Park had been killed by constant cutting, and a number of other trees have been seriously damaged through wilful mutilation.

Residents of this city were also asked to cut the limbs of their trees which overhang sidewalks and strike pedestrians in the face as they walk along. Although not a fineable offense, cooperation was sought along this line by city officials after numerous complaints had been registered.

Visit In Plainview.

Mrs. G. A. F. Parker, who plans to return to Austin, soon, and Mrs. E. W. Harrison went to Plainview Tuesday night to visit in the home of Mrs. Roy Stocking. The three were neighbors when Mrs. Stocking lived in Hereford. They returned to Hereford Wednesday.

Don't forget that an honest man never has to proclaim the fact.

tom of the basin when the earth is wet, helps to pack it thoroughly.

As for evaporation losses, the Department of Agriculture has found that in the Great Plains four or five times as much water may evaporate from an acre of water during the summer months as will be used by approximately 200 head of livestock. A depth of double a season's evaporation loss is a general rule in constructing stock reservoirs.

Average losses for the summer months for 15 years in the Great Plains averaged from nearly five feet in the South to about three feet in the north.

Confederate Vets Recall Days of '61



Gen. Homer Atkinson of Richmond, Va., and Gen. Harry Rene Lee of Nashville, Tenn., talk over the days of 61-65 at the annual Confederate reunion held at Jackson, Miss., recently. Many interesting characters of the South attended the reunion. It marked the forty-seventh time the boys in gray have held a reunion.

CHECKS KING'S SPEECH



He doesn't wear a coronet nor an ermine cloak, but Lionel Logue is one of the most important persons at the British royal court. He is oral instructor to King George VI, who since childhood has had to combat a tendency to stammer. Logue was the unsung hero behind the coronation, for his constant attendance on the monarch is credited with the flawless manner in which King George delivered his responses to the ritual questions.

Doctor Gives Baby Breath of Life



His own mouth pressed against the tiny lips of a new-born baby, Dr. A. L. Gilbert of Elwood, Ill., breathed the breath of life into the tiny lungs. While the doctor kept the baby alive, an inhalator was rushed to Elwood from a nearby city. The little life was saved.

Youngest Eagle Tries His Wings



Edward Somers, twelve years old, became the country's youngest "eagle" when he took off for his solo flight at Floyd Bennett field at Long Island, N. Y. Instructor Pilot Archie Baxter wishes him luck. Eddie comes from a flying family. His father, Congressman Andrew L. Somers of Brooklyn is a pilot as are his brother and sister, Agnes, Estelle, and Arthur, aviators.



WILLIAM BYRON MOWERY
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RESURRECTION RIVER
WILLIAM BYRON MOWERY
Through all the clash and turmoil of her emotions toward Craig, she fought to be loyal to Warren. Her engagement, her coming marriage, was almost the only rock of surety in her storm-tossed world, and she campaigned strenuously to build up between Warren and herself the confidence and intimacy which had been the secret goal of her Arctic trip. But Warren gave her no chance. He seemed to be blind to her desire

or else incapable of giving her the honesty that she asked, for her attempts to break down that sense of strangeness between them were wretched failures. Poleon came to her tent one morning, much worried. "Mees Pat, Bill Fornier is going back into de barren to hees claim-block. He's in no condection to make dat long hard canoe treep. It's 200 mile, opstream mile. I've argue wit' heem, but he won't listen. Mebbe he listen to you."



"I Ain't Had a Decent Shave in Three Years."

Patricia shook her head. She herself had pleaded with Bill yesterday and had failed to budge him. Bill stubbornly insisted that he simply must get back to his claims and work on them, at least for a couple of months. There were other prospectors nearby to watch after him, he argued; and that he would return to the Bay before winter shut down. "Is he still planning to leave today, Poleon?" "On. Jus' as soon as he can baggage up." "All right. You go over and help him pack. If we can't stop him from going, the next best thing is to see that he gets there in short order." She sent Poleon across the river, and started down the landwash toward Warren's tent. Never a person to do anything by halves, she had made a very thorough job of helping Bill Fornier in the past two weeks. Partly she wanted to shame Craig for those cruel suspicions, but mostly her help sprang straight from pity. Bill had touched her sympathy—qualities long patient in her and very little used. Everything she could do to make his last months a little more sunlit, she had done. She had given him money to send to his wife and little girls over near Norman, and that made Bill enormously happy. At the Hudson's Bay store she had bought him a fine outfit: food, new clothes, medicine, tobacco, everything. And the partnership agreements which Bill kept writing out and giving her—she had vengefully put them into envelopes and sent them to Craig, via Poleon. She found Warren at DeCarle's tent, going over a mass of reconnaissance charts with the geologist. "Warren," she requested. "I'd like to have one of the planes for a few hours today." "May I ask why, dear?" "I want to fly Bill Fornier back to his claims. And also I'd like to

see the barrens." Warren studied a moment. "I wish I could believe that this will be the end of your charity work with that prospector, Patricia." "It probably will be," Patricia answered, nettled at Warren's total lack of pity for a helpless stricken man. "The chances are that Bill won't come back to the Bay alive." "Very well," Warren gave in reluctantly. "Pilot Odron can take you."

Patricia thanked him and hurried out to find "Bing" Odron. Within an hour Poleon and Bill came paddling across Resurrection, with Bill's outfit, to the waiting plane. Odron taxied out upon the bay, took off, circled for altitude, and lined away up river.

At Bill's claim 200 miles from the Bay, they landed on a small lake, put Bill off, helped him set up camp, instructed a neighboring prospector to visit him once a day, and then started back for Resurrection's mouth.

On that return trip a scheme took shape in Patricia's mind. In a small way Bill Fornier's plight had given her a bit of insight into the hardships of the other prospectors. She had caught a glimpse if only a pinhole glimpse, of how the other half of the world lived. For the first time in her life she had come face to face with hard work, sickness, privation, mute suffering; and those things had begun to take on reality.

Poleon had said that when they could no longer bear the loneliness back at their claims they came in to Dynamite Bay to recuperate. But she asked now what under heaven did the Bay offer them when they did come in? A bleak tent, a sleeping poke on the ground, and in winter, ice and snow and cold. Their visits did not really hearten or refresh them. Sam Honeywell had once told her:

"Miss Pat, I ain't had a decent shave in three year, or a real Saturday night, hog-scalding since I forgit when. Every day in the year I've got to cook my own grub, build my own fires, and do all my camp chores on top of the heavy day's work at my claims. Mud, ice, snow, cold and work—that's the round. If I could just crawl into some warm clean place and lay there for a spell, with nothing under the sun to worry about, I could hitch up the old belt ag'in and go back to them durned hills and rip the silver gizards out of 'em!"

Patricia understood this longing for a "warm, clean place," and "nothing to worry about." These prospectors were home-sick men; that was their chief trouble. They ought to have a home or at least a passable substitute for one. When they came into the Bay they ought to have warm housing, a place to shave and bathe, a release from the tyrannical fry-pan and teakettle and a real chance to relax.

The moment she got back from the plane trip she began scheming how to provide this home and "warm clean place" for the men. It was a hard job, for she had never done one practical thing in her life, but she stuck with her problem till she worked out what she considered a fine solution.

Over there in the trees behind the camp she would build a log chateau big enough to accommodate 60 or 70 men, the average number at the Bay at one time. The place would be a rough sort of home, club and hotel all rolled into one and run by the men themselves. They would live there, during their visits, and do away entirely with their miserable tents. The principal feature of the chateau would be its main room, or large central hall, where by day the men could lounge, loll, play games and swap their tall yarns, and where at night they could spread out their pokes. Sleeping on a floor, on a clean floor in a warm house would be luxury in comparison with what they were used to.

The house would also have an entrance way for snowshoes, rifles, and other gear, a room for bathing and shaving, and a kitchen where the cooking would be done for the whole outfit. With everybody chipping in for food and taking his turn at the work, the chateau would be infinitely easier and cheaper than their present every-for-himself method.

At Poleon's tent one evening she confided her plan to Poleon and Sam Honeywell. With his usual buoyant optimism, Poleon declared it a "fine-dandy" idea. Sam Honeywell, however, shook his head dubiously.

"Your idee's got boss sense to it all right," he said. "But see here Miss Pat, most of us rock-logs are figuring on gitting back to be fur path this wister. We got to. We're broke. It'll be a God's miracle if they's fifty men at the Bay when fur gits prime this fall."

Patricia did not heed his objection. She reasoned that her plan would put new heart into the men and hold them at the Bay, or at least hold a large part of them. Merely to know that a warm, cheery home was always there, ready and waiting, would take the edge off their hardships. (Continued next week)

Frona News

BY JOYCE LANDRUM
W. J. Thompson and Volley Hodges were in Clovis Saturday. Mr. and Mrs. Chas. Baxter and daughter, and Mr. and Mrs. F. S. Truitt visited Palo Duro Canyon Saturday.

Melvin Trieder, Jack Smith, Frank Waldren, and Boots Reed, Misses Betty Bledson, Adora Smith and Frances Stymbock of Lazbuddy were Frona visitors Sunday.

B. Lange of Llano is here visiting his son, O. F. Lange and family. He will stay indefinitely.

Russell Stroud of Oklahoma arrived in Frona Tuesday to help during harvest. He was accompanied by two of his brothers. Mr. Stroud is principal of the Frona schools.

Mrs. Jack Anderson and Mary Jo were in Farwell Wednesday.

Geo. Harold of Hereford was here Wednesday.

Miss Thelma Chronister of Hereford, and Mrs. Sleepy Strong of Dimmitt were Frona visitors Saturday.

Mr. and Mrs. Ray Landrum spent Monday at Rhea with Mr. and Mrs. C. W. Dixon.

Born to Mr. and Mrs. Bill Hadley a son, June 28.

Miss Juanita Crow of Abernathy arrived here Friday to visit in the home of Mr. and Mrs. G. B. Buske.

Bill Pitman, Wilbur Meade, Glen Griffin and Vernon Lovelace were Clovis visitors Saturday.

Dr. and Mrs. A. L. McElroy and son, who have been visiting the doctor's father, Dr. A. P. McElroy, the past three weeks returned to their home in Fort Worth Saturday.

Miss Minnie Aldrich and her daughter-in-law, Mrs. Sam Aldridge, of Farwell were Sunday guests of Mrs. Aldridge's brother, F. L. Sprinz and family.

Mrs. T. H. Hughes visited her husband Sunday. He is in a Lab-bock hospital.

Mr. Hardy of Brownwood is here visiting her son, Rev. C. R. Hardy, pastor of the Methodist church.

J. J. Horton of Hollis, Okla., arrived one day last week to assist during wheat harvest at a local elevator.

R. T. Gischler returned to Frona from Portland, Oregon, where he has been the past year.

Iva Leake of Dawn was here Wednesday of last week.

Dr. and Mrs. J. E. Stouner spent part of last week at their former home at Truscott.

Alva Pope of Crane spent part of last week here visiting.

Mr. and Mrs. L. B. Redwine of Hereford visited the O. G. Turner here Sunday.

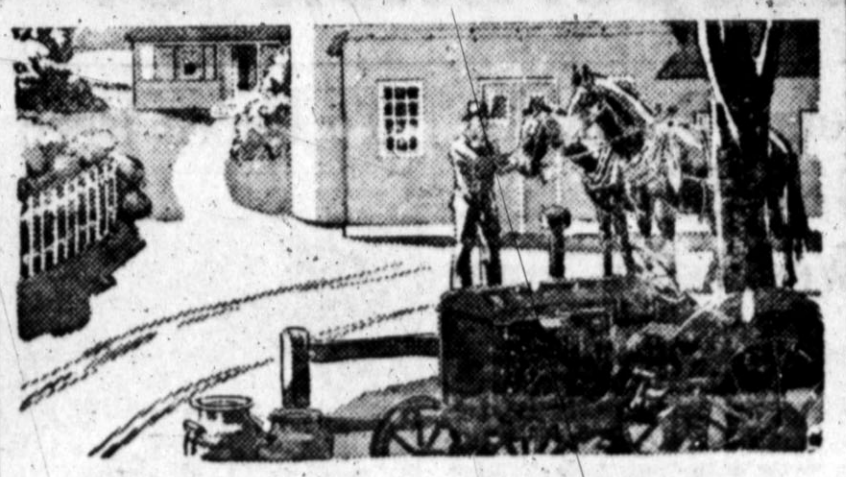
Daniel Russell, son of Judge and Mrs. W. H. Russell, returned home from a several weeks' visit with his brother, Artis Russell, and wife in Los Angeles.

Mr. and Mrs. Jeff Glibreath and Thornton Shirley visited relatives in Vega Sunday. Mrs. John L. Wilson, who had been visiting her daughter, Mrs. Claude Morris and family, in Vega, returned to Hereford with them.

Frd Oberthier, Jr., of Clovis, New Mexico, district manager of Texas-New Mexico Utilities, spent Monday here with his parents, Mr. and Mrs. F. H. Oberthier.

Mrs. J. J. Clark and daughter, Miss Inez Clark, were Amarillo visitors last Thursday.

Dr. M. V. COBB
CHIROPRACTOR
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GARDEN TOOLS

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Gives Instant Relief
Of cuts, sores, rash, colds, burns, boils, corns, bunions, piles, scabs, scratches, chapped skin, insect stings, athlete's foot, piles, constipation, infections.
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LOWEST PRICED CARS IN THE WORLD with the new way to drive, without a gear shift lever... or with two braking systems operating from the same brake pedal... or with patented Duo-Flo Oiling System and oil-cushioned clutch. For record value, look at a Hudson or Terraplane now... while new car prices are still low and your old car will bring you so much more.

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TUESDAY, JULY 13
AUSPICES BAND AND ORCHESTRA PARENTS' ASSOCIATION
Harley Sadler
AND HIS OWN COMPANY
BIG STAGE SHOW
The Show You Know
New Tent Theatre, Located 4th and Main Sts.
PRESENTING
'Rose of The Rio Grande'
A Romantic Play of the Great Southwest
NEW MUSIC AND VAUDEVILLE
Adults 25c - Kiddies 10c

While You're Resting
Your Money Goes Right On Working
Put your savings to work for you in this strong, reliable bank with a record for responsibility and safety. In this bank your savings are not only safe—but they work for you—bring you income every minute of the day and every day throughout the year. Protect your money from fire and theft—place it on deposit or start a savings account at the First State Bank Today!
Start A Savings Account
First State Bank

McGehee Named As Agent For U. S. Motors

Wm. McGehee of the Hereford-Johnston Pump Company, this week put on display a cut-away U. S. Electric Motor, and announced his appointment as agent for U. S. electric motors in this territory. Mr. McGehee will continue to feature Johnston pumps, along with his new line.

He invited all interested persons to visit his office in the old Western National Bank building and to inspect the motor. The cut-away view affords inspection of its parts and construction, he said.

Visits In Liberal Kansas.

Mrs. Lee Morgan and little daughter, Shirley Ann, left Friday night for Liberal, Kansas, where they will visit Mrs. Morgan's parents, Mr. and Mrs. Light. They were accompanied by Mr. Morgan's mother, Mrs. Lee T. Morgan, of Liberal, Kansas, who has been visiting them for several weeks.

Wyche Items

BY PEGGY VALENTINE

A picnic planned for Sunday was postponed on account of the harvest rush.

Rev. R. E. Gilpin, Amarillo, will preach here July 18. Everyone invited to attend the services.

W. B. Saxon and family were in Amarillo Thursday.

Weldon and Wilma Roberson spent Friday night and Saturday with their grandparents, Mr. and Mrs. Walk Bradley, in Hereford.

Lorene Valentine of Amarillo spent a few hours at her home here Sunday afternoon.

Miss Mary and Walk Bradley called in the Dock Roberson home Friday afternoon.

R. W. Elliston has bought a new combine and truck.

Mrs. P. J. Rose called in the N. G. Elliston home Monday.

Harvest work caused a suspension of all Fourth of July celebration in this community.

Miles Roberson and Walk Bradley were in this community Saturday.

Mr. Whitley and family have moved to the Tom Medlin farm, formerly occupied by Mr. and Mrs. Ranie Harper, who have moved to town.

Mrs. Bessie Mitchell has been

Frio News Items

MARGARET MOBLEY

Showers here the past week will benefit row crops.

Mr. and Mrs. H. E. Ritchie of Clovis spent Sunday in the T. L. Sparkman home.

Gus Barton and Harold Leach of Wellington are helping in the harvest here.

Mr. and Mrs. W. S. Dixon were in Amarillo Sunday.

Helen Jones of Hereford spent last week with Mr. and Mrs. Elmer Jones.

Marcia Robbins was moved to her home from the hospital Friday.

Mrs. H. M. Mobley and children spent Wednesday in the J. M. Dixon home.

Mr. and Mrs. Deward Roberson and Mrs. Springer of Amarillo visited here Sunday.

Mr. and Mrs. Hathway of Canyon visited the H. D. Robbins home Saturday.

Mrs. Ace Campbell and Mrs. Oscar Campbell were in Olton Sunday.

J. B. Harlin and family of Hereford called in the H. M. Mobley home Saturday.

J. M. Dixon is employed in an elevator at Dawn.

Owen Andrews and family were guests in the H. D. Robbins home Sunday.

While filling a tractor with gas last week, Hubert Battles was burned slightly when the gas was ignited.

confined to her bed by rheumatism the past several weeks.

Helen Frances Elliston is visiting relatives in Oklahoma.

Relatives from Oklahoma and California visited the R. W. Elliston home Monday.

Mrs. Egbert Bradley was in this community Saturday.



These Hopi Indians might well be preparing for a Saturday night bath, but the squaw in the picture knows the single pail of water is for drinking purposes only. Pure drinking water was hard to get on this reservation in New Mexico until the Rehoboth Mission purchased this modern steel water tank from the Colum-

bian Steel Tank Company, Kansas City, Missouri. Now each family receives a daily supply of water delivered by the Mission.

The Hopi still live in adobe or mud huts little better than those of their ancestors. They are extremely camera-shy, but the driver of the water tank had little difficulty in securing this picture.

Summerfield News

BY MRS. ASA ATCHLEY

Home demonstration club met with Mrs. Britt Clark Thursday.

Mrs. Jim Bookout and son of Hartley visited the Lois Lookingbill home one day last week.

Harry Lookingbill visited in Tulla Sunday. His nephews, H. C. and L. B. Crow, returned with him to visit here.

B. A. Atchley and family were in Amarillo one day last week.

Mrs. J. N. Thompson fell from the steps at her home last week. She is recovering from a sprained hip and bruises.

Col. Brown and family of Canyon visited the Clark, Story and Roberson homes last week end.

Mrs. W. R. Snapp and children of Hereford spent Sunday here.

Miss Viva Mae Thomas was here from Canyon last week end.

Jack Daniel of Lubbock is working at an elevator here.

Light rains fell here last week. West of here from 1 to 1 1/2 inches

fell.

Christine and Ruth Atchley, R. D. Lance and Thurman Atchley picnicked in Palo Duro Canyon recently.

B. A. Atchley was in Amarillo Monday.

Jim Clark and family of Berger spent Sunday and Monday here with relatives.

C. Gandy and family of Wyche visited the Oglesby home last week end.

Mr. and Mrs. O. T. Statia are the parents of an eight pond son, Oliver Eugene, born June 30.

Mr. and Mrs. C. H. Butler are now living in Dimmitt.

Miss Clydene Kendall of Clovis is visiting home folks this week.

Mrs. Mary Lee Neill of Plainview is visiting relatives here.

Chas. Roberson and family of Anton visited here Sunday; also Mrs. Beulah Roberson of Hereford.

Claude Ware and family visited the Roy Harris home at Westway Sunday and Monday.

Mr. and Mrs. Harold Close of Hereford called in the Ray Johnson home Sunday.

Dawn Items

MRS. JESS CALDWELL

Mrs. A. T. Frye returned Saturday from Louisville, Ky., where she was called by death of her mother.

Mary Olive Frye spent the week with her aunt and uncle, Mr. and Mrs. Paul Frye, in Amarillo.

Dale Campbell is here from Plainview.

L. R. Underwood and family left Thursday for California to visit their daughters and take a vacation for a month.

Mrs. Aubrey O'Neal and Sybil Smith went to Amherst Wednesday to take Mrs. O'Neal's mother and sons home after a visit here.

Albert Frye is home for the summer.

Miss Vera Crawford of Canyon visited her sister, Mrs. H. H. Miller, Sunday afternoon.

Mmes. W. P. Caraway and Jess Caldwell and daughter visited relatives and friends in Canyon Saturday.

Clifford Stewart suffered a severe leg injury in a drill accident Thursday.

E. L. Caraway, two sons and a nephew, and Mr. Williams of Energy, Texas, arrived Wednesday and are visiting the W. P. Caraway home.

W. P. and E. L. Caraway and sons were in Amarillo Friday.

A good rain fell here Thursday night.

Dave Gray and Mr. Gandy of Big Spring are here visiting and looking for harvest work.

Rev. Gilpin filled his appointments here Sunday.

Visitors In Vogele Home.

Mr. and Mrs. N. O. Vogele had as their guests the past several days, Mrs. Vogele's sister, Mrs. Carrie Glassley, of Dallas, Texas, and her niece, Mrs. Raymond Ringle, of St. Louis, Missouri. They arrived Friday and left for Dallas Tuesday morning.

Rev. Roy Nunn and family visited his father, R. T. Nunn, and family last Thursday, enroute from Post, where he has been pastor of the Presbyterian church the past year, to Enid, Oklahoma, to assume a like charge.

Mrs. S. P. Rosson and little daughter, Jo Ann, left Wednesday morning for Sweetwater, where they will visit several weeks.

RUPTURE

H. L. Hoffman, Expert Minneapolis, Minn., will demonstrate without charge his "Perfect Retention Shields" in Amarillo, Thursday, July 15, at the Herring Hotel, from 10 A. M. to 4 P. M. Please come early evenings by appointment.

Your physician will tell you about this serious condition. Any rupture allowed to protrude is dangerous. My "Retention Shields" will hold your rupture under any condition of exercise and work. They are sanitary waterproof and practically indestructible.

Do not wear trusses that will enlarge the opening and don't neglect the children. Many satisfied clients in this community. No mail order.

HOME OFFICE:
205 Lincoln Bldg., Minneapolis, Minn.

Public Opinion

Dear Mrs. Holman:

Well, I thought I could do without the old Hereford Brand, but have changed my mind. Need is to start the week out right; need to get it on Saturdays, but last few months didn't get it till Mondays. How are all the coffee pounds? Would like to have a cup right now.

Believe me, this sunny California has been hot as a fire cracker here for several days, but the nights are wonderful.

Tell everyone Hello for me, and don't miss the train with my Hereford Brand.

Frank L. Richards.
Rt. 1, Box 331, S. Riverside Rialto, California.

BUSINESS AND PROFESSIONAL DIRECTORY

The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON ABSTRACT CO.
4 Per Cent Federal Farm Loans.

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

THE CHOCOLATE SHOP
Plate Lunches Sandwiches
Cold Drinks, Candles Magazines

THE HEREFORD BRAND
JOB PRINTING

INSURANCE
JNO. H. PATTON
PHONE 50

ABSTRACTS
Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY ABSTRACTS INC.
Cliff Estes, Manager

NOTICE!

\$50.00 FINE

For mutilating Trees, Shrubs or other public property in Hereford City Parks.

Help make our city more beautiful by protecting our park property.

CITY OF HEREFORD

WALLACE COX
City Marshall

How to LOOK and FEEL Fresh and Cool

—It's easy, when you let Homer keep your clothes in comfortable condition for Summer!

DRISHEEN DOES THE JOB BETTER!

—You can trust the finest summer fabrics . . . the best tailoring . . . the most delicate colors to HOMER FOX and DRISHEEN'S gentle, thorough cleaning methods! And our prices are no higher than tailors who use ordinary methods!



Phone 111

We Call For and Deliver

SUMMER TOGS

—by WILSON BROS.

that mean comfort and neat appearance for you.

POLO SHIRTS

All new style shirts, ties, underwear.

HATS HATS HATS

BATHING SUITS



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PHONE 111

Wheat



Wheat

Bring Your Grain To . . .

PITMANS

for . . . Reliable Service

We Can DUMP Any Kind TRUCK OR TRAILER At Our MODERN ELEVATOR

Through years of experience we have learned to know your wants and needs . . . to serve you better and faster this year we have added many men to our crew. As you know from experience, we always give you a square deal—and our prices are always strictly in line with Texas Markets and Grades.

WE APPRECIATE YOUR BUSINESS

Top Market Prices For Your Grain!

Pitman Grain Co.
PHONE ONE

Money Advanced On Stored Wheat At Low Interest Rates

Borgia Bug Used To Test For Poisons

Discovery of a "Borgia" bug for testing poisons was reported to the American Association for the Advancement of Science recently.

The name is "daphnia" which is not an allusion, but part of the bug's scientific classification as daphnia magna, crustacean, a marine animal. Daphnia's value lies in the fact that she cannot conceal anything.

She is entirely transparent—rates as the "transparent woman" of bugland. Poisons fed to her, or needled into one of her limbs, can be seen in action. Here they paralyze an organ, there speed another organ, her heart can be watched. She is very small. Part of the examination must be made under a microscope.

Her use to settle some mysteries about effects of strychnine was reported by doctors Arno Vliehoever and Isadore Cohen of the Philadelphia College of Pharmacy and Science.

Strychnine, one of the poisons used to tip arrows, they said has been used medically as a tonic and stimulant. Its effects have been reported as varying mysteriously, they said, by wide margins of apparent potency.

Using it on daphnia they found that there is "no evident suggestive that strychnine might have a stimulating effect—in fact unmistakable depression was the rule in all of our observations."

This fact, they stated, they verified by comparing the daphnia results with those on numerous other kinds of animals, both vertebrates and invertebrates, which were given strychnine.

Daphnia, they concluded, has been established as a "biological regent," meaning that she can be used to test all sorts of other poisons, and also substances that may have healing value.

ONE FIELD WAS TERRACED, AND THE OTHER GULLIED

A comparison of two fields near Mankato, Kansas, during a recent rain, brought out strikingly the value of terraces. The fields were of about the same size and slope. One field was terraced, and one was not.

Run-off from these two fields was measured by the Soil Conservation Service and the quantity of silt carried by the water was determined. More than 30 times as much surface soil was removed from the unterraced field as from the terraced field. The water running off from the unterraced field was muddy brown, but the water coming out of the terrace channels was relatively clear.

The appearance of the two fields immediately after the rain also presented a contrast. The terraced field was covered with miniature lakes—water that was soaking into the ground and being stored in the subsoil. The unterraced field was covered by thousands of miniature gullies—each one carrying valuable moisture and soil away from the field.

The Soil Conservation Service emphasizes, however, that terracing is only one of several effective methods to control soil erosion and that all terraces on cultivated land should be supplemented by proper crop rotations and tillage methods.

Sheaf of Wheat Design

Silver spoons decorated with the sheaf of wheat or basket of flowers design date from about 1850. They were popular in 1850.



I'm a Little Fellow

But I have a mighty voice — I am Brand

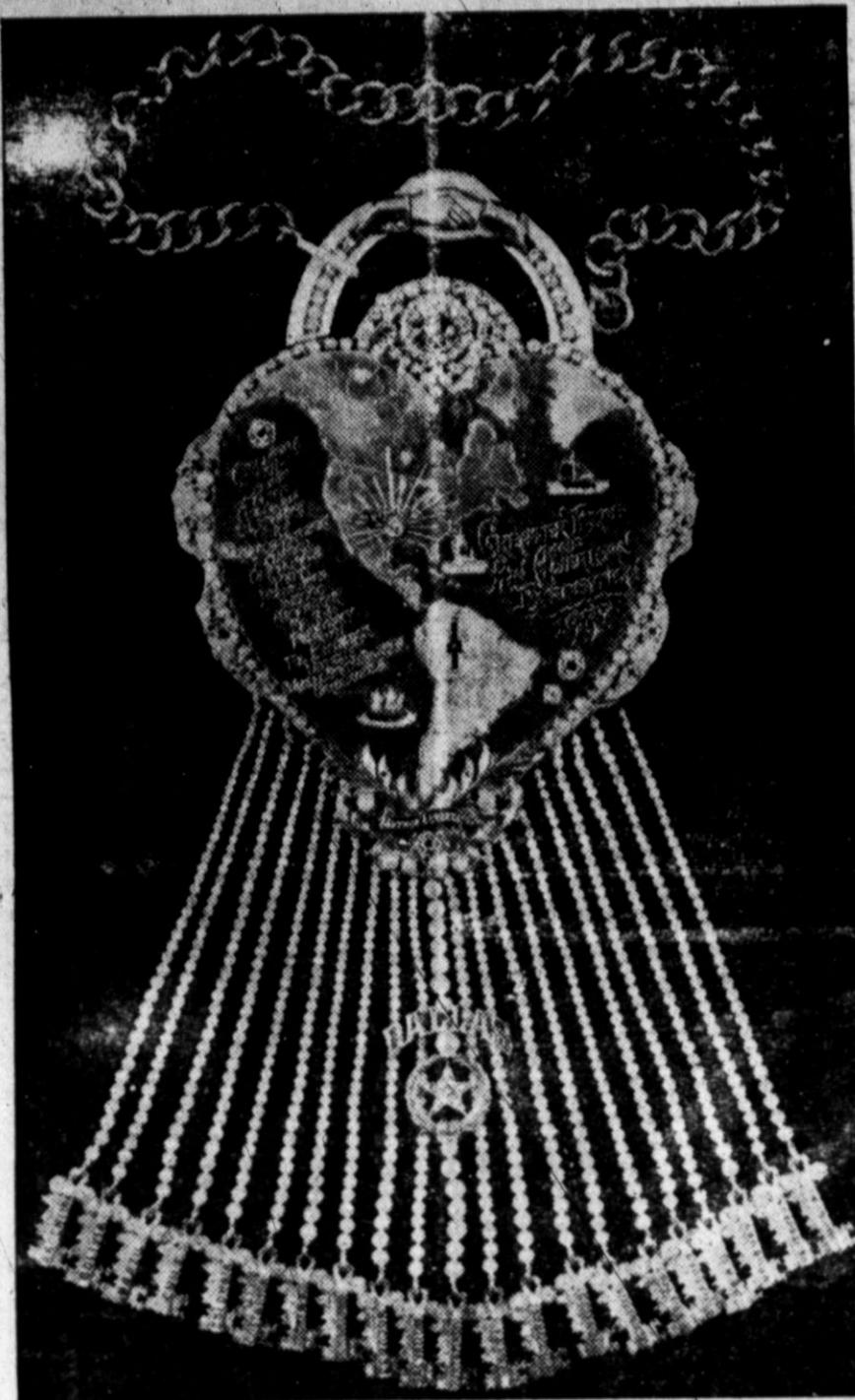
Classified Ad

PHONE 30

And Put Me to Work

For You!

\$75,000 Pan American Lock



Here is the costliest lock ever made. Wrought by Arthur A. Everts, Dallas jeweler, it was presented to the Pan American Exposition for its opening ceremony June 12. The lock, valued at \$75,000.00, contains nearly two pounds of platinum and green, yellow and red gold, and 1,056 gems—diamonds, sapphires, pearls, zircons, emeralds and rubies. The large diamond weighs 14 carats. Only by the insertion of all 21 keys, each representing one of the Pan American nations, was the lock opened, throwing wide the Exposition gates while representatives of the 21 nations looked on. The original diamond-set keys were sent as gifts to presidents of the Pan American countries.

UNEARTHLY BLUE LIGHT REPORTED IN SEA'S DEPTHS

Down in the depths of the sea there is an unearthly blue light. But one is conscious only of the strange light itself. Nothing can be seen with it. William Beebe, the naturalist, reports this light is far down as 1,900 feet in accounts of his deep-sea explorations. At 2,000 feet there is no sensation of light at all. One is in perpetual darkness.

What is the nature of this transition from ever-weakening light to vivid light in a zone of utter darkness which does not enable one to see anything? Dr. O. E. Hulbert of the Naval Research Laboratory in Washington offers an explanation of the phenomena in the magazine Science.

First, he points out, with increasing depth the water cuts out band after band of the visible

spectrum. The last to go is the violet, after which the only light getting through is the ultra-violet, which is invisible. But laboratory experiments show this ultra-violet light striking the eyes produces a blue light. It is the same phenomenon as occurs when rocks are irradiated with ultra-violet light. They proceed to emit lights of their own and change color accordingly. Whites become pinks and browns vivid reds. So specific is the reaction that it can be used in rough chemical analysis.

The human eye acts just as do the rocks. But one sees an object by the light reflected upon it. The only light reflected from objects in the great depths is the ultra-violet, to which the human retina is insensitive. Consequently nothing can be seen. But one is sensitive to light fluorescence, in this cause blue, which is coming from the eye itself.

Drouth Shows Soil Changes With Weather

Deep soil shrinks and expands with the weather. In dry weather there is a noticeable shrinkage, while in wet weather the soil expands, according to measurements taken by the Soil Conservation Service at the Bethany, Missouri, soil erosion station.

During the extreme drouth of 1934 large cracks frequently appeared in the soil extending to a depth of three to four feet in many instances. Digging into the subsoil, C. M. Woodruff, of the station, found more and larger cracks than those appearing at the surface.

Checking against elevation readings taken the previous year on plots of alfalfa and blue grass, he found the vertical shrinkage on both plots amounted to almost 2½ inches, although erosion measurements showed only a trace of soil loss on each of the plots.

One of the unusual results of the soil contraction and expansion was the irregular setting of foundations of several large buildings in the area distorting and cracking the superstructures—a serious damage requiring costly repairs. These reports, however, were largely from the region where glacial till provided the parent soil material. Any such damage is unlikely to occur where there is a solid rock foundation near the surface of the soil.

POOR RICHARD—1937

A good way to break a bad habit—just drop it.

The difference between a ruin and a grave is the depth.

When a banana leaves the bunch, it soon gets skinned.

Two thirds of promotions is motion.

When you come to the end of the rope, tie a knot in it and hang on.

Regulate your life by the standards you admire when you are at your best.

The Siamese twins would never have been heard of if they had not stuck together.

About the only exercise some people take is jumping at conclusions.

The difference between death and taxes is that death doesn't get worse every time the legislature meets.—Exchange.



Let Us

Store your Wheat

STORAGE RATES

FREE UNTIL AUGUST 1st
1 Cent Per Bushel Per Month Thereafter.

GRADES OF WHEAT DETERMINE THE PRICE

Price Times Bushels Equal Your Check!

Correct Weights

Maximum Price

Correct Tests

Courteous Service

Flour



Exchanged For

Wheat

A Home Institution Serving This Territory!

Packard Milling Co.

H. E. DANFORTH, Manager

Mrs. Garrison Visits Here.

Mrs. George Garrison arrived here Tuesday to look after business interests and visit friends. She will be here several days. Mrs. Garrison and her mother, Mrs. E. J. Habermacker, who lived in Hereford many years, have been making their home in Corpus Christi, where Mrs. Gar-

risson is a teacher in the public schools. Mrs. Habermacker stopped in Houston to visit another daughter, Mrs. E. G. Watkins. Andrew Lee Habermacker a nephew of Mrs. Garrison, who also lived in Hereford at one time, was a teacher of science in the high school at Hebbronville the past year.

Accepts New Job.

Arnold Long has accepted a position as butcher at the Hudson grocery this week. Prior to that time he was employed at the Texas Market and Grocery. Mrs. Edgar Sowell is assisting Mrs. Hill at the Texas Market.

Try First to Buy in Hereford.



ATTENTION! Mr. Business Man!

Don't Wait Until You're Completely Out OF OFFICE SUPPLIES

Why not check up right now while you think of it! Remember, by placing your new order well in advance, you avoid all possibility of running short on some necessary items. Let us figure on your next job—no matter how small or how big.

ENVELOPES
FOLDERS
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MENUS
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WE DO PRINTING OF ALL KINDS—QUALITY WORK AT REASONABLE PRICES!

Our Office Supply Dept. Can Fill Your Needs

Paste, Mucilage
Stamp Pads
Typewriter Ribbons
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Price Tags
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Manuscript Paper
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Marking Pencils
Mimeograph Stencils
Mimeograph Ink
Texas Legal Forms
Card Index Numbers

Letter Files
Ink Eradicator
Inks
Receipt Books
Paper Clips
Second Sheets
Hotchkiss Staples
Order Books
Line Daters
Filing Folders
Ledger Sheets
Columnar Pads
Card Index Alphabets
Letter Clips
Cloth Index Tabs
Social Security
Outfits

Any Item Not In Stock Will Be Ordered

The Hereford Brand

PHONE 30

OFFICE SUPPLY DEPARTMENT

HEREFORD, TEXAS

Cafe Owners Insult Patrons Make Money

Insult the customers—and prosper, is the sentiment successfully used in a Toledo cafe.

Two brothers who established a restaurant here 11 years ago have built a flourishing business on that principle.

Starting with a small establishment, they found themselves so busy with their trade they could not take time to wait on tables properly. To appease impatient patrons they kidded them and the trick took.

As business grew the joking became downright rudeness and customers enjoyed the writhing of their fellows.

Now when a patron enters a restaurant and seats himself at a table a waiter approaches, tosses a handful of silver on the cloth and bellows:

"What'll you have?" If the customer hesitates, the waiter yells to his colleagues and the kitchen force:

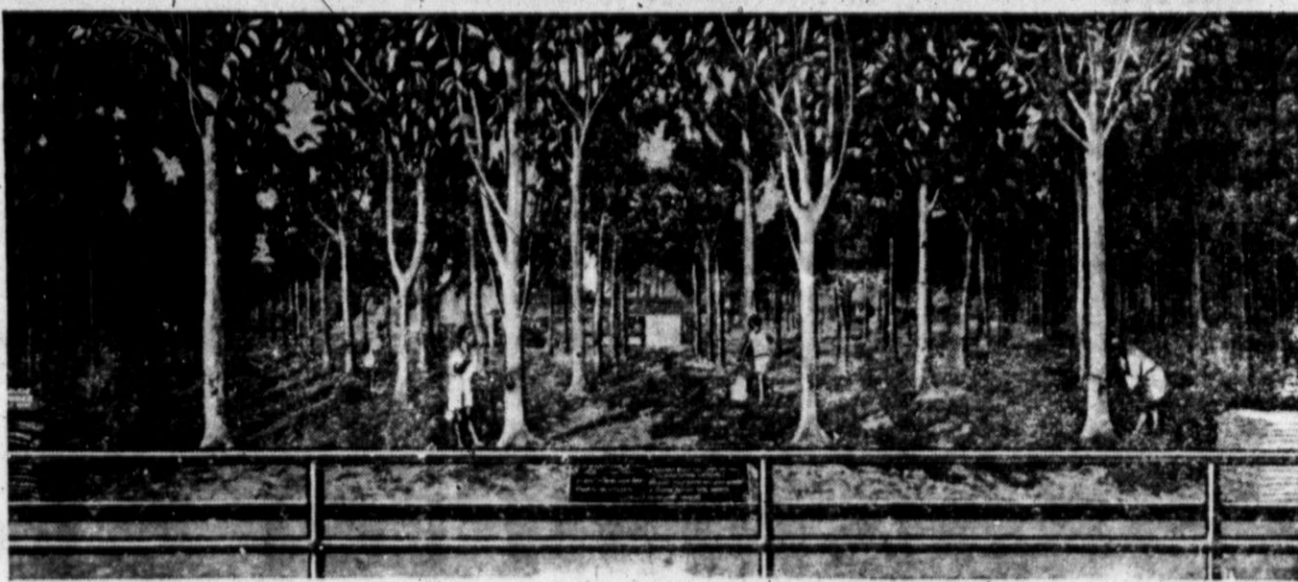
"Hey! This rube won't order!" Out swarms a crew of employees to upbraid the unlucky one in tones to wake the dead.

Even a customer's meal every eccentricity is made the butt of jokes by the restaurant staff.

When he leaves his pockets may be jammed with silverware as the pretext of halting him at the exit as a "thief" as a last indignity before he escapes to the sidewalk.

Usually "X" after your name in a list means that you are good for a subscription.

Rubber Plantations Diorama Outstanding at 1937 Great Lakes Exposition



Complete in every detail with the distant lions, the incessant chattering of innumerable jungle birds and the steady rhythmic throb of the tom tom, the huge diorama at the Firestone Exhibit depicting a typical scene on the Firestone Plantations in Liberia, West Africa, is one of the most outstanding displays at the Great Lakes

exposition this year. Pure latex actually flows from genuine rubber trees which have been shipped directly to Cleveland from darkest Africa. Mechanical natives demonstrate the various operations necessary to collect, coagulate and ship the crude rubber to Firestone Factories all over the world.

LIVER IN POULTRY RATION MAKES EGGS HATCH BETTER

Packing house by-products, such as meat meal, meat and bone meal, beef scrap, blood meal and "stick" in the poultry ration increase egg production but in some instances the eggs do not hatch so well as they should, tests by poultry nutrition specialists of the Bureau of Animal Industry have shown.

Rhode Island Red pullets were used in the tests, which included studies of the effect of diets containing these by-products on live-weight, feed consumption, egg weight, and embryonic mortality. Although most of the packing

house by-products gave relatively good egg production, some of them especially ground-dried lean meat, blood meal and stick, and liquid stick, led to the production of eggs which did not hatch well. Liquid stick is the concentrated liquor from the steam rendering of fatty animal tissue.

If the meat scrap supplement contained a fairly large portion of liver, the hatchability, as well as the live-weight gain, and the liver content of meat scrap at the present time is not shown on the label. In recent years liver has been recognized as having unusual food values and its price has increased with the result that comparatively little of it now goes into ordinary meat scrap.

In these tests meat scrap made according to the following formula promoted good hatchability as well as good egg production: Carcasses, 20 per cent; livers, 10; spleens, 10; skulls, 10; beef rennets, 15; tripe trimmings, 10; hashed pecks, 15; and be-feeding scrap 10.

In general the tests confirm previous evidence regarding the value of meat scrap as a protein supplement for poultry and, at the same time, they indicate the desirability of eliminating the variability of packing house by-products by using definite formulas in their preparation.

The Fox Shark

The fox shark, also known as thresher shark and swinjetail, is a peculiar species abounding in all warm seas, especially in the Mediterranean and the Atlantic. It feeds on herring and other small fish, rushing into schools of them and thrashing about with its long tail.

Chinese Trace Families

Every Chinese loves to trace the long history of his own family, originating centuries ago and destined to an indefinite future.

Hoop Skirt Began Woman Suffrage

A hoop skirt that wouldn't stay on started Carrie Chapman Catt on her famous crusade for woman suffrage.

The incident of 70 years ago was disclosed at Monterey, California recently by Mrs. Catt, now actively campaigning for world peace.

My earliest recollection of any influence that stirred the idea in my mind—that women did not have quite a fair chance in the world—occurred when I was six years old," Mrs. Catt said. "All the little girls wore hoopskirts."

One day there was a sudden clatter in the schoolroom. The hoopskirt of one girl had fallen to the floor.

"The boys tittered, and one of them, a red haired lad a bit larger than the others, chuckled audibly behind his book," Mrs. Catt related. "Every little girl blushed and we felt very much ashamed. We all had a feeling that our sex had been insulted."

Mrs. Catt said that during the noon recess the little girl and the red haired boy were thrust together, and he laughed again.

"Well, I forgot all about differences in sex—I just reached up and slapped his face," she said. "And that little episode, I believe today, aroused in me a sense of sex defense, a resentment against injustice of sex discrimination."

TAX SURVEY FINDS MUCH LAND NOT ON TAX ROLLS

State Tax Commissioner, R. B. Anderson recently made the statement that the state-wide tax survey on which an enthusiastic group is working in Deaf Smith county, will add over the entire state assessed valuations to state and county rolls of \$120,000,000. On this basis the tax survey has paid for itself 100 times over and will when completed increase the tax revenues about \$900,000 a year to the state and about \$750,000 to the counties. Ultimately this new revenue would wipe out the state's present deficit of about \$8,000,000.

There is almost three-quarters of a billion dollars of unknown property on the tax rolls of the state and there is a shortage of about 15 million acres of land that are absolutely off the tax rolls. This tax survey is identifying this "unknown" property and the 15 million acre shortage is being accounted for and if taxes on the average rendition that other acreage is now assessed and taxed taxes can be reduced by 25 per cent, and still collect as much money as is now being collected.

In many counties of the Panhandle the fact is definitely established that thousands of acres are escaping taxation every year and some that have never been on the tax rolls of the different counties. Especially is this true along the county boundary lines, where these lines have been shifted by resurveys. In a number of these counties it is found that the total number of acres being taxed varies each year, as much in some cases as 50,000 acres. This proves the fact that no attempt is being made to account for all the land in those counties. After this survey is completed it will be possible to tax every acre of land and all city property and equalize the taxable value of the property of all tax payers.

It is also being found that in thousands of cases land owners are paying taxes on land used and occupied by highways which they could avoid by giving a deed to the county or state for that land which they will never be able to use.

The best lives who feel the coldest and acts the best.

METHODIST CHURCH

The pastor will be in his pulpit at the morning hour next Sunday, with a timely and helpful message. You are invited.

The union evening service will be moved to the Baptist church, and Rev. W. E. Barnes will be the preacher. We are glad to have Rev. Barnes and his family with us, and we want to give them a rousing welcome. We had 18 states represented in the services last Sunday evening. Next Sunday evening will be Women and Girls Night, and they had better come in large number or the boys and men will beat them on their night, July 25. You will find these evening services a fine place to meet your friends and neighbors and

enjoy a helpful worship service. Come and bring your friends. T. C. Willett, Pastor.

A place with a welcome. **ASSEMBLY OF GOD CHURCH** One block north of high school. W. A. McCann, pastor. Sunday School, 9:45 a. m., Owen Neel, superintendent. Morning Worship at 11 o'clock. Chris's Ambassadors, 7:15 p. m. Evangelistic service, 8:15 p. m. Old fashion prayer and praise meeting, Tuesday, 8:15 p. m. Gospel Thimble Workers Wednesday, 8:15 p. m. W. M. S. Thursday, 8:15 p. m. Special children's service, Friday, 7:15 p. m. A. A. Evangelistic service, Friday, 4:15 p. m.

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS

AUTOMOBILE HAIL FIRE

Lincoln National Life Insurance Co. Reliable Companies. Reliable Local Agency.

SINCE 1898

I INSURE EVERYTHING BUT ETERNITY!

Hereford Insurance Agency

Hubert R. Freeman

219 1/2 Main Street.

Phone 555.

THE WORLD'S BEST MOTORING VALUES

Guaranteed OK USED CARS

See your CHEVROLET DEALER first

1934 DODGE COACH — This car has been reduced \$75—the lowest price at which we have ever been able to offer this model. With "an OK that counts" — **\$325**

1934 CHEVROLET TOWN SEDAN—See this practically new Chevrolet and you'll prefer it to anything the market offers at anywhere near this price. Completely equipped many extras, ready to drive away. For Only **\$325**

1933 CHEVROLET COACH — Its tires, upholstery show no wear. Its motor has been carefully tuned and checked. Backed by "an OK that counts" — **\$250**

1932 CHEVROLET SEDAN — Original Duco finish, clean upholstery. Tires that show little wear. Thoroughly reconditioned and backed by "an OK that counts". Completely equipped. New tires. Special Sale Price **\$200**

1935 PLYMOUTH COUPE — Its finish, tires and upholstery show no wear. Its motor, transmission and axle have been carefully checked for dependability and durability. real buy for **\$350**

1931 CHEVROLET SEDAN—Its famous six-cylinder engine has been tuned to deliver new car performance. Roomy Fisher body provides big car riding ease **\$175**



USED CARS WITH THE OK THAT COUNTS

ALL MAKES · ALL MODELS · USED CARS AND TRUCKS

BRUMLEY - WOODFORD MOTOR COMPANY

Hereford, Texas.

What's NEW?

IN SERVICE
FUN
FOOD
CLOTHES
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TOWN
THE COUNTRY
MARKETS
WEATHER

in Everything?

Read
The Hereford Brand
"YOUR HOME TOWN NEWSPAPER"

COURTHOUSE RECORDS

Marriage Licenses.
S. F. Bouton and Miss Thelma Holden, July 2.
Grady Brown and Novaline Blair, July 2.

Warranty Deeds.
B. A. Comer and wife to Brunley-Woodford Co., E 70 feet of lots 7, 8, 9, 10, 11, 12 and E 70 feet of south 10 feet of lot 6, all in block 11, original City of Hereford.

Correction Deed.
Central Life Assurance Society to Mayme L. Oliver, east part of section 02, block K-8, to correct an error recorded February 6, 1934.

Quit Claim Deeds.
Thomas Chevaux and wife to Sabina Modde, S 1/4 section 17, 27, R2.

New Automobiles.
T. C. Willett, July 1, Chevrolet sedan, Brumley-Woodford Co.
Ohas. Burk, June 30, Dodge truck, Ireland Motor Co.
Geo. Harrell, July 2, Ford pickup, Hereford Motor Co.
Fred Browns, July 3, Ford coach, Hereford Motor Co.
W. I. Valentine, July 1, Ford truck, Hereford Motor Co.
Davis - McCracken, July 1, Ford pickup, Hereford Motor Co.
Albert Zinser, July 1, GMC 1 1/2 ton truck, Norton Motor Co.
Norton Motor Co., July 3, GMC pickup.
C. M. Brown, July 3, GMC 1 1/2 ton truck, Norton Motor Co.
E. D. Fox, July 1, Dodge sedan, Ireland Motor Co.
J. D. Love, July 1, GMC 2 ton truck, Amarillo.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
W. N. Bohannon preached at Sims Sunday.

Wheat cutting has started here. Rust is causing wheat to fall badly in some fields.

Mr. and Mrs. Tom Bohannon and Olaf are home from Fullerton, Calif., where they have resided since August. They were accompanied by Walter Bohannon of Fullerton, who is a brother. He will remain here for a visit.

R. A. Freeman and Mack were in Amarillo Saturday.

John Morris was in Hereford Monday.

Mr. Chandler of Anton, an old friend of Floyd Patterson, is here for harvest.

Mr. and Mrs. Lige Ellison of Crosbyton are here to harvest their wheat.

N. O. Phillips and Mrs. Mary Alice Harva of Cleo were married Sunday, June 27. They are residing at the Phillips home.

J. M. Chapman and Wilbur were in Amarillo Friday.

Floyd West and family were Hereford shoppers Saturday.

Jumbo News.

BY MRS. ULLMAN HUNTER
Visiting the Andrews family Tuesday were Nelson Lunkford of Abilene, Mr. and Mrs. Virgil Andrews of Clovis, and Mrs. Clem Maples and Dorothy of Dimmitt. The L. A. Matthews family visited in Channing last Sunday. Chas. Metcalf and family of Shuelsburg, Wis., are visiting the Metcalfs here.

Mrs. C. D. Pinckert and sons of Parlin, Colo., came in Friday to visit her mother, Mrs. Jessie McGinnis and Mr. and Mrs. F. L. Pinckert.

Mrs. J. B. Foreman and Eva of Pampa visited Mrs. C. E. Leisure recently. Mrs. Freeman is the mother of Mrs. Leisure.

Miss Pauline Matthews of WTS TC visited at home this week end. Mr. and Mrs. Carl Gilliam of Lubbock visited the Clem Gilliam home Sunday.

Mr. and Mrs. Addison Hunter visited her parents, Mr. and Mrs. E. C. Burks of Arney Sunday.

S. J. Lovell spent the week end in Canyon.

The 4-H club girls had a fairly successful ice cream supper Wednesday night.

The D. E. Hepler family of Melrose, N. M., spent the week end with Mr. and Mrs. Dewey Owens. Mr. Owens is a brother of Mrs. Hepler.

Mrs. Clem Gilliam, Sam and Ullman Hunter attended County Council of Club Work in Dimmitt Monday.

Easter Items

BY LOUISE FRYE
Rev. Johnson will preach at the morning hour Sunday. In the evening quarterly conference will convene at Jumbo. Rev. Haymes will be present.

Wheat harvest is in full sway. Dry land wheat is much better than expected.

Ruby Faye Nolan is recuperating after a tonsil operation at Dimmitt last Monday.

Mr. and Mrs. Fred Walton spent last week end at Portales, N. M., with her parents.

Mr. and Mrs. Geo. Chambless spent Sunday in the Lynn Axe home.

Messrs. and Mmes. Sam Hunter and Harry Smith were dinner guests in the E. M. Allen home.

Hazel Chambless and Doris Kirtsey attended a house party at Flagg last week end.

Mr. and Mrs. C. Smith of Hobbs spent the week end in the J. S. Smith home. They were enroute to Illinois to make their home.

Foster Beall visited friends in Canyon Sunday.

C. W. Frye, Caroline, Carlisle and Charles ate supper in the E. D. East home Thursday night.

Ward News Notes

MRS. GEORGE SUGGS
An inch of rain fell Thursday night, but farmers continue wheat harvest.

Mrs. Montgomery attended the funeral of her son-in-law, Dr. Ross, at Plainview Wednesday.

Benny Fulkerson and family of Roswell, N. M., were here visiting this week.

Mrs. Saltzman and daughter visited in Amarillo from Thursday until Saturday.

Mrs. Frank Stivers visited Mrs. G. M. Suggs in Hereford Thursday.

Mr. and Mrs. G. M. Suggs spent the week end here.

Mrs. Ralph Sartin of Shreveport, La., is visiting her parents, Mr. and Mrs. Jack Hutson.

Mr. and Mrs. D. O. Williams of Abernathy were here this week.

The community enjoyed a delightful surprise supper at the school house, given in honor of Mrs. Jack Hutson's birthday. Attending from Hereford were Mr. Carroll and grand daughter, Judge and Mrs. Russell, Mr. and Mrs. G. M. Suggs and Miss Alberta Davis.

Arlena Armstrong is visiting relatives at Happy.

Mr. and Mrs. Taft Lovett of Clovis are here for harvest.

Rance News

EDNA BEHREND'S
Mrs. Tackett visited the A. L. Behrends home Tuesday.

Jack Owens, who has been visiting his uncle, J. D. Story, left for his home in Illinois Thursday.

Mr. and Mrs. Geo. Collins are the parents of a boy, born Wednesday, June 30.

Home demonstration club met at the home of Mrs. R. L. Rule last Thursday. Miss Schults, agent, talked on the different methods of canning and storing vegetables. Six members and four visitors were present.

A. L. Behrends and family visited relatives in Kress Sunday.

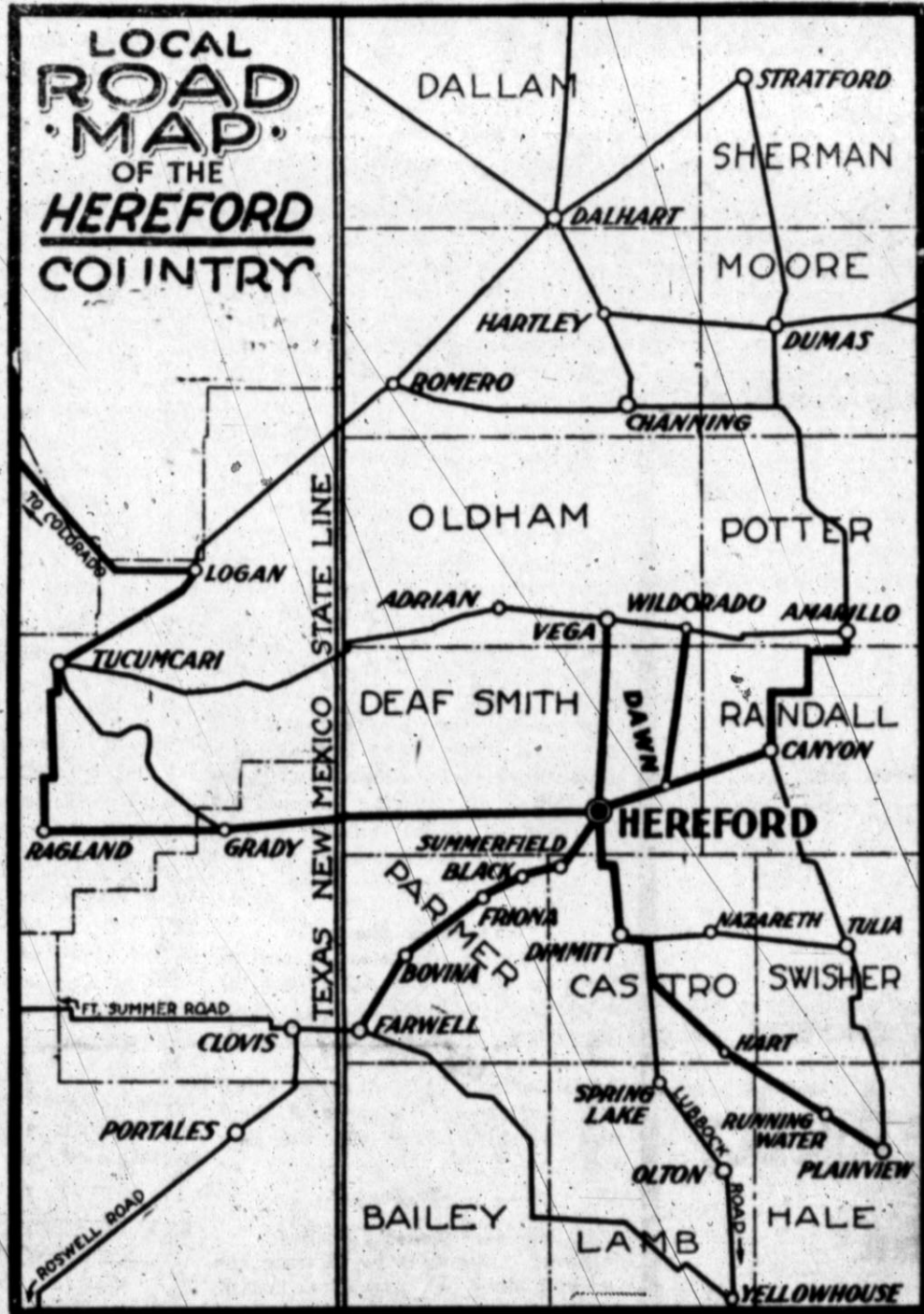
Dean Story of Dalhart visited his parents Sunday.

Geo. Collier was in Amherst Monday.

A Case Salesman for Every Neighborhood On This Map

A Partial List of Satisfied CASE Owners Who Are Our Best Salesmen

- A. W. Fortner (1 Model L)
- Ross Campbell (1 Model L)
- Mark S. Benefield (1 Model L)
- F. L. Bogle (1 Model L)
- O. E. Sherman (1 Model L)
- Joe Jesko (1 Model CC)
- Jim Lipscomb (1 Model L)
- Frank Wilde (1 Model L)
- Henry Jesko (1 Model CC)
- Cecil Allred (1 Model L)
- Ky Lawrence (1 Model L)
- W. T. Price (1 Model L)
- Joe Schwaiber (1 Model CC)
- J. T. Gilbreath, Jr. (1 Model L)
- Roy Wagner (1 Model L and 1 CC)
- L. M. Turner (1 Model L)
- J. J. Wilder (1 Model L)
- Geo. P. Turventine (1 Model CC)
- A. A. Smith (1 Model L)
- Johnny Davis (1 Model L)
- Wellington Johnson (1 Model CC)
- Wm. O'Brien (1 Model L)
- Metcalf Bros. (1 Model L)
- Wirt Phillips (1 Model L)
- Jack Dunn (1 Model L)
- Andrew Smith (1 Model L)
- Floyd Schlenker (1 Model L)
- John Lynn (1 Model L)
- S. L. Deoney (1 Model CC)
- A. C. McFarland (1 Model L)
- J. T. McFarland (1 Model L)
- John Steinbock (1 Model L)
- N. E. Gass (1 Model L)
- W. A. Hunter (1 Model L)
- C. W. Hodges (1 Model L)
- Colby Conkright (1 Model L)
- H. M. Benson (1 Model CC)
- W. M. Barnhart (1 Model CC)
- H. D. Culpepper (1 Model L)
- L. W. Carlyle (1 Model L)
- Roy Euler (1 Model L)
- Arthur Klemm (1 Model L)
- Charles Burke (2 Model L's)
- W. E. Upton (1 Model L and 1 CC)
- C. W. Frye (1 Model L and 1 CC)
- L. A. Smith (1 Model L)
- C. W. Hodges (1 Model L)
- Floyd Tomlinson (3 Model L's)
- R. F. McConnell (2 Model L's)
- J. C. Williams (1 Model L)
- H. A. Youts (1 Model L and 1 CC)
- D. L. McDonald (2 Model CC's)
- J. L. Hoffman (1 Model L and 1 CC)
- Ben Koslzer (1 Model CC)
- J. H. Edmunt (1 Model CC)
- N. G. Elliston (1 Model CC)
- Ramey Elliston (1 Model CC)
- G. E. Thale (1 Model CC)
- Sam Sluggs (2 Model L's)
- G. H. Koffer (1 Model CC)
- Jess Ritter (1 Model L)
- Albert Zinser (1 Model L)
- S. F. Williams (1 Model L)
- J. H. Hudgones (2 Model L's)
- John Stork (1 Model L)
- H. H. Boardman (1 Model L)
- H. C. Wells (1 Model L)
- C. F. Loffin (1 Model L)
- Otis Massie (2 Model L's)
- T. W. Medlin (3 Model L's and 1 CC)
- F. W. Fortner (1 Model CC)
- J. D. Lee (3 Model CC's)
- R. E. Louder (2 Model L's)
- R. L. Stewart (1 Model L)
- Seldon Tomlinson (1 Model CC)
- K. R. Jackson (1 Model L and 1 CC)
- Joe Evans (1 Model L and 2 CC's)
- Virgil Whitley (1 Model L)
- J. W. Jordan (1 Model CC)
- E. V. Holman (1 Model L)
- H. H. Miller (1 Model L and L. E. Skid)
- Thompson & Blakemore (1 Model CC and L. E. Skid)
- O. L. Rutherford (L. E. Skid)
- Bennett Brothers (1 Model CC)
- Herbert Bippus (1 Model CC)
- S. F. McKinstry (1 Model CC)
- Hardwick Brothers (1 Model L)
- J. L. Haines (1 Model CC)
- Erwin and Victor Elliston (1 Model CC)
- W. L. Sluagart (1 Model CC)
- Lawrence Hand (1 Model L)
- Emmet Taylor (1 Model CC)
- H. C. Conkright (1 Model CC)
- Ira Ott (1 Model CC)
- F. J. Knabe (1 Model L)
- H. L. Benefield (1 Model CC)
- T. J. Carter (1 Model L)
- C. S. Gunter (1 Model L)
- J. C. Dandy (1 Model CC)
- Frank Deemer (1 Model CC)



And All the Roads Lead To Skeltons J. I. Case Dealer at Hereford

Find Your Nearest Neighbor On This List Who Owns A Case He Will Give You A Better Sales Talk Than We Can

Every once in a while someone wants to know how long we have been selling Case machinery. The real truth of the matter is: we only keep shop, and make deliveries, and turn in the orders. We are just a sort of secretary for scores of Salesmen. Everyone of our star salesmen is a Satisfied Case owner. When one of them tells you something about a Case, you know that it is right, because he has nothing to gain—except maybe wanting to see you get the best tractor money can buy. We are proud of our salesmen, and we are glad to refer you to them, because we know that you, too, will become a Satisfied Case Owner, and another salesman will be added to our list.

ONE CASE SELLS ANOTHER

Just Unloaded a Carload Of

CASE
Model "L"s
ON RUBBER

Another Carload Is On The Way!



Parts And Service **C. A. Skelton** CASE IMPLEMENTS

Day Phone 332
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Hot Summer Days

ARE HERE Master Your

Refrigeration

Troubles With

LEONARD ELECTRIC

WITH THE *Master Dial*



McCConnell Electric Co.

PHONE 759 LEONARD DEALER 303 N. Main St.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

BRIDGE BREAKFAST GIVEN

Commemorating the universally celebrated Fourth of July, Mrs. Beth B. Hotman entertained Monday morning with an informal breakfast, followed by games of bridge. An appropriate color theme marked the decorations which included red gladiolas, white stock and blue delphinium attractively arranged in harmonizing containers about the house. The breakfast was served at quarter tables which were covered with white linen and centered, with dainty summer blossoms.

Bridge accessories accentuated the patriotic colors suggested by the flower decorations. High score in the games went to Mrs. Alton Fraser and second high to Miss Eloyse Pitman.

TWO ARE HONORED WITH BUFFET SUPPER

Honoring their husbands whose birthdays occurred near the same date, Mrs. Carl Mounitz and Mrs. R. J. Blue entertained with a Santa Fe family party Friday night at the home of Mrs. Blue. The affair was in the form of a buffet supper and 42 party. The house was decorated with roses in shades of pale pink, deep rose and wine red.

The table was laid with an imported linen cloth and adorned with a graceful arrangement of roses in a foliage setting. Place cards carried out the blend of color established by the roses.

Guests, which included employees of the Santa Fe Railroad system were Messrs. and Mrs. J. L. Beyer, Sank Ramey, Buford Crosthwait, Mrs. Frank Lucas and son, F. L., Ben Williams, Oscar Helman, Jack Skillen, I. O. Crosthwait, Nola Margaret Blue, Marcella Blue and the honor guests.

C. E. ENJOYS SOCIAL HOUR AND PROGRAM

The Christian Endeavor of the The Christian Endeavor of the day evening at 6 o'clock at the home of Carl Oldham. A social hour was enjoyed, with Jimmy Donovan entertaining with his guitar. The religious service which followed was in charge of Nola Margaret Blue. In keeping with the spirit of the day, Good Citizenship was the interesting topic for discussion. Educational questions were asked and answered.

Besides the 26 regular members present were La Nelle Kane, Bill Gamble, Mr. and Mrs. A. Peterson, Richard Peterson, Mrs. H. M. Redford, Mr. and Mrs. R. G. Blue, Marcella Blue and Mrs. McKinley. All interested young people are invited to join the Christian Endeavor and take part in the weekly meetings.

BUNKING PARTY HONORS MISS HENRIETTA FRITZ

A bunking party honored Miss Henrietta Fritz of St. Louis, who is visiting Miss Mary Jane Morgan and other friends here, was given at the home of Miss Morgan Saturday night.

The guest list included classmates and close friends of the honor guest and the group enjoyed a line party at the Star Theatre before the outdoor bunking party.

A lovely breakfast Sunday morning concluded the entertainment. Those present were Mary Ann Baird, Viola Phillips, Barbara Brotherton, Faye Crosthwait, Minnie Dea Smith, Hertha Baer, Melvena Stewart, Helen Ann Snyder, Elsie Wilkins, the honoree and the hostess.

T. E. L. CLASS HAS BUSINESS-SOCIAL MEETING

T. E. L. class of the First Baptist church held a business and social meeting at the home of Mrs. S. J. Orr Thursday afternoon. Mrs. S. L. Walser, vice president, conducted the business meeting, when the class voted to exclude programs at the meetings during the summer and to stress the social features at the regular meetings. Prayer was given by Mrs. J. B. Harlin.

Refreshments were served to Mrs. F. E. Bowe, Lee Lambert, Wirt Phillips, Allen Powelson, Mark Hanna, J. B. Harlin, Jeff Gilbreath, W. A. Long, S. L. Walser and Orpha Click, a guest of the club.

MRS. LONDON HOSTESS FOR PLEASURE HOUR CLUB

Members of the Pleasure Hour Bridge club were entertained at the home of Mrs. Boyd London Thursday afternoon. Vases of yellow and white daisies were used as floral decorations in the entertaining rooms. In the dining room rainbow hued larkspur formed an attractive centerpiece for the table.

In the games of contract Mrs. Ralph Smith was awarded high score prize and second high went to Mrs. W. H. Russell.

Guests present were Mrs. W. H. Russell and Mrs. Criss Renfro. Club members present were Mrs. W. J. Smith, Earl Phillips, Harry Lomas, Roy Jewell, Ralph Smith and the hostess.

Mr. and Mrs. Buford Fellers of Amarillo were week end visitors in the home of her parents, Mr. and Mrs. W. R. Schethagen.

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Insurance Agency
Phone 273

Daniel News

BY PAULINE MOORE
Showers here the past week will benefit row crops.

Mrs. Cook of Fort Worth is spending a few days in the J. H. Matthews home.

Silas Hart and Mr. Mayhue of Canyon called on W. R. Moore last Monday.

Mrs. Floyd Tomlinson and Helen were in Amarillo Tuesday.

L. Shugart and family of Hereford took dinner in the E. Shugart home last Tuesday.

Miss Neta Jo Moore is visiting in Olton.

W. R. Moore was in Hereford Friday afternoon.

C. Cheatham, Amarillo, visited C. Brown one day last week.

Miss Mary Thurmond of Amarillo visited the C. McBroom home Wednesday.

Mr. and Mrs. W. R. Moore were in Amarillo Saturday.

Mrs. C. Brown and children visited the G. Thomas home in Hereford Saturday.

Mr. and Mrs. D. W. Henry of Plainview spent the week end in the Clyde Allred home.

Mr. and Mrs. J. T. McClain

ITALIAN PRINCEING



Prince Emmanuel, son of the crown prince and princess of Piedmont, grandson of King Victor Emmanuel, for whom he was named. The boy, who is in direct line of succession to the Italian throne, was photographed at the Quirinal palace recently.

He visited the Jim LeGrand family at Linstead Sunday.

F. Tomlinson and family, and

Jack Vincent of Amarillo visited near Hart last Wednesday.

Miss Mary Posey, Billie Robertson and J. B. Harlin of Hereford visited Lottie and Ethel Allred Sunday afternoon.

Guy Dudley of Olton is working for W. R. Moore.

Miss Syble Smith of Dawn spent from Friday until Monday with Miss Leda Smith.

Miss Helen Morris visited home folks at Arney last week end.

Donald Moore was on the sick list last Sunday.

Hubert Oglesby is able to be up and about again.

Miss Lottie Allred spent from Sunday until Tuesday with Mr. and Mrs. Jimmie Allred in Hereford.

Mrs. Anne Gillisple of Amarillo is visiting relatives here.

Celebrate Holiday Here.

Here to celebrate the Fourth of July holiday with their mother, Mrs. R. P. Brazl, were Mrs. E. B. Handley and children, Yvonne and Bob Roland, and Miss Leta Brazl of Santa Fe, New Mexico, Mr. and Mrs. Bob Sheward of Oklahoma City, and O. J. Brazl of Torger, Wendall, son of Mr. and Mrs. Sheward, is spending the summer here with his grandmother.

Mrs. Truman Johnston and son, Billy, of Duncan, Oklahoma, are in Hereford for a short visit. They are visiting in the Jeff Gilbreath home and Mrs. Johnston is looking after business interests here.

Karl Shirley is substituting for Jack Boydston at the Sinclair filling station. Through an unfortunate mishap in a scuffle Jack broke a finger and will be unable to use his hand for several days.

Union Sunday Night Service

First Baptist Church
8:15

Preacher,
Rev. W. E. Barnes

Feature: Women & Girls' Night

Welcome

Vacation Specials

For Your Vacation

See Our
10c
Table

Take a
MOVIE CINI "8"
With You
Only ... **\$9.95**

Utility Bags
A Very Handy Bag to Carry.
All Kinds Accessories,
Rubber - Lined
98c

Refresh Yourself!
AT OUR SODA FOUNTAIN
BORDEN'S
ICE CREAM
SPECIALS EVERY DAY
QUALITY DRINKS
BEST OF SERVICE

Sun Glasses
Assorted Colors
25c to 75c
Special
19c

Nyal White Shoe Cleaner
liquid or paste and
27 inch pair of
White Shoe Laces
Both for **19c**

Nyseptol Tooth Brush
Sturdy bristles solid-set in pastel handles, tufted or beveled Tip. Your choice of shapes **29c**

Nyseptol
Cleansing antiseptic and refreshing mouth wash—keep mouth and throat clean—avoid infection. Large economical half pint bottle **49c**

Nyal Eye Drops
A soothing antiseptic for eye-strain or irritation and a pair of tinted lens
Sun Glare Goggles
Both for **53c**

DRUG SPECIALS

\$1.00 Zonite	79c
50c Milk of Magnesia, Nyal	39c
75c Bayer's Aspirin	59c
25c KOTEX	19c
20c Kitchen Towels	13c
20c KLEENEX	14c
50c Jergen's Hand Lotion	39c
50c Muriel Astor Cream	39c
60c Mum	49c
50c Unguentine	39c
25c DeWitt's Foot Powder	19c
\$1.00 Coty's Face Powder	89c

Assortment
Rouges and Lipstick
25c To 50c
Your Choice 19c

Borden's Quality

ICE CREAM Pints	15c
Twin Dip Special	
SUNDAE Two kinds Ice Cream, 2 fruits	10c
ICE COLD FROSTED ROOT-BEER	10c
FRESH ORANGE-ADE	5c
SPECIAL LIME COOLER	9c

It's Always Cool and Comfortable Inside!

CLOSE Drug Store

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SHAVING SPECIAL
Twenty-Five
Razor Blades
Gillette Razor
Shaving Cream
ALL FOR
59c

Guaranteed POCKET WATCH
For
knech-about
vacation use
Special
98c



Figuring Finances

All other things being equal, the business with a sound banking connection enjoys greater immunity today from the seasonal and cyclical changes in business than ever before. The reasons are readily apparent. Such a business has the advantages of modern banking research, sound credit control, the advantages that come inevitably from a recognized banking reference and, finally, in the case of the First National Bank, the reputation for integrity which has characterized our years of service to the business institutions of Hereford.

First National Bank

OF HEREFORD

MEMBER
FEDERAL RESERVE
SYSTEM

A Strong Bank
Thoughtfully Managed

Legume Yields Increased By Inoculations

The practice of inoculating legumes with a culture of nitrogen bacteria has made astonishing gains in Texas during the past few years, according to E. A. Miller, agronomist of the Texas Extension Service, who pointed to a planting of 65,000 acres of artificially inoculated legumes in 1936, as compared with 12,000 in 1935.

Sales of nitrogen cultures in Texas so far in the year show an increase of 29 per cent over the same period in 1936, Miller said, and indicate that more than 84,000 acres of legumes will be artificially inoculated in 1937.

County agricultural agents have been pointing out to farmers that legumes store nitrogen in the soil through the presence of nitrogen fixing bacteria, and Miller explained that if legumes are to make satisfactory growth and are to furnish the utmost profit in stored nitrogen, they must be plentifully supplied with these bacteria.

Agronomists have long been under the impression that after a given piece of land had been planted to legumes, the nitrogen fixing bacterium remained in the soil indefinitely, and that the future plantings of legumes did not need to be inoculated. Recent experiments have shown, however, that even where bacteria are present in the soil, they were not as effective as those furnished in fresh culture.

Since the cost of artificial inoculation is very small the cultures carrying directions for use are available at most seed houses, Miller is of the opinion that it will pay farmers to inoculate all legumes at planting time.

Hospital Notes

Swain Eden of Hobart, Oklahoma, was released from the hospital following an automobile accident Saturday night.

Gay Ann McFarland, one-year-old daughter of Mr. and Mrs. J. C. McFarland of Friona was admitted to the hospital Monday as a medical patient and was today reported to be improved.

O. O. Fulton of Artesia, another accident victim, entered the hospital last week and was re-

Wins Coveted Architect's Award



Henry A. Jandl of Princeton University and Spokane, Wash., is pictured with some of his prize winning works after he was awarded the thirtieth Paris prize scholarship in architecture at the headquarters of the Society of Beaux-Arts Architects in New York. The scholarship has a value of \$3,600 and the winner goes abroad to study and travel for 2 1/2 years. It is the most coveted architectural scholarship because the winner is selected from among all architectural students in the United States under twenty-seven years of age.

leased today. Lens Albert Johnson, Wellington, was today reported to be resting as well as might be expected. His back was broken when he fell 30 feet in a local elevator shaft.

Howard Pierce of Dover a medical patient, was released from the hospital Wednesday.

Godwin Sanitarium. Mrs. Johnnie Haber was returned to her home Wednesday after having been ill for the past week.

After one has \$100,000, it may be nice to be in a rut.

Women on the Stage. It was not until after the Restoration that women were permitted to appear on the stage. Charles II, in 1662, granted a license for a theater in Dorset gardens, London. One of the clauses was as follows: "Whereas, the women's parts in plays have hitherto been acted by men in the habits of women, as which some have taken offense, we do permit and give leave for the time to come, that all women's parts be acted by women." Mrs. Coleman, who played Ianthe in Davenant's "Siege of Rhodes," in 1656, probably was the first English actress.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Postmistress Becomes Angel Of Mercy

McGregor, Iowa. — A native of the Little Turkey river valley, Mrs. Edna Bolsinger, 66-year-old Graham, Iowa, postmistress, telephone operator, storekeeper, farmer and midwife, has won the title of the "Shepherdess of Iowa's Little Ozarks".

Back in the wild hill country of northeastern Iowa, the farmers all know the shepherdess.

Most of the homes are cabins, and they generally are set back out of sight of the roads, with only footpaths leading to them.

So isolated is the community that rural mail carriers cannot serve it and Uncle Sam accommodates the residents by maintaining a post office in Mrs. Bolsinger's home. It is in the parlor right beside the store.

The telephone exchange is in the sitting room handy to the kitchen and bedroom for day and night calls. Many of these calls are for a midwife.

"I suppose I've helped bring 100 babies into the world around

Their Invention Aids the Law



William B. Spooner (left) and Frank F. Heitzler, both of Boston, the inventors of a new third dimension diamond camera by the use of which photographs can be made through a diamond to show all defects and cuts so that a stolen stone can be identified in a matter of minutes by police departments, are shown. Without their camera it is impossible to make a positive identification of a stone after it has been in use for any time. The diamond is recorded in much the same way that finger prints are recorded.

here," said Mrs. Bolsinger. "Sometimes they have a doctor, but often they just depend on me."

Miss Voneell Hare of Amarillo is visiting her sister, Mrs. Bill Edelman, who lives west of town.

Temperature Averages 75 Degrees Here

A tabulation of U. S. Department of Agriculture weather reports in Hereford for June showed 3.71 inches of rain for the month, according to W. C. Niv, observer.

June 30 was recorded as the hottest day of the month with a reading of 99 degrees, while June 5 was the coldest day with a reading of 44 degrees. The greatest variation in any single day was 37 degrees, which occurred several different days.

On June 3 a total of 1.20 inches of rain fell to bring the greatest amount of moisture for any single day of the month. A review of the weather showed 19 clear days, six partly cloudy and five cloudy. On eight days more than .01 of an inch of rain fell.

The mean maximum temperature for the month was 90 degrees; the mean minimum, 60 degrees and the average for the month 75 degrees.

Try the Hereford merchants before going elsewhere to buy.

Get Them All At Our Station!

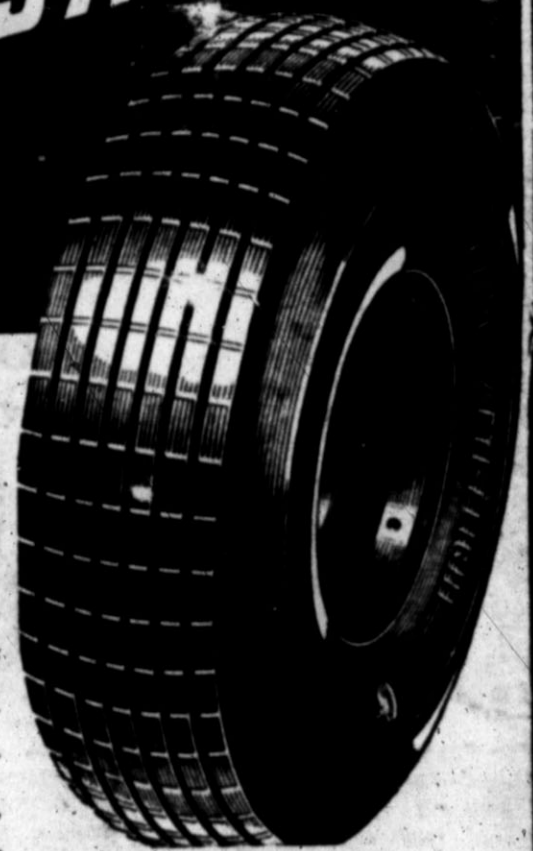


TRACTOR FUELS LUBE OILS GREASES

To make your driving SAFER

FISK TRUCK AND TRACTOR TIRES

FISK Tires are reasonably priced! For all passenger cars, trucks, tractors or trailers, and they are as close as your telephone. Phone 484 today and let our expert station attendants equip that truck or tractor with FISK Tires. They are low in price, giving you extra mileage, safe driving, smoother riding and built to withstand the wear and tear of rough country roads. Bring your truck or tractor in today and save time and money by putting on a set of those good FISK Tires.



The New FISK Safti-Flight

and now PLUS Protection IN THE Skid ZONE, too!

GRADES OF WHEAT DETERMINE PRICE

We grade wheat strictly on U. S. Government standards. That is the only correct way to test and grade wheat. Our testers and scales have been checked to insure accuracy.

Weights Are Important

Our scales are of the best type, visible to the weigher and to the truck driver. This double check eliminates many mistakes. State tested.

Storage

is available here, to all who do not have bins on their farms to hold their wheat. Free storage until August 1, and 1 cent per month per bushel thereafter. We pay the insurance cost and stand the shrinkage.

Our Policy

Has always been to try to treat every customer just the way we would expect to be treated by them if we were selling wheat and they were buying.

MONEY ADVANCED ON YOUR STORED WHEAT

ELECTRIC LIFT TO DUMP ANY TRUCK OR TRAILER

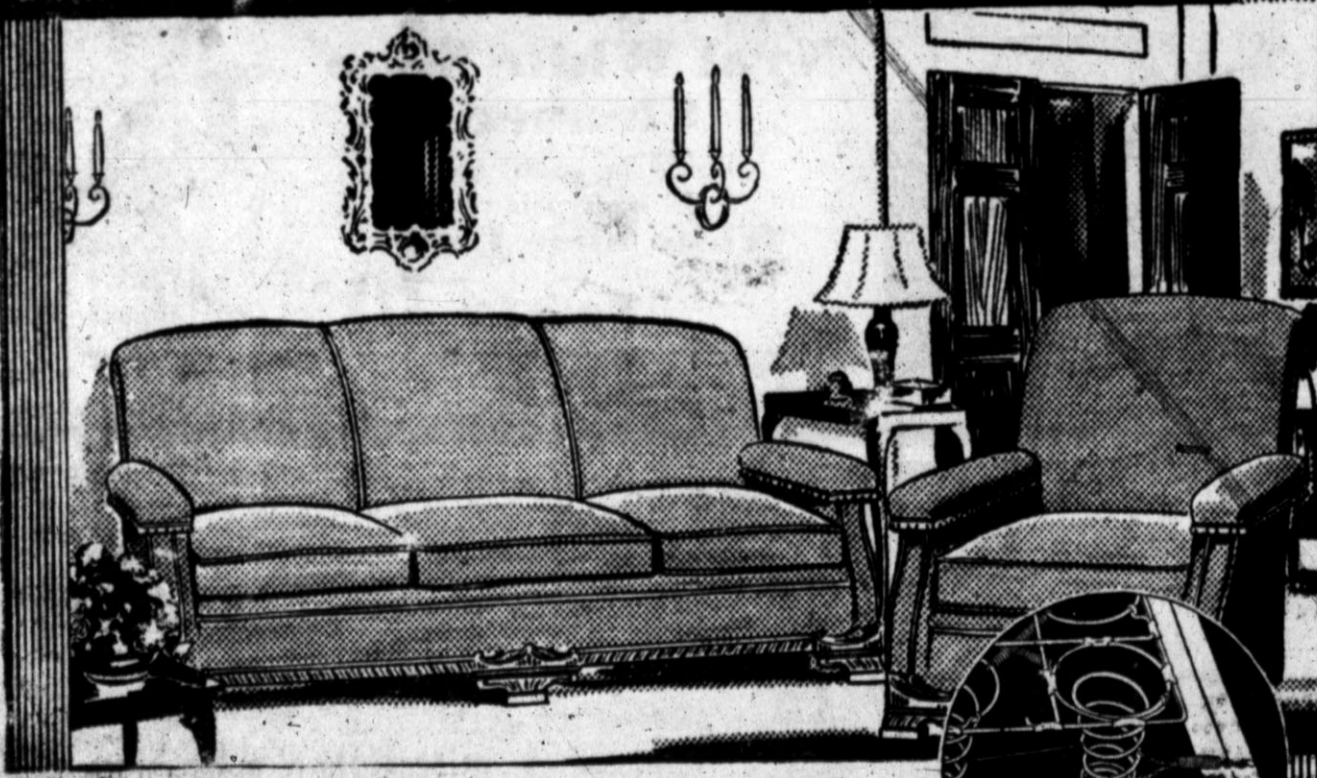
A FAST COURTEOUS SERVICE

At Our Elevator



TOP PRICES FOR WHEAT

DISTINGUISHED Beauty...Comfort...Durability



PERMALUX

Sensational New Spring Construction

Close your eyes and just picture this charming living room suite in your home. You just couldn't help going about your work with a song in your heart and a smile on your lips... it would make the whole house seem far more attractive, and in Permalux you secure lifetime comfort and service. There are no cords, strings or twine to stretch, break or wear out. Every unit in the seat spring construction is anchored securely, but flexibly, by steel... by a newly patented method of construction years ahead of all other forms. Nothing hidden... every part can be seen; come in and examine it with your own eyes.

Permalux Suites are obtainable in all of the season's newest and smartest designs in cover materials...and may be had for as low as \$69.50. Convenient terms, of course.

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E. B. BLACK COMPANY

FRASER Oil and Grain Company Alton T. Fraser, Manager