

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 15.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, APRIL 15, 1937.

FIVE CENTS PER COPY

FARMERS GET GOVERNMENT CHECKS TOTALING \$270,000 THIS WEEK

AROUND TOWN

Sights and Faces Seen

Cecil Gunter this week indicated hopes of a good yield from his irrigated wheat. The wheat was watered six weeks ago, and one bunch which was pulled up Sunday counted 52 stems. He said the stand was uniform over his entire field, and the wheat is now six inches high.

Jack Rose, upon returning last week from Kilgore, Texas, brought some East Texas hickory limbs with him. He carried the wood by to Uncle Jess Roberson, who expects to carve some walking canes from the limbs.

"Figuratively speaking, Mac West is OK," Frank Glivan told friends here this week following his return Saturday from Hollywood, where he is reported to have interviewed the film star.

Mrs. Grayce Marrs copped another contest prize this week when she won a \$5 coupon book from the Shamrock Oil and Gas Company name contest. Sponsors said they got an exceptionally good response from this section—and from advertising placed exclusively in the Hereford Brand.

If anyone should happen to see a fellow with his nose screwed up against a cafe window, his mouth watering, while he is watching the chef cooking hamburgers, and thinks he is Wimpy of cartoon fame—we just want you to know that it is probably "Wimpy" Gilentine, editor of the Brand.

P. R. Walker, SCS employee, was able to be up this week after an illness of influenza for several weeks.

Judge Earl W. Wilson Tuesday suffered from the attack of several practical jokers, who found him trying to buy a fan belt for his washing machine.

Nestor Gaus was busy this week branding cattle.

Bob Fullwood was Saturday giving out some inside dope on the student strike at A. & M. College, where his son, Edward, is a student.

Resettlement Employee Here

R. D. Jones of Ropesville has been transferred to the staff of rehabilitation workers for Deaf Smith, Castro and Parmer counties. It was announced today by J. E. Burch, local supervisor.

Mr. Burch said that applications are still being taken here Thursday and Friday of each week.

Jimmie Morgan Dies In Auto Fire Tuesday

Jimmie Morgan, 29, brother of Dr. T. L. Morgan of Lubbock and former resident of this city, was burned to death Tuesday in an automobile in West Lubbock, according to reports today.

A taxicab driver who said Morgan was groaning and lying on the back seat of the car, told authorities he was the first to reach the scene and that Morgan apparently made no effort to extricate himself from the burning car. The driver, C. A. Denny, said he tried to pull the man out, but flames prevented him.

Week End Visitors

Mr. and Mrs. D. H. Alexander had as their guests over the week end, their children, Mrs. Joe Hudson of Seagraves, and Burt Alexander of Canadian. Mr. Hudson and Betty Jo accompanied Mrs. Hudson.

Funeral Held Here Monday for Messenger

EARLY RESIDENT SERVED AS COMMISSIONER IN COUNTY

Funeral services for J. N. Messenger, 69, early settler and cattleman in this section, were held Monday afternoon, April 12, at 2 o'clock, from the First Baptist church of Friona. Services were conducted by Rev. Moore, pastor, assisted by Rev. Harrison, Holene, New Mexico, pastor.

Mr. Messenger died Sunday morning, April 11, at 9:50 o'clock, following an illness of three months. His death occurred at his home west of here in the Messenger community. He was born at Murray, Iowa, January 28, 1869, and at the time of his death was 69 years, two months and 13 days of age.

In 1908, he left Iowa and came to Texas. He purchased a section of land from Geo. E. Wright Co., located in the community now known as Messenger, and which was named in his honor. Like most old timers in this area, he first took up ranching and became widely known for his activities along this line.

Was Commissioner

Mr. Messenger ranked so high in the esteem of his friends and neighbors that they elected him to the office of commissioner of Deaf Smith county some 20 years ago. He held this office and faithfully fulfilled the duties for several years. Around 1927 he moved to Hereford and went into the grocery business for several years. In 1935 he moved back to his place and had resided there since as a retired stock farmer.

In addition to serving his county as commissioner and a good citizen, Mr. Messenger was ever active in church affairs and played a large role in the development of this section. He helped organize the First Baptist church of Friona, and during the time he resided in Hereford served as

(Continued on page six)

Plans On Rural Resettlement In Washington Now

Early work on the rural rehabilitation program for Deaf Smith county was predicted this week by Mr. Wilkins, district official of Amarillo.

In an interview with H. V. Hennen, chamber of commerce secretary, Mr. Wilkins said that complete plans for units in this county have been drawn up and sent to Washington for final approval. The fact that the local project is being delayed was attributed to this situation.

The units, when complete, will feature model farms for the county, with irrigation wells and equipment, according to present plans.

Wind Erosion Agencies Issue Appeal

Seeking to eliminate destruction through blowing of lands in this county, the Deaf Smith County Wind Erosion Conservation District today issued an appeal for the cooperation of land owners. In outlining their plan, they stressed planting of cover crops, and the correction of hummocked fields. The conservation body is composed of the commissioners court with the county judge as chairman.

"An appeal is made immediately for land owners to make arrangements to plant part of their plowed lands, that which is a blow hazard, to cover crops," they stated. "We believe that farming can still go on in this county if land owners will cooperate with govern-

"Plain People" Protest U. S. Gift



Clad in the quaint Amish costume of Pennsylvania's "Plain People," Jonathan Zook, left, and Amos Fisher, are shown in Washington after they had made formal protest against Uncle Sam's PWA gift of \$56,250 which was to rebuild a school house in their district. Tenets of their sect forbid acceptance of loans.

Delegates To Meet For District C. E.

2 HEREFORD CHURCHES WILL BE HOSTS FOR DISTRICT MEET

Over 100 delegates from over the Panhandle will converge on Hereford Friday for the annual meeting of the Panhandle District Endeavor convention. Meetings will be conducted Friday night, Saturday, and will close Sunday afternoon. Saturday night at 6:30 at the First Presbyterian church, the annual convention banquet will be held, with Herbert Boardman as toastmaster. The program: Registration at the First Presbyterian church upon arrival.

Opening session at First Christian church, 7:30 Friday, with Rev. Donald Harris, Littlefield, as the principal speaker. Follow Me—By Confession.

Saturday morning, separate meeting for Juniors and Intermediates, Seniors and Young People, held at the Methodist and Baptist churches. Saturday at 11:15 Rev. R. C. Snodgrass, Amarillo, speaks to the group at the First Christian church on, Follow Me—In Loyalty. Junior-Intermediate luncheon at First Christian church.

Saturday afternoon session at 2:15 in First Christian church—a business session with reports of district officers.

At 6:30 in First Presbyterian church, the convention banquet, followed by a play by the Plain view group at First Christian.

Sunday morning at 9, the Quiet Hour, observed at First Presby.

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K-C Banquet Set Sunday, April 25

The Knights of Columbus today announced a banquet to be served in the Sproles-Cronin building, just south of the Star Theatre Sunday evening, April 25, at 8 o'clock.

Committee members said that tickets have been placed on sale at all drug stores and at Ike's Cafe.

Ball Game Will Finance Trip to Home Ec Rally

To make possible the attendance of the State Home Economic Rally by Hereford girls, a double-header basketball game has been scheduled for Thursday night, April 15, at 7:30 o'clock.

In the first game a team, coached by Wilson and Turrentine, will play a team coached by Lovelady and Whitehead. The second game junior girls on the regular team will play a team selected by the remainder of the school. Admission charges will be five cents, or a silver coin, Coach Jimmy Wilson said.

Shipments On Cattle High During March

INSPECTOR REPORTS 2,110 HEAD OF CATTLE HERE PAST MONTH

A total of 2,122 head of livestock were inspected for shipment here during March, according to the report of J. Walker Bradley, cattle inspector, to the commissioners court here this week. The reported included exactly 50 shipments, consisting chiefly of yearling steers, several heifers and a few bulls; some cows and horses were also included in the shipments.

The complete report for March follows: S. S. Williams, 135 yearling steers; Noah Ewton, 100 two-year steers; J. J. Lindsay, eight steers; West Texas Feed & Seed, 42 green salt hides; T. C. Ivey, 2 bulls; T. E. Seigler, 9 bulls; J. M. White, 40 yearling steers; Greenon, 44 yearling steers; C. E. Burk, 32 head cattle; J. J. Lindsey, 7 whiteface cows; O. M. Saldy, 20 Jersey cows and calves; Blackmore, 15 whiteface yearling steers; Brooks and Lisenbe, 14 yearling bulls; R. C. Campbell, 14 yearling bulls; Burgess & Bruce Co., 91 yearling heifers; A. K. Mauk, 3 mares; H. W. Engles, 19 bulls, 38 mixed; T. C. Ivey, 8 bulls; H. W. Engles, 38 mixed; J. M. White, 22 yearling steers; J. A. Pitman, 142 two-year old steers; Noah Ewton, 106 yearling

(Continued on page six)

Music Students Appear In Dawn Program Friday

A program sponsored by the Hereford Lions Club was enjoyed Friday night in a community gathering at Dawn school. Bill Smith and John Patton had charge of arranging the program.

Included in the program were numbers by the German Band, a saxophone solo by Helen Frances Streu, vocal solo by Jerry Jewell, bass solo by Ernest Scheibgen, baritone solo by Clifford Estes, and the Merry Mary Quartet.

Band Concerts Here Next Week

Two band concerts are scheduled here for next week, according to Ralph Smith, director, who said that the concerts are being sponsored prior to the Northern Division State Band and Orchestra Contest in Pampa, April 22-24.

Monday night, April 19, the high school band and orchestra, and soloists will be presented in the high school auditorium. The junior band and soloists will be presented Tuesday night, Mr. Smith said no admission charges will be made, and invited the public to attend.

Payment Is Started; Expect More Checks to Arrive Here Soon

Crowds Wednesday morning thronged the county agent's office here as the distribution of \$272,000 in soil conservation money was started in this county. Coming at an opportune time, the funds represent payments in connection with the 1936 program for this county, and were today rapidly going into circulation for machinery, clothing and other needed items.

The first shipment of checks represented total payments to 830 farmers—with separate checks to landlords and for tenants. The checks averaged around \$350, but ranged from as little as \$15 upward.

Warn Drivers to Secure New License Tags

Following a visit of state highway patrolmen here last Saturday, several persons were taken to the court house for the purpose of buying 1937 tags. The officers issued a warning that they would return at regular intervals, and that future offenses would result in fines for driving without 1937 license tags, or for doing commercial hauling on farm licenses.

In making the announcement they urged all automobile and truck operators to comply with the laws to avoid arrest and fines. License plates now carry a 20 per cent penalty where the vehicle has been operated since April 1. Highway officials pointed out, however, that all funds secured from license sales remain in the county for improvement of lateral roads.

Reports Wednesday showed that 956 licenses had been issued for passenger cars here, 84 commercial trucks, and 164 farm trucks. Total collections from registration here in 1937 are \$16,923.28.

To Hold County Wide Graduation

All schools in Deaf Smith county will complete a full 9-month term. It was announced today by Judge Earl Wilson, county superintendent.

In making the announcement, he stated that plans are now in progress for county-wide seventh grade graduation exercises to be held in the high school auditorium in Hereford. The date has not been set for the event, he said, but it will be announced in the near future, with a complete program for the occasion.

Historical Map Contest To Be Pioneer Feature

A county-wide historical map contest was this week announced in connection with the Pioneer Day celebration here May 10. The contest is being sponsored by the Business and Professional Woman's club, and will carry prizes awards of \$3 for first place, \$2 for second, and \$1 for third place. The contest will be open to fifth and sixth grade students over the entire county.

The maps are to include the 20 counties in the upper part of the Panhandle—all north of the line at the bottom of Deaf Smith county through Collingsworth county. The maps will be judged in regard to historical points listed, accuracy and neatness.

Club members expect to contact all teachers in the Hereford schools and in the rural schools over the county, at which time details will be explained and complete instructions issued.

The maps will be exhibited in booths here on Pioneer Day, according to present plans.

Mr. Bateman also pointed out that all checks have not yet arrived, due to the fact that some of them were sent in later than others. He said that some of the applications for grants were not mailed from here until Tuesday afternoon, and was unable to predict the exact time when additional payments will arrive here. He said it was impossible to estimate the remaining amount of funds to be paid into this county, but indicated that the amount will be a sizeable one.

"Payments are this year being made in one lump sum," he said. "The checks are not coming in split payments, as they have some years in the past."

The timely arrival of the checks this week found many farmers of this section in high spirits as they went about the business of adding new farm equipment, repairing machinery and generally improving their farms; others remarked that the government checks will tide them over until harvest time. Some of the funds were paid on debts, while others stocked their spring and summer wardrobes.

As Hereford business firms moved some of their large stocks of merchandise, they continued ordering new stocks in expectation of filling the demand which is expected here if the country produces a good wheat crop this year.

Members of the Hereford Lions Club heard several specialty numbers by members of the High School Band and Orchestra at their regular meeting Wednesday at noon. The numbers presented were ones which will be rendered by members in the band fiesta competition at Pampa next week.

Included on the program were a baritone solo, Clifford Estes; cornet solo, Glenn Smith; cornet duo, Miss Virginia Newell and Carl Wilson Shirley. Accompaniment was played by Mrs. Cliff Estes for each of the numbers.

Sunday Services. The Primitive Baptists will hold services at the court house Sunday morning, at 11 o'clock. Rev. George Griffin of Canyon will preach.

Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	55	30	0.00
Friday	62	44	0.00
Saturday	71	50	0.00
Sunday	82	45	0.00
Monday	86	41	0.00
Tuesday	84	51	0.00
Wednesday	87	62	0.00
Thursday	87	50	0.00

Deputy of THE Devil

BEN AMES WILLIAMS
W.N.U. SERVICE

(Continued from last week)

Doctor Greeding fought back to self-control; he began a swift examination. Nancy's eyes blurred with tears, but she heard buttons yield, and the movement of garments, and saw Dan's white flesh, and saw through misty eyes the wound.

"Does it hurt, darling?" she pleaded. "Does it?"

Dan shook his head, his white lips grinned. "Not a bit," he said weakly. "Tell Mr. Jerrell—it's all right. Accident."

Jessell somewhere above them, standing over them, cried: "Dan, I swear I tried not to. Something—"

Mary Ann flashed one glance toward him, reassured, comforting. Then she watched Doctor Greeding. He met her eyes and

shook his head in negation. Her cheeks flamed. She cried: "You can help him! You can operate!"

The doctor protested. "Hopeless! I've nothing here to work with."

Mary Ann stood up. "We'll manage," she insisted. "You've got to. Quickly. We just can't—give up!"

"He faced her. 'Mary Ann,' he said gravely. 'If we could act instantly there might be a slim chance; but as it is—to get him to the mainland, to the hospital, to move him. It's hopeless!'"

He added: "And even if there were time, it would need a miracle to save him!"

Mary Ann held his eyes with hers. "You can do miracles," she said, her tones vibrant, compelling. "I know, I've seen them. But it wasn't anything I could see. Oh, I've seen what you did with your hands, your instruments. Everything you did! But it was not what you did! It was something inside you. She caught his arms, grasped them firmly. "You must do a miracle for Dan," she said.

She spoke quickly to Nancy. "Your father will have to operate, here, at once. In the house. With plenty of light. A table, somewhere."

Nancy caught strength from Mary Ann. She suggested steadily: "The kitchen. There's a big skylight, and a long table."

Mary Ann nodded. "Perfect." She turned to Jerrell. She saw then that he stood white and shamed and sorrowful; and she went to him, and rose on tiptoe to kiss him—touched his cheek reassuringly.

"Don't worry. You must—help us, Ira," she said "Get something to carry Dan into the house—something so that he can lie flat. I will telephone the nearest hospital. Where is it, Nancy?"

Nancy told her. Jerrell, instantly galvanized into activity, was already running toward the house. Mary Ann looked at Doctor Greeding. "You will need," she reflected, "these things." And she named them, in a swift catalogue. "Anything else?"

Doctor Greeding said gently: "No, that will do. But—it's no use, Mary Ann!"

The girl ignored his word. "I'll have them send everything," she said, moving toward the path; and then, to Nancy: "While I'm phoning, get water boiling. Get Dan

on the table. Find razor blades—new ones, if you can—and put them on to boil. And if you've some blunt-ended scissors. Or any scissors will do. And thread, and big needles. And big spoons. Put everything on to boil. But first come show me where the telephone is. I'll call the hospital, and then I'll search the house, see what I can find. There must be first-aid things—"

They went swiftly together toward the house, and Doctor Greeding was left alone here beside Dan.

The man stood looking down, eyes brooding. His universe was chaos in this hour. The discovery that Dan was not dead—though his wound must almost certainly prove fatal—had struck Doctor Greeding with a shocking force.

Dan, the rock upon which all his hopes and plans were shattered, Dan whom he hated and whom he had meant should die—was still alive!

And he had meant that Dan should die by Jerrell's carelessness, so that Mary Ann would abhor the man. Yet—here a moment ago—Mary Ann had kissed Jerrell on the lips. She loved her brother; she should for this carelessness hate Jerrell. But instead she had kissed him, in comfort and in love.

Doctor Greeding could not recognize the world so long familiar. He felt himself under the glance of a stern, condemning eye; he seemed to hear mockery in the air, and a derisive laughter.

He spoke without knowing it, aloud. "He must die! He can't live," he muttered.

Dan, on the ground at his feet, said stubbornly, without opening his eyes: "I'm not dead yet, Doctor!"

And the older man said, crushingly: "You're badly hurt! Don't nurse any futile hope."

But Dan would not by words alone be daunted. His mouth twisted in a grin. "I'll show you something about getting well that you never saw before," he insisted, laboring over his words. "I'm telling you!"

Doctor Greeding shook with a murderous rage. Dan was like a scotched snake, to be crushed under a grinding heel. The doctor looked over his shoulder toward the path along which Nancy and Mary Ann had disappeared. There was no one in sight. His eyes searched all around; and then he knelt beside Dan again, his countenance contorted. If the man were not now dead, yet he must die!

But Nancy called, from the path: "I'm coming, Dan." So Doctor Greeding stood up, quickly brushing his hands together, withdrawing from the stricken man.

Yet he took only a grudging and reluctant hand in what immediately followed. Thomas and Jerrell and Nancy and her father worked together. Thomas had brought one of the shutters used to seal the windows on the house in winter; and they laid it on the ground and managed as gently as possible to lift Dan upon it. His breath whistled through dry lips, and his mouth twisted, but he did not speak or complain.

They lifted him, and with Nancy and her father at one end, Jerrell and Thomas at the other, they carried the shutter and its burden across the court and on through the gate, and along the path toward the house. They came to the kitchen door. Ruth and Margaret, the cook, had made all ready there. They bore Dan into the kitchen, and laid the shutter upon which he rested on the table, and Doctor Greeding felt the hurt man's pulse.

Nancy turned quickly to the servants: "Margaret," she directed, "you keep the kettles boiling. Ruth, bring blankets and pillows and sheets. Lots of them. Clean ones. Don't let them touch anything, the wall or anything."

Old Margaret, white-faced but steady, turned to the stove, Ruth, pale as death, departed to do as Nancy bade her. Jerrell stood silent by the kitchen door, waiting for commands; and Thomas went stolidly out of doors, a lumpish man not easily dismayed. Doctor Greeding looked around at them all—saw Margaret, her back turned, busy at the stove, and he said softly:

"Nancy, and you, Ira, you'd better leave me with him." He might, even now, find the opportunity to do what he intended.

But Nancy answered stoutly: "I'm never going to leave him again. Never!"

Then Mary Ann, her hands full, came through the pantry. "I got the hospital on the phone," she reported. "They're sending everything. Nancy, have some one meet the car at the landing. And I've been rumpaging the house for things we could use." She spoke to Doctor Greeding. "You can begin with what I have here. By the time you're ready to close the wound, the things from the hospital will have come."

He said stubbornly: "Dan is sinking, Mary Ann. This is valourous, but it's futile, too!"

She deposited her burden on the draining board beside the sink, and took Dan's wrist in her hand; and after a moment she said crisply:

COURTHOUSE RECORDS

Quit Claim Deeds.
J. Thomas Webb and wife to Martha M. Malone et al, block 18, Mabry Addition, Hereford.
Harry B. Webb Estate to Milton O'Rear, Block 18, Mabry Addition, Hereford.

Warranty Deeds.
N. E. Gass et al to Ivo Anthony et al, E½ section 56, block K-3; and lots 19 and 20, block 25, Hereford.
W. A. Strickland et ux to J. C. Parker, all of survey 4, township 2, range 4, including 616.27 acres; also west 440 acres from R. F. Stewart tract.
J. C. Parker et ux to W. S. Rice, all of survey 4, township 2, range 4; also west 440.5 acres R. F. Stewart tract.
W. S. Rice et ux to J. R. Mosley, survey 4, township 2, range 4, including 616.27 acres.
M. D. Womble to D. H. Alexander, lots 2 and 3, block 30, Hereford.

Sheriff's Deed.
L. E. Webb to D. A. Webb, northwest quarter, section 4, block 7.

New Car Licenses.
R. L. Dowell, Chevrolet sedan, April 10, Brumley - Woodford Motor Co.
Fred C. Brown, Ford coach, April 10, Hereford Motor Co.
J. W. Ferguson of Del Rio, Ford coach, April 10, Hereford Motor Co.
Mrs. Waive Scott, Ford coach, April 10, Hereford Motor Co.
Clark and Clyde Whitaker, Ford sedan, April 10, Hereford Motor Co.

Easter Items

BY LOUISE FRYE
About three inches of snow fell here Saturday and Sunday, and will be of great help to wheat.

Annie Mae Smith is visiting in the H. Smith home at Big Square. Many families were represented at the school meet in Dimmitt last Friday.

Miss Louise McClure spent the week end with Miss Olive Ramey at Hereford.

Miss McClure took her pupils to the school meet at Dimmitt Friday. Sue Woolery won tiny toy story telling, Jean Woolery story telling, Charles Frye, sub-junior declamation, Carlisle Rae Frye junior declamation, were fortunate enough to place.

Messrs. Smith, Allen and Maxwell

held the trustee election Saturday. Carl Frye was re-elected trustee for the common school district, E. M. Allen, and W. S. Dixon tied in the precinct, and E. M. Allen led as trustee for county-at-large.

Friends of Mr. and Mrs. Jesse Laughlin were happy to learn of the arrival of a little son March 30 at their home in Deming, N. M. They formerly lived here. LeVelda Smith was out of school several days last week on account of sickness.

Try the Hereford merchants before going elsewhere to buy.

Ed: "I didn't know you had a new car."
Bill: "I haven't. Just had the old bus washed at the TEXAS SERVICE STATION."

TEXAS SERVICE STATION
GLENN SNYDER. PHONE 440

FOR HEALTHY CHICKS

FEED MORE OAT GROATS DRIED BUTTERMILK CHARCOAL ALFALFA LEAF Meal OOD LIVER OIL You Get Them All In

MERIT

CHICK STARTER

For More Eggs Use

MERIT

EGG MASH

BULK GARDEN SEED of All Kinds FOR SALE HERE

West Texas Feed & Seed
PHONE 265

Protect What You Have **INSURE** John McLean Insurance Agency Phone 273

A WANT AD WILL SELL THAT COW!

Switch TO DODGE and Save Money!

MR. FARMER:—
If you are in the market for a tractor guide, call on us. We build them for all makes of tractors. Just write us and give the name and model and we will make one guaranteed to fit and work all complete for \$30.00. Lister shares and lister weed knife attachment for tractors.

A. C. Green
Texico, New Mexico

Cook Automatically

WITH A MAGIC CHEF GAS RANGE

food in the oven for you. These features save you time, insure perfect cooking results every time.

OTHER FEATURES THAT MAKE MEAL PREPARATION EASIER

In addition to the above automatic features, the modern Magic Chef gives you a High Speed Oven, Swing-Oven Broiler, Non-Clog Top Burners, Full Insulation, "Skyscraper" Construction and many other time, labor and money saving features.

MODEL SHOWN SERIES 4700 **\$177.50**

LOOK FOR THE RED WHEEL WHEN YOU BUY A MAGIC CHEF

West Texas Gas Company

AND THEY WON'T LAST LONG AT THE PRICE

Beware of the unsound plan disguised as opportunity... or the glib tongued salesman who offers something for nothing. Usually his "bargains" won't last long at any price. Local merchants offer sound, solid values backed by years of integrity. We are proud to be a financial clearing house for the majority of these business men and for their private financing.

THE FRIENDLY BANK OF PERSONAL SERVICE

First National Bank OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

PONTIAC *AMERICA'S FINEST LOW PRICED CAR!*

"COSTS ME ONLY **15¢ A DAY*** AND I GET EXTRA GAS MILEAGE*"

ROSCOE HEMENWAY, Portland, Ore.

FORMER BUYER OF OTHER LOW-PRICED CARS FINDS IT PAYS TO CHANGE TO THE BIGGER, SMOOTHER, SMARTER PONTIAC

Won by Pontiac's beauty and size, this motorist looked up the price and discovered this amazing fact: *based on 18 months terms in 168 representative cities, the average difference in monthly payments between a Pontiac DeLuxe six 2-door sedan and the same model of the next lower-priced cars is only 15 cents a day. As you might expect, no time was lost in buying the finest low-priced car. And ownership brought another great discovery! Pontiac is far and away the most economical car this experienced motorist had ever driven! Yes, it pays to change to a Pontiac—you get more satisfaction in every way. If you doubt it, drive a lower-priced car, then step into a Pontiac and prove what a world of difference in value Pontiac offers for a very small difference in price.

PONTIAC MOTOR DIVISION, PONTIAC, MICHIGAN
General Motors Sales Corporation

TWO GREAT RADIO PROGRAMS: "Now Through A Woman's Eye" every Monday, Wednesday and Friday afternoon, Columbia Network; "Variety Show"—direct from the bandstand every Friday, 10:30 P. M. (E.S.T.) NBC Red Network. TUNE IN!

THE MOST BEAUTIFUL THING ON WHEELS

NORTON MOTOR COMPANY
HEREFORD, TEXAS

EXTRA—trunk space for 50% more luggage.
EXTRA—Inches of seat width, providing elbow room for all.
EXTRA—Inches of leg room, to let you relax in comfort.
EXTRA—miles per gallon, to give you peak economy.
EXTRA—Knee-Action smoothness, to let you get on your ride.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

PIONEER STUDY CLUB MEETS WITH MRS. LUCAS

The Pioneer Study club met at the home of Mrs. Frank Lucas Tuesday afternoon. Mrs. Burl Lucas was assistant hostess. Roll call was answered by members. Interesting highlights from the district convention in Canyon. Mrs. H. D. Reed, delegate to the seventh district convention brought out many interesting points in her report to the club. Members present were Mrs. M. G. Bell, J. E. Beyer, A. A. Foster, Burl Lucas, Matt Gilliland, Bob Higgins, O. G. Hill, E. L. Ireland, J. B. Jones, Ray Johnson, H. D. Reed, T. E. Seigler, W. Spradley, Arthur Thompson, Al Werner, M. D. Womble, T. Williams, Wirt Phillips and Frank Lucas. The next meeting will be on April 27 at the home of Mrs. F. K. Kyster.

TAX PROBLEMS DISCUSSED BY DAWN STUDY CLUB

Tax problems were discussed at the meeting of the Dawn Study club held April 5 at the home of Mrs. R. A. Frye. After a short business session, the interesting program subject was introduced by Mrs. Minnie Walker. A paper on taxes, written by Mrs. Cecil Walker, was read by Mrs. A. T. Frye. Games were directed by Mrs. H. E. Miller. Refreshments were served to Mrs. A. T. Frye, Mart Burum, J. R. Dunavant, Ray Bowers, Alford May, William Wimberly, Jas. White, Jeff Robertson, W. P. Caraway, W. J. Stewart, E. Y. Holman, Walter Galley, Aubrey Wimberly, Don Fleming, Ira Fleming, Aubrey O'Neal, Elquist May, Misses Ruth Wolf, Pauline Griffith, Margaret Bowers, and Geridine Fleming.

TWO ARE HONORED ON BIRTHDAYS

Honoring Mrs. C. H. Dillehay and Mrs. J. B. Hammer, whose birthdays occur near the same date, an informal supper party was given at the home of Mr. and Mrs. C. H. Dillehay Thursday evening. After the supper, which was served buffet fashion, games of 42 were enjoyed. Mrs. A. C. Thompson won high score for the ladies, and C. B. Williams won high for the men.

Guests included Messrs. and Mrs. J. E. Beyer, W. J. Stanford, A. C. Thompson, C. B. Williams, Mrs. J. B. Jones, Mrs. J. B. Hammer, Ona Hammer, C. J. O'Malley, Mrs. and Mrs. John McLean, Doris Elaine Dillehay, Virginia Ann Dillehay, Marie Williams, and Mr. and Mrs. Dillehay.

DISCUSSION GROUP TO HEAR TALK ON MYSTICISM

A large number of persons last Thursday evening attended the regular meeting of the Discussion Group in the county library, and heard a paper on Genesis, presented by Minister H. M. Redford. The program tonight will feature a paper on Mysticism, which will be read by E. E. Cottingham. The program was arranged by special request.

JUNIOR BAY VIEW CLUB TO HAVE UNIQUE PROGRAMS

Unique programs will feature the study course of the Junior Bay View club for next year, according to outlines presented by Mrs. Mary Fraser, chairman, at the meeting held Thursday evening with Miss Fern Carlisle.

Current issues of Fortune Magazine will be used as a basis for study, the programs being planned by a committee composed of Mary Fraser, Ernestine Wayland, and Rhita Jean Sullivan. A study of interesting subjects from different parts of the world will be studied.

New officers chosen were Ruth Conkright, president; Katherine Kirby, vice president; Ina Mae Gilbreath, recording secretary; Margaret Witherspoon, corresponding secretary; Rhita Jean Sullivan, treasurer.

The program on Switzerland and Italy was in charge of Fern Carlisle, who gave a geographical sketch of the two countries. Mary Fraser conducted an imaginary tour. She told of the Alpine Climbers, the sports, especially skiing, and the famous winter resorts in Switzerland. The cities of Italy were described with the main points being noted. Naples, with its modern buildings; Rome, the capital, with its cathedrals, the Vatican, the Coliseum and many other famous buildings; Venice, the wonder city of gondolas, and Florence and Milan, noted as art centers.

A detailed account of Mussolini, the dictator of Italy, and his influence on the Italian people, proved very interesting.

Members present were Ruth Conkright, Edna Daughzee, Eva Gilliland, Katherine Kirby, Ina Mae Gilbreath, Mary Fraser, Rhita Jean Sullivan, Margaret Witherspoon, Fern Carlisle, and a former member of the club, Mrs. Carlos Floyd, of Dallas.

PRESBYTERIAN AUXILIARY HAS MEETING

The women's Auxiliary of the Presbyterian church held a business and social meeting at the home of Mrs. G. M. Hudson Monday. A covered dish luncheon was enjoyed at noon. In the afternoon a business meeting was conducted with Mrs. John Olson, president, presiding. Mrs. Henry Hastings conducted the devotional and Mrs. H. H. Boardman led the opening prayer.

Reports from old officers concerning the closing year's work were given. New committees were appointed and plans made for the C. E. Meet to be held here Friday, Saturday and Sunday. Mrs. Olson was elected delegate to the Amarillo District Presbyterian meeting to be held in McLean April 16-17. Plans for next year's work were discussed. The next meeting will be at the home of Mrs. E. S. Ireland, April 26.

Carl Dean Mountz, student in an Amarillo business college, was in Hereford visiting his parents, Mr. and Mrs. Carl Mountz, over the week end.

LOCAL BOYS ATTEND OLDER BOYS CONFERENCE

Ten local boys and their sponsor, G. M. Hudson, attended the Y. M. C. A. Older Boys' North West Texas Conference held in Plainview last Friday, Saturday and Sunday. The conference which attracted 300 H-Y members, their leaders and sponsors from 12 Texas and New Mexico towns, closed at noon Sunday with an address by Pat Henry, Jr., of Fort Worth.

Bishop Seaman of Amarillo made the initial talk of the conference, Dr. C. Q. Smith, vice president of Southern Methodist University, spoke twice to the group Saturday. Contest speakers topics, themes of all speakers during the conference carried out the theme, Going the Second Mile with Christ.

Durwood Stockton, Lubbock H-Y members, was elected the new president of the organization. He succeeds Byronide Vaughan, Canyon. Other officers elected were Earl Smith, Plainview, first vice president; Wayne Liles, Slaton, second vice president, and Norman Huff, Tucumcari, N. M., secretary-treasurer. The next meeting place of the conference will be named later by YMCA officials.

The gavel used during the conference formerly belonged to Vice President John Garner, and will be handed down in future conferences. Schools represented were Hereford, Borger, Dalhart, Amarillo, Lubbock, Plainview, Pampa, Berryton, Slaton and Tucumcari.

Delegates from Hereford were Bill Stanford, Wilbur Willett, Clyde Posey, Sylvester Loerwald, Jack Owen, Leo Rogers, Merlu Conklu, Jack Knox, Charles Wilson and Clinton Morris. Officers of the local organization are Bill Stanford, president; Clyde Posey, vice president; Wilbur Willett, secretary-treasurer.

C. E. SOCIETY HAS BUSINESS MEETING

Sunday evening the Christian Endeavor of the First Christian church held a business meeting for the purpose of discussing plans for the district meeting to be held Friday, Saturday and Sunday.

The Presbyterian and Christian churches will be joint hosts for the convention. Delegates from over the Panhandle are expected to attend and homes are needed to entertain them. Everything possible, is being done by local committees to insure a good program throughout the convention. All interested young people of the town are invited to attend these meetings.

PLEASURE HOUR CLUB MEMBERS ENTERTAINED

Pleasure Hour club members were entertained Thursday afternoon at the home of Mrs. Buford Farmer. Colorful spring flowers and dainty bridge accessories in harmonizing colors furnished attractive decorations.

High score in games of bridge went to Mrs. Roy Jewell, low to Mrs. Homer Henslee, who also won traveling prize.

Members and guests present were Mrs. W. J. Smith, James Wilson, B. R. Dixon, Roy Jewell, Boyd London, Homer Henslee, Ralph Smith and the hostess.

After the games refreshments were served at a drug store where reservations for the party had been made.

BIBLE CLASSES ENTERTAIN WITH JOINT SOCIAL

The Kigozellan and Hopkins Bible classes of the First Baptist church entertained with a joint social in the church dining room Tuesday evening. Refreshments were fixed in boxes by the ladies, and auctioned to the highest bidders. The men used their talents to win boxes. In winning, they showed proficiency in various lines. R. E. Perkins, secretary; O. T. Williams, E. W. Young, Ab Posey and Aubrey Daniel, musicians, and others earned their food with acrobatic stunts. The party adjourned, with the men vowing to prepare refreshments for the next occasion, and let the women exhibit their ability as entertainers.

COUNTY FEDERATION MEETS FRIDAY, APRIL 23

Dear Spalmer County Federation of Women's Clubs will meet at the Methodist church Friday, April 23. A covered dish luncheon will be served at noon. The Music Study and Business & Professional Women's clubs will be co-hostesses. Dr. R. R. Willis will be the principal speaker and will give a discourse on Cancer at 1 o'clock. Mrs. L. L. Cannon will give a report from the seventh district convention in Canyon.

Musical selections will be furnished by the Music Study club. All women of the county are urged to attend this meeting.

Visits Sisters.

Mrs. F. H. Oberthier left last week for San Angelo where she visited her sister, Mrs. Clara Johnson. She is now in Comanche with another sister, Mrs. Fannie Moore. Mrs. Oberthier plans to return home next week.

Mrs. Joe Hudson and daughter, Betty, of Seagraves spent the week end here with her parents, Mr. and Mrs. D. H. Alexander. Miss Hudson and Alexander attended the seventh district club convention in Canyon Friday.

FORD SCHOOL PRESENTS

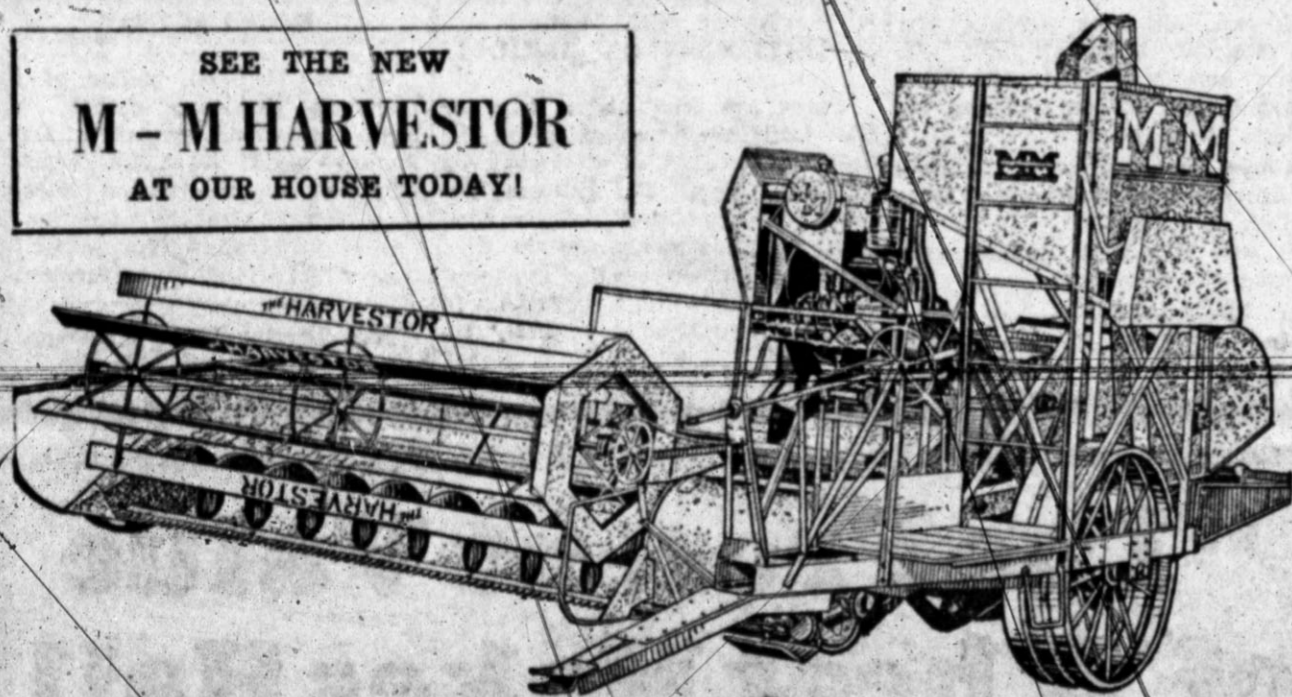
"The Princess Garden"

On the Night of SATURDAY, APRIL 24 At 8:15 P. M.

FREE!

FREE!

SEE THE NEW M - M HARVESTOR AT OUR HOUSE TODAY!



- SIMPLE DESIGN
- RASP CYLINDER
- AUGER CONVEYOR
- NEARLY A TON LIGHTER
- SINGLE UNIT CONSTRUCTION
- THE MOST COMPACT 12-FOOT COMBINE
- 31-INCH CYLINDER
- 36 POINTS SERVICED WITH ONLY TWO SIZES OF BEARINGS
- 30 BALL OR ROLLER BEARINGS
- EASY ONE-MAN OPERATION
- STRUCTURAL STEEL FRAME
- CYLINDER CANNOT "SLUG"
- POWERFUL, DEPENDABLE MOTOR
- GOOD WORK UNDER ALL CONDITIONS

Davis-McCracken

MINNEAPOLIS MOLINE IMPLEMENTS

April Showers of FOOD VALUES

TO MAKE YOUR DOLLARS GROW! It's going to rain all this week! But you'll like this rain, for it's our timely April Showers sale of food values. Come in and watch your dollars grow—they'll buy so much more for you. It will be a regular downpour of savings, so be sure to be here and gather in your share!

SOAP P. and G. 10 Giant Bars	37¢	HAMS lb.	26c	PRUNES No. 10 Can	29¢
JELLO All Flavors Package	5¢	HALF OR WHOLE Sliced Ham	25c	PEAS No. 2 Can	10¢
Peanut Butter WAPCO 32-ounce jar	25¢	TWO CENTER SLICES BACON lb.	18c	VINEGAR Pure cider, quart bottle	12¢
Baking Powder K. C. 25-ounce can	17¢	LEAN SQUARES CHEESE lb.	19c	PEAS Libby's, fancy 2 sleeve, No. 2 can	19¢
PRUNES 50-60 SIZE 2-pound bag	19¢	FULL CREAM Rib Roast lb.	12c	EXTRACT Schilling's, 2-oz bottle	19¢
APRICOTS CHOICE 2-pound bag	31¢	THICK, STAMPED RIBS		PEPPER Schilling's, 10c size	6¢
SUGAR PURE CANE 10-lb. Cloth Bag	54¢			SHOE POLISH Jet Oil, bottle	12¢
10-POUND PAPER BAG, BEET	51¢			SHUNOLA , can	7¢
PINK SALMON No. 1 tall can	10 1/2¢			BLACKEYE PEAS 2-pound bag	17¢
TOILET SOAP Woodbury's, each	6 1/2¢				
CORN Tender Sweet or Silver Leaf, No. 2 can	10¢				
TOMATO JUICE Libby's, 14-oz can, 3 cans	23¢				
TOMATOES No. 2 cans, dozen	89¢ , 3 cans for				
SALAD DRESSING Relish Spread, Bestyett, qt jar	29¢				
COFFEE Schilling's 1-Pound Can	27¢				
MATCHES 6-Box Carton	19¢				
SUGAR PURE CANE 10-lb. Cloth Bag	54¢	SWIFT'S JEWEL COMPOUND 8-POUND CARTON	\$1.05		
PINK SALMON No. 1 tall can	10 1/2¢	PINTO BEANS PER Pound	6 1/2¢		
TOILET SOAP Woodbury's, each	6 1/2¢	BABY LIMAS 2-POUND Bag	15¢		
CORN Tender Sweet or Silver Leaf, No. 2 can	10¢	TUNA BONITA No. 1/2 can	11¢		
TOMATO JUICE Libby's, 14-oz can, 3 cans	23¢	RAISINS SEEDLESS 4-lb-pkg	27¢ , 2-15 pkg		
TOMATOES No. 2 cans, dozen	89¢ , 3 cans for				
SALAD DRESSING Relish Spread, Bestyett, qt jar	29¢				
COFFEE Schilling's 1-Pound Can	27¢				
MATCHES 6-Box Carton	19¢				
SUGAR PURE CANE 10-lb. Cloth Bag	54¢	FLOUR		SPUDS 10 Pounds	27¢
10-POUND PAPER BAG, BEET	51¢	PACKARD'S BEST 48-POUND SACK	\$1.83	LETTUCE Extra Nice Head	5¢
PINK SALMON No. 1 tall can	10 1/2¢	PACKARD'S SEAFOAM 48-POUND SACK	\$1.63		
TOILET SOAP Woodbury's, each	6 1/2¢				
CORN Tender Sweet or Silver Leaf, No. 2 can	10¢				
TOMATO JUICE Libby's, 14-oz can, 3 cans	23¢				
TOMATOES No. 2 cans, dozen	89¢ , 3 cans for				
SALAD DRESSING Relish Spread, Bestyett, qt jar	29¢				
COFFEE Schilling's 1-Pound Can	27¢				
MATCHES 6-Box Carton	19¢				
SUGAR PURE CANE 10-lb. Cloth Bag	54¢				
10-POUND PAPER BAG, BEET	51¢				

SWIFT'S JEWEL COMPOUND 8-POUND CARTON \$1.05

PINK SALMON No. 1 tall can	10 1/2¢	PINTO BEANS PER Pound	6 1/2¢
TOILET SOAP Woodbury's, each	6 1/2¢	BABY LIMAS 2-POUND Bag	15¢
CORN Tender Sweet or Silver Leaf, No. 2 can	10¢	TUNA BONITA No. 1/2 can	11¢
TOMATO JUICE Libby's, 14-oz can, 3 cans	23¢	RAISINS SEEDLESS 4-lb-pkg	27¢ , 2-15 pkg
TOMATOES No. 2 cans, dozen	89¢ , 3 cans for		
SALAD DRESSING Relish Spread, Bestyett, qt jar	29¢		

COFFEE Schilling's 1-Pound Can 27¢
 MATCHES 6-Box Carton 19¢
 SUGAR PURE CANE 10-lb. Cloth Bag 54¢
 10-POUND PAPER BAG, BEET 51¢
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 SWIFT'S JEWEL COMPOUND 8-POUND CARTON \$1.05
 PINTO BEANS PER Pound 6 1/2¢
 BABY LIMAS 2-POUND Bag 15¢
 TUNA BONITA No. 1/2 can 11¢
 RAISINS SEEDLESS 4-lb-pkg 27¢, 2-15 pkg 15¢
 SPUDS 10 Pounds 27¢
 LETTUCE Extra Nice Head 5¢

THESE PRICES EFFECTIVE FRIDAY AND SATURDAY

SHOP HERE **FURR FOOD** AND SAVE!

REVIVAL AT DAWN
H. M. Redford, pastor of the Christian church, begins a two-weeks' revival at Dawn Sunday night. The meeting will continue until Friday night, April 30, when young people present the play,

Simon Peter, the Rock. Services will be conducted each evening at 8 except Saturday night. Every one is invited to attend. It is desirable that visitors from Hereford and other communities attend. You are welcome.

Vitamins Give Hens Vitality

All confined breeding hens need cod liver oil in their ration to get a sufficient amount of Vitamin D to meet their needs. Vitamin D plays a big part in giving enough stamina to live after they are hatched. The ideal feed for breeding fowls also contains dried milk, for its Vitamin G content. Resistance to disease, colds and roup can also be partially built up for the chick before he is hatched if the breeding hen gets from the feed her needs for putting resistance into the egg. Many fowl diseases—roup, bronchitis, colds, laryngotracheitis—get a foothold in the flock because of a lack of Vitamin A in the ration. Common sources of Vitamin A for poultry are alfalfa, yellow corn and greens. Many times these are not available in amounts sufficient to supply all requirements. The result is low vitality, lowered production and decreased chances of good hatchability. Eggs laid by hens with a Vitamin A deficiency hatch out thin, scrawny chicks with hardly enough strength to pip the shell, and many do not hatch at all.

"Poultry feeds should contain an abundance of these all-important vitamins," one expert says. "In Purina laying mash we have stepped up the vitamin content by adding pur-a-tene, rich vitamin A concentrate. Pur-a-tene is a yellow colored substance called 'Pro-Vitamin A'. By a patented process Vitamin A is made available in plentiful amounts to put extra vigor and vitality into breeding birds, baby chicks and growing stock.

"You can count your chicks before they're hatched," Johnson promises. "If you follow a good feeding program that will provide adequate nourishment for the embryo before it ever leaves the shell and for the first few days after pipping out."

Arizona Visitor.

Mr. and Mrs. R. B. Wade of Tuba City, Arizona, arrived Saturday to visit his mother, Mrs. C. E. Wade, and other relatives. They expect to leave for home the first of next week, going by Carlsbad Caverns and the Grand Canyon before returning home. Mrs. Floyd West will accompany them. Mr. and Mrs. Wade are both employed in government work on the Indian reservation in Arizona.

Jimmy Gammill visited his mother in Lubbock Saturday and Sunday.

Pep Club Entertains Pupils

The Pep Club presented a very sad play entitled, *The Persecuted Maiden, or Curses, Foiled Again*, in assembly April 6.

It was announced before the curtain rose that any student who wanted to leave to get his handkerchief, had permission to do so, as the play was very tragical. The characters introduced themselves in this order: Mary Mix, the mother, old but full of tricks, Virginia Lee Hussey, Isabella, her daughter, the heroine as you can tell, Barbara Brotherton; Johnathan Jump, the hero, brave and bold, Mary Ann Baird, Elbert Hog, the villain, who does the robbing and the killing, Mary Jane Morgan; Heels, the detective, who can catch anything with a clue, Gertrude Wilson; Helen Whoost, the woman of mystery, who's not so green, Mary Lee Alexander.

Isabella had been left some jack by her uncle, Elbert, tried to steal the dough. He succeeded, and Heels, the detective, caught him. The hero took the honor, and Elbert and his wife, Helen, went back to their little home in Kankakee, just over the hill, and Heels fainted.

As the curtain fell, the audience was dismissed to go put up their wet handkerchiefs and return to their classes.

ANOTHER VICTORY

Friday afternoon the Desperados and R. L. Yearlings exhibited a good game of basketball. After a rough and tumble game, the Desperados won with a score of 32 to 16.

The starting lineup for the Desperados were, forwards, Jackson, Hyde, Shreve; guards, Frye, Watts, Higgins; substitutes, Foster, Wilson, Burdine, Hicks.

Starting lineup for the R. L. Yearlings were, forwards, Cooper, Roberson, Hacker; guards, Prolock, Shugart, Sparks; substitutes, Rutherford, Crawford, Owens, Clayton, Davis, France.

Foster led the scoring with 10 points; Hyde was second with 8 points. The "rough and tumble" game was refereed by Thama Cawthon, next year's captain of the girls' Whiteface team.

STUDENT COUNCIL

At the Council meeting Monday the assembly banner was awarded to the Public Speaking class. Genece Standifer was absent, Myron Morgan made the motion that the members buy pins. This motion was carried and decided to buy pins. Council pictures were made Wednesday.

Vega News

BY CORRESPONDENT
Mr. and Mrs. Allen Stagg were in Amarillo Wednesday.

Presbyterian Missionary Society met with Mrs. Gene Duncan Wednesday. Mrs. H. R. Shields presided. Mrs. Duncan led devotional, after which the Lord's Prayer was repeated in unison. Roll call was responded to with verses from the Bible. Mrs. D. W. Clark led a discussion on the Book of Esther. Plate luncheon was served to all. Mr. and Mrs. C. C. Wimberly have been ill the past week.

Miss Doris Sanders, former Vega girl, was married to C. R. Brents of Amarillo. They will make their home in Amarillo.

Mrs. Raymond Thompson is attending the Methodist conference at Stamford this week.

Mr. and Mrs. C. M. Raley are visiting their daughter, Mrs. Roy Reynolds, at Kennedy.

Vega won by a few points in the Interscholastic League meet. Eastern Star ladies held a food sale Saturday, the proceeds totaling \$8.00.

R. N. Ivy, C. S. Stewart were re-elected trustees, and Bill Williams was elected to succeed C. L. Morris in the recent election.

P. T. A. presented a very interesting program at the school auditorium April 13.

Mrs. Moody Alexander was the chairman of a meeting of the Child Study club Monday. Mrs. Newberg was leader, and Mrs. J. R. Shields gave a talk on Radio as a Source of Home and Community Education.

C. C. Wimberly was chosen mayor and R. L. Thompson and Roy Armitage commissioners in the election held last Tuesday.

Mrs. Iva Houseman and sons returned Monday from a visit in Cisco.

Randolph Rheu of Dallas is here visiting his mother, Mrs. C. R. Rheu.

Elizabeth Priest was home from her school work in Amarillo for a

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 28.

HEREFORD HIGH SCHOOL, THURSDAY, APRIL 15, 1937.

PAGE 57.

Whitefaces Receive Awards



Monday the basketball girls were awarded their jackets for the season of '36-'37. The jackets were of maroon and gray material and probably the best that have ever been given.

Eight of the girls received these jackets and four of the girls received gold basketballs because they were awarded sweaters last year. The girls that received gold basketballs were Gertrude Wilson, captain of the team for '36-'37; Helen Danforth, Mary Turentine, and Ruth Atchley. The girls that received jackets were Thama Cawthon, captain of the team for '37-'38, received a star and bars; Mary Virginia Whitehead, three bars; Helen Ann Snyder, three bars; Nora Jean Russell, three bars; Evelyn Lovelady, three bars; Melba Schulz, three bars; Anna Marie Kuper, three bars; Irogene Roberson, three bars. The bars represent the number of years the girls have played.

The team is losing only four of its players through graduation, Helen Danforth, Gertrude Wilson, Mary Turentine and Imogene Roberson. Next year the remaining girls hope to make a real comeback and win the district championship and maybe State.

HI-Y MEETS

The Girls' HI-Y met Tuesday, April 6, at 7:15 p. m. at the high school.

After the roll was called, minutes were read and business was attended to, the devotional was led by Mary Ann Baird. The club then enjoyed a good program on loyalty, in which the following topics were discussed by Mary Tiefert, Gladys Lewis, Virginia Newell, Ann Cockrell, Vivian Olson and Mary Ann Baird: Loyalty to God and Man; Loyalty to Friends; Loyalty to Clubs; Loyalty to School, and Loyalty to Country.

The club planned to entertain the Plainview Girls' HI-Y club which is having much success.

JUST IMAGINE

Norma Jean Foster with black hair and eyes.
Ruth Atchley dressed as a "kid".
Catherine Fullwood without Virginia Mosley.

J. P. Jones studying all period.
Jatrell Rutherford making the honor roll.

Marthanelle Ewton becoming a star guard in basketball.
Jack Cox and Ralph Biggs having a good history lesson.

Grace Bowen and Frankie McCraw not flirting with some boy.

Revival at Dawn.

H. M. Redford, pastor of the Hereford Christian church, will begin a two weeks revival at Dawn Sunday night, April 18. Services will be conducted each evening at 8 o'clock with the exception of Saturday night. The public is invited to attend these services.

Mrs. Maxine Limer of Seagraves visited in the home of Mr. and Mrs. Jack Rose the past week end.

THAT REMINDS ME

I must see those FORD DEALER R&G USED CAR BARGAINS!

If you're thinking of buying a used car—remember, Ford Dealers not only offer the cream of the market in volume and variety, but also in VALUE. Their large stocks include cars of all makes and models at prices which represent genuine bargains right now. Many cars have been specially marked to move immediately—and many carry the R & G tag of Renewed and Guaranteed quality... 100% satisfaction or your money back!



AT FORD DEALERS ONLY

Announcing **THE WINNERS** Of The Shamrock Oil & Gas Corp. Contest For A Name For Its New Gasoline!

2nd Prize:
\$50.00 CASH awarded to H. R. Frerking, 314 Alabama St., Amarillo.

3rd Prize:
\$25.00 CASH awarded to B. Davenport, Dalhart, Texas

- Coupon Books Awarded To:**
- George Aury, 4213 West 13th
 - Mrs. Geo. F. Bond, 1600 Line
 - J. S. Huffhines, 500 West 10th St.
 - Lloyd Robertson, 3210 Taylor St.
 - E. J. Slay, 510-B West 9th (The Above of Amarillo, Texas)
 - Mrs. C. C. Wagoner, Boise City
 - Mrs. J. S. McCormick, Canyon
 - L. E. Steger, Channing
 - Mrs. Chester Martin, Claude
 - Eugene Hale, Clayton
 - Mrs. Adah Ramsey, Clayton
 - Mrs. Earl McIlroy, Dalhart
 - Mrs. Dora Taylor, Dumas
 - Eugene H. Weinheimer, Groom
 - Mrs. Edith Vestal, Guymon
 - Mrs. Grayce Marrs, Hereford
 - Mrs. Jim Back, McLean
 - Mrs. D. B. Gaither, Perryton
 - Mrs. Leon Lindsey, Plainview
 - Marion F. Peters, Plainview
 - Cabot Brannon, Shamrock
 - Mrs. Anne Shelton, Shamrock
 - Mrs. D. F. Sweeney, Sunray
 - Geo. V. Roberts, Jr., Texhoma
 - Mrs. W. H. Younger, Tulla

First Prize:
"Polymerine"
(Pronounced Poly-mar-ine)

\$100 CASH awarded to John E. Speer, Route 3, Amarillo, and also to B. L. Rogers, Farnsworth, Texas. Both submitted the name, "Polymerine."

"POLYMERINE" was selected from among the thousands of names submitted because it suggests so aptly the very high Polymer content of our new gasoline, which assures quick starting, power, smooth running and anti-knock—without the addition of "dope."

Thank You!
We sincerely thank each and every one of you who sent in names; and assure you that your entry was given very careful consideration.
We trust you realize that everyone could not win and hope that you enjoyed the contest whether you received a prize or not.

Watch For Announcement of.....
SHAMROCK POLYMERINE
Station In Your City!

"The Present Value of Wheat Makes Hail Insurance a Necessity on Your 1937 Crop"

Not Since 1931 Have We Had Such Good Prospects. To Lose by Hail This Time Would be Disastrous

Protect What You Have
Insure In Tried and Tested Old Line Companies

John McLean, Agent

Nebraskans Hear Rev. McCann On Church Program

Rev. W. A. McCann, pastor of the Church of God, returned Friday from Grand Island, Neb., where he attended the Nebraska District Council meeting of the Church of God.

Rev. McCann left here April 5 and went to Grand Island. He appeared on the district council program, delivering one of the sermons for the session.

Carlos Reynolds of Dimmitt was shopping here Monday.

Mrs. Henry Stalcup and baby of Dimmitt were here Saturday. Mr. Stalcup is located here as manager of the Fraser Oil and Grain Co., and as soon as he can find suitable living quarters, he will move his family here.

Bippus Items

BY RUTH REESE
Hereford shoppers Saturday were Frank Canaba and family, C. T. Reese and family, Mrs. E. Morrison and Marvin, Henry Griggs, Homer Dodson and Chester S. Williams and family, and Mr. Jones.

Ruth Reese is the victim of a sprained ankle. "Grandpa" Bogies has gone to Hot Spring, N. M.

Wilton Reese is working for Marvin Morrison this week.

Mr. Snell visited the Webb Adrian home Tuesday.

Laen Reese was absent from school Friday on account of illness.

R. E. Lea and Junior Hussell of Pampa were here Friday.

Tom Horn of White Deer, and son, Biggs Horn of Amarillo, visited in the J. F. Ward home Tuesday.

Progressive News

BY OLIVE PERKINS
On account of bad weather, the club did not meet with Mrs. Orin Russell Wednesday.

Mr. and Mrs. Colby Conkright made a business trip to Canyon Friday.

Mr. and Mrs. Jess Arp, Mrs. Guy Easley and daughter of Paducah; Mrs. Bakemore and Forbes of Summerfield called in the E. Blakemore home Saturday evening.

F. D. Perkins and Miss Olive visited in the Brooks home Sunday afternoon.

Jeff Roberson and family spent Sunday with Mr. and Mrs. C. P. Caldwell.

Mr. and Mrs. O. E. Sherman spent Sunday in the Perkins home.

A. G. Kemp and sons of Plainview visited Mr. and Mrs. J. L. Click last week.

Miss Earline Kemp, who has been visiting Mrs. Click, returned to her home with her father.

Mrs. Claude Ricketts spent last Thursday evening with Mrs. Ira Ricketts.

Miss Agnes Hicks spent Thursday night with Betty Jean McBrayer.

Delbert Conklin spent Thursday night with his grandparents, Mr. and Mrs. Ray Hershey.

Ralph Arsenaux went to Palo Duro Canyon Sunday.

Mr. and Mrs. Howard Hershey and daughters spent Thursday evening with his parents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Jess Caldwell and daughter, and Mr. and Mrs. Cecil Hodges and children visited in the Caldwell home Sunday.

Wyche Items

BY PEGGY VALENTINE
Candy and apples were served the large number attending a 42 party given at the home of J. P. Gandy Saturday night, March 27.

Mrs. H. B. Elliston entertained Miss Park's room Monday in honor of Minnie Opal's birthday.

Miss Nadine Hann of Turkey has been visiting the Gandy home.

Mr. and Mrs. Buford Fellers of Hereford visited Misses Peggy and Lorene Valentine Sunday afternoon.

Mrs. R. W. Elliston entertained Miss Womble's room in honor of the birthday of Bernice, Friday.

The afternoon was spent playing ball. Cocoa and cake were served.

Miss Nancy Olson will attend the district meet in Canyon, She won first in declamation at the county meet.

Misses Lucille Park and Ethel Womble entertained the community Thursday night with contests between Wyche students.

Miss Meiba Rae is recovering from a recent illness.

Rev. H. White will preach here Sunday morning. Everyone invited.

Nolle Elliston was in Amarillo Monday.

The Star theatre and Brooks' drug store entertained Wyche community Tuesday with a free show and treats.

Ervin Elliston was here from Portus, N. M., last week.

Mrs. J. W. Dickerson, Miss Anna Lou Caraway and Mrs. Wes Bradley were in Amarillo Friday.

Summerfield News

BY MRS. ASA ATCHLEY
Rev. and Mrs. S. L. Tidwell were here from Plainview Sunday.

J. A. Noland and family were in Clovis Tuesday. A minor operation was performed on Mac's head.

Perry McMinn and Jake Roberson were in Amarillo Monday.

Tandy Legg and family were in Amarillo Saturday.

Mrs. A. Behrends of Rance visited the J. H. Roberson home Sunday.

J. N. Thompson and sons of Spearman were here Monday.

Miss Nadine Hanna, who has been visiting the Oglesby home returned to Turkey last Tuesday.

Mr. and Mrs. Brown, of Canyon and Mrs. John Hicks of Hereford visited the J. H. Roberson home last week end.

Mr. and Mrs. Asa Atchley have moved to the Great West property. J. N. Thompson and family are now occupying the place vacated by the Atchleys, and he is remodeling the house.

B. A. Atchley and Thurman were in Amarillo Tuesday.

W. A. Vines and family have moved to Oklahoma.

Chas. Roberson is now employed in Clovis.

Billy Roberson and Miss Mary Posey of Hereford visited the C. B. Thomas home Friday afternoon.

Mr. and Mrs. E. Suttle of Lubbock visited the B. A. Atchley home this week.

Mr. and Mrs. Albert Cross are

the parents of a son, Norman, born April 2, weighing 8 3/4 pounds. Summerfield Study club will meet with Mrs. R. L. Wilson, on April 15.

Mrs. J. O. Clark and sons of Borger visited here last week end.

Mr. and Mrs. J. B. Noland have moved from the Wilhelm place to that of Mr. and Mrs. Ky Lawrence.

SCOUT NEWS

Troop One, Hereford Boy Scouts went on a hike to Cota Canyon. Each boy cooked his own dinner, at which time two Scouts passed their cooking tests. After dinner the time was spent hiking around the hills of the canyon. Thirteen boys and three leaders went on the hike.

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 Masseuse
100 B Street—Just North of Mother's Park
Phone 341 for Appointments

INSURANCE
JNO. H. PATTON
PHONE 20

THE CHOCOLATE SHOP
Fried Lunches
Sandwiches
Cold Drinks, Candies
Magazines.

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

THE HEREFORD BRAND
JOB PRINTING



YOU GET ALL 3 IN THE NEW OLIVER GRAIN-MASTER
SURE GRAIN SAVING
STRAIGHT IN LINE THRESHING
LOW COST HARVESTING

See our Oliver Grain - Master right away. Get the greatest possible return from your crop this year by being ready to harvest and thresh it quickly, safely, cheaply. A new Oliver Grain - Master with its ground-following, six-foot, clip-cutting header and straight-in-line threshing will do the job for you. It will save more grain and clean it so that it grades high at the elevator.

HEREFORD IMPLEMENT and APPLIANCE COMPANY
OLIVER



We Materialize Your Pipe Dreams
DREAMS, and especially pipe dreams, are sometimes great inspirations. Without the air castles and pipe dreams of many fine minds the world would be far behind in progress today. Those dreams you have about comfort and security in the future need not be idle wishes. They can be a reality with the proper care and investment of your finances today. Let us show you the way to build.

First State Bank

Ward News Notes

MRS. GEORGE SUGGS
A large number attended the play, Simon Peter, the Rock, given by young people of the Christian church of Hereford.

Sunday school shows a great improvement, and a larger attendance is expected each Sunday.

Geo. Suggs and Robert Viegel were in Plainview Tuesday.

Mrs. Jim Lipscomb was an Amarillo visitor Wednesday.

Ladies who attended the Federation meeting at Canyon were Mmes. Jim Lipscomb, Bob Higgins, Bill Hutson, Robert Viegel and Geo. Suggs.

Mr. and Mrs. Robert Viegel and children were in Amarillo and Plainview over the week end.

Miss Alberta Davis visited the Geo. Suggs home Sunday.

Mrs. John Biggs of Amarillo is visiting the Fred Saltzman home.

Jim Lipscomb was in Clovis Wednesday night.

Bill Cole and family were here from New Mexico visiting the Montgomery and John Higgins homes recently.

Bob Higgins was in Amarillo Monday.

Mmes. E. Wright, Edgar Ramey and R. O. Douglass were among those from Dimmitt who were shopping and visiting here Tuesday.

Electrolux Silence

IS THE KEY

to every one of its Famous Advantages

- No moving parts to wear
- Lasting efficiency
- Continued low operating cost
- Fullest food protection
- Savings that pay for it

THE MAGIC OF "ICE FROM HEAT"
Servel Electrolux uses the simplest, most advanced freezing principle known to science. A small, glow-tip burner does all the work. The warmth it produces causes the refrigerant to circulate inside a strong hermetically sealed unit. This produces constant, economical cold as long as the burner is lighted—without noise, friction or moving parts.

The only operating expense is the cost of the small quantity of kerosene consumed—never more than a few pennies a day. The unit is air-cooled. You have no water tank to watch and refill! No daily attention! No costly service!

And the Servel ELECTROLUX actually pays for itself with the savings it makes on your food bills, and its year-around operating economy. Doing without these important savings means that every day of delay is costing you money. Why not decide right N-O-W to stop that unnecessary waste!

Come In and Look Over the New 1937 Servel Electrolux Refrigerators Today!
There's a Model to Fit Your Exact Needs!

New Air-Cooled ELECTROLUX THE SERVEL KEROSENE REFRIGERATOR

Hereford Implement & Appliance Co.
PHONE 451
HEREFORD, TEXAS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. BETH B. HOLMAN Publisher and Manager
JIMMIE GILLENLINE Editor

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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.

HEREFORD BAND HONORED

Twenty members of the Hereford High School Band have been selected to play on the All-State Band, which is to give a concert in Pampa on the evening of April 24, under the direction of A. R. McAlister of Joliet, Illinois. Mr. McAlister is one of the most famous of American band masters. He is director of the world's finest high school band, which has won first place in the national contest twelve times in succession.

To be selected to play on the All-State Band is one of the highest honors to be offered high school band members in the State. Hereford, as a city, is to be congratulated upon having so many selected from its high school band. Those selected, and their director, Ralph Smith, are to be especially congratulated upon receiving such high honor. Mr. Smith's fine work in Hereford is reflected by the high rating of the band and its individual members.

Nothing adds more to the spirit of the school, community and city than a good band—and Hereford is fortunate in having as its director one of the most successful.

Those who have been chosen on the all state band are: Billy Smith, Glenn Smith, Bill Stanford, Helen Ann Snyder, Lois Cockrell, Wanda Jean Read, Clifford Estes, Virginia Newell, Dean Dunlap, Carl Wilson Shirley, Marthanelle Ewton, Virginia Erle Read, Ernest Scheihagen, Troy Womble, Terrell Williams, Frank Marrs, Minnie Dea Smith, George McLean, Norma Jean Foster and Donald Henderson.

Funeral Held

(Continued from page one)

a deacon of the First Baptist church here. His friends mourn his death as the loss of a good man, a substantial citizen and a fine neighbor.

He is survived by his wife, one son, George Messenger, both of Friona; two daughters, Mrs. Prescott Abbott of Bovina, and Mrs. Howlett of Clovis, New Mexico.

Pall bearers were A. O. Thompson, Jack Roberson and Earl Wilson of Hereford; Mr. Sherried, of Friona; Mr. Smith and Mr. Coleman, both of Messenger. Interment was made in West Park Cemetery.

DIRECTORS MEET

The board of directors of the County Federation of Women's Clubs will meet Saturday, April 17, at 3 o'clock in the court room at the court house. All members of the board are urged to be present.

Hospital Notes

Claude Euler, four-year-old son of Mr. and Mrs. Roy Euler, Sumnerfield, was admitted to the hospital Tuesday for medical treatment.

Mrs. J. W. Alexander was today still in a serious condition as the result of an infection in her arm. She has been in the hospital since March 13. One of her fingers was amputated Saturday, and she was very weak Thursday morning.

Beth Lee Weaver, admitted on April 7 for an appendicitis operation, was considerably improved Thursday.

Patients discharged Saturday were C. E. (Bull) Maronm, Mrs. Bill Ewers, Dimmitt, and Mrs. T. E. Rohrbach.

New Daughter.

Mr. and Mrs. S. O. Holman announce the birth of a daughter, Mary Florence, on March 28.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, April 13, 1906.)

At Bovina, measles were letting up. Not so the rain—more than two inches had fallen the past week.

On April 3, 1906, occurred an event which was to leave its mark—a good one—on this community for many years. That event, a small one at the time, has since grown into something more pretentious—and now goes under the name of Wilson Gyles.

Byrle Elliston had traveled the wide world over looking for a better location. He returned to Hereford and bought the C. P. Arthur meat market.

Hereford teachers were home from a meeting of the Pan-

handle Teachers' Association in Amarillo, and brought word that the Summer Normal was to be held in Hereford from June 18 to July 27.

Eli Dunlap hadn't found that cultivator seat he lost several weeks before. He was getting tired of sitting on the cultivator frame.

A colonization company had purchased 75,000 to 100,000 acres of the XIT ranch, west of town. Offices had been established in Hereford and men were busy laying out the tract in small parcels for resale to actual settlers.

(From The Hereford Brand, April 13, 1916.)

Panhandle Association of the I. O. O. F. met here, with

more than 300 in attendance.

The Hereford Variety Store, under guidance of C. A. Skelton, was expected to open for business in the near future.

A. L. Gibson was advertising for cavalry and artillery horses—five to seven years old, 15 to 16 hands high, 900 to 1400 pounds in weight.

Hereford was dressing up. Numerous citizens and business men were spreading the paint and otherwise improving inside and out.

The Brand was safely at home in its own building—and that big press weighed 10,000 pounds and caused the boys quite a bit of worry.

Delegates To

(Continued from page one)

terian church. Delegates attend Sunday school and church of their choice.

The convention will have its closing session Sunday afternoon at 2:15 at First Christian church. Rev. H. M. Redford of Hereford will lead installation service for officers-elect. Rev. Leslie Moore of Claude will speak on Follow Me—With Service. Mr. Aldis Webb, state C. E. executive secretary, of Dallas will close the convention with a decision service.

Shipments On

(Continued from page one)

steers; W. A. Hunter, 150 yearling steers; A. K. Mauk, 1 horse; J. L. Fuqua, 36 bulls; Lee Cocanougher, 7 whiteface cows and calves; Z. J. Steen, 24 mixed; Noah Ewton, 52 yearling heifers; T. W. Roberson, 14 mixed; H. L. Brimbay, 4 mixed; J. F. Hickman, 37 two-year steers; Ridgway & Kerr, 106 yearling steers; J. F. Hickman, 57 mixed yearlings; J. L. Fuqua, 110 steers; B. K. Groeson, 45 whiteface heifers; A. W. Russell, 23 horses; J. J. Lindsey, 2 mixed; Les McDonald, 17 mixed; E. Sewell, 8 mixed; A. S. Higgins, 40 three-year heifers; Colby Conkright, 8 yearling steers; Rufus Sevell, 92 yearling steers; H. B. McLean, 164 yearling steers; W. L. Davis, 46 green salt hides; C. H. Reffer, 78 yearling steers; Noah Ewton, 40 yearling steers; Wm. Stovall, 14 cows and calves; Alton Fraser, 23 mixed; Wm. Seelers, 9 horses.

Card of Thanks.

Words cannot express our gratitude to the many friends for prayers, deeds, flowers, food and kind words extended to us during the illness of Polly Anna. Thank you and thank God for her recovery. Mr. and Mrs. L. L. Crawford, Polly Anna, and Sisters.

Mr. and Mrs. Frank E. Givans returned Saturday from California, where they have been vacationing.

Local Markets

Prices listed below were being paid in Hereford Thursday, but are subject to changes with fluctuation of the nation's markets:

Grain.	
Wheat, bushel	\$1.25
Milo and Kafir, cwt.	\$1.90
Sudan, cwt.	\$2.90
Poultry.	
Hens, colored, 5 lbs	12c
Hens, colored, 4.5 pounds	11c
Hens, light	9c
Cocks	5c
Capons	15c
Turkeys, No. 1	12c
Butterfat, pound	27c
Eggs, dozen	17c

Herman Drake returned home Sunday from Sibley, Texas, where he and his wife and son have been visiting relatives and friends the past three weeks. Mrs. Drake and son remained for a longer visit with her parents.

Want Ads

For Sale or Trade

FOR SALE: Block 24 (20 acres) in Hereford, Texas. Shallow water (30 feet) East to irrigate, will make a bale of cotton to the acre. Easy terms. Price \$1,200, \$200 down, balance in four notes. Address owner, M. A. Crockett, Sanger, Texas. 14-3p

FOR SALE: 20 head of registered bulls, also 30 head of registered cows and calves, and 20 head of yearling heifers. C. J. Padlock. 14-3c

BUNDLE FEED FOR SALE. M. A. Crum, Friona, Texas. 14-2p

FOR SALE: Three Jersey cows, fresh now. Owen Andrews, six miles south of town, Star Rt. 14-3p

FOR SALE: Five room modern house, double garage. Located on pavement, priced reasonable. Phone 401. 806 Lee Avenue. 7-1c

FOR SALE: About 15 tons of first class bundle feed. In stack at Garcia Lake. \$8.00 per ton upon delivery. John L. Wilson. 1p

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 6. Prairie Dairie. 2p

SEE THE NEW MARTIN DITCHER ON OUR DISPLAY FLOOR. Rosson Implement Co. 1c

FOR SALE: Several dozen AAA pedigree White Leghorn hens from Booth's Hatchery. \$1.00 each. Mrs. W. W. Hill, 3 miles north on 25-Mile Avenue. 1p

Wanted

A GOOD SHINE: Bring this ad with you. Get a shine for 5 cents Saturday, April 17. Jack's Shoe Shop. 1c

WANTED: Three or four good appliance salesmen. Liberal proposition for right men. Apply at Hereford Implement & Appliance Co. 1

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

WANTED: To buy Red Durham Yearling bull. Leave name at Brand office if you have one to sell and I will see you Saturday

See Our Lovely

New

Outstanding

Styles

—in new Spring Dresses, arriving daily, in plain and printed Chiffons, Alpaca Crepes, in all new wanted colors. Pay us a visit before making your Spring purchase. Our quality merchandise is always the cheaper, one look will convince you! See Our Lovely Linen Suits, Whites and High Colors!

\$6⁹⁵ And **\$7⁹⁵**



Why Be Fat?



Trim yourself with one of our Y B stout garments, in Venus or Goddess, two-way stretch and girdles.

FASHION DRESS SHOPPE



THE BEST PLACE IN TOWN TO BUY A USED CAR—

Your Chevrolet Dealer's

BUY WHERE MILLIONS ARE BUYING

<p>1934 1,160,231 bought Used Cars from Chevrolet Dealers</p>	<p>1935 1,425,209 bought Used Cars from Chevrolet Dealers</p>	<p>1936 2,019,839 bought Used Cars from Chevrolet Dealers</p>
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Guaranteed OK Used Cars

BUY USED CARS FROM YOUR CHEVROLET DEALER

Your Chevrolet dealer has the finest selection of used cars in his entire history. All makes—all models. Big volume enables your Chevrolet dealer to give you bigger value... at lower prices. Chevrolet dealers employ the highest standards and the most expertly trained mechanics for efficiently reconditioning used cars. Only Chevrolet dealers can offer used cars backed by the famous Guaranteed OK Tag—for eleven years the nationally recognized symbol of SAFE USED CAR INVESTMENT.

1934 OLDSMOBILE SEDAN—Beautiful black finish, clean upholstery. This car has low mileage and shows to have had excellent care. Trunk model **\$450**

1933 PLYMOUTH SEDAN—Smooth running motor. Paint good, rubber **\$225**

1934 CHEVROLET STANDARD COACH, motor thoroughly overhauled, original black paint, good rubber and heater **\$339**

1934 INTERNATIONAL PICKUP, good Condition **\$325**

1933 CHEVROLET 4-DOOR SEDAN, six wheels and trunk, original blue paint. A good clean car **\$339**

3-1929 MODEL A FORD COUPES, license paid. Your choice for **\$94**

1934 V-8 COUPE Good, clean. Radio, good rubber. A dandy little car License paid **\$314**

CADILLAC 8 SEDAN A big car for little money. This motor could be used for a power plant **\$99**

1931 CHEVROLET SEDAN—New paint, new seat covers, motor in good condition **\$175**

1934 DODGE COACH—This is a big money-saving DODGE. Roomy and comfortable, to sell for **\$389**

ALL MAKES · ALL MODELS · USED CARS AND TRUCKS

Brumley-Woodford Motor Co.

Hereford, Texas.

SEE THE JOHN DEERE DAMMING LISTER

SEE IT ACTUALLY OPERATE

On the Campbell Place 3 Miles East on Amarillo Highway

We have one of these efficient John Deere Damming Listers in operation on the Campbell place, three miles east of town on the Amarillo Highway. Everyone who is interested in the John Deere Damming Lister is invited to go out to this place and see it in operation. This machine is especially developed for the semi-arid regions. Remember this is

Not A Demonstration

Simple In Design Efficient In Operation

The John Deere Damming Lister is extremely simple in design and operation. The lister is equipped with five shovels, or chisels, which open up narrow trenches from 6 to 10 or 12 inches deep, spaced 20 inches apart. These trenches place the subsoil in ideal condition to take in the moisture rapidly and to allow it to be absorbed in the deeper sub-soils. The damming lister places a dam across the furrow to pocket the moisture from heavy rains, preventing the run-off at the surface.

Conserves the Soil

The John Deere five-row damming lister meets the demand for efficient equipment to conserve all the available moisture and to control soil erosion through surface run-off and from the wind.

JOHN DEERE LISTER DAMMING ATTACHMENT

The John Deere Damming Attachment is available for various type of John Deere Listers. On this lister the blades are considerably wider, to operate in the wider furrow made by the lister bottom. If you own a John Deere, or plan to buy one, see us today about damming equipment for it.

SEE US TODAY!

Kerr Implement Co.

JOHN DEERE IMPLEMENTS

DOROTHY'S DARKEST MOMENT

GOOD HEAVENS, DOROTHY! THIS GREASE SPOT WILL NEVER COME OUT!

THEN I CAN'T BE IN THE PLAY? BOO-HOO-

DOROTHY JUST RUINED HER PLAY COSTUME! WHAT CAN I DO?

SEND IT TO MY DRI-SHEEN PROCESS CLEANER. THEY CLEANED BETTY'S OIL-SPOTTED DRESS BEAUTIFULLY!

THAT'S AN ADORABLE COSTUME DOROTHY IS WEARING!

THANKS TO DRI-SHEEN PROCESS SHE CAN WEAR IT TONIGHT!

DRI-SHEEN PROCESS

FOX
Cleaners and Hatters
The Man's Shop
Phone 111

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

HEREFORD BOYS ON TOUR WITH BAND

When Texas Tech's Matador band swung into its annual spring tour last Monday, four Hereford boys were all dressed up in bright new scarlet and black military uniforms to make the six-day trip.

Traveling in two chartered busses and playing 18 concerts in 15 West Texas cities, the band expects to return to the campus Saturday.

This coveted honor for band students not only speaks for the type of band work the Hereford boys are doing in Tech, but reflects credit upon Director Ralph Smith, from whom they received their training while in high school.

The boys making the trip are Roy Hastings, Arthur Thompson, Jr., Billy Ross Phillips and Gen. Conklin.

Edgar, Jr. and Woodrow Ireland left Friday for Baton Rouge, Louisiana, where they will visit their cousin, Harvey Cash, Jr., and Mrs. Cash and friends.

CHORIC SPEAKING CLASS ON AMARILLO PROGRAM

As a special feature of entertainment at the three day Panhandle Music Festival which closed in Amarillo Saturday afternoon, a program in choral verse speaking was presented by members of the Choric Speech Class of Hereford High School.

Hereford has the distinction of being the only high school in the Panhandle to sponsor a group of this type. Choral speaking is the oral interpretation of poetry or prose by many voices speaking as one, and while this form of rhythmic expression is new in the U. S., its organized activity dates from early Greek drama. Since the World War, a revival of this speech activity has been observed in Germany, Russia and Britain. The youth movement in Germany and Russia has given rise to verse choirs of youths and adults.

The educational possibilities of a program of verse speaking in public schools provides a new field of expression for high school boys and girls. The class is a division of the public speaking department and is conducted by Miss Irene Crawford, public speaking instructor. Members are Beverly Alexander, Mary Ann Baird, Virginia Carlyle, Frances Borden, Virginia Lee Hussey, Irene Knox, Gladys Lewis, Virginia Nix, Billy Jo Roberts, Erma Faye Roberson, Helen Seed, Nellie Jo Shreve, Mary Turrintine, Madaline Whitehead and Gertrude Wilson.

Numbers included on the program were Whistle, Whistle; Perri, Merri, Dixi, Mominie; The Bugle Song, by Tennyson, and The Bells, by Poe.

HASTINGS BROTHERS HOLD REUNION

Five brothers, all living within a radius of 30 miles, held a family reunion at the home of Mr. and Mrs. Henry Hastings Sunday. The brothers, C. J. Luther and W. E. Hastings, of Bovina, and Jim and Henry of Hereford, have been residents of the Panhandle over 40 years. There were nine brothers in the family and the five remaining, Jim is the oldest. He became manager of the Quarter Circle Heart Ranch in Donley county in 1889. He also made the deal when the nationally known J-J Ranch was sold to Molesworth & Lewis of Clarendon. He is now retired.

Henry, Jim and Luther were cowboys of the JA ranch in Donley and Briscoe county in the early days. Henry, with his family, moved to Hereford 20 years ago, and has been engaged in the cattle business since that time. He is now cattle inspector for this district. C. F. Luther and W. E. operate farms near Bovina.

The reunion was celebrated with a lovely dinner at noon. A feature of the occasion was a special table where just the five brothers were seated.

Guests included Mr. and Mrs. C. F. Hastings and daughter, Altha; Mr. and Mrs. W. E. Hastings, Luther Hastings, Mrs. H. T. Hastings and children, Dean, Donalea and Gordon, all of Bovina. Mr. and Mrs. J. T. Gilbreath, Jr., Ruth Temple Hastings, Doris Jean Hastings, Jim Hastings and the hosts, Mr. and Mrs. Henry Hastings.

Mrs. W. A. Hunter, who suffered an attack of acute indigestion last week, is recovering at her home on Fifth Street.

YOUNG COUPLE HONORED WITH SURPRISE PARTY

A surprise party honoring Mr. and Mrs. John Gallagher was given Sunday evening at their farm home east of Hereford. Friends of the young couple gathered to welcome the newcomers, who have moved here from Gainesville.

Mr. and Mrs. Gallagher were married in St. Mary's church at Gainesville Tuesday, April 6, with Rev. Father Brady officiating. They arrived in Hereford Friday and will make their home. Mrs. Gallagher is the former Miss Hattie Grimm of Dallas.

Refreshments were served to Messrs. and Mmes. Frank Wilde, L. F. Bezner and M. H. Koelzer; Adeline Koelzer, Gertrude Koelzer, Nick Koelzer, June Conklin, Rev. Father Nathaniel and Rev. Father Matthias.

BUFFET SUPPER ENTERTAINS METHODIST GROUP

Following a delightful supper party at the home of Miss Katherine Kirby, teachers and officers of the young people's department of the Methodist church conducted an interesting business session. The meeting opened with a prayer by Mrs. S. L. Easley. Mrs. Homer Brumley gave the devotional.

Department interests were discussed and plans made to conduct a ten weeks attendance contest beginning Sunday. Present were Mmes. S. L. Easley, L. A. Ricketts, John Jacobsen, Mr. and Mrs. Homer Brumley, and the hostess, who is superintendent of the department.

WTSTC students home over the week end were Jean Snyder, Mildred Stewart, Howard Williamson, Geneva Sue Benton and J. C. Carroll.

MRS. CARLOS FLOYD IS COMPLIMENTED

Mrs. Carlos Floyd of Dallas, who is visiting her mother, Mrs. Charles Donald, was complimented with a breakfast, given by Mrs. C. C. Ferguson, at her home Wednesday morning.

Spring flowers were featured in the attractive decorations. A three course breakfast was served to Mmes. Paul Mathers, Colby Conkright, J. W. Witherspoon, C. C. Rockwell, W. J. Stanford, H. K. Fox, J. J. Matthews, J. C. McCracken, Dow Mercer, W. S. Kerr, Chas. Donald and the honor guest.

Mr. and Mrs. Duane Orr arrived Sunday to visit his parents, Mr. and Mrs. J. S. Orr. Duane left today for Conchas Dam where he will be employed. His wife will join him later. They formerly lived in Tyler.

JUST RECEIVED

The latest styles in white felt hats, both small and large head sizes. We will have for this week end big special on several types of straw hats at **\$1.50**.

COME IN AND SEE US!

VOGELE MILLINERY PARLOR

MANOLOGY X-RAY
CHIROPRACTIC VAPOR BATHS
COLON IRRIGATION DIETETICS

Office Hours: 9-12 A. M. 2-6 P. M.
219 N. Main Street. Phone 246

R. E. PERKINS, D. M., D. C.

Close Drug Store Phone 13

Gigantic Drug Sale - Every Friday & Saturday

50c Phillips' Milk of MAGNESIA	34c	\$1.00 ZONITE	79c
35c Vicks' SALVE	24c	Bottle of 100 Bayer's ASPIRIN	59c
25c (box of 12) KOTEX	19c	10c Roll Toilet Tissue Three For	19c
Box of 500 Sheets KLEENEX	29c	60c Alka Seltzer	49c
6 Bars Cashmere Bouquet SOAP	49c	\$1.00 Coty's Air Spun Powder	89c
50c Milk of Magnesia Tooth Paste	34c	Found Box Peanut BRITTLE	29c
\$1.20 Size Syrup Pepsin	89c	50c Muriel Astor CREAMS	34c
SODA FOUNTAIN		Borden's Special ICE CREAM Coconut Fruit and Full of Fruit	Pin ULTRA Hand Lotion 39c
Malted Milk	10c	15c Per Pint	
Special With Float		150 Kitchen TOWEL TISSUE	50c 39c
Fruited Root Beer	5c		
Butter Scotch-Mixed Nut SUNDAY	10c		

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GROCERY SPECIALS THAT GIVE A NEW MEANING TO THRIFT

\$10,000 FOR NAMING A BABY with **OXYDOL** Large Size **23c** ASK FOR DETAILS

FREE 25 "COVERED WAGON" TRAILERS each with FORD V-8 SEDAN with **Camay** 3 Bars **19c**

TEA Orange Pekoe
Pound **48c**
Half pound **25c**
Quarter pound **15c**

Compound	Swift's Jewel 8-lb carton	\$1.09
SUGAR	10 Pound Cloth bag	55c
PEAS	2 No. 2 Cans (Limit 2)	9c
CRACKERS	Snowflake 2-lb box	17c
CHERRIES	Brimfull or Concho, No. 2 can	15c
Bran Flakes	Red and White 2 pgs	19c
CHERRIES	No. 10 Can (Limit)	79c
PLUMS	Greengage No. 10 can	39c
PEACHES	No. 10 10 Can	48c
PRUNES	No. 10 10 Can	29c

Flour **PACKARD'S BEST** 48-POUND SACK **\$1.89**

SEE IT TODAY! THE SENSATIONAL NEW **Kitchen-proved REFRIGERATOR**

Better Food Protection
Milk, meat, leftovers kept safely days beyond any average requirement.

Greater Convenience
Conclusive savings with Triple Food Saver, Triple Storage, Ad-justo-shelf.

Full Power
Efficient Economizer Unit averages less than 15 minutes per hour running time!

Faster Freezing
70 minutes or less for ice—under kitchen conditions with full food load.

Greater Economy
Daily operating cost only little more than postage stamp.

Go over the Westinghouse Kitchen Proof results for yourself. See how each refrigerator feature contributes to new usability and economy. More than ever, "It's 10-Year Economy that counts!"

Westinghouse Kitchen-proved REFRIGERATOR

TEXAS-NEW MEXICO UTILITIES CO.

TOMATO JUICE, 3 cans Empson's	19c	PEANUT BUTTER Quart jar	29c
COOKIES Assorted, 1 pound	23c	CORN FLAKES Kellogg's, with bowl, 2 pgs	23c
COFFEE Weir's Fresh Ground, pound	25c	PIMENTOS 4-ounce can	7c
PEANUT BUTTER 5-pound pail	69c	SOAP Blue Barrel Laundry, 10 bars	35c
PINTO BEANS Fancy re-cleaned, 3 pounds	23c	FRUIT JAR LIDS Kerr, 3 pgs	25c
"A REAL" SALAD DRESSING Short quarts	23c		
CARROTS 8 bunches	10c	BANANAS Golden ripe, pound	5c
APPLES Winesaps, 2 dozen	25c	LETTUCE Large, firm heads, each	5c

\$5.00 FREE GROCERIES SATURDAY

WEIR'S **RED & WHITE**

New Library Books Added

Four new volumes have been added to the county library here, according to Miss Lillie Hostetler, librarian. Two of the books were fiction and two were non-fiction. In the fiction class were Powder River, Hilton, and Croquet Player, Wells; non-fiction, Meteorology, Brunat, and Outline of Science, Thompson.

Westway Items

BY LOUIS MUDGETT
Mrs. W. J. Montgomery is spending the week in Plainview with her grand daughter.
Mr. and Mrs. J. W. Cox visited in the Mudgett home Wednesday.
Mr. and Mrs. Bill Cole of Quamada, N. M., spent the past week in Hereford with her mother, Mrs. John Higgins, and his grand mother, Mrs. W. J. Montgomery.
Miss Emily Minter was an Amarillo visitor Sunday.
Sunday school was well attended. More are urged to attend.
The Sidney Mudgett family visited in Rockney Sunday.
Mrs. F. W. Dodson, Miss Levina Walthall and Monte Max spent the week end in Olton.
Clavis friends were entertained in the G. T. Brashear home Sunday.

Frio News Items

(KITTY KLOE HARLIN)
Rev. Ray Stephens has been called to Frio church, and changed his time from the second to the fourth Sunday in each month.
WMS met with Mrs. Owen Andrews Wednesday. Next meeting with Mrs. Mack Dixon April 21.
Mr. and Mrs. H. J. Roberson of Hereford visited the Harlin home Sunday afternoon.
Arch Dobbins of Hereford spent Sunday in the C. R. Boyd home.
H. M. Mobley was a business visitor in Dimmitt Thursday.
Mr. and Mrs. Mack Dixon were in Dimmitt Friday.
Mr. and Mrs. W. R. Allman of Foydada visited the D. H. Allman home Wednesday.
Cecil Hyatt of California visited Miss Koma Hyatt Wednesday.
Jumbo and Frio played baseball Friday, Jumbo winning.
Wanda Marie Allman and J. B. Harlin are on the sick list.
Jumbo school presented two plays Friday evening at Frio. A good crowd attended.
Mr. and Mrs. T. E. Haaney of Friona, H. E. Barnes of Dawn spent Sunday in the Mack Dixon home.
Mr. and Mrs. M. T. Sparkman were called to Oklahoma by the death of his grandmother.
Earl Springer was in Amarillo last Thursday.
Miss Helen Jones of Hereford

Weather For Past Month

The average temperature in Hereford was 45 degrees during the 31 days of March, according to reports today by W. C. Nix, U. S. Weather observer. He reported a total of 1.40 inches of moisture for the month.
The average maximum or high temperature for March was 59 degrees, and the average minimum was 30 degrees. The highest temperature for the month was 74 degrees, March 11 and 22. The lowest was 16 degrees on March 27.
The greatest range for any single day was 42 degrees, which occurred three different days, dropping from 67 to 25 degrees on March 2; 73 to 31 on March 10, and from 70 to 28 on March 13.
March 6 brought the greatest amount of moisture, with .73 of an inch, Mr. Nix said, and pointed out that all readings are made at 5 o'clock each afternoon for the preceding day.
spent Tuesday night with Mary Lois Springer.
Messrs. and Mmes. D. Roberson and Jodie Benson of Amarillo visited the A. Springer home Sunday.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
Recent snows will greatly benefit growing wheat.
The Travis Vaughn family of Hereford were Sunday dinner guests in the R. A. Freeman home.
W. B. Taylor and family plan to move to New Mexico when school is out. They have already held a farm sale.
Messrs. Slaughter and Phillips went to Hereford Tuesday.
Mr. and Mrs. Paul Obrecht of Panhandle visited Saturday and Sunday in the J. M. Chapman home here.
Floyd Pitman's mother visited them last week.
Willie Kleiver has recently returned from Oklahoma, where he spent the winter.
Virgil Poindexter and Robert Lee were in Amarillo Saturday.
Mr. and Mrs. Green Clark and children and Roy Clark visited relatives at Claude, Texas, Sunday.
Mr. and Mrs. Sam Steele and daughter, Ann, of Fort Sumner, New Mexico, visited relatives in Hereford over the week end.

Betty Jones In Song Recital

Miss Betty Jones of Hereford and Miss Nell McNeely of Memphis, sang a duet, So, Lovely Rose, in conjunction with a song recital April 7, in which Houston Bright of Shamrock was presented.
The recital was held in the auditorium of the Education building at the West Texas State College, Canyon, where Miss Jones is a student. She is the daughter of Mrs. A. M. Jones.
Former Citizens Visit Here.
Mr. and Mrs. A. Stone and nephew, Jack Blakemore, of Amarillo visited in the home of Mr. and Mrs. G. A. Frye Thursday.
Mrs. Frye is a daughter of Mr. and Mrs. Stone, who formerly lived in Hereford. They are now engaged in the cafe work in Amarillo.
Harvey Cash of Canyon spent the week end here with his sisters, Mrs. Seth B. Holman and Mrs. H. C. Baird.

Daniel News

BY PAULINE MOORE
Cecil Oglesby attended the H-Y convention in Plainview last week end. He went with Canyon boys. Byron Campbell also attended.
Mary Thurmond of Amarillo called in the Shugart home Saturday.
Hubert Oglesby and family were in Canyon Friday.
Cecil Allred and family visited the Clyde Allred home Thursday night. Marilyn Ruth was reported to be ill with a cold.
Geo. Truett, who has been visiting, the Joe Moore home, spent Sunday with relatives at Olton.
Benny Floyd and family of Plainview visited Mr. Norman and family Sunday.
Miss Lottie Allred spent the week end in Hereford.
Glenn Allred was in Hereford Saturday night.
Mrs. Jim Burns of Colorado, and Archie Burns of California spent Thursday visiting the Hubert Oglesby and C. McBroom homes.
Dave Moore and family spent Saturday with friends in Plainview.
Billie Ray Boling and Jacqueline Garrett won first in the con-

Announcing Arrival of Son.
Mr. and Mrs. Walter Woodal of Cooper, Texas, have announced the arrival of a son, David Lee, born at their home in Cooper on April 1. Mr. and Mrs. Woodal are former residents of Hereford.
Mrs. Vestal and daughter of Friona were shopping here Saturday afternoon.
ty meet and will enter the district meet in Canyon Friday.
Mr. and Mrs. E. W. Womble were in Friona Thursday.
J. B. Grisham of Memphis visited the E. T. Allred home this week.
F. Tomlinson and family and Pauline Moore were in Canyon Saturday night.
Mr. and Mrs. J. R. Belt of Lockney spent Friday night and Saturday in the F. Tomlinson home.
J. H. Manning of Fort Worth called, in the W. R. Moore home Wednesday.
Mr. and Mrs. E. Shugart called in the Oliver home at Hereford Tuesday.
Rev. Holtzclaw was unable to be here Sunday, but is expected Sunday, April 25.

REPORT OF CONDITION OF FIRST NATIONAL BANK

Member Federal Deposit Insurance Corporation OF HEREFORD. In the State of Texas, at the Close of Business on March 31, 1937, published in response to call made by the Comptroller of the Currency, under Section 5211, U. S. Revised Statutes.

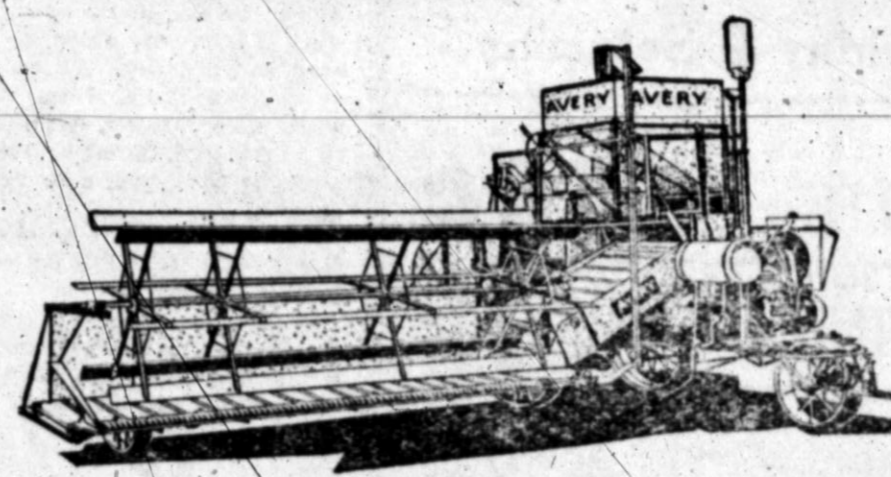
ASSETS	
1. Loans and discounts	\$169,705.87
2. Overdrafts	140.79
3. United States Government obligations, direct and/or fully guaranteed	60,198.00
4. Other bonds, stock, and securities	28,532.98
5. Customers' liability on account of acceptances executed	NONE
6. Banking house, \$8,996.35; Fur. & Fix. NONE	8,996.35
7. Real Estate owned other than banking house	7,991.06
8. Reserve with Federal Reserve Bank	32,836.11
9. Cash, balances with other banks, and cash items in process of collection	84,436.18
10. Cash items not in process of collection	171.58
11. Acceptances of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
12. Securities borrowed	NONE
13. Other assets	1.00
TOTAL ASSETS	\$402,010.82
LIABILITIES	
14. Demand deposits of individuals, partnerships, and corporations	\$199,705.02
15. Time deposits of individuals, partnerships, and corporations	42,970.08
16. State, county, and municipal deposits	81,802.61
17. United States Government and postal savings deposits	NONE
18. Deposits of other banks, including certified and cashier's checks outstanding	6,574.59
Total of items 14 to 18, inclusive:	
(a) Secured by pledge of loans and/or investments	\$ 60,000.00
(b) Not secured by pledge of loans and/or investments	271,052.30
(c) TOTAL DEPOSITS	\$331,052.30
19. Agreements to repurchase United States Government obligations or other securities sold	NONE
20. Bills payable	NONE
21. Rediscounts	NONE
22. Obligations on industrial advances transferred to the Federal Reserve Bank	NONE
23. Acceptances of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
24. Acceptances executed by this bank for customers and to furnish dollar exchange, exclusive of acceptances of this bank purchased or discounted	NONE
25. Acceptances executed by other banks for account of this bank	NONE
26. Securities borrowed	NONE
27. Interest, taxes and other expenses accrued and unpaid	NONE
28. Dividends declared but not yet payable and amounts set aside for dividends not declared	10.41
29. Other liabilities	NONE
30. Capital account:	
Class A preferred stock, 400 shares, par \$2.50 per share, retirable at \$62.50 per share	1,000.00
Class B preferred stock, none shares, par \$ None per share, retirable at \$ None per share	None
Common stock, 500 shares, par \$50.00 per share	25,000.00
Surplus	10,000.00
Undivided profits-net	9,448.51
Reserves for contingencies	NONE
Preferred stock retirement fund	1,499.60
Reserve for dividend payable in common stock	NONE
TOTAL CAPITAL ACCOUNT	70,948.11
TOTAL LIABILITIES	402,010.82
MEMORANDUM: Loans and Investments Pledged to Secure Liabilities	
31. United States Government obligations, direct and/or fully guaranteed	37,000.00
32. Other bonds, stock, and securities	23,000.00
33. Loans and discounts	NONE
34. TOTAL PLEDGED (excluding rediscounts)	60,000.00
35. Pledged:	
(a) Against United States Government and postal savings deposits	NONE
(b) Against State, County and Municipal deposits	60,000.00
(c) Against deposits of trust departments	NONE
(d) Against other deposits	NONE
(e) Against borrowings	NONE
(f) With State authorities to qualify for the exercise of fiduciary powers	NONE
(g) For other purposes	NONE
(h) TOTAL PLEDGED	60,000.00

OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE First State Bank

AT HEREFORD. Member Federal Deposit Insurance Corporation. State of Texas, at the close of business on the 31st day of March, 1937, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 15th day of April, 1937.

RESOURCES	
Loans and discounts on personal or collateral security	\$198,318.92
Loans secured by real Estate	13,336.53
Overdrafts	1,389.40
Acceptances of other banks	NONE
Securities of U. S., any State or political subdivision thereof	20,000.00
Other bonds and stocks owned	NONE
Customers' bonds held for safekeeping	NONE
Banking House	5,500.00
Furniture and Fixtures	3,685.00
Real Estate owned, other than banking house	4,390.98
Cash and due from approved reserve agents	\$172,986.67
Due from other banks and bankers, subject to check on demand	2,251.18
Stock and/or assessment Federal Deposit Insurance Corp.	119.20
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other Resources	582.75
TOTAL	\$421,960.63
LIABILITIES	
Capital Stock	\$50,000.00
Income Debentures Sold	25,000.00
Total Capital Structure	\$75,000.00
Surplus Fund	NONE
Undivided Profits, net	1,457.96
Reserved for	NONE
Dividends unpaid	NONE
Due to Banks and Bankers, subject to check	6,951.30
Individual deposits subject to check, including time deposits due in 30 days	289,612.08
State Funds on Deposit	NONE
Time Certificates of Deposit	45,817.91
Cashier's Checks Outstanding	3,120.48
Bills Payable and Rediscounts	NONE
Customers' Bonds Deposited for Safekeeping	NONE
Liability, account assets sold with or without recourse, where bank has agreed verbally or otherwise to repurchase or guarantee payment thereof before, at or after maturity	NONE
Other Liabilities	NONE
TOTAL	\$421,960.63
STATE OF TEXAS, County of Deaf Smith.	
We, C. B. Williams, as President, and C. C. Acker, as Cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.	
C. B. WILLIAMS, President.	
C. C. ACKER, Cashier.	
CORRECT-ATTEST:	
E. S. IRELAND,	
J. A. PITMAN,	
H. G. CONKWRIGHT,	
Directors.	
Subscribed and sworn to before me this 10th day of April, 1937.	
JNO. H. PATTON,	
(SEAL) Notary Public.	
Deaf Smith County, Texas.	

The Avery Combine Has More Exclusive Features



The Avery Model "L"

Is an original combine—not a "copy" combine. It is original AVERY design and is built from farmers' own suggestions.

That's the reason why you'll find built into AVERY Model "L" more of those essential features you need and want! The AVERY is years ahead—always has been ahead!

For Instance

Big, all-steel 20-inch, 12-bar Cylinder. 30-inch separator unit, with famous "Locomotive Drive," eliminating all crankshafts, half of the usual chains, sprockets, belts, etc. Accelerating feed rollers . . . no back feeding. Spreading comb beater . . . thin, even straw flow.

Plenty capacity for 12-foot cut in all conditions of crops . . . Grains, soybeans, clovers, timothy, mustard, flax and others. Come in and let's talk it over. Get all the facts About AVERY Combines!

For all size combines, see FRANK S. WILDE, agent, or C. W. BENNETT at Hereford News Stand. We will be glad to show them to you at any time.

SEE THE AVERY TODAY!



SEE THE AVERY TODAY!

To See One Operate-Is To Want One!

With the New Improved AVERY Combine you can handle more crops of different kinds more successfully than with any other make. Just ask any AVERY owner! The AVERY always does a wonderful job with wheat, oats, rye, soybeans, clover, maize, barley or buckwheat. And, the most abnormal working conditions make little difference. The AVERY has the easy adjustments and the shelling accuracy to deliver the grains UNCRACKED, clean as a whistle.

Compare the AVERY Combine with any other combine. See how much more AVERY gives you! We'll be glad to tell you all the Big news about the New Improved AVERY Combines. You'll SAVE WITH AN AVERY! COME SEE IT TODAY!

AVERY MODEL "B" COMBINE - 16 - FOOT

This machine has gone down the factory assembly line and all badly worn parts replaced. Equipped with new cylinder teeth, new canvases and new drive belt. Motor has been reconditioned, combine repainted, and shortage in tool equipment replaced. This is a machine that will give virtually the same service as a new one.

PRICED RIGHT!

SEE

Frank S. Wilde, Agent

OR C. W. BENNETT at Hereford News Stand

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

High Spots of Interest of Seventh District Club Convention In Canyon

Mrs. J. W. Walker, Plainview, president, presided Thursday morning at the opening of the annual convention of the Seventh District Texas Federation of Women's Clubs, held Thursday and Friday in Canyon. Rev. Robert E. Lucey, Bishop Amarillo Diocese, was the principal speaker of the morning. He spoke on Building a New Social Order.

Junior clubs were honored at the luncheon Thursday noon with Mrs. Mitchell Jones, Canyon, as local hostess. Choral selections were given by the Junior Pioneer Chorus of Hereford. Tables were decorated with bluebonnets and the programs were clover bonnets in pastel shades.

One of the most attractive social functions of the convention was the tea given at the home of Dr. and Mrs. R. A. Neblett Thursday afternoon. The receiving line was made up of Meses. Neblett, R. J. Turrentine of Denton, W. P. Averitt, Lamesa; J. K. Crews, Plainview; Sam Isaacs, Canadian; E. H. Perry, Plainview; A. W. Sternburg, Canyon; D. F. Sanders, J. T. Whitmore, Snyder; A. L. Walsh, W. H. Lynn, Wellington, and Miss Mae Murphy, Lubbock. Approximately 400 women attended.

Thursday evening, President's evening, Mrs. Walker gave The Marks of a Good Club Woman.

Friday morning, Concurrent Club Institute and parliamentary school. Mrs. W. P. Averitt, past president, spoke on, Why Federate? Patrons clubs and founders were honored at the luncheon Friday, with Mrs. J. A. Hill, presiding. Following the invocation by Mrs. R. J. Turrentine, state president, honor guests were introduced, Mrs. Harold Abrams of Dallas gave the address.

Friday afternoon choral contests were conducted. In the senior group the Plainview Treble Clef Singers won first. The Plainview high school glee club won first in the junior group, and the Junior Pioneer Chorus, Hereford, second.

Memorial services were conducted Friday afternoon under direction of Mrs. Q. H. Griffith of Tulsa. Dr. Rebecca Smith, head of the English department, TCU, spoke on Is It True What They Say About Dixie. At the award session Friday afternoon the Friona Woman's Club was awarded the Public Welfare Cup.

A money award went to the Altrulan Daughters of Snyder for the best junior welfare report. The \$5 award for the best county federation report went to Armstrong county. In the American Citizenship department, first and second prizes went to Jacqueline Wilkerson, Friona, and Lois Pickett, Post. Mrs. M. D. Kirk, Spearman, won first with her essay on A Hundred Per Cent Home is My Goal. The award for the best presentation of club reports went to the Altrulan Daughters, Snyder. Award for the best Junior club

report, Littlefield Junior club. Delphian Daughters and Lamesa Junior club No. 2 received honorable mention for the best report. The prize to the club that organized and federated scrap book, 1935 Study Club, Sudan.

In the year book division the ten best books were chosen, among them being the yearbooks of the Summerfield Study club and the Junior Pioneer Study club.

Dr. J. A. Hill was the principal speaker at the All-College Dinner Friday night.

On the Fine Arts program Friday night Dr. John C. Kendel, superintendent of music in Denver public schools, addressed the group on The Quo Vadis of Music.

District officers who are expected to attend the convention are Mrs. T. R. Wingate, Amarillo, president; Paul Squires, Lubbock, vice president; Rosa Cash, Canyon, secretary; Virginia Pearl Morrison, Amarillo, treasurer; Rev. councilor; Rev. J. C. Thorns, pastor councilor; Rev. J. C. Thorns, Hereford, pastor councilor; H. G. Wilson, Amarillo, pastor councilor; Elizabeth Roberts, Borger, missionary; Wayne Hutchens, Pampa, publicity; Martha Jordan, Tulsa, recreation; Evelyn Keagan, Panhandle, stewardship; Eleanor Pierle, Hereford, junior intermediate; Mrs. Fred S. Rogers, Plainview, high school boys and girls.

WEDNESDAY LUNCHEON CLUB ENTERTAINS GUESTS

Guests were entertained by members of the Wednesday Luncheon club at the meeting held Wednesday of last week at the home of Mrs. C. C. Rockwell. Artistic arrangements of sweet peas and other spring flowers were used as decoration throughout the house.

Special guests for the occasion were Mrs. J. A. Pitman, Mrs. S. P. Rosson and Mrs. Dow Mercer.

After the luncheon, games of contract were enjoyed, when high score for club members was won by Mrs. B. M. Wiltshire. Mrs. J. A. Pitman won high for guests. Attending were Meses. J. C. McCracken, Alton Fraser, Jack Wayland, B. M. Wiltshire, Dow Mercer, S. P. Rosson, W. L. Davis, J. A. Pitman and the hostess.

BAPTIST W. M. S. HAS MEETING

The Baptist W. M. S. met in regular session, followed by a musical program, led by Mrs. Phil Radovich. The program included: Devotional, Mrs. Radovich; prayer, Mrs. F. Lambert; French in Louisiana, Mrs. Aldredge; The Early French, Mrs. E. W. Young. Refreshments were served by the Little Hundley Circle to Meses. O. T. Williams, C. T. Guseman, Aldredge, Savage, Wiley Roberson, Young, Carl Mounds, Long, W. I. Valentine, Edgar Sowell, F. Lambert, Edgar Mosley, Radovich, R. E. McCullough and Miss Jessie Morris.

BAPTIST WOMEN HOLD GENERAL MEETING

On Wednesday afternoon of last week the various circles of the Baptist Woman's Missionary Union combined for a general meeting at the church. Mrs. O. T. Williams, president, presided over the meeting when plans were discussed for the work of the different Circles. Elsie Clor Circle furnished the program, with Mrs. Jhil Radovich as leader.

During the social hour refreshments were served by the Lillie Hundley Circle.

Alex R. Bateman, county agent, spent the first three days of this week in Dalhart, where he attended a district meeting for Extension Service agents.

MRS. WILLS HOSTESS FOR LONDON BRIDGE CLUB

Attractive table appointments carried out a spring motif in decorations when Mrs. R. R. Willis entertained the London Bridge club at her home Thursday afternoon. Bouquet of spring flowers were used here and there about the rooms, while in the dining room burning pink candles and seasonal sprays formed the centerpiece for the table.

Mrs. Ernest Medkief was awarded high score, and other guests includes Meses. Charles Brooks, J. T. Gilbreath, Jr., O. C. Holt, Nelson McLight, Emmett Milburn, Lee Morgan and Ralph Roden.

Try the Hereford merchants before going elsewhere to buy.

Adrian News

MRS. E. C. CHAPMAN
The Junior-Senior banquet was held in the Amarillo Hotel Friday night. Earl Brown, Junior president was toastmaster. The Seniors were given awards. All teachers, seniors and juniors were present, 23 in all.

Oldham county interscholastic league meet was won by Vega, with Adrian second.

Entering the district Friday in Canyon are John Witt, Chas. Bell, seniors, tennis doubles; Duane Morgan, Lois Taylor, extemporaneous speech; Frank Fortenberry, Chas. Bell, typing; Robert Crenshaw and John Witt, debate; and a group of declaimers.

Methodist Missionary Society met with Mrs. Witt Wednesday and quitted for Mother Kline. Because of bad weather, only 11 were present.

The wheat outlook here is very promising except in severe dust spots. Two recent snows put moisture enough in the ground to keep wheat growing.

Mr. Taylor has bought a ranch in New Mexico. Mrs. Taylor and the girls will go when school is out.

Adrian has more than doubled its population the past month, because of highway workers. Work is going ahead rapidly and the call surface is but a few miles from Vega. Because of overflooded restaurants and boarding houses, some are camping out and others

have trailer houses.

Mrs. Kinsey has been ill several days with influenza.

Mrs. J. E. Collier will leave soon for Dallas to go through a clinic.

Mrs. Freeman was on the sick list last week.

Mrs. B. M. Wiltshire and daughter, Patsy, left Tuesday for Lubbock, where they are visiting Mr. and Mrs. W. B. Wiltshire. They were accompanied by Mrs. H. H. Hawkins, who is attending a church meeting in Stamford, and by Mrs. M. L. Steele, who is visiting her brother there.

Mrs. John Renfro, Miss Rena Rae Renfro and Miss Eleanor Pierle were in Amarillo Saturday.

CONTINUING THURS. - FRI. - SAT. - WITH STILL GREATER VALUES -

PENNEY'S 35TH ANNIVERSARY FOUNDERS DAYS

HEART WARMING SAVINGS DESPITE RISING PRICES!

A money-saving event in honor of James C. Penney, the man whose little country store became the keystone of a nation-wide institution! It takes values such as these to give a store the recognition and prestige that is Penney's. Come in and see them—they're REAL Bargains!

ANNIVERSARY FEATURE!

Silk* and Rayon FABRICS

Short Lengths! **37¢** yd.

Smart solid colors in rough crepes and novelty weaves. Also Spring prints on fine French finish crepes. Real bargains! *Weighted.

Men's Rayon SHIRTS AND SHORTS

Anniversary Sale Feature **25¢**

Men's UNIONS

Dimity and Broad-cloth, Athletic Type **49¢**

Boy's SHIRTS

Big Selection of Patterns **49¢**

Boy's Dress DRESS SHIRTS

Nu-Craft Collars **67¢**

Men's DRESS SLACKS

Sanforized Shrunken **98¢**

Men's SHIRTS AND SHORTS

A Real Value **15¢**

ANNIVERSARY FEATURE!

Men's SHIRTS AND SHORTS

17¢ Each

—Shorts of Sanforized shrunken broadcloth. Shirts of Swiss ribbed cotton.

WASH FROCKS

Fast Color **39c**

These frocks just can't be beat at this lower-than-low price! Dozens of AVENUE vat prints and sheer printed LAWNS! Sizes 14 to 44!

ANNIVERSARY FEATURE!

Indian Design BLANKETS

For Only **1.00** ea.

A great BIG BUY for very little money! Bright, colorful jacquards. Size 66" x 80".

Pre-Shrunk Nu-Craft Collars SHIRTS

\$1.19

Fast color broadcloths and madras . . . solid shades, patterns, and all-white! Lustrous ocean pearl buttons! Our famous non-wilt collars! Smashing bargains. Better Hurry!

Bingo Canvas SHOES

49c^{pr.}

For youths, boys, men! Brown ventilated uppers, durable soles, heavy bumper toes! Winners for wear and comfort! Buy now!

Farmers! Protect Your Wheat

INSURE WITH A

Dividend Paying

COMPANY—A FARMERS' ASSOCIATION

Panhandle Mutual

A HOME-OWNED INSTITUTION

AGENTS CONVENIENTLY LOCATED

H. E. MILLER and H. H. MILLER DAWN

JAS. E. ROBINSON RAY SINGLETERRY HEREFORD

J. T. GUINN, FRIONA

R. E. GILL CHAS. H. FREIMELL UMBARGER

Quick adjustments of 5 per cent or over any part of the insured crop. See the above named men for further information.

Pure Silk Satin SLIPS

Blas Cut! **\$1**

Perfect styles at an almost unbelievable price! V and bodice top models, either smartly tailored or trimmed with dainty lace. Adjustable straps! 32-44.

Full Fashioned Silk HOSIERY

Quality First **39c**

Real Bargains! Beautiful silk chiffon and service weight stockings in the very newest shades. Perfect quality! Sizes 8½ to 10½. Take advantage of this low price!

ANNIVERSARY FEATURE!

80-Square PERCALE

36 in. Wide! **15¢** yd.

It will sell fast at this spectacular price! Better hurry! In a riot of new Spring prints and colors.

Men's Fancy SOCKS

Gay New Colors! **8c**

Cotton and acetate in the snappiest patterns you ever saw! Sizes 10 to 12. Don't miss them!

ANNIVERSARY FEATURE!

Novelty Nets

A Grand Bargain! **5¢** yd.

Of crisp marquisette! Unbelievable at this price—but true! Get your share!

81-Inch Unbleached SHEETING

Fine Quality **23¢**

Penney's Famous Nation-Wide SHEETS

Size 81x99 **\$1.00**

Blue Bonnet BATISTE

For Cool, Summer Dresses, yard **15¢**

Novelty Cotton ANKLETS

Sizes 6 to 10½ 2 Pairs **15¢**

Pure Silk, Knee Length HOSE

All Shades **25¢**

FEATHER PILLOWS

Full Size **50¢**

ANNIVERSARY FEATURE!

Blucher Work SHOES

Plain Toe! **1.49** pr.

Hefty and comfortable! Black retan uppers, heavy composition soles! Rubber heels! A big buy!

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

Farmers Urged To Arrange Now For Harvesting

Following strikes and over-demand, a difficulty in getting combines and threshing machinery in West Texas was this week foreseen by industrial leaders. Although they feel that orders placed during the next few weeks will be delivered, they estimate that last-minute orders might find difficulty in delivery.

The situation was said to be a result of prospects for a good wheat crop this year, which had greatly increased the demand for harvesting machinery.

Pump House Is Repaired

The city pump house and living quarters have been remodeled and improved during the past few days. Chief among the repairs was the repair work on the roof, and creation of partitions in the house, which is occupied by Mr. and Mrs. Dobbins, who have charge of the city wells.

The structure, previously one large room, was divided into three rooms, separated by fibre board; the roof was also generally repaired. The pump house is now in good condition, according to city officials.

A WANT AD WILL SELL THAT COW!

Dr. M. V. COBB

Chiropractor and Naturopath
Electrotherapy - Massage - Dietetics
10 Years Successful Practice
Phone 470. Hours: 9:12, 2:5-30
Clark Building, Over Close Drug Store

Bethel Items

BY CORRESPONDENT
Miss Ethel Womble of Hereford visited friends here and at Dimmitt over the week end.

Some wheat has blown out the past week.

Byron Sinclair and family visited the Earl Lust home Sunday.

Mr. and Mrs. Geo. Bagwell moved to their place Monday.

George Bagwell and Ivan Bagwell and their families were dinner guests in the J. A. Bagwell home Sunday.

Bethel community club met on April 9 with Mrs. Homer Terrell. Miss Schultz met with the club and gave recipes on preparing meats. Club meets April 23 with Mrs. Bryan Sinclair.

Franklin Smith turned his car over. He escaped injury but the car was wrecked.

Mmes. Ivor Bagwell and Moss Howell were in Hereford shopping last Thursday.

Homer Terrell was taken to the hospital in Hereford Sunday night.

A WANT AD WILL GET THAT PLOW!

Wichita C-C Will Visit Here April 28

That the Wichita, Kansas, Chamber of Commerce will visit Hereford on its Goodwill Tour was announced today by A. L. Wood, vice president of the First National Bank there, in a letter to George Muse of the First National Bank here.

The group will arrive here April 28, at 11:45 a. m., and will stay here until 12:15 p. m.

Bellview News

MRS. R. H. JOHNSTON
A large number enjoyed a dance at the Cecil Guseman ranch Friday night.

Mr. and Mrs. Geo. Messenger and Mrs. Loreta Clements were in Hereford Sunday afternoon.

Lula Johnston spent the past week with Mr. and Mrs. W. H. Petty at Grady.

Mr. and Mrs. W. E. Brown were in Amarillo Friday where she underwent an X-Ray examination.

Mr. and Mrs. Northcutt have relatives from Dallas visiting them.

Rita Johnston and Virginia Mitchell were week end guests in the Chas. Hoover home at Bippus.

Oscar Hackley and family attended church at Ray, Texas, Sunday morning.

Beulah Conn, who has been at work in Clovis, has returned home to be with her mother, who is ill.

Mr. and Mrs. Tom Welch visited in Texico and Clovis Sunday.

Mr. and Mrs. Troy Stambaugh of Hereford visited in the W. W. Laceywell home Sunday.

Mr. and Mrs. Roy Shuck has as guests Sunday their daughter and her husband, of Muleshoe.

Miss Marie O. Donald visited her parents at Melrose over the past week end.

Dawn Items

MRS. JESS CALDWELL
Mr. Underwood and family are home from a brief visit with two daughters in California.

Hartland Caraway has been in Hot Springs, N. M., for some time on account of his health.

Mrs. H. H. Miller visited her sister, Miss Vera Crawford, who is ill at her home in Canyon.

A good attendance heard the splendid club program at the home of Mrs. R. A. Frye last week.

A large number enjoyed the Lions Club program Friday night. Refreshments were served to 90 by the Dawn Study club.

Carl Wimberly has completed his irrigation wells.

Miss Ruth Wolfe was a week end guest of Miss Eunice Caldwell at Progressive.

Friends helped Mrs. Caraway quilt one day last week.

A light snow fell here the past week.

Jess Caldwell and family visited his parents at Progressive Sunday.

Bro. Redford, pastor of the First Christian church of Hereford will conduct a revival here, beginning Sunday, April 18.

W. L. Stewart and family are visiting in Byers.

Mrs. C. P. Caldwell and Miss Eunice visited Mrs. Jess Caldwell Friday afternoon.

Raymond Miller was a Canyon visitor Sunday.

Mrs. Lucille Posey of Amarillo spent the week end with relatives in Hereford.

SEE THE NEW LEONARD WITH THE



Master Dial

AT
McCormell
Electric
Company

Phone 759. 303 N. Main

Jumbo News

BY MRS. ULLMAN HUNTER
Mrs. Margaret Scott and small son of Amarillo visited in the Kring and C. D. Pinckert homes Saturday night.

Two one-act plays, His First Shave, and Spring Cleaning, were given at Frio Friday night by the Jumbo school children. A goodly number attended.

Orvil Pierce of WTSTC spent the week end at home here.

Mrs. Finis Hunter called on her mother, Mrs. L. O. Norman, of Arney, Sunday.

Mrs. C. Andrew and Pauline

called on Mrs. Clem Maples at Dimmitt Thursday.

Mmes. Henry Short and Earl Matthews of Dimmitt visited in the Dewey Owens home Saturday and Sunday.

Rev. Bessie of Canyon preached here Sunday. He gave a very inspirational talk on The Need for Two-Mile Men and Women. He was a guest in the Ullman Hunter home.

Mrs. M. L. Simpson spent Saturday night and Sunday in Hereford with her mother, Mrs. W. A. Hunter, who was quite ill.

C. Andrew and Cy spent Saturday night and Sunday in Clovis.

Miss Florence Currie spent the week end near Canyon with home folks.

Ullman and Addison Hunter were in Amarillo Saturday.

L. A. Matthews was in Matador Sunday.

Misses Maurine Wilder and Kitty Oxford of Flagg spent the week end at home. Their pupils gave a program on the radio in Amarillo Saturday.

Mr. and Mrs. E. D. Wilmeth were in Tulla Saturday.

Mr. and Mrs. Harry Smith of Easter spent Wednesday with her sister, Mrs. Sam Hunter.

Mr. and Mrs. Addison Hunter spent Sunday with her parents, Mr. and Mrs. E. C. Burks, of Arney.

Try First to Buy in Hereford.



100 lbs. of STARTENA gives you 50 chicks like this at 6 WEEKS!

Startena Now Contains PUR-A-TENE—the New Feeding Discovery!

AFTER The Bag Is Empty—that's the time to judge the value of feed. That's why Purina Startena has become America's leading chick feed. When the Startena bag is empty you have 50 big six-week-old chicks like the ones shown above. This year, Startena is made even better by the addition of Pur-a-tene. What is Pur-a-tene? It's the concentrated goodness that's in many fresh vegetables and fruits. It's the "mys-

terious something" which strengthens the linings of the nose and throat, the lungs, gizzard and intestine, and causes them to act as a natural armor against disease germs. Scientists call it carotene or pro-vitamin A. Poultrymen see it in bright red combs, smooth plumage, added life and vigor. Make sure your chicks get Pur-a-tene this year by feeding them Purina Startena!

Packard Milling Company

STEAK Good, lb 20¢
ROAST Fleshy, lb 17½¢
The Above Meats Are From Whiteface, Grain-Fed Beef Out of Our Feed Lot.
SIDE PORK Fresh, lb 25¢

SPUDS No. 1, 10 Pounds 27¢
We Have Plenty of Good, Fresh Fruits and Vegetables

Flour
PACKARD'S BEST

24-Pound Sack ... 98¢
A HOME PRODUCT

CLEANSER Sunbrite, 2 Cans 9¢

CHORE GIRL Regular 10c Size, 2 for 15¢

BRAN FLAKES Miller's, 2 Pkgs. 19¢

Vienna Sausage Bell Brand, 3 cans 25¢

Potted Meat Bell Brand, 6 Cans 25¢

NAPKINS Havanap, 125 Count 2 Packages 15¢

OXYDOL Large Box 21¢

SALMON No. 1 Can Brimfull, 2 for 23¢

TEXAS
Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

GERONIMO PHONE 353 O. G. HILL, OWNER WE DELIVER GERONIMO

I WANT A WASHER FINISHED IN WHITE TO MATCH MY STOVE AND REFRIGERATOR....

HERE IT IS IN LOVELY WHITE!

The Brand New 1937 **EASY WASHER**

New purity of design—new beauty of finish—in the new 1937 EASY Washer with SPIRALATOR Washing Action that's the world's fastest method—saves ½ washing time—up to ½ washing wear—eliminates tangling.

DUAL-RELEASE Wringer that assures personal safety—saves time and effort.

ALL YOURS \$1.00 FOR ONLY WEEKLY

These Washing Machines Can Be Equipped With Gasoline or Electric Motors—For Farm Use Or Homes Wired for Electricity.

McCormell Electric Co.

LEONARD REFRIGERATORS G-E RADIOS EASY WASHERS
PHONE 759 303 N. MAIN STREET

Amazing Savings IN **USED CARS**

USED CARS DEPENDABLE USED TRUCKS

Switch TO **DODGE and Save Money!**

We perhaps have just what you are looking for in a USED CAR, and the kind you can buy with the satisfaction of knowing that they are DEPENDABLE. We use no short-cut or cheap methods in re-conditioning our USED CARS, and we strictly guarantee every used car to be exactly as represented.

AMONG THE MANY WE OFFER FOR SALE ARE:

<p>1933 Plymouth Coach Perfect Motor, Good Rubber \$295</p>	<p>Ford V-8 Truck Long wheelbase, good rubber, grain body, ready to service. \$375</p>
<p>1933 Dodge Sedan Completely Reconditioned</p>	<p>1933 DE LUXE Plymouth Sedan Six-Wheel Job, With Trunk</p>
<p>1935 Ford V-8 Sedan New motor, with only 12,000 miles</p>	<p>1933 Chevrolet Sedan In Tip-Top Shape</p>

1931 CHEVROLET COUPE—Just a Good Car, and Many Others.

We are pricing these Cars to Sell, and we invite you to visit our new Used Car Lot across the street from the Star Theatre. Liberal terms to responsible persons.

Ireland Motor Co.

DODGE-PLYMOUTH SALES-SERVICE

STAFF MEMBERS
 Editor-in-Chief - Mary Turrentine
 Assistant Editor - Thama Cawthon
 Business Manager - Jack Barber
 Assistant Business Manager - Chilton Foster
 Editor - Erma Faye Roberson
 Change Editor - Imogene Robinson
 Sports Editor - Billy Smith
 Columnists - Mary Jane Morgan and Johnny Willett
 Reporters: Mary Lee Alexander, Virginia Carlyle, L. A. Ricketts, Norma Jean Foster, Nola Margaret Blue, Mary Tiefert, Grant Fuller, Clifford Estes, Charles Wilson, Elyse Wilkins, Jack Nicks, Thama Cawthon, Jean Williams, Bud Brady, Mary Betty Cockrell.

MAKING IT PAY

Are you making your business? Our business is going to school, are we making the most of our business? Is it going in the red? If it is, it is our own fault. We have the time to make our business a success if we would only be firm with those slippery routes and hours. The last six weeks is upon us, one of us have minded our business well, but some of us have been tempted to let it slide. There are those who have a chance to bring their business out at the end of the year, showing a good profit, but there are others whose business will be far down in the red.

A few short hours well spent will easily change the appearance of those little red figures. Many of the well spent hours will bring remarkable profit. It is worth a few hours of study, a few evenings spent at home, to be able to close the doors of our business and say it has been profitable? The answer obviously is "Yes." Definitely and unavoidably, "Yes!"

SUCH GIRLS!

Each student was busy studying, when the quiet of the seventh period study hall was broken by the entrance of the basketball girls. They had received their letters for this year. All eyes turned toward them and saw the gleam of happiness on each face. Some of the girls almost sang out and jumped up and down in pure joy. After they had taken their seats, smiles were still seen, and no studying could be done for the exchanging of smiles and nods. Everyone agrees that the girls have something to be very proud of, because they deserve their letters!

Mr. McCollum asked in Texas history class the other day what hoghead was, and our bright student John Wood replied "The head of a hog."

SENIOR PERSONALITIES

Gladys Lewis' baby blue eyes first opened during the cold blizzard of 1918 on November 29. The scene of the melodrama was a two story house ten miles north of Hereford. She went to Ward school while she was in grammar school and she has received her high school training in Hereford. Gladys said, "In truth, no honor has been bestowed upon me. I do not intend to go to college. I want to train to be a nurse or a beauty operator." Her favorite hobbies are singing, dancing, reading and hiking.

Virginia Miller made her appearance into this world on April 19, 1920, two and a half miles southeast of Dawn. She spent the first year of her school life at Dawn. She has also attended school at Sterling, Colorado, and Clovis, New Mexico. She does not expect to go to college, but wants to take a business or nursing course. Her favorite hobbies are sewing, music and kodaking. L. A. Ricketts just happened along on December 4, 1918—much to Hereford's regret. He spent the first four years of his school life in Hereford, then moved to Dimmitt for four years, and has spent the last two years in Hereford. L. A. said, "No honors, after I passed out of the fourth grade." He plans to go to college at Texas A. & M., and major in civil or chemical engineering. His favorite hobbies are driving cars, swimming, going with ex-students and traveling—out of the dust bowl.

On the day of April 12, 1920, Ira Jeanne Ricketts first saw the beautiful Plains of West Texas. She was born near Hereford. She has spent most of her school life in Hereford, entering high school in 1935. She has had only three teachers in her entire life. Ira Jeanne said, "I'm just a country girl." She has not made her mind up as to whether or not she will attend college. She would like to go to a business college. Her favorite hobbies are sewing, riding horseback and playing baseball. Ira Jeanne said, "Nothing gives me a bigger thrill than to knock a home run in baseball."

Edgar Russell was born on March 16, 1919, north of Hereford, as well as he remembers. He spent ten years of his school life at Progressive, and the rest in this dear, dear school. The only honor he recalls in the past is that of having passed English IV one six weeks. He intends to escape college, if possible, but if he goes it will be to the easiest one. His hobbies are eating and playing volleyball with the faculty ???

What is this we hear about Wilbur Willett's ruining two automobile tires down in the park? Tah! Tah! Wilbur!

Ask L. A. Ricketts if he likes to stand with his feet crossed on the third floor.

HOBBIES

Virginia Nix: Collecting Donald Brotherton's tardy slips.
 Nola Margaret Blue: Making scrap books, any kind, and drawing.
 Bill Nix: Model airplanes.
 Gertrude Wilson: Coaching basketball.
 Monica Allbright: Skating.
 Mary Jane Morgan: Wood carving.
 Johnnie Willett: Chemistry.
 Bernadine Phillips: Playing the piano, horseback riding.
 Virginia Harman: Writing poetry.
 Mary Virginia Whitehead: Basketball, swimming.
 Ray Schulz: Music.
 Chilton Foster: Swimming.
 Helen Jones: Riding bicycle.
 Burdine Brunson: Riding horses.
 L. A. Ricketts: Going with ex-students.
 Annie Jo Roberts and Mollie Jo Roberson: Chewing gum.
 Melba Schulz: Basketball.
 Nola Washam: Writing poetry.
 Mr. Hudson: Amateur photography, radio, gardening, raising chickens.

Mary Louise Dean: Scrap books.
 Louise Frye: Dancing.
 Mary Turrentine: Basketball.
 Lottie Tyson: Collecting notes and show tickets.
 Miss Rigler: Reading jokes.
 Ann Cockrell: Collecting candy wrappers.
 Minnie Dea Smith: Collecting any kind of labels.
 Marthanelle Ewton: Collecting food, tending to other people's business.
 Helen Ann Snyder: Primping.
 Melvina Stewart: Just "knocking" around.
 Sybil Weckesser: Talking.
 Virginia Carlyle: Trying to find a way to Amarillo for the Speech Festival.
 Dorothy Jordan: Trying to find a hobby.
 Frances Borden: "Hobbing" all over the place.
 Genese Standifer: Making hours, giving tardy slips.
 Elyse Wilkins: Sleeping.
 Helen Seed: Reading.
 Imogene Roberson: Basketball.
 Clyde Posey: No. 1 is courting Genese; No. 2 is golf.
 Thama Cawthon: Imating Martha Raye and Joe E. Brown.

SEEN AND HEARD ABOUT SCHOOL

The basketball girls wearing elegant jackets.
 A few people studying for six weeks' tests.
 Many groans after test papers were handed back.
 A great many empty seats due to different clubs participating in contests and conferences.
 History students working on term themes.
 No regular English I and II teacher for a week.
 Genese Standifer back in school after a long period of illness.
 lor play—but it is good.
 All the clubs having their picnics.
 Seniors struggling over the Seniors taken.
 Juniors breathing sighs of relief after the Junior-Senior Banquet.

Hertha Baer back from Tulsa.
 Band members practicing solos and duets for the contest.
 Sophomores never having a class meeting.
 Football boys working hard in spring practice.
 Nora Jean Russell patting herself on the cheek.
 The piano in the auditorium being in tune.
 Karl Wilson Shirley actually not talking.
 Thama Cawthon refereeing a basketball game.

IMPORTANT MEN IN HISTORY

According to Mr. Hudson's Ancient History class the following are the greatest men in Ancient History. The following are listed in approximately the order of rank:

1. Jesus
2. Alexander
3. Pericles
4. Socrates
5. Constantine
6. Homer
7. Julius Caesar
8. Paul
9. Hammurabi
10. Hannibal
11. Darius the Great
12. Archimedes
13. Augustus
14. Vergil
15. Demosthenes

In view of the shortness of the time allowed for the students to make their choice, Mr. Hudson considers their choice exceptionally good.

EXCHANGES

Texas Sand.
 Ginger C. Guffey.
 We're out West in Texas,
 Where the sand blows all the while.
 You get a great big mouthful.
 Whenever you try to smile.
 Now when you walk or when
 You talk, you'll get it just the same.
 You get it when the wind blows,
 You get it when it rains.
 You get it in the evening,
 You get it in the night
 When you wake up in the morning,
 You see it at first sight.
 Again you say just another day
 In the sandstorms of the West,
 But you wouldn't leave it,
 Not for all your life.
 'Cause it's the land that you
 "Love Best."
 We hope some day it'll go away,
 And not come back no more.
 But if it does, we'll be waiting
 For it to drift in through our door.
 So, if you don't like sand and wind
 And you'd rather be free,
 Take a good warning
 And listen here to me:
 Stay at home, don't start to roam
 Towards the "Texas State",
 For if you do, the sand will blow,
 It works here just like fate.
 —Bulldog's Growl, Borger.

A man struck a match to see if the gasoline tank on his auto was empty. It wasn't.

Relief after the Junior-Senior Banquet.

Hertha Baer back from Tulsa.
 Band members practicing solos and duets for the contest.
 Sophomores never having a class meeting.
 Football boys working hard in spring practice.
 Nora Jean Russell patting herself on the cheek.
 The piano in the auditorium being in tune.
 Karl Wilson Shirley actually not talking.
 Thama Cawthon refereeing a basketball game.

Dawn Students Inspect Local Business Firms

STUDENTS OBSERVE AND INSPECT MANUFACTURING METHODS

Students of the primary and intermediate grades of the Dawn school recently enjoyed a field trip as a surprise on April Fool Day. They were transported to Hereford in the school bus, and while here they visited the flour mill, ice plant, telephone exchange, the kitchen of Ike's Cafe, pressing department of West Tailor Shop, Pitman Grain Company elevator, and the printing department of the Hereford Brand. They found interesting things to discuss and remember. Following the inspection tour, they were taken to the show.

The teachers were chaperoned by their teachers, Miss Ruth Wolfe and Mrs. A. A. O'Neal; Miss Minnie Seamore was also a guest. Those who made the trip were Doris Jean Bowers, Evelyn Luke, Paul Mariner, Eugenia Kuhles, Earleen Greenfield, Ceverina Ortega, Laura Frye, Mary Conklin, Obed Caraway, Jed Miller, Marvin May, Jas. Murphy White, Raymond Stewart, Mildred Lake, Carey Ruth Putman, Liseolette Kuhles, Robert Hickman, Ida Kuhles, Jas. Waits, Viola Ruth Mariner, Paul Lawrence Conklin, Eugene Frische, Bobby Hogge, Bob Coe, David Frye, Carol Miller, Morris Barnes, Billy Burum, Doris Smith, John Grady Coe, Edward Ray Roberson, Marcella Luke, Wilma Jean Miller, Lillian Burum, Mary Frye, Herbert Goettsch and Clara Frische.

Mrs. DeWitt Landis of Lubbock spent the week end here with her parents, Mr. and Mrs. T. E. Seigler while Mr. Landis was in Fort Worth on a business trip.

Sufferers of STOMACH ULCERS HYPERACIDITY
DEFINITE RELIEF OR MONEY BACK
 THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. **SOLD ON 30 DAYS TRIAL.** For complete information, read "Willard's Message of Relief." Ask for it—free—
CITY DRUG STORE

Rance News

EDNA BEHREND'S
 Mr. and Mrs. R. L. Rule and Mrs. Riggs made a business trip to Dimmitt Monday.
 The Rance Home Demonstration club will meet with Mrs. H. G. Behrends April 15.
 Sylvia Behrends of WTSTC at Canyon spent the week end here with her parents.
 Thirty-seven were present at Sunday school. Bro. Holman filled his appointed Sunday morning. P.T.A. will meet at the school house Friday night. It will be a social.
 Brother Harlin of Plainview will preach here next Sunday. Everyone is invited to attend.
 Attend Fort Worth Meeting.
 F. M. Kester left Saturday for Fort Worth where he attended a meeting of optometrists. He was accompanied as far as Wichita Falls by Mrs. Kester, who visited there while he was in Fort Worth. They returned home Wednesday.

SAVE ON WELL CASING
 We have an exceptionally large supply of well casing. Just the type for use in irrigation. Also Water and Gasoline STORAGE TANKS—Any Size You Want.
FOR DETAILS WRITE OR PHONE
City Machine & Welding Works
 1300 West 6th St. Amarillo, Texas
 Telephone 21327

Heads Up
 FOR SPRING DAYS AHEAD
 You'll wear your clothes with a jaunty air when we have put them through our amazingly effective cleaning and rejuvenating process. Not only are your clothes cleaned of every spot and soil, but they're restored to their original velvety soft appearance. Why not call us to pick up your Suit or dress today!

2 SUITS OR 2 DRESSES OR 1 SUIT and 1 DRESS
 Cleaned and Pressed for \$1
 Other Prices in Proportion

THIS SPECIAL FOR FRIDAY, APRIL 16 THROUGH WEDNESDAY, APRIL 22
HEREFORD LAUNDRY
 AND DRY CLEANERS
 PHONE 298

Prairie Dairie
Changes to Summer Delivery
 Beginning Sunday Morning, April 11th, PRAIRIE DAIRIE Will Deliver Their Many High Grade Products Twice Daily to the Doors of Our Customers, and the

MORNING DELIVERY	WILL BE FINISHED BY	6:00 A. M.
EVENING DELIVERY	WILL BE FINISHED BY	5:30 P. M.

Every Summer we give our customers this added service so that they may find fresh, cold, ready-to-serve Dairy Products on their doorsteps in the morning before breakfast.

Some housewives may prefer to have their order delivered in the afternoon, and some may not need milk Sunday morning after getting their regular order Saturday P. M. In either case, please write your preference on a slip of paper and place in an empty bottle where we can find it, early Sunday morning, or phone No. 6, and tell us how you want your order handled. Should you leave no instructions we will assume that you prefer the early morning delivery.

WE HAVE ADDED
Bireley's Orangeade
 to our many products and we are confident that BIRELEY'S will merit your approval if you will give it a trial. It is much cheaper than serving real oranges and has a relatively high comparative value. Ten ounces of BIRELEY'S are equivalent in food value to seven ounces of the pure orange juice. BIRELEY'S may be delivered to your door or purchased at your grocer's

For Only 15c Per Quart
 WATCH FOR OUR CHOCOLATE MILK AND OUR ICE CREAM

RESPECTFULLY,
PRAIRIE DAIRIE
 PHONE 6

Frona News

BY JOYCE LANDRUM
 Miss Dorothy Landrum left for San Bernardino, California, Wednesday of last week for a two weeks stay with friends there.
 Mrs. Naomi Todd and children and Mr. and Mrs. Hershel Blue and children visited in Dimmitt Sunday.
 Mr. and Mrs. C. W. Dixon of Rhea were guests of Mr. and Mrs. Ray Landrum Sunday.
 Mrs. Dorsey of Bovina was in Frona Sunday.
 Mr. and Mrs. Clifton Crabtree and Mrs. G. M. Bullard of Floydada visited relatives here Friday and Saturday. Mrs. Bullard is the mother of Mrs. J. L. Landrum. They were accompanied on their return by Miss Cleo Cosby who has been visiting here.
 Roy Clements and Ray Landrum were in Canyon Saturday.
 J. R. Roden spent Saturday in Amarillo.
 S. Mitchell was a business visitor in Amarillo Wednesday.
 Misses Joyce Landrum and Cleo Cosby were Amarillo visitors last Friday.
 Mr. Houck was here from Amarillo Tuesday.
 Mrs. R. H. Kinsley left for Canyon Wednesday, where she will attend the District Federation meet.
 W. H. Warren was in Clovis on business Wednesday.
 John A. Burton of Lasbuddy called on friends here Tuesday.
 Kay Thornton spent the first of the week in Hobbs, N. M.
 Mr. Wiggins of Clovis spent Wednesday here on business.
 Chas. Lunsford was a business visitor in Farwell Wednesday.
 Mrs. Chas. McLean and Mrs. Ray Landrum were in Dimmitt last Thursday visiting relatives.
 Mrs. Russell Loflin was in Amarillo Friday.
 Mr. and Mrs. D. Oramill and son were in Clovis Sunday.
 Try First to Buy in Hereford.

RED HOT VALUES IN USED CARS

The New Ford V-8 is taking the country by storm. In two sizes, 85 and 60 horsepower. In fact, it is becoming so popular that we are getting over-stocked on used cars. The result is that we have some real bargains in used cars. Cars of every make and model. Some of them carry our guarantee, others you buy at your own risk, but we have the car you want... at the price you can afford to pay. Here are a few of our best bargains. We have many more!

1935 V-8 COUPE A GOOD CLEAN CAR, AT	\$400
1933 CHEVROLET SEDAN Complete Overhaul	\$350
1932 CHEVROLET COACH New Rings & Bearings	\$150
1933 CHEVROLET COUPE A Nice, Clean Car	\$275
1930 CHEVROLET COUPE Lots of Service, New Paint	\$125
1935 Chevrolet Coupe	\$400 WORTH THE PRICE OF
1931 FORD TUDOR	New Rings \$125
1929 CHEVROLET TRUCK	With Body \$145
1929 FORD PICKUP	Good Condition \$125
1934 Plymouth Coupe	\$375 NEW RINGS AND BEARINGS

LOTS OF CHEAPER CARS — WITH LOTS OF SERVICE TERMS AND TRADES

Hereford Motor Co.
 SALES — FORD V-8 — SERVICE

Jim Bob Allison left Tuesday for Vernon, Texas.

STAR THEATRE

Thurs. - Fri.

You can BANK on these Nights for lots of "REASONS"

HOLD YOUR SEAT FOLKS—JOE IS GOING TO LOSE HIS

ELEVEN-GOAL MAN!



He Knocks Gloom for a Row of Roars!
Joe E. BROWN
in **'POLO JOE'**
with CAROL HUGHES SKEETS GALLAGHER

Saturday Only

Kiddies 10¢ Adults 15¢
Office Opens 12 O'Clock Noon.

KARLOFF HIMSELF BACKS CHARLIE CHAN AGAINST THE WALL!

Warner OLAND Boris KARLOFF in **CHARLIE CHAN AT THE OPERA** with KEVE LUKE CHARLOTTE HENRY THOMAS BECK

Tues. - Wed.

BARGAIN DAYS 10¢ Matinee—Night 15¢
A DRAMA OF THE UNDERWORLD YOU READ ABOUT BUT NEVER SEE!



TOGETHER UNAFRAID THEY TRACKED THE RACKET RATS!
"SWORN ENEMY"
with ROBERT YOUNG FLORENCE RICE JOSEPH CALLEA LEWIS STONE

PERSONALS

Saturday is Band TAG DAY! Bud, son of Mr. and Mrs. C. O. Wilkins, is recovering from a tonsillectomy last Friday.
Mrs. Kitty Spaeth of Dallas arrived Monday to visit her sister, Mrs. Burl Elliston, and family.
C. R. Smith and son, Roy, are in Fort Worth this week attending to business.
Mr. and Mrs. Stanley Thomas of Amarillo visited her sister, Mrs. Floyd West, last Sunday.
FOOD SALE at Furr Food Store Saturday, April 17, by the Band and Orchestra Organization.
Miss Jonnie Estes spent the week end in Lubbock visiting relatives.
Mr. and Mrs. David Harrison of Farwell were guests of his mother, Mrs. E. W. Harrison, Sunday.

Mrs. Hugh Witherspoon is recovering at her home from a tonsillectomy, Thursday of last week.
FOOD SALE at Furr Food Store Saturday, April 17, by the Band and Orchestra Organization.
Jim Mauk left last Thursday on a business trip to Dallas, returning Monday.
Mr. and Mrs. M. R. Moore, Mrs. Troy Moore, Sharon Deo, spent Sunday with relatives in Amarillo.
Mrs. J. B. Miller and family of Canyon visited in Hereford Saturday.
Be a Band Booster! Get a TAG!
FOOD SALE at Furr Food Store Saturday, April 17, by the Band and Orchestra Organization.
Mrs. Venia Bailey left this week for Chicago, after a visit of several weeks with her sister, Mrs. O. K. Higgins. From Chicago she will return to her home in Washington, D. C.

Miss Virginia Vaughn, teacher in Hereford High School, who has been quite ill with a throat infection at her home in Amarillo, is reported to be much improved.
Saturday is Band TAG DAY! for the past six weeks.
J. E. Hill returned home Monday from a several weeks' visit in Mineral Wells. Mrs. Hill remained there for a longer stay.
Mr. and Mrs. Carroll Barnett of Plainview visited her mother, Mrs. J. W. Beene, and family last Tuesday.
Help the Band by getting a Tag!
Mrs. Clara Short left Wednesday for her home in Hamilton, Kansas, after a visit with her daughter, Mrs. Arthur Thompson.
Mrs. E. B. Black left Monday afternoon for Amarillo where she will spend several days with her daughter, Mrs. C. E. Birkmeyer.
Mr. and Mrs. O. K. Woodall and Mrs. John Harvey of Littlefield visited Mr. and Mrs. W. F. Gillis recently.
Mrs. M. V. Laney of Princeton, Texas, arrived here Sunday, and is visiting her son, C. I. Walthead, and family.
Mrs. Kate Sindt and Miss Ruth Lookingbill returned home Thursday from a vacation spent in Hot Springs, New Mexico.
Be a Band Booster! Get a TAG!
Miss Ruth Harding returned home last Thursday from a few days' visit with her father in Shamrock. Miss Harding is an operator in the Charm Aid Studio.
E. E. Fridley of this city has been appointed agent for the Panhandle Mutual Hall Insurance Co. of Amarillo for the Hereford district.
Miss Louise Jacobsen, teacher of music in the Farwell public schools, spent the week end here with her parents, Mr. and Mrs. John Jacobsen.
Mrs. Faye Montgomery of Amarillo spent last week end here at the bedside of her mother, Mrs. J. W. Alexander, who is very ill at the Deaf Smith county hospital.
After attending the district club convention in Canyon Thursday and Friday, Mrs. E. W. Harrison visited her daughter, Mrs. J. M. Simpson, Jr., in Amarillo Saturday.
Mr. and Mrs. L. T. Reese and LaVerne leave today for Cameron, where they will spend the week end with his mother, Mrs. W. A. Reese.
Help the Band by getting a Tag!
Mrs. John Olson, Mrs. D. H. Alexander and Mrs. Vern Witherspoon will attend the Presbyterian meeting in McLean Friday and Saturday.
Mr. and Mrs. Harper Ransburgh of Indianapolis, Indiana, spent Monday and Tuesday with the A. W. Gregg family, enroute to spend a vacation on the West Coast.
Mrs. Frank Barrow and daughters, Vivian and Mary Elizabeth, of Plainview were guests of Mrs. Barrow's mother, Mrs. J. M. Boone, Saturday and Sunday.
M - S - T
for the stomach. Sold on a 10-day FREE trial at the Corner Drug Store, Hereford, Texas.
Judge and Mrs. Clyde Wright of Silverton arrived Sunday to visit several days with Mrs. Wright's father, A. W. Gregg and family. Judge Wright left for home Tuesday, and Mrs. Wright left today for a visit in Dallas before joining her husband in Silverton.

STAR

MID-NITE PREVUE SAT. NITE

YOU DON'T CARE WHAT THEY DO... IF THEY'LL ONLY KEEP ON DOING IT!

New York's latest real-life romance set to Irving Berlin's music... in a show as big as the town!

DICK POWELL and MADELINE CARROLL
in **Irving Berlin's "ON THE AVENUE"**

SIX GRAND TUNES!
This Year's Kisses I've Got My Love to Keep
Me Warm • The Girl on the Police Gazette • He Ain't Got Rhythm • You're Laughing at Me • Slumming on Park Avenue
Music and Lyrics by Irving Berlin

ALICE FAYE • The RITZ Brothers and GEORGE BARBIER
ALAN MOWBRAY • CORA WITHERSPOON
STEPIN FATCHIT • SIG RUMANN
Directed by Roy Del Ruth
Associate Producer Gene Markay

Miss Virginia Vaughn, teacher in Hereford High School, who has been quite ill with a throat infection at her home in Amarillo, is reported to be much improved.
Saturday is Band TAG DAY! for the past six weeks.
J. E. Hill returned home Monday from a several weeks' visit in Mineral Wells. Mrs. Hill remained there for a longer stay.
Mr. and Mrs. Carroll Barnett of Plainview visited her mother, Mrs. J. W. Beene, and family last Tuesday.
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THE BIGGEST DOLLAR VALUE IN REFRIGERATION!

GENERAL ELECTRIC

NEW **Triple-Thrift** REFRIGERATORS

You Save on PRICE!
You Save on CURRENT!
You Save on UPKEEP!

The only refrigerator with OIL COOLING

AUTOMATIC THRIFT UNIT Sealed-in-Steel

Easy Terms

E. B. Black Co.

"More people ride on Goodyear Tires than on any other kind" is not only a slogan but it is the truth. RICE sells them.

Misnomer: "I want two tires, two tubes, a battery and a fan belt," said the motorist, and the man he was talking to replied that the store carried only drugs and filled prescriptions. Whereupon the car owner remarked: "And you call this an up to date drug store! How do you get that way?"

90 per cent of your tire troubles come in the last 10 per cent of the tire's mileage. Get a new set of Goodyears now at RICE'S.

Jaywalkers: Any number of persons who are run down wind up in hospitals.

We have a few tires in the popular sizes which we are closing out at dealer's cost. At RICE'S.

Exonerated: The foreman of the jury arose, threw back his shoulders and in all seriousness said: "Your Honor, we find that the man who stole the truck tire is not guilty."

Tire prices have advanced three times in the last four months and another one is coming soon. Special prices on tires and tubes at RICE'S.

The other evening a couple hailed a taxicab. The cab went jerking along for a while and presently the driver exclaimed: "My, what a clutch!"
Say," came an indignant feminine voice from the rear, "you keep your eyes to the front. This is none of your business."

With the present prices of tires that injured tire is probably well worth repairing. Take it to RICE for an estimate.

THE CHURCH WORLD

CHRISTIAN CHURCH
Meet a Friend Every Service at the
ASSEMBLY OF GOD CHURCH
A place with a welcome. One block north of high school.
W. A. McCANN, Pastor.
Sunday school, 9:45 a. m.
Owen Neel Superintendent.
Morning worship, 11 a. m.
Christ's Ambassadors, 6:45 p. m.
Evangelistic services, 7:45 p. m.
Prayer Meeting, Tuesday, 7:45.
G. T. W., Wednesday, 7:45 p. m.
W. M. C., Thursday, 2:30 p. m.
C. A. Evangelistic services, Friday, 7:45 p. m.

ST. ANTHONY'S
Sunday, the third Sunday in the month, members of the Sodality of Our Lady of the Atonement will receive Holy Communion. The study clubs will continue study of the Life of Christ at 2:45 p. m. Sunday masses, 8 and 10 o'clock. Benediction of the Blessed Sacrament at 4 p. m.
Week day masses at 6:30 at convent, and at 8 at the church. Holy Hour, 7:30 p. m. Thursday.

PRESBYTERIAN CHURCH
Rev. John Thorns of Silverton, who is attending the Christian Endeavor convention, will preach Sunday morning. There will be no vesper service because of the convention. The public is invited to all meetings of the convention.
Sunday school, 9:45 a. m., G. M. Hudson, superintendent.
Christian Endeavor at 7 p. m. Christian Endeavor, 6:30 p. m.

Agents Named By Insurance Firm

H. E. Miller of Dawn, who in partnership with H. H. Miller, has been recently named representative in this territory for the Panhandle Mutual Hall Association, today announced agents for various communities in this section.
Mr. Miller said the organization has been operating for the past eight years, and stressed the fact that it is a dividend-paying concern, which has served numerous farmers in this area. The agents listed were Jas. R. Robinson and Ray Singleterry, Hereford; J. T. Quinn, Friona; R. E. Gill and Chas. H. Freidel, Umparger; H. E. and H. H. Miller, Dawn.
Leroy Hodges, TWA employee in Kansas City, this week drove his parents, Mr. and Mrs. Charles Hodges, back to Hereford, after they had visited him there for the past month. Leroy expected to return Friday to resume his duties in the offices of the Transcontinental Western Airways.

IMPORTANT FOOD NEWS FOR WEEK-END SHOPPERS

CLEAN HOUSE THE EASY WAY

P and G SOAP 5 Bars 19¢

LAVA SOAP 2 Cakes 17¢

CHIPSO large med. 2 for 23¢ 19¢

KIRK'S CASTILE 3 Bars 14¢

IVORY SOAP large med. 3 for 11¢ 20¢

\$10,000 CASH FREE FOR NAMING A BABY. **OXYDOL** Medium Size 22¢

FREE 25 "COVERED WAGON" TRAILERS EACH WITH FORD V-8 SEDAN 3 Cakes 19¢

CRISCO Super Creamed 3 lb. can 1 lb. can 59¢ 25¢

SUGAR 10 Pound Paper Bag 52¢

SPINACH Per Can 5¢

TEA—LIPTONS

4 GLASSES FREE, 1 LB 78¢
2 GLASSES FREE, 1/2 LB 39¢
1 GLASS FREE, 1/4 LB 22¢

APPLE BUTTER 24-ounce jar 15¢
WHEATIES 2 pkgs (Bowl FREE) 25¢
SUPER SUDS Super Suds, 2 10c pkgs (Bowl FREE) 21¢
SHAVING SOAP Bar 5¢
HAIR OIL Bottle 8¢
CAKE FLOUR Swansdown, pkg 28¢
PEAS Empson's, 2 cans 21¢
CAKES Bulk, Toffee, 2 lbs 25¢
COMPOUND 8-lb carton \$1.00
SYRUP Worth's, gallon 69¢, half gallon 39¢

BANANAS Pound 5¢
SPUDS 10 pounds 29¢
CARROTS 3 bunches 10¢
APPLES Winesaps, dozen 19¢

OATS Quaker, 5-lb bag 29¢
BAKING POWDER K. C., 50c size 29¢
COCOA Mother's, pound can 9¢
GINGER ALE Large bottle 15¢
PEACHES Royal Freestone, No. 2 1/2 can, 2 for 25¢
CRACKERS 2-pound box 19¢
STARCH Elastic, 10c box 6¢
GELATINE Royal, all flavors, pkg 5¢
PINEAPPLE 3 cans 25¢
CHERRIES Ret pitted, No. 2 can 18¢

LETTUCE Large head 5¢
NEW SPUDS 4 pounds 25¢
ONIONS New Bermudas, 3 pounds 25¢
ONION PLANTS Quart 18¢

PIGGLY WIGGLY
ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME