



D. R. Gass & Son

Store-wide Clearance

Sale Begins Friday
February 26
 Door Opens At
9:00 O'clock a.m.

— Our Loss Is Your Gain —

We Must Settle The Estate Of The Late D. R. GASS Which Is The Object of This

Great Sale!

We wish to use this opportunity to thank our many friends and patrons for their loyalty, faithfulness and support during our 38 years in business in Hereford. We want to assure you that in the future we shall strive hard to give you even better service than we have been able to render in the past.
 Sincerely,
 N. E. GASS, Manager.

25 MEN'S SUITS
\$20 to \$30 Values
 At Only **\$12.95**

A SCOOP!
100 PAIR MEN'S AND BOYS' SHOES
 Per Pair **\$1.00**
 Men's Dress Shoes **\$2.69**
 Regular \$3.00 Value
 New Shoes

Bargains Galore On
MEN'S NO-FADE SHIRTS
MEN'S NO-FADE PAJAMAS
MEN'S SOCKS
MEN'S UNDERWEAR
LADIES' RAYON UNDIES
10,000 YARDS SPRING PRINTS
LADIES' WASH FROCKS
CHILDREN'S WASH DRESSES

200 PAIRS
LADIES' AND CHILDREN'S SHOES
 Per Pair **25c**

Ladies' Silk Frocks
 Beautiful Spring Colors, Going At Only **\$3.95**

All Sales Are CASH

D. R. Gass & Son Hereford, Texas

No Exchanges No Refunds

Jumbo News

BY MRS. ULLMAN HUNTER
 Mrs. Clem Gilliam, in company with Miss Lucille Schults of Dimmitt, attended a recreational school in Lubbock recently.
 Mmes. Tina Baggs, Leta Halley and Cables of Amarillo, Mrs. Cooper of Los Angeles, and Mrs. McVay of Missouri visited in the Kring home last week.
 Mr. and Mrs. C. D. Pinckert were in Amarillo Friday.
 Mr. and Mrs. Sam Hunter spent Tuesday in Fort Worth.
 Mr. and Mrs. Clem Gilliam gave a party for the Bible class Friday night. Games were played and refreshments served to Mr. and Mrs. Owens, Adam Flowers, F. L. Pinckert, F. J. Axe, M. L. Simpson, J. J. Wilder, L. A. Matthews, Gob Whitlow, Finis and Sam Hunter, E. D. Wilmett and the host and hostess.
 Dwin Wilmett celebrated his fourth birthday with a dinner for

his friends, Bobbie Simpson, Phyllis and Frances Hunter.
 Mr. and Mrs. C. D. Pinckert visited the Noel Baggett family at Idalou last week.
 Mmes. Sam and Ullman Hunter attended missionary society at Dimmitt Thursday.
 Miss Florence Currie spent the week end at Canyon with home folks.
 Mrs. Sam Hunter called on her sister, Mrs. Harry Smith, at Easter last Thursday.
 Mrs. Addison Hunter visited her parents, Mr. and Mrs. E. C. Burks, who are ill, Tuesday and Wednesday.
 The basketball boys defeated the Dawn boys on their own court Friday.
 Mr. and Mrs. Virgil Norman of Arney visited his sister, Mrs. Finis Hunter, Sunday.
 Mrs. Phillips of White Deer, grandmother of the Spencer boys, visited them here Saturday.
 Finis Nunn spent the week end in Friona.

Daniel News

BY PAULINE MOORE
 A light snow fell here Saturday.
 F. Tomlinson and family, Misses Posey and Thomas visited in Lockney and Plainview last week end.
 R. E. Gill and family were in Canyon Wednesday night.
 Jess Ford and family visited in Hereford Sunday.
 Mr. and Mrs. Ervin Shugart and Carolyn spent Friday night in the W. R. Moore home.
 Misses Thomas and Posey and the F. Tomlinsons were in Hereford Wednesday night.
 Joe Moore was in Amarillo one day last week.
 Several Daniel families were in Hereford Saturday.
 Earl Norman is home from Fort Worth, and plans to return to that place soon.
 Clyde Allred and family have moved to their farm from Hereford.
 Mr. and Mrs. Cecil Allred have moved to Hereford, where he has work as a bookkeeper.
 H. J. Oglesby and Lee Norman were in Fort Worth last week.
 Wildorado boys basketball team was defeated by Vega last week.
 Lee Norman had his tonsils removed last week.
 Marjory Lucille Ford has been visiting Mrs. Tom McClain the past week.
 Mr. and Mrs. McBroom and Johnnie were in Hereford Saturday.
 Visitors in the A. D. Moore home Sunday were Messrs. and Mmes. W. R. and J. S. Moore, Ervin Shugart, and Marjorie Oglesby.
 Joyce and Margaret Ware of Hereford spent from Tuesday until Saturday with their aunt and uncle, Mr. and Mrs. McBroom.

Westway Items

GLAYDE GORE & GWENDOLYN HYDE
 Sidney Midgett is employed as a mason in Amarillo.
 Woody Stephens and family spent Sunday in the Mike Cassels home.
 Rev. Ray Stephens and wife took dinner in the Al Werner home Sunday.
 Mrs. F. M. Dodson and Miss Louise Walthall spent last week end at Otton.
 Mr. and Mrs. C. T. Putman of Dawn, V. Skypala, Norbert and Wima Skypala were in Sayre, Oklahoma, Sunday.
 V. Skypala was in Amarillo last Thursday.
 Mr. and Mrs. J. L. Hyde and daughters, and Woodrow and Joe Hill returned to their home at Wilson last Wednesday.
 Roger Hartman spent Sunday in Hereford with Mr. and Mrs. Buddy Witherspoon and children.
 L. O. Gore and family spent Sunday in the Joe House home at Clovis, New Mexico.
 Mr. and Mrs. P. H. Gilliland spent the week end in Elida, New Mexico, with Mr. and Mrs. Art Manjeot.
 Mr. and Mrs. Guy Lawrence and daughter spent Sunday in the R. M. Gunn home.
 Mr. and Mrs. Al Werner and family and Ray Morgan went to Garcia Lake Sunday.

Easter Items

BY LOUISE FRYE
 There was an attendance of 33 at Sunday school, with two new members.
 George Chambliss was called to Mountain View, Okla., last Friday by the serious illness of his mother.
 Miss Louise McClure spent the week end with her parents at Claude.
 Mr. and Mrs. J. S. Smith and daughter spent several days last

week with relatives at Hobbs.
 E. M. Allen was confined to his bed last week with influenza.
 Mr. and Mrs. Carl Frye attended the George Washington party at the Masonic hall in Hereford Monday night.
 Misses Annie Mae Smith, Floyce Parker and Foster Beall were dinner guests of Vay and Frank Allen Sunday.
 There was a good attendance at singing Sunday night. It is hoped to have this service each Sunday night.
 Foyce Parker is visiting this

week in the W. A. Epperson home at Summerfield.
 Mrs. Ira Woolery and Junior spent Sunday in the Clayton Woolery home.
 Mrs. George Chambliss and children spent Sunday afternoon in the Allen home.
 Mr. and Mrs. Kirksey and daughter recently moved into this community from Flagg. They live on the Allison place.
 Miss Nina Ruth Short of Lubbock visited friends in Hereford last week end.

Never Before Have You
SEEN or HEARD

RADIOS LIKE THESE NEW 1937
GENERAL ELECTRIC
Focused Tone Radio



A Radio That You Can't Tune Wrong!
 PERFECT TUNING
 PERFECT TONE
 AUTOMATICALLY
 VISIBLY
 INSTANTLY

See and hear for yourself Radio's newest marvel at our G-E Radio Shop and let your ears decide whether any other radio at any price can equal the G-E Focused Tone Radio.
Liberal ALLOWANCE FOR YOUR OLD GLASS TUBE SET

McConnell Electric Co.

Phone 759. G-E RADIO DEALER 303 N. Main St.

Stop! Look and Loosen!

As we have bargains in Baby Chicks, Started Chicks, Remedies and Equipment. Our years of experience with poultry have enabled us to advise you. See us First.

Special attention given to
CUSTOM HATCHING
HILLSIDE HATCHERY
 Ray Conaway

Bippus Items

BY RUTH REESE
 Hereford shoppers Saturday included Mr. and Mrs. Frank Canaba, Mrs. Jones, Mr. and Mrs. E. Burks and children, Henry Groggs, Mr. and Mrs. C. T. Reese and children, Mr. and Mrs. C. V. Griggs, Mr. and Mrs. Homer Dodson and son, Mr. and Mrs. Webb Adrian, John Linn and James Whitson.
 On the sick list are C. T. Reese, Lane and Milton Reese, and Mrs. Z. J. Steen.
 Misses Ruth Reese and Stella Fortenberry were guests in the Lena Whitson home Tuesday night.
 A box supper will be given at the community church March 5, at 7:30 o'clock.
 Virgil Walton was absent from school last week.
 A farmers meeting was held at the church Tuesday night.
 The club will meet with Mrs. E. Morrison Wednesday.
 Steve Williams was in Hereford Saturday.
 Lane Reese was absent from school Friday because of illness.
 Miss Estelle, Hobby and Eb Williams visited the Luna Whitson home Tuesday night.
 Mr. Whittington of Amarillo visited the C. T. Reese home Friday.
 Mr. Fortenberry called in the Homer Dodson home Friday.
 Farmers are busy listing their land.
 Hugh Fortenberry and sons were in Hereford Saturday.
 Horace Walker, attorney of Austin, transacted business in Hereford Friday.

Spring Brings Fresh
GROCERIES
We Bring Lower Prices

Sugar	10 Pound Paper Bag (Limit)	49c
TOMATO JUICE	Kuner's or Campbell's 50-oz can	25c
CORN, Del Monte	Fancy Country Gentleman, 2 No. 2 cans	25c
COCOA	Famous 2-pound can	13c
PICKLES	Mountain Grown, 20-ounce jar	15c
TAPIOCA	French's, package	9c
SALAD DRESSING	Excell, quart	25c
CORN FLAKES	Kellogg's, 2 packages	21c
COFFEE	Admiration, pound jar	27c

RICE Fancy Blue Rose Whole Grain 2 pounds **9c**

COMPOUND Swift's Jewel 8-Pound Carton **\$1.05**

MEATS

LARD, Pure, Home	Rendered, Bring your own pail, lb	12 1/2c
LIVER	Fresh, pound	10c
FRANKS	Fresh and large, pound	15c
STEAK	Nice, fat, home-killed, pound	16c

PRODUCE

ORANGES	Texas, 288 also, dozen	19c
NEW POTATOES	5 pounds	25c
LETTUCE	Large, firm head	6c
CARROTS	Beets, Turnips, 2 bunches	5c

PACKARD'S BEST Flour



48-LB SACK
\$1.86

TEXAS Grocery & Market
 "NOT HOW CHEAP—BUT HOW GOOD"
 GIRONIMO PHONE 353 O. G. HILL, OWNER WE DELIVER GIRONIMO

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

AL FARLEY CIRCUS HERE FRIDAY NIGHT

Cal Farley's Circus, sponsored Junior Band Mothers' club is scheduled for Friday night at 8 o'clock in the high school auditorium. The price of admission is 10 and 25 cents, and all the proceeds from the show will be used to further Junior Band interests.

The show's cast includes 30 characters and according to those who have seen the circus, it is a good entertainment, with plenty of laughs and wholesome fun.

DISCUSSION GROUP PROGRAM OF UNUSUAL INTEREST

A program of unusual interest was presented Friday night when the Discussion Group met at the home of Mr. and Mrs. C. H. Dyer. Edgar Pickett gave a well organized book review covering the life, music, theological views and medical works of Albert Schweitzer, a medical missionary in Africa.

Mr. Pickett illustrated his talk with piano selections from Bach. The Discussion Group will meet in the reading room at the county library Friday night at 7:30 Mrs. J. W. Kirby will give a review of 'Gone With the Wind'.

METHODIST INTERMEDIATES ENTERTAIN

A valentine party entertained members of the intermediate department of the Methodist church on Wednesday evening of last week at the church. Kathryn Henderson and Mozelle Shreves were in charge of the entertainment features for the evening, which included valentine games and fortunes. Names were drawn from a valentine box and the valentines proved to be something nice. Each guest told about the one whose name he had drawn.

Members present were Polly Dixon, Glenn Smith, Kathryn Henderson, Mozelle Shreves, Mary Beth Hicks, Billy Louise Davis, Billy Barber, Clifton Neal Cox, Iola Haun, Donald Henslee, Dorothy Prollock, Mollie Clayton, Marjorie Alderson and Davil Neal Beavers. Sponsors present were Jimmie Gammill, Miss Elaine Newell and Mrs. Hall Beavers.

BAY VIEW CLUB STUDIES PUBLIC EDUCATION

Public Education was the interesting study subject at the meeting of the Bay View club last Thursday afternoon in the club room at the court house. Mrs. H. G. Conkwright, leader opened the program with the article, Contrast Early Ideas of Education with Modern Ideas. She discussed the development of the public school system of the South and included modern trends in the curriculum.

Miss Lillie Hostetler talked on Education for Citizenship, and she stressed the importance of an educated citizenship.

Mrs. A. M. Jones spoke on the Development of Public Schools in Texas. She told of the many new features added to the high schools of Texas. Mrs. D. H. Alexander, president presided over the business meeting when plans were made for the annual Junior Bay View entertainment.

CLASS ENTERTAINS WITH LOVELY PARTY

A most interesting afternoon was spent by members and guests of the Win One class of the Methodist church at the home of Mrs. F. T. Rolosen Tuesday. Mrs. Allen Hughes was assistant hostess. Mrs. Florence McClellan, president presided over the business session. Mrs. T. H. Coursey, Mrs. Fred Millard and Mrs. D. H. Bryant were appointed on a committee to select officers to be elected at the next meeting. Members voted to send Miss Mattie Swisher a gift. Mrs. D. W. Hawkins had charge of the social hour. A variety of games were enjoyed. The valentine idea was carried out in refreshments. Twenty-eight members were present. Guests were Mrs. J. C. Cummins, Mrs. Frank Roberson, Mrs. Perkins and Betty Jane Rolosen.

SAVAGE

Helpy - Selfy Laundry

The rumor that we were leaving Hereford is an honest mistake.

We are installing another machine this week end. We use rain-soft water only, and have steam in each machine.

We pick up and deliver anywhere in town without extra charge. We also do wet washes.

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We are installing another machine this week end. We use rain-soft water only, and have steam in each machine.

We pick up and deliver anywhere in town without extra charge. We also do wet washes.

DAWN STUDY CLUB MEETS WITH MRS. HOMER BARNES

The Dawn Study club held an interesting meeting at the home of Mrs. Homer Barnes Tuesday afternoon. Following the short business session, members answered roll call with current events. The program subject was ably discussed by Mrs. Bessie Smith. Her topic was The Home as it Influences Future Life. Members conducted a round table discussion on Helping Children Decide Their Life's Work. Games were directed by Mrs. Bess May.

Refreshments were served to Mmes. Dick Frye, A. T. Frye, Cecil Walker, Baker Womble, Jeff Roberson, Jim White, Ray Bowlers, H. H. Miller, L. A. Smith, Mart Burum, H. E. Miller, Ernest May, N. R. Miller, Alford May, and Miss June Conklin.

DAVID HARRISON TO MARRY FARWELL GIRL

The approaching marriage of Miss Beulah Norris and Mr. David Harrison was announced last week in Farwell. Miss Norris is the daughter of Mrs. J. E. Bingham of Farwell.

Mr. Harrison is the son of Mrs. E. W. Harrison of this city and is employed in the Farwell Security Bank. The wedding will be solemnized at the home of Miss Norris' mother on March 14. The couple will make their home in Farwell.

COUNTY FEDERATION TO MEET FRIDAY

Seventh District officers, headed by Mrs. J. W. Walker, of Plainview, will be present at the meeting of the County Federation of Women's Clubs at the Baptist church Friday.

A covered dish luncheon will be held at 12:30. L. A. E. and the Lone Star Study clubs will be hostesses. An interesting program has been arranged for the afternoon.

SUMMERFIELD STUDY CLUB ELECTS OFFICERS

The Summerfield Study club held election of officers at the regular meeting Thursday afternoon at the home of Mrs. Roy Oglesby. Mrs. Ray Johnson was re-elected president. Other officers chosen were Mrs. Glenn Walser, vice president; Mrs. D. C. Walser, secretary; Mrs. Britt Clark, corresponding secretary; Mrs. Roy Oglesby, treasurer, and Mrs. L. L. Cannon, parliamentarian.

The theme of the study program was Medical Advance Through the Ages. Habits which promote health were discussed in an article on Health Superstitions, given by Mrs. Troy Welty. A book review, Life and Works of Louis Pasteur, by Vallery-Redot, was given by Mrs. Mildred Welty.

WOODMEN CIRCLE ENTERTAINS

Members of the Supreme Forest of the Woodman Circle entertained with a 42 and bridge party Friday night at the home of Mr. and Mrs. E. E. Fridley.

Attending were Mr. and Mrs. A. Petersen, Mr. and Mrs. W. J. Smith, Mr. and Mrs. Earl Phillips, Mr. and Mrs. H. I. Nickerson, Mr. and Mrs. Ellis Coombs, and Mr. and Mrs. Fridley.

Phil Radovich and Boyd Knox transacted business in Sunray Tuesday.

NEW DANCE CLUB PLANNED

With the organization of a new dance club, plans are getting under way for gay spring social activities at the club house. New officers chosen for the club are A. R. Bateman, president; Emmett Milburn, vice president, and Egbert Brady, secretary.

Tuesday night State Park House was the scene of one of the first of the seasonal dances to be sponsored by the new organization. Twenty-five couples enjoyed the affair and the Rhythm Clowns of Amarillo furnished music.

Organization of special committees and listing of hostesses are among the definite plans being made for the club.

MISS EDNA PARK SURPRISE HOSTESS

Miss Edna Park was a surprise hostess at a lovely supper party Thursday evening. The guests gathered at the home of Miss Park with covered dishes to celebrate her birthday. The supper was served buffet style and a beautifully decorated cake topped with pink candies was the center of interest.

Conversation furnished entertainment after the supper. Those attending were Messrs. and Mmes. Allen Powelson, C. J. Paddock, and E. E. Fridley, Dr. and Mrs. F. E. Bowe, Mrs. Edna Fincher, Bill Hromas and the honoree.

PROGRESSIVE LADIES CLUB HAS PARTY

The Progressive ladies club met with Miss Olive Perkins Wednesday afternoon in a social gathering. Games were played, and a short business session was held. The valentine motif was effectively carried out in the delicious plate luncheon.

The hostess was assisted by Mrs. S. A. Edwards, Mrs. Owen Neel and Miss Virginia Bowman. Present were Mmes. C. C. Bowman, C. F. Caldwell, A. S. Higgins, Lynn Powelson, Mrs. Richards, R. Viegel, R. Wagner, Miss Eunice Caldwell and the hostess.

The next meeting will be with Mrs. Lynn Powelson, March 3.

Mrs. S. A. Edwards, Mrs. Owen Neel and Miss Virginia Bowman. Present were Mmes. C. C. Bowman, C. F. Caldwell, A. S. Higgins, Lynn Powelson, Mrs. Richards, R. Viegel, R. Wagner, Miss Eunice Caldwell and the hostess.

The next meeting will be with Mrs. Lynn Powelson, March 3.

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

Allis Chalmers

TRACTOR POWER FOR EVERY PURPOSE

Offers You

A-C MODEL E-60

for Irrigation Power

—and when buying a unit for your irrigation well your first consideration is P.O.W.E.R.—The Model E-60 is an exceptionally powerful engine for its size and possesses highly desirable characteristics adapting it to all types of portable or semi-portable or stationary service. Remember at 1050 R. P. M. it is

A 68 H. P. ENGINE

When desired a special fuel system is available at no extra cost, permitting the use of natural gas, kerosene, distillate, or other low grade fuels. Special pistons for high altitude operation, are also optional.

Pevley & Seed

YOUR ALLIS-CHALMERS DEALER

SPECIAL!

We not only wash the upper part of your car, but our new enclosed wash rack enables us to raise the car so that the underneath parts are cleaned thoroughly. Have Your Car Washed Here Today!

TEXAS SERVICE STATION

GLENN SNYDER. PHONE 440

SAVE packaging-advertising-selling costs

Bulk Foods Sale

Apricots Choice Evaporated 29c
2 Pound Package

<p>OYSTERS Wapco, 5-ounce can 11¢</p> <p>SYRUP Worth Brand, medium size 39¢</p> <p>COCOA Hershey's, 1-pound can 12¢</p> <p>CANDY BARS Hershey's, 1/2-lb bar, 2 for 25¢</p> <p>PEAS Rosedale, large green, No. 2 can 15¢</p> <p>GREEN BEANS White Swan, fancy whole, No. 2 can 15¢</p> <p>MILK, Borden Rose Brand, small can 3 1/2¢, large can 7¢</p> <p>TOILET SOAP Camay, 3 bars 17¢</p> <p>SALMON Pink, No. 1-tall can 10¢</p> <p>CORN, Libby's Fancy County Gentleman, 17-oz can, 2 for 25¢</p> <p>CHILI, Gebhardt's With beans, 15-oz can, 2 for 29¢</p> <p>TAMALES Gebhardt's, No. 2 can 18¢</p> <p>SPICED BEANS Gebhardt's, 15 oz can, 2 for 15¢</p> <p>SARDINES, in mustard Or tomato sauce, 15-oz can, 2 for 15¢</p> <p>TUNA Bonital, No 1/2 can, 2 for 25¢</p>	<p>BLACK EYE PEAS TWO Pounds 19¢</p> <p>PRUNES 50-60 SIZE 2 pounds 15¢</p> <p>PEACHES Choice Evaporated Pound 12¢</p> <p>CRACKERS Premium Flake 2 pounds 29¢</p> <p>CRACKERS EXCELL 2-pound box 14¢</p> <p>COFFEE Chase and Sanborn 1-pound package 22¢</p> <p>COFFEE SCHILLING'S 1-pound can 26¢</p> <p>BLACKBERRIES NO. 2 CAN 11¢ NO. 10 CAN 47¢</p> <p>Grapefruit Juice OLMITO 8 No. 2 cans 25¢</p> <p>PEAS AMERICAN WONDER No. 2 can 10¢</p> <p>SPINACH GREEN BEANS CORN TOMATOES No. 2 Cans 6 for 49¢</p> <p>SUGAR 10 Pounds 52¢</p> <p>SHORTENING Mrs. Tucker's, 8-lb carton \$1.09 Mrs. Tucker's, 4-lb carton 55¢</p> <p>SALAD DRESSING BESTYETT Quart Jar 25</p> <p>LIMA BEANS TWO Pounds 20¢</p> <p>PINK BEANS TWO Pounds 17¢</p> <p>FIGS BLACK or WHITE 2 pounds 21¢</p> <p>PRUNES NO. 10 Can 26¢</p> <p>OXYDOL LARGE Package 19¢</p> <p>SOAP P. and G. 16-Giant bars 35¢</p>
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Meats

DRESSED HENS Pound 15¢	SLICED BACON Pound 29¢	CHUCK ROAST Choice, pound 14¢	STEAK Choice Seven, pound 15¢	CHILI Brick, pound 15¢	ROAST Choice Rib, pound 8¢	FRESH FISH Pound 25¢
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Flour

Great West

.... 48-Pound Sack

\$1.91

.... 24-Pound Sack

97c

Sell it everybody!



JACK BENNY
in Paramount's
COLLEGE HOLIDAY

Star Theatre
Sunday - Monday

JELLO, any Flavor, 3 pkgs 17¢

SPUDS

10 Pounds 31¢

ORANGES

California Bulk, 10-Lbs 49¢

BANANAS

Fancy, Yellow, Pound 4 1/2¢

Carrots, Beets

And Turnips, Bunch 2¢

APPLES

Winesaps, Med. Size, Dozen 21¢

Put New Life Into Your Clothes



Get the utmost out of your clothes in service, appearance and comfort. Demand the Dry-Sheen Cleaning method, used by progressive shops. We use Dry-Sheen exclusively for your protection.

Dresses 75¢ Suits 75¢

ORDER THAT SPRING SUIT NOW!

Why delay? Get ready for Easter. We handle the famous Churchill line of tailored-to-measure clothing. See our new Spring Samples!

Men

PHONE 111 **FOX** PHONE 111

CLEANERS & HATTERS

MEAT AND PRODUCE PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

GROCERY PRICES GOOD ALL WEEK

Whitehead Opens News Stand Here

G. L. Whitehead this week announced the opening of a news stand in connection with his barber shop on Main Street.

Is making the announcement he stated that he will handle newspapers, magazines, tobaccos, candies and numerous other items.



Our well-equipped shop is ready at all times to do any kind of repair job on any make of car, and do it faster, better, cheaper.

We Repair Anything.

"Tune Up" Special
Timing and carburetor adjustment, any make car **\$1**
Drive In Today!

**John C. Hicks
Mechanic**

HEREFORD IMPLEMENT and APPLIANCE CO.

Brumley Assists Tech Classes In Practice Judging

Mr. and Mrs. Homer Brumley were guests at the Tierr Blanca Farms of West Texas State Teachers' College in Canyon Sunday. Mr. Brumley, a livestock expert and graduate of Texas Tech, assisted the animal husbandry class of Tech, also guests at the farm, in judging work.

Prize winning animals were lined up before the students, and Mr. Brumley helped "take reasons" for the selection of each specific animal.

Prof. Stangell of the Tech Animal husbandry department, brought his junior class to Canyon for practice and special instruction before the boys enter the judging contests in the Fat Stock Show at Fort Worth in March.

Mr. Brumley, while in Tech, achieved unusual honors in the stock judging department, and made a trip to Chicago with the Tech judging team.

Locates In Clovis.

Jim Kirby left Monday morning for Clovis, New Mexico, where he is now employed on the Evening News-Journal. Jim is the son of Mr. and Mrs. J. W. Kirby and has recently returned from Austin, where he was a student in journalism in the University.

Lubbock Visitors.

Mr. and Mrs. Reed Williams motored to Lubbock Sunday where they visited Dr. and Mrs. T. L. Morgan. Mrs. Morgan and Margaret Joyce returned home with them and will visit here for several days.

Misses Jean Snyder and LaNelle Scheelhaugen, both students in WTSC in Canyon, spent the week end here with their parents.

Wind Erosion

(Continued from page one)

spring in mlo with a wide row pattern. This was planted in wheat last September. The moisture penetration at planting time in these fields revealed a moisture depth of 18 to 36 inches. The moisture depth from a recent test shows an average of 9 to 26 inches. This wheat also has a favorable chance of producing a good yield with normal spring rains. No evidence of blowing has been observed and none is expected.

Two thousand, one hundred and sixty acres of wheat has a border planting of either sudan or mlo. Some of the fields have the planting only on the west, while others have the border planting on both the west and south edges of the fields. In most instances the land which is now planted in grain sorghum blew out last year, or was covered up from adjacent fields. This border planting is for the purpose of stabilizing this land and to prevent damage by southwest winds.

Two cooperators are having to resort to tillage operations to prevent damage from southwest winds. One was unable to plant a border planting until there was insufficient moisture to produce a crop. The other planted, but could not resist the temptation of over grazing with beef cattle.

To date these fields show very little soil sifting. Where a water conservation program was practiced and weeds controlled there is sufficient sub-moisture to carry this wheat for some time yet.

Tillage operations immediately where fields are being damaged by wind erosion is the only way to check this damage. This is expensive and should be resorted to only in an emergency. Rarely will tillage operations be necessary if all land which is blowing or subject to blow is planted solid to grain sorghums in the spring. After the land has been stabilized and strip crop, wide row, border planting, grazing control and water conservation programs are carried out, wheat may be planted as a cash crop.

Dillehay Serves On North Texas Education Group

Hereford has one representative on the executive committee of the Northwest Texas Conference for Education which will hold its fourth annual meeting in Canyon March 12-13.

Superintendent C. H. Dillehay is completing the first year of his three year term on this committee.

Superintendent Carleton Washburne of Winnetka, Illinois, will be the headline on the two-day program which is being arranged by Superintendent Irby Carruth of Canyon, president of the conference. An attendance of 2,500 to 3,000 is expected.

Will Visit In Kansas City.

Mr. and Mrs. Charles Hodges left Wednesday for Kansas City, where they will spend several months with their daughter, Mrs. Dick Norton and family, and their sons, C. L. and Leroy and their families.

Eastern Star Invited to Bovina.

An invitation from the Bovina Chapter has been extended Eastern Star members to meet with them in Bovina on Thursday, March 4.

Agent Suggests Salts to Combat Chicken Disease

Reporting a loss of around 1,000 chickens in Bailey county during January, 1937, Alex R. Bateman, county agent, today advised residents of this area to administer salts to their chickens at regular intervals.

"Chickens are dying here, and fail to lay properly, chiefly because of the lack of a balanced ration," he said. "They should be given a dose of salts at least once each three months."

In discussing the method of administering salts to poultry, Mr. Bateman said that owners should close their chickens in the poultry house at night and keep them there without food or water until 12 o'clock the next day.

"Then mix one pound of salts in warm water for each 100 hens," he said. "The hens will readily drink the water."

Mr. Bateman stressed the fact that chickens should thrive in this county because of the dry atmosphere, which he said tends to eliminate the spread of diseases found in more moist climates.

Mrs. John Miller and sons, Gullford, Billy and Bobby, of Canyon transacted business in Hereford Saturday.

Christian Endeavor.
Members of the Christian Endeavor of the First Christian church met at the church Sunday evening at 6:30. The discussion of recreation was continued. The purpose of the discussions which are a regular feature of the meeting is to ascertain the Christian attitude toward various forms of popular recreation. Miss Jane McKee was a visitor.

Move to Littlefield.
Mr. and Mrs. O. K. Howe left last week for Littlefield, where Mr. Howe is employed in the soil conservation office. Mrs. Howe and son are in Lubbock where she will attend the second semester of Texas Tech.

Mrs. M. R. Moore, Mrs. Troy Moore and daughter, Sharon Dee, Mrs. R. V. Miller and daughter, Patsy Ruth, were visitors in Amarillo Monday.

How About Your IRRIGATION ENGINE?

Let Us Recondition It Before You Need It.

GENERAL REPAIRING
Of All Kinds

"OUR WORK STANDS UP—WE MAKE IT"

Beavers Bros. Garage
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Cotton or Rayon Bedspreads Size 81x105 Each \$1	Generous Size Wash Cloths Each 2c	Penney's Own "Nation-Wide" Sheets 81x99 Each \$1
36-Inch Fast Color Dress Prints 10 Yards \$1	TOWELS Mill Ends Choice 3c	Double-Thread Cannon Towels 7 for \$1
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Linter Cotton Batts 3 for \$1	Pure Silk HOSE Pair 39c	Men's Handkerchiefs 30 for \$1
Children's Dresses 3 for \$1	Ladies' Novelty Trimmed PANTIES 15c	Boy's Fast Color Dress Shirts 3 for \$1
81-Inch Unbleached Sheeting 5 Yards \$1		Boy's Lined Jumpers 2 for \$1
Full Size Feather Pillows 2 for \$1		Boy's Broken Sizes Overalls 4 Pair \$1
Our Famous "Belle Isle" Muslin Bleached or Brown 10 Yards \$1		Double-Bed Cotton Blankets Full Bed Size, each \$1

"YOUR DOLLARS GO FARTHER AT PENNEY'S"

Starting Friday Morning

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J. C. PENNEY COMPANY, Incorporated

EXTRA Sales People To Serve You

Complete Poultry Equipment

Whether you are engaged in the poultry business on a small or large scale — you'll find your poultry needs at our store.

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BARGAINS
In a Few Wick Burning Oil BROODERS
See These Values!

STREU HARDWARE CO.

Rance News

EDNA BEHRENS
The Rance home demonstration club met at the home of Mrs. Riggs Thursday with six members and three visitors present.

The PTA met at the school house Friday night. A spelling match was held after which refreshments of mince pie and coffee were served.

Buddy Rule and Frank Tackett have been on the sick list.

Miss Zay Dee Rule, Forbus and Mrs. Blakemore went to Plainview Sunday morning, from where Mr. Blakemore will go to Crowell to visit his daughter, Mrs. Guy Easley.

Card of Thanks.

We wish to express our sincere appreciation to our many friends who were so kind and thoughtful during the recent death of B. C. Roberson, our beloved husband and father. Especially do we wish to express our gratitude for the lovely floral offerings, and the kindness shown us by individuals.

Mrs. B. C. Roberson.
Mr. and Mrs. B. E. Roberson.

Miss Maurine Roland of Anton, and Miss Geneva Sue Benton, students at WTSTC, Canyon, spent the week end here with Miss Benton's parents, Mr. and Mrs. Claude Benton.

To Serve You BETTER

WE HAVE SOLD OUR TRUCK LINE AND WILL DEVOTE OUR ENTIRE TIME TO OUR CAFE

I wish to express my sincere appreciation to my friends and customers for the patronage during the past twelve years I have been in the trucking business here. It has been a pleasure to have served you, and I pledge you the same reliable service at IKE'S CAFE.

TO OUR FRIENDS AND PATRONS—
We have sold our truck line to Robert Campbell of Amarillo, and in the future will devote our entire time to serving you better in our cafe. It is our purpose to operate one of the most modern and complete cafes in this section. We specialize in better foods and prompt service, and want you to feel that you are always welcome at Ike's Cafe, the home of good eats.

PAUL FOSTER.

**THE HOME OF GOOD EATS
IKE'S CAFE**
MR. AND MRS. PAUL FOSTER

Deputy of THE Devil

BEN AMES WILLIAMS

W.N.U. SERVICE

(Continued from last week)

Mrs. Greeding was on the wharf to meet them. They moved up the path to the house, and Jerrell made appreciative comments. The house was like a Swiss chalet in outward aspect, with a low, red-tiled roof. Within, they came into a big living-room that extended to the roof beams, with a tremendous field-tone chimney like a column in the center. A balcony ran along two sides of this living-room at the second floor level, and bedrooms were accessible from this balcony. Doctor Greeding showed Jerrell his room, in the rear on the second floor, then himself returned with Mrs. Greeding to the big south bedroom which they occupied. And when they were alone there, he said to her in a low tone, resentfully:

"You might have used a little common sense, Myra. You knew Jerrell was coming. There was no need of his finding Dan here."

She said defensively: "I was playing bridge at Mrs. Thurston's

when he telephoned. So Nancy answered and when I got home he was here. After all, if Nancy is going to prefer Dan, she had better find it out before she marries Ira Jerrell, rather than afterwards."

"She'd have, too much native decency to find it out afterward," he retorted. "You know, she's my daughter."

Mrs. Greeding chuckled in affectionate amusement. "Darling, of course! You are a model of loyalty, I know. Not many middle-aged wives can be as sure as I that their husbands have never looked around the corner."

"It's not a thing to brag about," he retorted.

"It happens to be one thing I'm proud of," she insisted smilingly. "The fact that you still love me, I shall even boast about it if I choose."

He said morosely: "I've heard mothers boast about their immaculate sons, when I happened to know that the youngsters were plain devils."

She laughed. "Don't try to pretend that you're fast and loose, my dear," she protested. "I know you too well." And she added, still lightly: "Even if you and Mary Ann."

He exclaimed: "Myra, for heaven's sake don't start being jealous at your age!"

She hesitated, said then wistfully: "My age is just the age for jealousy, Ned. But I trust you."

"Well, why shouldn't you?"

he cried. "What have I ever done—?"

"Nothing," she assured him. "Maybe that's why I'm afraid, sometimes. You're too good to be true!"

"After all," he reminded her stiffly, "even if you are ready to think the worst of me, you might have more respect for Mary Ann. She's hardly a — home-wrecker, you know. It's shameful to suggest—"

"There," she protested, laughing almost desperately, "I don't suggest anything, except that you have a swim before your dinner. Here's your suit."

So he was silenced and began to undress.

After dinner Dan had to leave. Nancy suggested: "Spill we all go for a boat-ride, drop Dan at the harbor, and then have a run around the lake afterward?"

Doctor Greeding caught his wife's eye: "Take Mr. Jerrell," he suggested. "If you're timid she'll give you bad dreams. There are some channels around this lake that I won't rattle by daylight, but Nancy knows them in the dark. You go along."

"I think I'll go, too," Mrs. Greeding decided. "I—"

But Doctor Greeding said: "I want you to look over the bills with me, Myra, so I can have the checks sent out Monday." And when presently the others had departed, he said irritably: "You're singularly wise sometimes. Jerrell doesn't want to ride around the lake at night with you!"

She seemed about to speak, then held her tongue.

After Dan had gone, the weekend passed pleasantly enough. Nancy and Jerrell played tennis together; they swam; they explored the lake. Sunday on the tennis court Doctor Greeding and Jerrell and the girl shot at targets. Pistol-shooting was the doctor's pet hobby.

Jerrell proved singularly inept at this pastime. "I'd better stick to fishing," he confessed at last. "I can cast a fly more accurately than a bullet."

And Nancy said: "I'll take you after bass this afternoon; see if you're as clever as you say."

When Doctor Greeding and Jerrell climbed into the plane for the return trip to Boston early Monday morning, the doctor was well content. Jerrell and Nancy had been together constantly; and when Doctor Greeding said goodbye to the girl, he kissed her and asked in a whisper:

"Like Mr. Jerrell pretty well, Nancy?"

"He's a peach!" she agreed.

Mary Ann had already gone to the hospital when he reached the office; but he met her in the corridor outside the operating rooms. His smile quickened at the sight of her.

She remarked: "You look rested," and he nodded.

"I am," he said. "Ready to move mountains."

She laughed softly. "Nothing so massive this morning," she replied.

The forenoon passed in a monotonous routine. When the last case was done, he proposed: "Come and lunch with me. You can tell me what has been going on."

She hesitated; but then she assented, smiling at her own hesitation. "Very well," she said.

Thomas, Doctor Greeding thought, looked at her in sidelong disapproval when they came out to the car; and the doctor frowned in an exasperation out of all proportion to the cause. He named a restaurant which he sometimes patronized.

"Do you like Italian food, minestrone, ravioli?" he asked.

"Of course. And I probably make the best spaghetti in captivity," he assured him smilingly.

"That will take some proving," he told her. "They are famous for it here."

But even after lunch she still insisted on the superiority of her own product. "We always have it Thursday night," she explained. "Maid's night out, you see. Father and Dan devour it by the bale, or bushel, or whatever the unit of spaghetti measure may be."

"I'll come some Thursday night," he declared, "and give you a chance to prove your claims."

She hesitated, then she said: "Do come! When?"

"This next Thursday?"

She said, half to herself, thinking of appearances:

"Dan won't be there this week, but of course Father will!"

He read her thoughts, and was quick to turn them into another channel. "I saw Dan at the lake," he remarked. "He stopped off for dinner, on his way to the mountains—and was there when Jerrell and I arrived."

She smiled. "I expect that distressed Dan. He knows Jerrell is fond of Nancy; and he feels pretty keenly that he hasn't much of anything to offer a girl like her."

"He has—youth to offer," said Doctor Greeding, watching her reaction to this suggestion.

"That's a fairly common asset," she pointed out. "If youth is a man's only capital, he'll soon be bankrupt. I'd rather rely on qualities acquired by years of life and effort, than on the accidental—"

and fleeting—virtue of youth!"

He looked at her thoughtfully. "You plead Mr. Jerrell's cause pretty warmly," he suggested, an intangible uneasiness awakening in him.

She smiled, said in easy evasion: "Oh, I was just talking abstractly." Then, abruptly: "It's almost two o'clock. We ought to get back."

So they rose; yet he said as a reminder: "Thursday night, then. It's settled."

"Of course," she agreed and they went out to the car.

Doctor Greeding found himself, during the days that intervened, full of a lively anticipation. When at about seven o'clock on Thursday evening he alighted in front of Professor Carlisle's home, he told Thomas not to return. "I'll walk home," he explained. The car moved away and he rang the bell. Mary Ann herself opened the door; but she did not at once bid him enter. He saw that she was flushed and warm, and he said, smiling:

"I can see you've been standing over a hot stove!"

She said in a confused hesitation: "As a matter of fact, it isn't just that I'm—hot. Doctor Greeding, I'm a little embarrassed, too. Hence these blushes." And she explained: "You see, I expected Father to be at home tonight; but there's some distinguished foreigner or other visiting Professor Middleton, and he called Father half an hour ago, and asked him over to dinner. And Father went."

She added hastily: "He told me to telephone you and put off our spaghetti till some other time."

He said shrewdly, amused and pleased: "But you didn't!" And he stepped past her into the hall.

She confessed, slowly closing the door: "Why, I had it started already and it seemed a shame to waste it!"

"Of course," he agreed. "And now that I'm here, I've no notion of not staying. It's a long time since I've been considered—dangerous. I feel suddenly capable of any impropriety."

She could not well send him away. To do so would only serve to lend importance to the unimportant. So she laughed and said: "Spaghetti isn't very romantic. I'm afraid!"

Come on out to the kitchen, and I'll put an apron on you and you can help."

The preparation of supper amused them both; they laughed together and were gay. While they sat at table, they talked at random, and afterward he helped her with the dishes; but when the kitchen was all put to rights, they stood at loose ends, not quite certain what next to do.

"Now, if I were a policeman, and you were a cook, or even a second maid," he suggested, "we might walk out together, or go to the movies, or find a place to dance! I feel that something of the sort is almost required of us."

"I think it would be much more comfortable to just sit on the side porch," she decided. "It's dark enough now so you needn't be afraid of being compromised."

"I don't feel in the least reprehensible, or dangerous," he said reassuringly. "I'm too well fed. Just sitting will suit me perfectly."

They did in fact stay an hour on the veranda together, speaking of commonplace things, but softly; and sometimes silences enfolded them. There were times when words came tumbling to his lips and remained unspoken. They might, despite his effort at self-control, have found utterance in the end; but interruption came, a footstep on the walk in front of the house.

"There's Father," said Mary

Ann, and rose to go toward the door.

Doctor Greeding followed her. "I'll say good night," he decided hurriedly. "Time to get along home."

"Not afraid of Father, are you?" she asked; amused; but when they came to the door together, it was

Jerrell, not Professor Carlisle, who appeared.

(Continued next week)

True happiness consists not in the multitude of friends, but in the worth and choice.—Johnson

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When you buy an R & G used car you know what you get and you know it's good. You get full protection in writing signed by your Ford dealer—a statement of the car's exact condition, and a written promise to give you your money back if you are for any reason dissatisfied with the car. It doesn't take an expert to get a "good buy" on that basis! Furthermore, it doesn't take a lot of money. We'll make a generous allowance on your present car and arrange easy terms on the balance. These R & G values are offered by Ford dealers only and right now is a good time to see them!

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No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion today.

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Radio's finest for American and Foreign reception! Latest features, including exclusive Philco Foreign Tuning System, Automatic Tuning, Acoustic Clarifiers, Inclined Sounding Board and High-Fidelity Tone. Magnificent inlaid cabinet of costly, hand-rubbed woods. Less Aerial \$199.50

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HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
JIMMIE GILLENTE 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.

SECRETARY WALLACE SEES THE POINT

A great many people in the United States felt that a mistake had been made in the acreage reduction plan setup under Secretary Wallace's department of agriculture. They felt that it was unwise, unsound and some even called it a sin to fail to produce what the normal acreage of the nation could produce. Be that as it may, nature took a decided hand in the matter with the result that production on the acreage left in cultivation fell far short under the scourge of the drouth. Anyway, the country generally applauded when Secretary Wallace recently flagged the farmers ahead and said "let's fill up the storage bins this year."—Clarendon News.

Soil erosion leaders in this area agree with old timers in Deaf Smith county that vacant lands also had a tendency to result in considerable blowing of soil, and generally proved detrimental to this entire section. The present Soil Conservation program, however, is aimed to improve the land as well as to benefit individual farmers.

Most of the specifications included in the program would greatly benefit producers, and might well be worth their while without government checks. Coupled together, they make an ideal combination, and most producers in this area are much better pleased with the present program than any heretofore advanced, especially the "retired acreage" plan.

By Their Words

AND OURS

"If you wish to be happy for an hour, get intoxicated. If you wish to be happy for three days, get married. If you wish to be happy for eight days, kill your pig and eat it. If you wish to be happy forever, become a gardener."—Chinese Proverb, in Clarendon News.

Boy, howdy—ain't you glad these dusters are what they are and not flood waters?—Quitaque Post.

In the solid Democratic Panhandle of Texas, sentiment is 6 to 4 in favor of the President's plan to revamp the Supreme Court, 2,000 ballots taken in the Amarillo News-Globe show. In the NEA national poll conducted by more than 700 metropolitan dailies, the count is 63,476 against the President and 31,960 for him. In the Dalhart Texan poll the count early this morning is 65 for and 26 against the President's plan.—Dalhart Texan.

Vouchers for 1936 payments arrived from the State office today and will be ready for signatures in the county agent's office next week. Each producer will receive a notice by mail when voucher is ready to sign. It is expected that payments will be made within a few days after compliances are completed and mailed to the State office.—Canyon News.

A telephone has been installed in the Memphis Relief Office, according to Judge Goodpasture, who states that there are at least 50 families in Memphis without

work. He suggests that citizens, who have any kind of work they want done, call the Relief Office and workers will be secured at once for the job. Judge Goodpasture says that some of the 50 families have not had any work whatever for a month, and the citizens are asked to cooperate when they possibly can.—Memphis Democrat.

The greatest hope for labor, for industry, and for the American people generally lies in a vision of a standard of living and an industrial level far above that achieved in 1929.—Shamrock Texan.

It took the depression to wake some of us up to the fact that Christ was at one time on this earth, and that there are teachings to be found in the Bible. Many of us had forgotten all this is the era of get-rick-quick.—Climacothe Valley News.

The real optimist I know about, observes a local wit, was the fellow who tried to pick my pocket.—Floyd County Hesperian.

The U. S. In Africa.

A great day in the war history of the Stars and Stripes occurred in 1805 when Lieutenant P. N. O'Bannon raised it for the first time over foreign conquered territory, over the Tripolitan fortress which the marines had captured at Derne on the north coast of Africa. It happened in the war with the Barbary States over tribute exacted from shipping in the Mediterranean. Again American arms had done what other Europeans could not. Pope Pius XI declared the Americans did more for Christendom against these pirate states than all the powers of Europe combined.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, February 23, 1906.)

Boasting deposits of \$184,727, the Hereford National Bank had changed its name to The First National Bank. J. L. Fuqua was president, C. W. Dodson, cashier. Directors were J. L. Fuqua, R. J. Kibbe, L. Gough, C. W. Dodson and W. H. Fuqua. The capital stock was stepped up from \$25,000 to \$50,000.

Then came R. C. Phansteel, who lived a few miles west of town, and who, in good faith and sincere sincerity, avowed he had just killed the fatted shroat. Kafir-fed and home grown from the start, this "shroat" reached the end of the trail weighing 700 pounds, and was sold on the local market for \$41.15 cash. And, another thing: Mr. Phansteel had killed 20 other hogs, weighing from 200 pounds up.

Many Hereford people were surprised and somewhat disappointed when J. S. Jones resigned as Santa Fe station agent here. Always courteous,

always accommodating, Mr. Jones had endeared himself to the traveling and shipping public, and they regretted his resignation.

Tom Carter had been declared the "Davy Crockett" of West Texas, after having killed a 30-pound otter down the river. One shot was enough to bring down this rare animal. Its skin was said to be worth \$8 to \$10.

"The appearance of an automobile this week attracted considerable attention."

(From The Hereford Brand, February 24, 1916.)

Homer Wilkinson was home from Amarillo, where he had been confined in a hospital for three weeks, following an automobile wreck.

Mayor W. M. Knight came out in favor of tree planting by Hereford citizens, urging March 2, as the most favorable time for such work.

The commissioners court had

been in Amarillo for the purpose of buying a traction engine for use in road work.

The fifth graders were highly gratified when mumps broke out in their department.

F. J. Axe had brought a number of boys from Wyche community to Hereford and treated them to an hour's fun at the picture show.

One citizen was in the market for "broody" hens and offered to buy any number.

A car of honey had been received in Hereford, and citizens were expected to "be sweet and stuck-up".

D. R. Gass and Son offered special prices on hair switches—all kinds, all colors. They had only 36 of these feminine necessities, and urged immediate selection at only \$1.45 each.

The Renfro Garage, 50 by 100 feet, had just been completed and occupied by the owners.

Funeral Service

(Continued from page one)

acres here, and at the time of his death was one of the leading stock farmers of this area. He helped to organize Parmer county, and during his entire residence in this section has been a community worker, having served on the Summerfield school board for a number of years and taken an active part in the organization of the Summerfield Baptist church, of which he was a member at the time of his death. He had also been Democratic chairman of Precinct 1 since Parmer county was organized.

He is survived by his wife, Mrs. Theo Roberson, one son, B. E. Roberson, and two grandchildren, Wendel and Gayle, all of Summerfield; two brothers, J. P. of Hereford, and B. E. of Amarillo.

Funeral services were held at the home of Mrs. Mary Baird, Mrs. Chas. Perkins and Mrs. Bates Witt, all of Channing; Mrs. Robert McGee and Miss Ethel Smith, both of Amarillo; Mrs. Dee Smith and children, Yesa, New Mexico, all nieces of Mrs. Roberson.

Miss Mary Lou Roberson of Lubbock, Mrs. Mary Lou Roberson of Vega; Mr. and Mrs. Everett Cahn, Mr. and Mrs. D. B. Roberson and daughter, Emma, Mr. and Mrs. Deward Roberson and Mrs. Hal Witherspoon, all of Amarillo. Mr. and Mrs. W. C. Neill and son, William, of Lubbock; Mr. and Mrs. L. O. Neill and children of Lubbock; Mrs. Mary Lee Neill and Miss Edith Neill, Mrs. Muri Weathers, Rev. and Mrs. Ray Stevens, all of Plainview; Mrs. Taylor Smith, of Hale Center, and Miss Ruby Thompson of Pampa.

Interment was made in West Park Cemetery.

Leather Tanning and Syrup Boost Income On Farms

Texas farmers during 1936 revived the almost extinct crafts of leather tanning and syrup making into the home industries which added about \$200,000 to their farm income, according to the annual report of M. K. Thornton, Jr., leather specialist of the Texas Extension Service.

As a result of 154 leather tanning demonstrations given by Mr. Thornton in 110 counties, 630 farmers last year tanned 1,308 hides and 288 fur skins. The resultant products are valued at \$13,813. Included in these figures are the 194 hides and 86 fur skins tanned by negroes. The leather was made into various articles of harness, automobile fan belts, shoe soles, chair bottoms, chaps, coats, car seat covers, lariats and many other items, while the fur skins were converted into rugs, coats, wraps and so on.

The volume of syrup making from sorghums was greatly increased and 1,372 farmers planted 6,864 acres to various types of sweet sorghum from which they made 265,525 gallons of syrup valued at almost \$150,000. Negroes to the number of 1,113 devoted 3,965 acres to sweet sorghums from which they made 144,210 gallons of syrup valued at more than \$75,000.

Ribbon cane for syrup was plant-

ed under the supervision of county agricultural agents in 258 cases, involving 941 acres. Improved methods of syrup making as outlined by Thornton were used in the production of 58,394 gallons of ribbon cane syrup representing a return of \$32,000. Ribbon cane for syrup was planted by 148 negro demonstrators who made 21,470 gallons valued at more than \$12,000.

Two New Brand Subscribers.

A new subscriber to the Brand is W. J. Matthews of Eastland, Texas. When Mrs. Matthews renewed her Brand subscription Tuesday, she sent the Brand to her son as a birthday present.

Want Ads

For Sale or Trade

- SPECIALS THIS WEEK**
- 1-1935 Plymouth Sedan
 - 1-1934 Ford Sedan
 - 1-1931 Chevrolet Sedan
 - 1-1934 Dodge Coach
 - 1-1935 Chevrolet Sedan
 - 1-1935 Chevrolet Pickup
 - 1-1931 Studebaker Sedan
 - 1-1934 Ford Coupe
 - 1-1933 International Truck
 - 1-1929 Ford Coupe
 - 1-1933 Chevrolet Coupe
 - 1-1929 Master Buick Sedan
 - 1-1935 Dodge Sedan

BRUMLEY - WOODFORD MOTOR COMPANY
FOR SALE OR TRADE: A few good used Farmalls and attachment lists. One used three-row P. & O. lister, some used trucks.

Star Theatre Has New Sign

Work was completed this week on a new sign above the awning of the Star Theatre here. In addition to a modernistic sign which is vertical to the front of the building, a new display sign above the awning announces the program each day, and is lighted from behind the letters.

Flood lights have also been installed and will be focused on the vertical sign. John Roberts, manager, said that this is the first of several improvements which he expects to make on the theatre during the coming months.

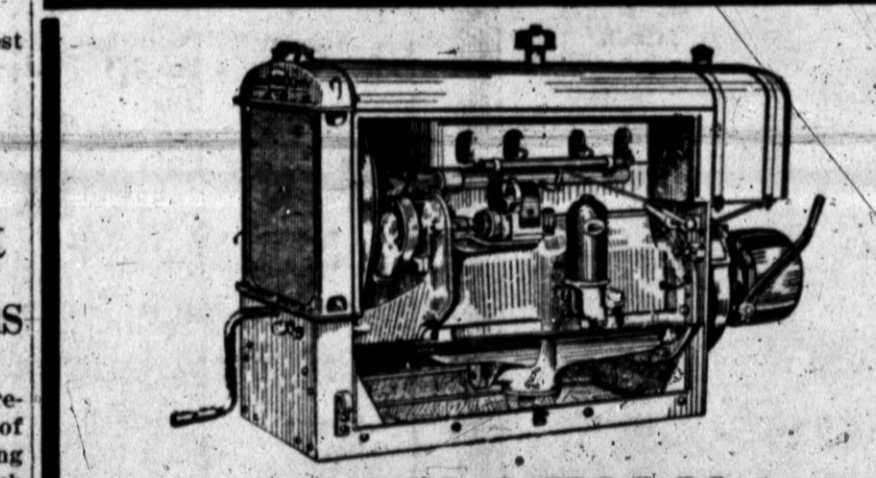
Buchanan Implement Co., Friona, Texas. 8-3c

FOR SALE: Extra good hegalr, kafir, pummie, plenty of water, will run 100 head stock around 6 weeks. J. B. Harlin, 1 1/2 miles west of Friona school. 1p

FOR SALE: Some good native Hereford calves, mares and mules, also a few young bronze Toms. W. G. Harris, Summerfield. 1p

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

TRACTOR BARGAINS: We have some exceptional bargains in used and reconditioned tractors priced to move. Liberal terms. Clovis Farm Machinery Co., Clovis, New Mexico. 5-8c



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and you particularly need a carefully made unit for this job. The Twin-City power unit with a heavy cast iron base, rigid bell housing construction, with a base pan to allow for filling of 10 gallons lubricating oil, which means that this engine will operate over long periods without frequent oil changes. However, if desirable, only 3 gallons need be used with the usual oil changes at 40 to 60 hours, depending on the fuel used. Runs all night with no attention. Also automatic magneto ground—an absolute safety device for the protection of your motor.

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FOR SALE: Two year old seedling peach trees, clings and freestones. These trees are stocky and well rooted. Plant now. Price 15c each, or eight for \$1. D. W. Hawkins, one mile north of high school. 7-3p

For Rent
For Sale: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 666. Prairie Dairie. 28-1f

For Rent
For Rent: 3 rooms and bath, furnished, modern. Mrs. Burl France, 511 Schley Ave. 1c

The Next 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 62

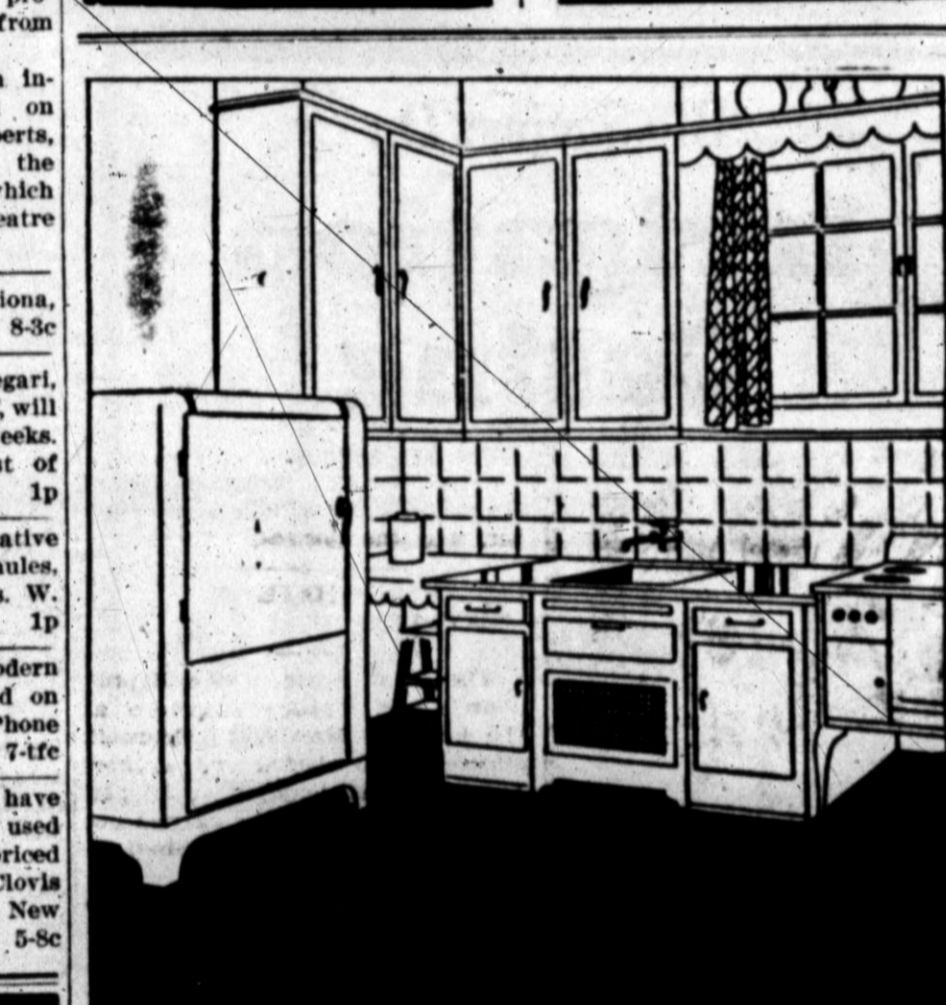
Lost and Found

FOUND: Stray bay horse. Came to my place about first of September. Large burn scar on right side. Owner may have same by calling at my place and paying pasturage. W. J. Stewart, one mile south of Dawn. 6-3p

STRAYED: To my place, about December 1, one red male hog. Owner can have same by identifying and paying expenses and

The Renfro Garage, 50 by 100 feet, had just been completed and occupied by the owners.

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You can have a beautiful electric kitchen—careful planning will make it inexpensive to create—a kitchen in which everything is thoughtfully placed to save unnecessary foot-steps.

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NO. 80-10 OUTFIT CONSISTS OF:

- Loose Leaf Ring Binders, 8x10,
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THE HEREFORD BRAND

PHONE 30

this ad. John Straub, 25 miles north on 25-Mile Avenue. 7-3p

Vega News

BY CORRESPONDENT
Miss Ruthie Wood has returned from a visit with her sister, Mrs. C. Johnson in Skellytown.
After several weeks illness Mrs. John Looney died Tuesday at 6 o'clock. Funeral services were held at the Baptist church, Rev. L. E. Godwin officiating. Interment was in the Vega cemetery.
Mrs. E. Haines of Portales has been visiting Mrs. B. Wiseman. Grand and petit jurors have been summoned for March 8.
E. B. Harris and family of Ford spent the week end with Ben Freeman and family.

Mr. and Mrs. John Skaggs of Adrian were here Saturday.
Mr. and Mrs. R. M. Turner and Verney Turner are visiting the John L. Wilson and C. E. Winder families in El Paso.
Mrs. Allen Staggs was hostess to the Methodist missionary society Thursday afternoon.
Mrs. Allen Bell was in Vega from Adrian Saturday.
Rev. Marion Boyd, former Vega pastor, and his wife are the proud parents of twin boys, born in a Stamford hospital Tuesday.
Mrs. Lynn Stabus had a severe heart attack Friday.
Mrs. J. C. Vaughn of Bowie is visiting her brother, Al Campbell.

Friena News

BY JOYCE LANDRUM
Earl Beasley of Clovis was a Friena visitor Sunday.
Chas. Hays of Clovis and Miss Evelyn Singleterry of Pleasant Hill attended the show here Sunday night.
Alvy Pope of Crane visited here over the week end.
P. L. New and Miss Freda Johnson were in Hereford Sunday night.
Mr. and Mrs. Jack Stanley were Clovis visitors Sunday.
Houston Hart and Rudolph Weedy, brush of Muleshoe were in Friena Saturday night.
Mr. and Mrs. C. W. Dixon of Rhea community were guests of Mr. and Mrs. Ray Landrum Sunday.
Harley King of Plainview was in Friena Sunday. He is a nephew of Mrs. J. C. Landrum.
Miss Lucille Routh visited friends in Muleshoe Sunday.
Mr. and Mrs. Irvin Johnson were Muleshoe visitors Monday.
Farmer county boys and girls had their junior tournament here Saturday.
The Friena team was defeated by Canyon Saturday night at the district meet in Canyon.
Eugene Dixon, Carl Schlenker, Eugene Coffman, J. T. Gee and Bob Morgan attended the ball games in Canyon Friday night.
Mrs. Naomi Todd and children spent Sunday with relatives in Lubbock.
Melvin Baker was here from Amarillo Monday.
Howard Todd was in Friena Monday and Tuesday of last week.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1, NO. 21.

HEREFORD HIGH SCHOOL, THURSDAY, FEBRUARY 25, 1937.

PAGE 43.

NYA Quota Is Increased

In the National Youth Administration there has been a slight change made. The original quota for Hereford High School according to Mr. Dillehay, was seven students at \$6 per month. Then an extra quota of 10 additional students was made. This was to be continued from month to month through the year until there were 17 students at \$6 per month, which would make a total of \$102 a month. This change, which will be of benefit to students who need aid, was made because of the drought. However, information of the changed quota did not reach Hereford until rather late. The amount paid here up to February 3 was \$370.80 to approximately 25 students. The maximum amount paid to any student in one month was \$18. The largest number of students helped in any one month was 23. To be eligible for the NYA one must be 16 years of age, the student and the parents must sign the application stating that they need aid, and the student must be passing at least three subjects.

Poetry Winners Are Announced

Alva Barber was the composer of the poem, Innocence, which won first place in the poetry contest held by the staff January 14-28. The poem winning first place was given space in the paper, second, third and fourth places were given honorable mention in the paper. The poems entered by the students of Hereford High School were:
INNOCENCE
I found a flower within a book,
Pressed softly between the pages,
It lay serene in its comfortable nook,
Radiating delicate beauty of bygone ages.
I looked again and what do I see?
There is a movement of fragile form,
And beckoning with sly glances to me,
It whispers of pleasure unborn.
Its innocent sight has met the light,
Finding only pain and sorrow.
With all its heart wishing for the night,
It fades, to live for the morrow.

Local Committee Is Approved

The State Board of Education adopts from three to five books for each high school subject. The state furnishes the books. A local committee composed of not more than six high school teachers and the superintendent, who is required to be a member, select from a list the books that the local school uses over a period of five years. This committee must make selections during the week beginning March 15, then the report must be approved by the local trustees. The subjects or books required this year are general science, biology, physiology and Spanish. On the committee are Miss Neville Wrenn, Mr. Wilson, Mr. Hudson, Miss Sayde Rigler, Miss Rhita Jean Sullivan and Mr. Dillehay.

Hereford Drops Dalhart Game

After Hereford had drawn a bye into the quarter finals, they were defeated by Dalhart in this division at the District 1 meet. Fox, Dalhart's leading scorer, scored 17 points to lead his team mates to a 49 to 29 victory over the Whitefaces. The Wolves scored 18 points while Hereford could score only 5 in the first quarter. At the end of the half, Dalhart led 28 to 13. In the second half they scored only five more points than Hereford. Clyde Posey and Jasper Vaughn led the Hereford scorers with nine points each. Starting lineup for Hereford was Gore and Fuller, forwards; C. Posey, center; Nunn and Vaughn, guards, with Foster, Ashlock, Little, Cook and Wood, substitutes.

Typewriters - New - Used - Rebuilt

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Cash or Low Terms

CLOVIS TYPEWRITER CO.
Clovis, New Mexico
Repairs. Inquire at Brand Office. Supplies.

Ward News Notes

MRS. GEORGE SUGGS
Slight moisture has fallen here the past week.
Messrs. and Mmes. J. R. Pitcox and Cecil Hammett of Amarillo visited the Berry Miles home Friday.
Mr. and Mrs. Sims of Happy spent Sunday with Mr. and Mrs. T. B. Cox.
Mr. Head went to Oklahoma after Mrs. Head and son.
Mr. and Mrs. Jim Lipscomb called in the Arlie Dean home Sunday.
Messrs. and Mmes. Lee and John Hutson of Borger visited in this community Sunday. Mr. and Mrs. Jack Hutson and Harold Hutson returned to Borger with them for a few days visit.
Mrs. Bill Stovall of Nara Visa, N. M., spent Saturday night with Mrs. Bob Higgins.
Mr. and Mrs. George Suggs and son visited Mr. and Mrs. Jim Higgins in Hereford Sunday.
Mr. and Mrs. Robert Viegell visited at Plainview last week.
Fred Moreman and family visited the Edwards home at Progressive Sunday.

WHITEFACES ENTERTAINED

Mr. and Mrs. James Wilson, Miss Neville Wrenn, and Mr. and Mrs. Tommy McCollum entertained the basketball girls and boys with a buffet supper Wednesday evening.
Those present were Edith Jackson, Evelyn Lovelady, Mary Virginia Whitehead, Helen Ann Snyder, Helen Danforth, Gertrude Wilson, Thama Cawthon, Nora Jean Russell, Mary Turrintine, Ann Marie Kuper, Imogene Roberson, Nedra Clayton, Melba Schulz, Inavir Burdine, Betty Cockrell, Annie Jo Owens, Lois Standifer, Wanda Jean Reed and Edna Hoffman.
Boys present were L. A. Ricketts, Clyde Posey, Ray Nunn, Howard Gore, Wayne Little, Paul Foster, Varian J. Fuller, S. J. Cook, Jasper Vaughn, Grant Fuller, Jr., George McLeah, John Woods, Karl Wilson Shriley, Earnie Schumacher and Frank Vaughn.
Other guests were Mr. and Mrs. C. H. Dillehay, J. Rankin Gammill and Galtha Wilson.
After the party everyone marched to the Star theatre where they were invited by John Roberts to attend the show, 'The Accusing Finger.'

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Pate Lunches
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The title to your land is vital
Our Abstracts correctly reveal the title.
A. O. THOMPSON
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4 Per Cent Federal Farm Loans.
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Of All Deaf Smith County Land Titles.
DEAF SMITH COUNTY
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Cliff Estes, Manager
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Close Drug Store Phone 13

Specials For Friday and Saturday
Vitamin Products
\$1.25 Abbott's A.B.D. Capsules 98¢
\$1.00 Upjohn's Codeconate 89¢
30c Sal Hepatica 24¢
60c Sal Hepatica 47¢
50c S.T.-37 Antiseptic 39¢
50c Dr. West's Tooth Brush 39¢
50c Nyal Nose Drops 39¢
25c Penetro Nose Drops 19¢
40c CASTORIA
Genuine Fletchers 27¢
\$1.00 Nyal Cod Liver Oil 69¢
50c Nyal Cod Liver Oil 39¢
25c Dr. West's Tooth Paste 17¢
75c Listerine 59¢
55c Hinds' Honey and Almond Cream 37¢
50c Chamberlain's Lotion 39¢
\$1.10 Chamberlain's Lotion 79¢
75c Fitch's D. R. Shampoo 59¢
50c Nyseptol Antiseptic 39¢
50c Nyal Milk of Magnesia 39¢
KLEENEX 200 Sheets 14¢ 2 Pkgs. for 25¢
\$1.00 Crazy Crystals 89¢
60c Crazy Crystals 53¢
5c Loose Leaf Paper
100 Tablets Nyal Aspirin 39¢
70c Kruschen Salts 59¢
Toilet Tissue, "Druggists' Special," 3 rolls 25¢
Colgate's Soap, 5 bars 23¢
CASHMERE BOUQUET SOAP Box Six Bars 39¢
KOTEX Bar Box 17¢ Three for 50¢
THESE PRICES ARE FOR CASH ONLY

Frio News Items

BY MRS. W. A. SPRINGER
Jim Bagwell and family, Mr. and Mrs. Paul Williams visited the D. H. Allman home Sunday.
Miss Koma Hyatt, Mr. and Mrs. Cullen Butler, Mrs. Harlin and Kitty Kloe spent Saturday in Amarillo.
H. M. Mosley and family spent Sunday in the home of Mr. and Mrs. Ace Campbell.
Messrs. and Mmes. D. H. Allman and Paul Williams were in Amarillo Monday.
Misses Koma Hyatt and Louise McClure attended a teachers' banquet at Hart Tuesday evening.
Mr. and Mrs. Paul Williams are home from a visit in New Mexico and Colorado.
Mr. and Mrs. Deward Roberson were here from Amarillo Sunday.
Rev. Stevens of Plainview will preach here Sunday.
Mrs. W. A. Springer returned to Amarillo Sunday after a visit with relatives here.
T. L. Sparkman has been ill the past week. He is improving now.
Progressive News
BY OLIVE PERKINS
Miss Wanda Blagg visited Miss Lucille Park Sunday.
Mr. and Mrs. Owen Neel called called on Mrs. O. E. Boyer and Ceell Sunday evening.
Zola Faye McBrayer has been on the sick list the past week.
Mrs. Orin Russell and small son came home Wednesday. Miss Wanda Blagg is helping Mrs. Russell.
C. P. Caldwell and family attended the O. B. Roberson funeral Sunday afternoon.
Mrs. Luke McBrayer and Zola spent Friday afternoon with her mother, Mrs. Ina Ricketts.
Jim Ricketts and family of Pecos, N. M., returned home Thursday after a visit with their parents, Messrs. and Mmes. Ray Hays and Ina Ricketts.
The club met Wednesday after-

Senior Personalities

Nola Margaret Blue was born October 8, 1920, at Woodward, Oklahoma. Her grade school life was spent in Canyon, and her high school life has been spent at Hereford. For short periods of time she has gone to school in Amarillo, Texas, and Wellington, Kansas. She expects to go to college but has not decided where or what her vocation will be. Her favorite hobbies are music, collecting pictures, camping and reading. It seems as though Friday the 13th is her lucky day.
Jack Higgins said, "To the best of my knowledge I was born in this fair city on February 7, 1919." Jack has spent most of his school life in Hereford High School. When he finishes high school he expects to attend college and take a business course. His favorite hobbies are reading, ice skating, swimming and having a good time.

Public Speakers Present Play

A most interesting assembly program was given by the Public Speaking class Thursday, February 18. The program carried out the commemoration of George Washington's birthday. An effective poem entitled America was given by Virginia Lee Hussey. Following this was a play, Candle Light and Crinoline. Mrs. Rand, the mother, was portrayed by Frances Borden; Nancy, her daughter, Billie Jo Roberts; Charles Rand, her son, Jack Barber; Lee Randolph, Nancy's suitor, Bill Stanford; Polly Madison, Virginia Carlyle; Ethan Shane, Alva Barber; Deborah Bradley, Beverly Alexander; Allan Hughes, Billie Beene; Rosemary Carter, Helen Seed; General Washington, Clyde Posey; Amos, his Negro servant, Earl Oldham. The costumes and the minut were very interesting and made the play most effective. This program was enjoyed by the entire student body.

History Exhibit Is Presented

An interesting exhibition was presented by the Ancient History class at their regular class period Friday afternoon. These exhibitions are presented once each six weeks. Lynwood Hallum presented two posters and a map, Lester Wagner presented a poster, Terrel Williams presented a map. There were several reports given by the members of the class. This class is studying Western Europe during the Middle Ages. The students of this class are to be commended on the excellent work which they are doing.

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To Give You Satisfactory AUTO REPAIR WORK
For better performance, let our skilled mechanics check your car, and give it a "tune up" that will save you money in operation costs—and add to the convenience in driving. We pride ourselves upon our mechanical department, and invite you to give us a trial for satisfactory service.

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DODGE-PLYMOUTH SALES SERVICE

WHITEFACE ROUNDUP.

HEREFORD, HIGH SCHOOL, FEBRUARY 25, 1936.

Messenger News

BY MRS. J. N. MESSENGER Mrs. Mae E. Abbott of Bovina visited her parents, Mr. and Mrs. J. N. Messenger, Friday, and to remind them it was near their 46th wedding anniversary, February 22. She was starting out on her missionary work through the Staked Plains Association; and was unable to attend the celebration.

particularly described as follows: The Northeast quarter of Survey No. four (4), Block No. Seven (7), B. S. & F., Certificate No. 1-694, Patent No. 513, Vol. No. 34, containing 160 acres of land, said land is described by metes and bounds as follows: Beginning at the northeast corner of said section 4, same being the northwest corner of Survey 17, Block 1, for T. T. R. R. Co.; thence south 950 varas,

stake in east line of survey 4; Thence west 950 varas, a point the center of said survey 4; thence north 950 varas to north line of survey 4; Thence east 950 varas, to the beginning. Levied on as the property of L. E. Webb to satisfy a judgment amounting to \$3,063.00 in favor of D. A. Webb and cost of suit. Given under my hand, this 20th day of February, 1937. J. O. NEWELL, Sheriff.

LAUGH AND GROW WISE

May I borrow your pencil? Yes, I know I've got one, but I must have two. 'Tis the command. Thus spoke a senior to his more fortunate inmate, a junior. Then followed a sorrowful procession of the seniors to the upper story (so the others could not hear their groans). Amid a scrapping of chairs little white books were given each victim. Each face told a painful story, warty, distraction, desperation, anxiety, topped by an unsuccessful attempt to appear intelligent. The signal was given to start and almost as quickly to stop. Words of protest were rising to their lips when they were tipped in the bud by a curt command to start again. Was this just? Was this unbearable torture humane? Their pitiful eyes asked one another. Nay, hold on one moment before you rush to the board of directors and demand to know the meaning of this rank injustice. One more word of explanation: The seniors were being given an intelligence test!

But was it really to test their intelligence or to supply Mr. Hudson with fresh laughs as he grades them?

EXCHANGES

It seems that the seniors of Tulla High are an industrious group of students. The cast for their senior play, Streamline Sue, has been selected and rehearsals will start soon.

Talking of plays the Junior class of Borger High presented The Boss of the Powder Horn, on February 16 and 17.

Senior play cast for the WTHS has also been selected. The play is Tweedles.

There are many interesting things happening in the neighborhood schools. For instance, in Borger an extra room has recently been converted into a new clothing laboratory.

Here is something for all to read: There are seven mistakes in life that many of us make, said a famous writer, and then he gave the following list: 1. The delusion that individual advancement is made by crushing others down. 2. The tendency to worry about things that cannot be changed or exchanged. 3. Insisting that a thing is impossible because we ourselves cannot accomplish it. 4. Attempting to compel other persons to believe and dwell as we do. 5. Neglecting the development and refinement of mind by not acquiring the habit of reading. 6. Refusing to set aside trivial preferences in order that important things may be accomplished. 7. The failure to establish the habit of saving money.—The Western-World Lubbock.

Lost: Precious time in study hall and home and room periods. Finder please return to idle students.—Bulldog's Growl, Borger.

Where does Betty Jo Cockrell go every night at 8:00?

GUESS WHO?

The answer to the persons appearing in the last Guess Who are Mary Jane Morgan junior president, and president of the Girls' Hi-Y club, and Paul Foster, sophomore president and football player.

Boy.

He is not very tall, dark complexioned, has dark, wavy hair, brown eyes, not extremely handsome, but enough so to be quite the Beau Brummell of school. Freshme(a)n love him, sophomores look up to him, and juniors and seniors admire him for his lovable personality and numerous talents. He is a member of the senior class, band, orchestra, student council, FFH, holds an office in the Hi-Y and is active in glee club work. Guess who?

Girl.

She is a junior, rather dark complexioned, not very tall, has beautiful black curly hair, brown eyes, and Bud Bradley thinks she is very pretty. Her favorite color is red, no doubt. She is an active member of the glee club, and is admired and respected by students and adults for her lovable personality and ready wit. Guess Who?

SEEN ABOUT SCHOOL

On the bulletin board: All glee club girls wear your dresses tomorrow. (What's the use, Mary Ann?)

Seniors looking worried about their intelligence.

Bill Nix carrying around a book called Astronomy for Busy People. We wonder if he didn't get the wrong book.

Jim Kirby wandering around high school chewing gum as usual. Gaytha Wilson, another ex-student, around the school matching wits with Gertrude Wilson and a certain cute little blonde girl.

HUMOR

Mr. Wilson: What does it mean when you say a fellow is a blue blood?

Lynwood Hellum: He is full of carbon dioxide.

Miss Crawford: We should always breathe from the diaphragm. Gertrude Wilson: I can't, there's too much vitamin K in it.

Sophomore Boy: How about a date for the sophomore party?

Soph Girl: When is it?

Boy: The first night the gym isn't in use.

Girl: I already have a date for that night.

Why is Clyde Oldham always talking about Muleshoe as a cure for the blues?

Why is Miss Rigler so opposed to this reading between lines business?

What does George Springer do when a girl walks out with his books, and especially those biology papers?

Barbara Brotherton: Why did you go to the show with Ray after the party?

Edith Jackson: Because I was so low down (she was the shortest girl and he the tallest boy)

TEN COMMANDMENTS OF SELLING

DR. FRANK CRANE

Everyone is interested in the art of salesmanship. If we are not actually selling merchandise, we are selling or trying to sell ourselves. The following quotations written by Dr. Frank Crane are recommended to the attention of both students and teachers:

1. Be agreeable. If your voice is disagreeable and your manner of speech indistinct, see specialists, and remember, I like you to be sunny, but I don't want to get freckles.

2. Know your goods, and when you tell them anything, talk plainly. Most salesmen lack imagination. They cannot conceive of the extent of my ignorance.

3. Don't argue. When you argue with a man, you are trying to push him. He may be weak and pretend to be convinced. Overnight he will change.

4. Make it plain. Get a grasp on the fellow you are talking with. Do not get out that little book that will only puzzle him. Answer his questions without looking at your books, charts and tables.

5. Tell the truth. By the law of average, honesty gives the greatest profits.

6. Be dependable. If you tell a man you are going to do a thing, do it if it costs a leg.

7. Remember names and faces. 8. Don't be Egotistical. I am. You must not be. Don't show off. You came to sell me something, not to make a good impression.

9. Think success. Radiate prosperity. Do not mention calamities, dirges, funerals. Be a little Pollyanna.

Be human. If the company merely wanted to disseminate information, they would use a catalog, not you.

HUMOR

It was a misty morning and water was collecting upon the windshield of the car.

Nola Margaret Blue: Mother, erase the windshield; I can't see!

Miss Crawford asked Billy Beene a question; Billy's head jerked up and his eyes opened. Huh?

Miss Crawford: Come back to public speaking class, room 23, Billy.

SAVE ON WELL CASING. We have an exceptionally large supply of Well Casing. Just the type for use in irrigation, and we can save you some money on the purchase of quality casing. For Details Write or Phone City Machinery & Welding Works 1300 West 6th St. Amarillo, Texas Telephone 21327

Modern Helpy-Selfy Laundry Service. For your convenience, we have purchased the old Fundamental Baptist church building and moved it to the rear of our laundry building at Schley and Second Avenue. In this location we have equipped a modern Helpy-Selfy Laundry service. MODERN FACILITIES. Convenience has been our motive in outfitting this new division. We have installed built-in tubs, and will continue to furnish Hot, Soft Water to our customers—free of charge. HEREFORD LAUNDRY AND DRY CLEANERS PHONE 298 SCHLEY AT SECOND STREET

STAFF MEMBERS

Editor-in-Chief - Mary Turrentine Assistant Editor - Thama Cawthon Business Manager - Jack Barber Assistant Business Manager - Chilly Foster. Editor - Erma Faye Robinson. Exchange Editor - Imogene Robinson. Sports Editor - Billy Smith. Administrators - 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 Hicks, Thama Cawthon, Jean Williams, Bud Bradley, Mary Jane Morgan, Caroline Frye, Betty Cockrell.

IT'S TRUE!

In our school today are the boys and girls who are to occur in our next generation. Our problem is to discover the boys and girls early, and to give them. These words appear in a student letter in a magazine on student government, and they are only too true. We all have thought of the prominent and influential citizens that some of our students in school today are destined to become, but have gone further and thought of the criminals that some of our students in school today will become? It is the educated criminal who is the most deadly. Now that we have faced the problem, it is up to us to decide what to do about it. Shall we merely accept the fact that criminals are being formed in our schools, or shall we endeavor to do something about it? One of the best ways to cope with the situation is to support the organizations which stand for good, true ideals. The Hi-Y, the Athletic Association, the Boy Scouts and Girl Scouts are organizations of this type. The Student Council exists to promote good relationship between teacher and student. All of these organizations are seeking to improve and is the duty of the loyal student to support such societies. By the support and cooperation of loyal students, these school organizations can go far toward wiping out the dishonest strain in our schools of today.

FARLEY CIRCUS APPEAR HERE

Cal Farley's Flying Dutchman Circus, featuring Dutch Mantell, the Great Virtuoso, will be presented tomorrow night at 8 o'clock in the high school auditorium. The Junior Band Mothers are sponsoring the program. The admission prices are 10 and cents.



A GOOD BANK Serves Both

Silk hats and work gloves are equally familiar with in the portals of this bank, for this institution serves with the same consideration all members of the community. And the worker with a modest savings account is just as welcome as the business tycoon with a big balance on our ledgers. This is a friendly bank, a helpful bank—serving the community best by serving the individual members in it. We invite you to make our acquaintance, and to make full use of the dependable banking services offered.



First State Bank

THANK YOU Friends of Chevrolet FOR YOUR LOYALTY AND WILLING PATIENCE in waiting for delivery of your new Chevrolet cars and trucks. Deliveries of new Chevrolets are now being made in ever-increasing numbers. Production in the great Chevrolet plants is increasing with each passing day. To more than 100,000 loyal buyers who have patiently awaited delivery of new Chevrolets ordered weeks ago—and to scores of thousands of other people who are placing their orders now—our thanks and our assurance of quick delivery! Chevrolet production is rapidly increasing, and delivery of your car will be made soon, if you have placed your order in past weeks, or if you place it today! Moreover, we can assure you that you will be amply repaid for insisting on getting a new Chevrolet, because it's the only complete car—priced so low... and because it will bring you more value than you can possibly get anywhere else at such low prices. Thank you again for your loyal friendship—and you will thank us when you take the wheel of these better, more modern low-priced cars and trucks. For quick delivery—place your order now! CHEVROLET MOTOR DIVISION General Motors Sales Corporation DETROIT, MICHIGAN. CHEVROLET THE ONLY COMPLETE CAR—PRICED SO LOW. NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE—NEW ALL-SILENT, ALL-STEEL BODIES—NEW DIAMOND CROWN SPEEDLINE STYLING—PERFECTED HYDRAULIC BRAKES—IMPROVED SLIDING KNEE-ACTION RIDE—SAFETY PLATE GLASS ALL AROUND—GENUINE FISHER NO DRAFT VENTILATION—SUPER-SAFE SHOCKPROOF STEERING. "Knee-Action and Shockproof Steering on Master De Luxe models only.

PERSONALS

Glenn Weir was a business caller in Friona Wednesday.

Mr. and Mrs. Bonnie Brumley transacted business in Amarillo Tuesday.

WANTED: Light delivery hauling. Daniel's Hauling Service, Aubrey Daniel. Call Piggly Wiggly or Hereford Floral Co. 1c

See Cal Farley's talented radio performers Friday night, High School Auditorium. Admission 10c and 25c, proceeds benefit Central School Cafeteria.

Homer Fox, of the Man's Shop, transacted business in Amarillo Monday.

Mrs. Lucille Posey visited relatives here Sunday. She returned Monday to Amarillo, where she is taking a business course.

Burk Inman, student in WTSTC Canyon, spent the week end in Hereford visiting his parents, Mr. and Mrs. J. E. Inman.

Mr. and Mrs. Harry Johnson and children of Amarillo visited in the home of her sister, Mrs. C. H. Dyar and family Sunday.

Giggle-Makers In New Film



Featured in "All American Chumps" at the Star Theatre on Tuesday and Wednesday, Stuart Erwin poses as the human adding machine. The cast is supported by Edmund Gwenn and Robert Armstrong.

STAR THEATRE

Tues. - Wed.
BARGAIN DAYS
10c Matinee—Night 15c
A Sock on the Head Left Elmer Balmey—But That's Nothing to What Love and a Pretty Girl Did to Him!



HOLLYWOOD CRITICS CHEER!
"Stuart Erwin takes advantage of his best screen role & piles up laughs after laugh. Other fan makes movie 'Leary'." —FILM DAILY.

ALL AMERICAN CHUMPS

with STUART ERWIN and ROBERT ARMSTRONG

Thurs. - Fri.
Even the Ducks Get "Happy!"



STRANGED IN PODUNK HOLLER!

GO WEST, YOUNG MAN

with WARREN WILLIAM, RANDOLPH SCOTT, ALICE BRADY

Saturday Only
Kiddies 10c Adults 15c
Office Opens 12 O'Clock Noon.
History of Range Feuds by that Master of Western PETER B. KYNE

Bullet for bullet... blow for blow... on a prairie war blazes into action!

Peter B. Kyne's
HIDE OF THE RANGE

starring CHARLES STARRETT

PLUS A COLOR CARTOON AND PARAMOUNT NEWS

Mrs. E. W. Harrison and son, David, who now lives in Farwell, visited her daughter, Mrs. J. M. Simpson, Jr., in Amarillo Monday.

Mr. and Mrs. G. W. Brumley and Bonnie Brumley were business visitors in Farwell and Portales Monday.

Mrs. Cone Johnson and young son of Hillsboro have moved to Hereford to be with her husband, who is employed at Brooks' Drugs.

Ed Crawford of Tulla has accepted a position at Brooks' Drugs and started to work Friday morning.

Mr. and Mrs. Jack Wayland had as house guests over the week end, Mr. and Mrs. J. Wesley Wright, of Albuquerque, N. M.

M - S - T

for the stomach. Sold on a 10-day FREE trial at the Corner Drug Store, Hereford, Texas. 4-1tc

Mrs. Gertrude Brotherton of Spur spent Sunday here visiting her mother, Mrs. B. L. Branson, and her children, Donald and Barbara Brotherton.

Mr. and Mrs. Early Joiner and small son of Lockney visited in the home of her parents, Mr. and Mrs. George W. Brumley, over the week end.

Mr. and Mrs. D. L. McDonald of Amarillo visited their son, John McDonald and family at their home four miles north of Hereford last week.

Guests of Mr. and Mrs. E. W. Young last week end were Mr. Young's parents, Mr. and Mrs. W. L. Young, his sister, Evelyn, and brother, Raymond. Mrs. Young's sister, Miss Jessie Davidson and Miss Bertha Riley, all of Maryville, Texas.

Mrs. J. E. Beyer left Sunday night for Ontario, California, where she was called by the death of her brother, George Balding. Mrs. Beyer received a message that her brother was critically ill and left immediately, but word was received of his death before she could reach California.

Don't miss Cal Farley's Flying Dutchman Circus at high school Friday night. Admission 10c and 25c, benefit Central School Cafeteria. Sponsored by Junior Band Mothers. See these widely known radio performers.

Cal Farley's Flying Dutchman Circus at high school auditorium Friday night, February 26. Proceeds benefit Central School Cafeteria. Sponsored by Junior Band Mothers. Admission 10c and 25c.

All owners of property in the City of Hereford are requested to call at the City Hall and render that property for 1937 taxation. Unless property is rendered, valuations will be arbitrarily fixed.

C. J. PADDOCK, Mayor.
By Eva Pitman, City Clerk. 1c

Mrs. Jimmie Gillentine and Miss Elizabeth Gillentine, both of Wellington, were visitors in Hereford Saturday and Sunday. Mrs. Gillentine visited with her husband, who is connected with the Hereford Brand, and Miss Gillentine was a guest in the home of her aunt, Mrs. E. B. Posey.

Miss Mary Elizabeth Stanford returned to Lubbock Sunday where she is a student in Texas Tech. Miss Stanford had been ill at the home of her parents, Mr. and Mrs. W. J. Stanford, for a week.

Mrs. C. O. Wilkins and small daughter spent the week end in Lawton, Oklahoma, visiting Mrs. Wilkins' parents. They returned home Monday morning.

Mr. and Mrs. J. F. Dysart announce the birth of a 7 1/2-pound daughter, Floydine born Wednesday, February 24. Both mother and infant are resting nicely in the Godwin sanitarium.

Mr. and Mrs. Gaston Baer left Sunday morning for Tulsa, Oklahoma, where Mrs. Baer will look after her new ready-to-wear shop. She will be there for some time, Mr. Baer returning Monday night.

Business Meeting.

The board of directors of the County Federation of Women's Clubs will hold a business meeting at the court house Thursday afternoon at three o'clock.

Closes Beauty Shop.

Mrs. A. Peterson has closed her beauty shop on North Main Street. Her equipment was purchased and moved to Amarillo by a firm in that city.

Miss Gonda Biggers of Hereford was elected treasurer of the Home Economics Club of the West Texas State Teachers College for the spring semester at the regular business meeting last Thursday.

Weekly teas have been held since the first of school for the members of the club and the department and their guests.

"More people ride on Goodyear Tires than on any other make" is not just a mere slogan. It is the truth.

Reason Enough: "Just tell me one good reason why you can't buy a new car now," said the persistent automobile salesman.

"Well, I gannies, man," replied the farmer. "I'm still paying installments on the car I swapped for the car I traded in as part payment on the car I own now."

RICE sells Goodyear Tires.

Very few big jobs are held by men who honk and honk in a traffic jam.

"Goodyear means good wear." Another slogan with a real meaning.

Kept In Practice: Auto Salesman: "Any business today, Herb?" Tire Salesman: "Well yes. My wife gave me some orders this morning just before I left the house."

There may be other tires as good as Goodyears, but none can be better. RICE sells them.

Couldn't move an inch; Poor hapless bum. He parked his Austin On some chewing gum.

Dodge, Plymouth and Ford owners are in luck. Their cars are equipped with Goodyear Tires. Take your Goodyear tire troubles to RICE.

No Change: "It's simply awful how close these young people sit in a rumble seat." Wife (smiling): "Yes, I remember how you used to hate the old hammock because it had such a wicked way of pushing us so close together." — From the Montreal Star.

When buying a used car try to get one with Goodyear Tires. There is extra value in it.

Rural Power

(Continued from page one)

nesday morning by Alton Miller, Hereford manager: "Am in Mr. Fisher's office now. Consulting with him on rate for Hereford project at this time." The message was signed by Mr. Henry.

The status of the situation will depend largely upon the result of the consultation regarding rates, sponsors of the movement feel, and they were unable to predict regarding further delay or details which may be encountered before rural electrification becomes a reality here.

Plan 115 Miles.
Previous surveys regarding rural electrification, have shown that 115 miles of electric lines can be installed at a cost of \$120,785 to serve farmers in the shallow water belt for the purpose of irrigation. The money will be borrowed and repaid on a basis of 20 years, carrying 3 per cent interest. Payments will be made from a small portion of the rates charged consumers. Letters have been dispatched

Specialty Song At Lion's Club

A specialty song by Phyllis Jean Radovich and Bobby Jennings, accompanied by Mrs. Glenn Snyder at the piano, headlined the entertainment Wednesday at the Lions Club luncheon. Dr. J. W. Hendrix was in charge of the program. The song, a novelty number, furnished much entertainment as Jean this week in an effort to push the project to completion and to further interest in the electrification program in this county.

sang, If I Were a Boy, and Bobby responded with verses, If I Were a Girl.
A directors' meeting was called for Monday night at the home of Ralph Smith, Boss Lion.
Rev. J. C. Thorns announced a Boy Scout Court of Honor for Thursday night.
The meeting closed with the singing of several songs selected from the Lion song book.

Newspaper Man Visits Here.
Burrow Kirby, advertising man on the Pampa Daily News, Pampa visited here Sunday with his parents, Mr. and Mrs. J. W. Kirby.

1901 **E. B. Black Co.** 1937
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
Hereford, Texas

Spring **FOODS** FOR A QUALITY Budget-Table

Sugar 10 Pound Paper Bag 51c

CATSUP 10c
Brimfull, 14-ounce bottle

PORK and BEANS, SPAGHETTI, HOMINY 25c
RED BEANS, VEGETABLE SOUP, any three for

MACARONI 9c
Or SPAGHETTI, 2 packages

BAKING POWDER 21c
Calumet, pound

CORN 29c
Del Monte, cavuum packed, 2 cans

OLIVES 19c
Del Monte, ripe, tall cans

VANILLA EXTRACT 15c
Double strength, 8-ounce bottle

Flour

GREAT WEST FLOUR
MADE AND MANUFACTURED BY GREAT WEST MILLS & BLYE'S AMARILLO, TEXAS

Great West 48 - Pound Sack \$1.89

SOUP
Heinz, 3 Cans 25c

SYRUP
Pure Ribbon Cane, Gallon 59c

CHERRIES
No. 2 Can, 2 for 29c

BABO
2 Cans 13c

SOAP
T. N. T. Yellow Bar 6 Bars for 23c

BEANS
Ranch Style, 3 Cans 25c

RICE
3-Pound Sack 18c

NO. 10 FRUITS

STRAWBERRIES 39c
PRUNES 29c
BLACKBERRIES 49c
PEACHES 49c

CANDY BARS 10c
Hershey's, Milky Way, Snickers, etc., 3 bars

GRAPEFRUIT JUICE 25c
3 cans

MIRACLE WHIP 37c
Quart jar

COFFEE 57c
Folger's, pound 29c, 2 pounds

OLEOMARGARINE 18c
Rose Brand pound

OYSTERS 25c
5 ounce cans, 2 for

WASHING POWDER 22c
Magic, large size

ARMOUR'S CANNED MEATS

HAMBURGER STEAK, 2 large cans 35c
CORNED BEEF HASH 35c
VEAL LOAF, can 15c
ROAST BEEF, large can 19c
POTTED MEAT, 3 cans 10c
VIENNA SAUSAGE, 2 cans 15c

GUEST IVORY SOAP 6 Bars 25c

FRUITS and VEGETABLES

CABBAGE 2 1/2c
Pound

BANANAS 1c
Each

ORANGES 54c
Texas, bushel

RADISHES, CARROTS, BEETS 2c
TURNIPS and ONIONS, bunch

PIGGLY WIGGLY
ALL OVER THE WORLD

PHONE 311 FRANK CYLES, Manager BUY AT HOME

STAR THEATRE Hereford SUNDAY — MONDAY PREVIEW SATURDAY NIGHT

It's Mad... It's Insane... It's Cockeyed... It's a Music-Filled Jamboree Loaded With Laughs!

Adelphi Zolner presents

COLLEGE HOLIDAY

JACK BENNY
A full festival of fun!

GEORGE BURNS and GRACIE ALLEN
Lord and lady of lunacy!

MARY BOLAND
With a new idea in love!

MARTHA RAYE
Woweeee! Is she high!

And a grand collection of campus antics singing, dancing and romancing to the music of five Hit Tunes!

PLUS A COLOR CARTOON AND PARAMOUNT NEWS