

Chamber Of Commerce Sets Date On Banquet Again And Hopes It Will Be The Last Time

AROUND TOWN

Sights and Faces Seen
Sidelights on Bridge School: Bridge Congress sponsors instruction—has had over 1,000,000 students—Mr. Steele is a winner in six national tournaments—school can be held in Hereford only once in five years—you can form your own four-times, if desired—no tables will be reserved—first come first served—please be on time—persons may start classes Monday, Tuesday or Wednesday—New Model Culbertson system, released AFTER Amarillo Bridge school, will be taught—new changes will be given first two days—each day the lesson of the previous day will be reviewed—no bridge will be played until Wednesday.

Sign of Spring: Numerous sprinklers going in Hereford these days on lawns which are beginning to green up considerably.

Another sign of Spring: Practically the whole Halle Drug store taking time about riding the new motor scooter—including Meade himself.

Heard on the street: City Marshal Ed Curtsinger telling Sheriff J. O. Newell he had parked his car wrong. Both enjoying themselves about it.
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Mayers Sought As Golf Course Plans Progress

All golfers or persons interested in playing golf are urged to get in touch with a special committee which is now working on plans for the opening of a golf course in Hereford. The Golf Club has agreed to secure and maintain a course, provided at least 50 players are secured to become members of the Hereford Club.

Up to date 50 per cent of the required number have been obtained by a committee composed of Sherman Morgan, Buddy Posey and Rev. Marvin B. Norwood. Many good golf teams have been put out by Hereford in past years which won matches from nearby towns, such as Clovis, Pampa and others. Committee members feel that there is a real need for a suitable course in Hereford. Persons interested are asked to get in touch with one of the committeemen as soon as possible.

League Meet To Be Held Here March 29 And 30

Announcement was made this week by County Judge A. J. Schroeter that the annual Inter-Club League Meet for Deaf County will be held in Hereford March 29 and 30.

According to plans literary events will be held in the courthouse on Friday, March 29 while track events will take place at the high school the next day.

Ten schools in the county will participate. Mr. Schroeter said. W. Dodson is director-general of the meet. Other directors are: Declamation, Mrs. Jewel Dodson, Westway; Athletics, L. W. Bippus; Picture Memory, Miss Vida Hicks, Fairview; Telling, Laura M. Shaw, Summerfield; Spelling, Miss Avis Matthews, Ford, Choral Singing, Mrs. Viva Mae Upton, Heisel; Essay Writing, Mrs. Jessie Dodson, Progressive; Three Minute Speech, Mrs. F. W. Dodson. Preparations have been under way for several weeks by most of the schools.

Voicing the fervent hope that it had been changed for the last time, Hereford Chamber of Commerce officials today announced that the annual banquet would be held in the Main street showrooms of Ireland Motor Co. Wednesday night, April 3, instead of April 4 as previously announced.

The change was made necessary by inability of Julian Montgomery, State Highway engineer of Austin, to attend on April 4. Mr. Montgomery has accepted an invitation to make the principal address at the annual affair. The meal will be served by ladies of the Presbyterian Church.

Firemen To Sponsor Benefit Dance for Cafeteria

That a benefit dance will be sponsored here April 5 by the Hereford Firemen was announced today. Proceeds from the dance will be donated to the Central School Cafeteria the announcement stated.

Advance tickets for the event will be sold by the firemen during the next two weeks. Don Isidro's orchestra of Clovis has been engaged for the dance, which they hope will be one of the best of the year.

Taylor Announces Dealership For Angel One-Way Plows

Harry L. Taylor is this week announcing his agency for the Angel One-way plows, and that he will carry a complete line and parts for all models. He is located in the rear of Conklin Domino Parlor.

He will also carry damming attachments for all sizes of the Angel One-Way plows.

Mr. Taylor extends a cordial invitation to come in and investigate this well-known line of plows.

Mass Meeting On County Fair Called

A mass meeting of persons interested in a Fair for Deaf Smith county next Fall will be held in the county courtroom next Monday night in accordance to an announcement from E. B. Posey, secretary of the Chamber of Commerce.

The fair was suggested recently as a substitute for the annual Pioneer Day which will not be held this year.

Bainer Talks On Sugar Beet Production Here

H. M. Bainer, agricultural agent for the Santa Fe Railway, was the principal speaker at a meeting of prospective sugar beet growers in the county courtroom at the courthouse Monday afternoon. His discussion was relative to experimental production of sugar beets in this territory.

Good Sale Held At Stockyards

A snappy sale was reported at the Stockyards pavilion Tuesday afternoon, with 160 head of cattle changing hands for a gross of \$3500.

GIGANTIC EASTER EGG HUNT SATURDAY

Father Of Mrs. Rosson Dies At Portales

Funeral services for John H. Bond, father of Mrs. S. P. Rosson of Hereford, and pioneer stockman and sheriff of Portales and Roosevelt counties, were conducted yesterday morning at Portales with the Rev. Claude A. Lorts of "Glovis in charge. He was assisted by Rev. Roy S. Davis, pastor of the First Christian Church, and Rev. W. C. Grant Baptist pastor.

Interment was made in the cemetery at Sweetwater, former home of Mr. Bond.

The former sheriff was well-known here in Hereford, having visited here frequently. He was born in England 77 years ago and came to Texas in 1870 and moved to Sweetwater in 1900. Twenty-two years ago he came to Roosevelt county.

Among those from Hereford who attended funeral services, besides Mr. and Mrs. Rosson, were Mr. and Mrs. C. C. Acker, Mrs. Ike Crosthwait, Mrs. H. A. Close, Mrs. J. A. Pitman, Mrs. E. B. Hedrick, Mrs. A. R. Bate-man, and Mrs. Seth B. Holman.

He is survived by his wife, three daughters, Mrs. Rosson, Mrs. Roe Bradford and Mrs. W. H. Fitzgerald, both of Sweetwater, a number of stepchildren and eight grandchildren.

Alumnae Banquet To Be Monday

1940 graduates of Hereford High School will be guests of honor at the annual Alumnae Banquet to be held Monday night at 7:15, March 25, at the First Methodist Church. The date has been set specially so that college students home for the Easter Holidays may attend. Mrs. C. C. Rockwell, president of the association, announces. Assisted by Mrs. Elmo Lawton, vice-president, and Mrs. Jack Dean, secretary-treasurer, a program of interest and entertainment has been planned.

Persons on the program include Rev. James Alken, Jr., Mozelle Hill Neill, Myrtle Reed, Bernadine Phillips, Ruby and Troy Carmichael, Mary Hicks Raymond and Rev. Marvin B. Norwood.

Seven Counties To Discuss Special Plan

County Agent A. R. Bateman, Dick Coffee, and possibly others from the local office, plan to attend an agricultural meeting in Amarillo tomorrow in which the special county program will be discussed.

Known as the Sherman county plan, seven counties of the Panhandle have adopted the plan this year. Representatives of Deaf Smith, Oldham, Hartley, Dallam, Hansford, Sherman and Moore counties will attend.

Laundries Announce Changes In Charge On Wet Wash Service

Changes in the price of wet wash services where washing is done by employees, are being announced this week by the Hereford Laundry and Dry Cleaners and Campbell's Help-Self Laundry.

Prices on wet wash service in the future will be 40c minimum for the first 30 minutes, 45c for the next 30 minutes and 1c per minute thereafter. Heretofore the price has been 35c for the first 35 minutes and 1c per minute thereafter.

Price for help-self service remains the same.

5000 EGGS WILL BE HIDDEN FOR KIDDIES OF THIS TERRITORY

With announcement in this issue of the Brand of hundreds of cash and merchandise offered by Hereford merchants plans have been completed for the biggest Easter Egg Hunt ever to be staged in this territory. The Star Theatre is prepared to entertain an overflowing crowd of kiddies at its special matinee of cartoons and comedies and other short subjects selected for the kiddies' enjoyment. The show starts at 10 o'clock Saturday morning. The only admission charge will be three hard-boiled colored eggs.

Second part of the big Easter celebration will begin at 2 o'clock in the afternoon at Mother's and Lake Parks. Larger children will go to Lake Park. Smaller kiddies will go to Mother's Park to find their eggs.

After eggs are found then will begin the search through stores of Hereford for the numbers corresponding to the ones on the prize eggs. Children must be accompanied by their parents or some adult when getting prizes. A personal visit to the store must be made. No telephone calls will get your prize number.

As last year the prize eggs will be numbered and each store offering a prize or prizes will have that number. This year over 70 firms are offering prizes to the kiddies finding their prize eggs.

The Lions Club and Boy Scouts will co-operate in hiding the eggs and directing the hunt. They have asked the co-operation of all persons in keeping the streets around the two parks.

(Continued on Page 12)

Dedication Of New Postoffice Planned Soon

Plans for dedication of Hereford's new postoffice were begun last week at a meeting in the Chamber of Commerce office at the City Hall. Elmer Dameron was appointed general chairman to arrange a program for the dedication.

It is possible that the Post-office building will be completed by the last of April or early in May, officials believe.

Attending the meeting were Mrs. Dyalitha Brady, C. H. Dyar, N. E. Gass, Mrs. Seth B. Holman, C. J. Paddock, Jas. R. Lipscomb, Knox Kinard, Ralph Smith, and A. J. Schroeter.

School Loses \$22 For Each School Child Not Counted

For each school child not enumerated in the school census now being taken in Hereford Independent School District, the school loses \$22.

Supt. Knox Kinard announced yesterday in a special appeal that every child of school age be counted.

"If you have a child who will have reached the age of six by August 31, 1940 and will not have reached the age of 18 by September 1, 1940, and know that he has not been enumerated this year, please call me or Mr. Hudson at the High School," Mr. Kinard said.

If the child is not enumerated the schools of the county miss out on the per capita apportionment allotted by the state.

School districts throughout the county also urge that all children be enumerated. Those in charge of enumeration have previously been announced.

Swimming Pool Committee Is Appointed

Following appointment of a special Swimming Pool committee this week, a meeting was called at 8 o'clock Friday night, March 22, in the County Courtroom in Hereford; all persons interested in discussing a pool and possible means of constructing the project were invited to attend.

Members of the swimming pool committee, all of whom were especially urged to attend the meeting tomorrow night are: C. F. Moore, Harold Close, S. P. Rosson, Jimmie Gillentine, Major Schroeter, Homer Fox, Jas. W. Witherspoon, E. B. Hedrick, Ernest Medkief, J. A. Pitman, H. G. Conkwright, C. H. Dyar, Alex Thompson, Jessie Stanford, Oscar Easley, Mont Baker, Harry Danforth, and George Brumley.

Chief purpose of the gathering will be for discussion of general plans and possibilities regarding a pool in Hereford. To date, no definite possibilities of a swimming pool have been seen for the community and while the younger people have boosted the pool, little interest has been seen on the part of adults.

Bridge Expert



Above is W. F. Rufus Steele, bridge authority of New York whose numerous books on bridge antedate those on the Culbertson system which he now teaches. He has conducted schools recently at Amarillo, Pampa, and Lubbock. Monday he begins a 39-lesson school in Hereford.

Bridge School Sponsored By B&PW Club Opens Monday At City Hall; To Run Five Days

W. F. Rufus Steele, internationally famous bridge authority, will probably hold his last bridge school in the Panhandle when he directs the school beginning Monday afternoon, March 25. Mr. Steele plans to return to Washington at the conclusion of the school here.

Sponsored by the Business and Professional Women's Club, the classes are open to anyone interested. Tickets are on sale at the Quality Food Store. Classes will be held twice daily beginning at 2 o'clock each afternoon and at 8 o'clock each evening, thus making it possible for all to attend either or both sessions. One ticket is good for both afternoon and evening classes, but are not transferable. Beginners and advanced players will be in different sections.

To be held at the City Hall, classes will conclude Friday evening, March 29.

Steele will cover 39 lessons in the five days' course. Each lesson given in the afternoon will be repeated again at night in order to reach persons who cannot attend during working hours. He will begin with simple opening bids, the following day take up responses and rebids and continue thru until the last day.

Funeral Rites Held For Mrs. Nannie E. Jowell, Victim Of Automobile Accident Sunday

Funeral services were held Monday afternoon at five o'clock from the First Christian Church for Mrs. Nannie E. Jowell, 79, who died early Monday morning from injuries suffered when struck by a car Sunday evening. Rev. H. M. Redford had charge of services. Burial was at Midland.

The accident happened near sunset, in East Hereford. J. J. Lindsey was driving against the sun while Mrs. Jowell was walking along the street. She was taken to the hospital directly after the accident suffering from a broken leg and other injuries. Mr. Lindsey stated that he was blinded by the sun.

Mrs. Jowell is survived by one son, Roy Jowell, and five grandchildren, all of Hereford; one stepson, Spencer Jowell of Midland, and a stepdaughter, Mrs. Charles Edwards of Kerrville and one brother, Jack Jowell of Evans.

150 Young People From Over Panhandle-Plains To Meet In Hereford Friday and Saturday

Approximately 150 young people and their leaders from the Christian Churches of the Panhandle and Southwest Plains will assemble at the local First Christian Church tomorrow evening and Saturday for the annual World Fellowship Meet for young people.

Outstanding on the list of faculty members and visitors are Mrs. Bessie Hart, Ft. Worth, State Secretary of Missions; Miss Mona Holt, Ft. Worth, State Director of Young People's Work; Rev. G. L. Messenger of Canyon, Rev. Donald F. West, head of Bible Chair, Texas, Theological College; and Mrs. H. M. Redford.

of registration which will begin at 4 o'clock tomorrow afternoon. The meeting will close at 7 p. m. Saturday.

A banquet will be given tomorrow night at 6:35. As part of the entertainment a moving picture of the Young People's Summer Conference will be shown by Elmer Patterson. Mrs. C. P. Cockrell has charge of banquet arrangements.

Interesting Program And Fine Exhibits Feature Stock Show

Boys To Meet Saturday At Courthouse

A meeting of all 4-H club boys and boys who would like to become 4-H club members has been called for Saturday afternoon at 2:30 o'clock in the District Courtroom, by County Agent A. R. Bateman.

All boys in Deaf Smith county interested in 4-H club work are urged to attend. Among discussion topics will be projects for the coming year.

An annual banquet, a free show, a dairy products exhibit by the Home Demonstration Clubs, and an auction were highlights of the Farmer County livestock show held last Friday and Saturday in Friona.

The stock show was held in the Friona School Bus barn while the Women's exhibits under the direction of Miss Ruth Boyd, CHDA, and Miss Wynona Swepston, FSA home management supervisor, were held in the home economics rooms of the high school.

Livestock judging was in charge of County Agent Sam T. Logan of Bailey county and J. W. McDermott, FSA supervisor. Judging was completed last Friday afternoon.

Main speaker at the banquet held at the Congregational Church was Judge J. D. Hamlin of Farwell, who praised the stock show as being visible results of achievements of rural youths in Farmer County and emphasized the greater need for training today as compared to times 40 years ago. Judge Hamlin was introduced by W. H. Graham, publisher of the State Line Tribune at Farwell. Other speakers included Mrs. Tom Foster of the Oklahoma Lane HD club, J. A. Blackwell, president of the Friona Chamber of Commerce, and Howard Morris, head of the agricultural committee, who acted as toastmaster.

Director-general of the stock show was Jason O. Gordan, Farmer county agent, assisted by Thomas G. Moore, FSA supervisor at Farwell.

Stacey Queen, Jr., of Bovina. (Continued on Page 12)

Easter Seal Sale Comes To Close This Week

Campaign for sale of Easter Seals for the benefit of Crippled Children, under leadership of Rev. H. M. Redford, will close at the end of this week. It is announced. Mrs. Bessie L. Smith is treasurer for the local committee which also includes John Olson, Jesse Stanford and Alec Thompson.

Fifty per cent of the contributions will remain in Deaf Smith county and will be handled by the local chapter of the Red Cross. Seals have been supplied to leaders of all organized groups in the county. Anyone

number are asked to call at the office of the county treasurer. Gratifying results have already been reported. Rev. Redford urges every one to take part in this worthy cause. By participating in the national campaign, any crippled child in Deaf Smith county has access to the resources of the national organization.

WEATHER

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

Thursday	59	73	80
Friday	71	76	80
Saturday	75	79	80
Sunday	65	74	80
Monday	67	75	80
Tuesday	70	75	80
Wednesday	75	78	80

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher
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NOTICE TO PUBLIC

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

Hereford Students Have Parts in School Family Album Play

Edith Jackson, daughter of Mr. and Mrs. R. R. Jackson of Hereford, played the part of the small girl looking over the family pictures in the Family Album attraction held in connection with the annual indoor carnival at the Chillicothe Business College, Chillicothe, Mo., on March 15. This was one of the main attractions of the evening and was attended by hundreds of students and townspeople. L. A. Ricketts, son of Mrs. Ida Ricketts of Hereford, played the part of Uncle Abner in this same presentation.

Frio News

MRS. MALCOM CASSELS

There was an unusually good crowd at Sunday School and Church Sunday. There were several visitors who are always welcome and we hope they will come again.

Speakers for the ordination services Sunday afternoon were: Moderator, Pastor Lloyd Waters; Examining of the Candidates, Rev. B. H. Warren of Wayland College; Ordination Prayer, G. P. Owen, Hereford; Charge to Candidates and to Church, Rev. Newell Clark of College Heights Church, Plainview; Sermon, Rev. Thomas Cobb, Pastor at Acon. A nice crowd assembled for the ordination services and it was a very inspirational service.

After church services Sunday night Mrs. Waters helped organize a young peoples organization with Alice Lee, president; Marcia Robbins, secretary; Juaneice Brooks and Eula Lee are to prepare a program for next Sunday night. Mrs. Ruby Sparkman was elected for their sponsor. There were only six present when they organized but they hope to encourage all of the younger boys and girls to come and take part. They will meet during the Bible Study on Sunday nights.

Mrs. H. H. Caraway dismissed school Friday afternoon at 2:30 o'clock as she and Mr. Caraway were going to Ranger after Mr.

verne Winfrey near Walcott. Rev. and Mrs. Lloyd Waters spent Saturday night in the Haskell Robbins home.

Mr. and Mrs. G. P. Owen and boys of Hereford spent Sunday in the home of their daughter, Mr. and Mrs. Malcom Casseles and family.

Mr. and Mrs. S. J. Barclay and children spent Sunday in the E. H. Barclay home in the Ford community.

Mr. and Mrs. Richard Simpson and children of Pampa spent Friday night and Saturday in the home of her parents, Mr. and Mrs. D. O. Benson.

Mr. and Mrs. Haskell Benson and daughters took Mrs. Johnson to her home in Pampa Thursday night. Mrs. Johnson had been visiting the past week with her daughter, Mrs. Benson and family.

Mr. Dave Benson went as far as Pampa with them and then on to Shamrock where he purchased a new tractor and drove it back.

Haskell Benson and Wesley Brown were in Amarillo on business Friday.

Miss Helen Jones gave a dinner Sunday honoring Mr. Wesley Brown whose birthday was Sunday. Among those present were Mr. and Mrs. J. B. Cocanougher and son, Virgil, Misses Lurline Dixon, Oliva and Virginia Benson, Mary Lois Springer, the honored guest and hostess and Mr. and Mrs. A. T. Jones and Dovie Jane.

The tryouts for the Interscholastic League contest at Dimmitt March 29 will be held at the school house Friday, March 22 at 2:30 p. m. After the tryouts there will be an Easter Egg hunt for the school children and for the pre-school children.

Mr. Fulkerson, of Roswell, N. M., is visiting his grand children in the J. E. Springer home.

Summerfield

HELEN OGLESBY

Mrs. Hazel Atchley and son, Ralph, of Canyon, spent the week end in the J. R. Oglesby home.

Wilson Vines has been acting as relief foreman in Canyon this last week.

Mr. and Mrs. Carl Neighbors are again at home in Summerfield.

Mr. and Mrs. Bill Marsh and son of Black, and Mrs. Bulah Barker of Turkey were visitors in the J. R. Oglesby home Saturday evening.

There were sixty-nine present at Sunday School here Sunday.

Mr. and Mrs. Shake Hill of Ford were visitors in the B. A. Atchley home Sunday.

Mr. and Mrs. J. R. Oglesby and family were visitors in the home of Mr. and Mrs. Lester Baker.

The Summerfield missionary Society took the play "How Home Missions Came Home to Helen" to Lazbuddy Sunday night.

The schools will be turned out from Friday till Tuesday for the Easter holidays.

Ossie Cross of Petersburg is now visiting in the Wilson Vines home.

Mr. and Mrs. B. A. Atchley have returned from their visit to Hot Springs, N. M.

Mr. and Mrs. Tandy Legg and children are to spend the Easter holidays visiting relatives in Plains, Kan.

There is to be a Senior Sunday School party at the home of Mrs. Jim Clark this Thursday night.

Vindicates South



When Winston Churchill, first lord of the British admiralty, drew a parallel between the American South of the Civil war and Nazi Germany of today, Mrs. Gerald M. Clark of Jacksonville, Fla., rose in wrath. She demanded, and received on behalf of Southern womanhood, an apology from Churchill, who denied any analogy in his speech.

Progressive News

IRA JEANNE RICKETTS

Mrs. Arch Conklin and small daughter, Julia, of Hereford spent Tuesday with their parents and grandparents, Mr. and Mrs. Ray Hershey.

Mr. and Mrs. Glen Rutter and family of near Ward visited in the home of Mrs. W. P. Gregory, Miss Augustine, Millard and Jake, Saturday night.

Lee Roy Boyer of Hereford spent Friday night with his brother, Mr. and Mrs. David Boyer.

Mr. and Mrs. Luke McBrayer and daughters of Wyche, Mr. and Mrs. Luther Pevy and Mesdames Louie LeGrand and Ida Ricketts of Hereford called in the Ira Ricketts home Sunday afternoon.

Mr. and Mrs. Allan Powelson of Hereford took dinner Sunday with his nephew and family, Mr. and Mrs. Lynn Powelson and family.

There were 45 present at Sunday School Sunday afternoon, a considerable increase over the past few Sundays. Bill Boyer of Wayland College filled his regular appointment and a few visitors were present. It was decided to have an Easter program next Sunday and the teachers of the various classes were appointed as a committee to arrange a program. An East-

Miss Shirley Ruth Thomas attended the Speech Festival in Amarillo Friday.

Mrs. Marvel Upton of Hereford visited in the C. B. Thomas home this last week end.

Mrs. Loyd Bradley was a visitor in Amarillo last week.

Miss Nell Cross of Friona visited in the Wilson Vines home Saturday afternoon.

Mrs. Homer Crow and children of Tulla spent this last week end here visiting relatives.

Mrs. J. B. Noland, Mr. and Mrs. Ky Lawrence and Mrs. Charlie Noland were visitors in Amarillo Saturday.

Jim Barnet of Texaco visited in the J. R. Oglesby home last week.

er Egg Hunt for the classes will also follow the program. Sunday School is held every Sunday afternoon at 3 o'clock. All residents of the community are urged to attend and visitors are always welcome.

Sunday dinner guests in the home of Mrs. David Boyer included Mr. Boyer's mother, Mrs. Pearl Boyer, his brothers Cecil, Bill, and Lee Roy, of Hereford, and Miss Wilma Higgins and Noel, Howard, and Gordon Higgins.

The community is glad to hear of the continued improvement of Mr. C. C. Bowman who is now able to be up and around for short intervals. We wish for him a speedy full recovery.

Miss Minnie Hurford is now home after having worked for the past few months in Hereford. Kenneth Rae of Wyche spent Sunday with Miss Lucille Park, his former teacher.

Mrs. Ira Ricketts was returned to her home Saturday after having been confined to the St. Anthony's Hospital in Amarillo. She is getting along nicely.

Mrs. Edgar Russell spent Friday with her mother, Mrs. J. E. Cockrell in Hereford.

Mr. and Mrs. R. R. Jackson and Carlos Anderson of Hereford visited in the home of Mr. and Mrs. A. D. Hurford Sunday afternoon.

The Progressive Literary Society will meet Friday night, March 22, with the program under the direction of Misses Billie Zoe Smith, Pearl Edwards and Rosa Lee Powelson. Visitors are always welcome. The time of meeting is set for 8 o'clock.

Mr. and Mrs. J. E. Henry and family spent Sunday with her parents, Mr. and Mrs. J. L. Park. Mr. and Mrs. Henry are moving to Ashdown, Ark.

There was a good crowd present at Singing Sunday night and last minute plans were made for the program to be presented by the singing class at Westway next Sunday night. The following program has been arranged and will be presented Sunday night, March 24.

Song, Millard Gregory, leader; Song, Glenn Ricketts; Song, Miss Virginia Bowman; Song, Miss Norma Lea Edwards; Trio, Noel Higgins, Glenn Ricketts and Calvin Edwards; Song, Miss Minnie Hurford; Special, Noel Higgins; Song, Bill Bowman; Song, Miss Ira Jeanne Ricketts; Song, Mrs. V. E. Dodson; Trio, Norma Lea, Mary Catherine, and Calvin Edwards; Song, Cecil Boyer; Gregory Quartette; Song, Miss Mary Catherine Edwards; Song, Gordon Higgins; Duet, Misses Ira Jeanne Ricketts and Eunice Caldwell; Song, David Boyer; Song, Miss Wilma Higgins; Duet, Misses Billie Zoe Smith and Pearl Edwards; Song, Miss Dora Lee Burgess; Song, Miss Eunice Caldwell; Song,

Junior Burgess; Song, Howard Higgins; Song, Lee Roy Burgess; Song, Mrs. Lynn Powelson; Song, Calvin Edwards; Song, Millard Gregory, leader.

Mrs. Ray Hershey spent Saturday afternoon with her daughter, Mrs. Arnold Hershey in Hereford, Mrs. Arch Conklin and Ford.

The community is sorry to hear that Mr. H. M. Smith, who is still confined to the hospital in Hereford is not doing so well. It is hoped by all that he will soon be improved enough to return to his home.

Mr. and Mrs. David Boyer attended a donkey baseball game in Canyon Thursday night.

The Progressive Girl's 4-H club is sponsoring a sock supper to be held at the school house Friday night, March 29. The proceeds will be used for the purpose of sending a representative to the Short Course at College Station early in July. Everyone

is invited and urged to attend Mrs. F. A. Millard and daughter, Mrs. C. R. Morgan and Miss May Millard of Hereford called on Mrs. Ira Ricketts Monday evening.

Garland Higgins received a very painful sprain last week when he sprained his ankle. It was unable to be out Sunday. It is hoped by his many friends that his ankle will soon be right.

Sunday afternoon visitors at the C. C. Bowman home included Miss Sadie Rigler and her mother, Mrs. Rigler of Hereford, Miss Ona Hammer and Mr. J. B. Hammer of Hereford, Mr. Pearl Boyer and sons, Cecil and Lee Roy, and Miss Lucille Park.

Mrs. Weldon Gregory returned to her home in Lubbock Wednesday after having spent a few days with her husband's mother, Mrs. W. P. Gregory, Miss Augustine, Millard and Jake.

NOTICE

Farmers and Stockmen!

We will buy Hogs and Cattle Every Day in the week. **Livestock Auctions Every TUESDAY!**

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Landscaping Is Topic For Dawn Club Meeting

The corner and entrances of a house should be emphasized in planning a landscape, stated Miss Sadie Lee Oliver, CHDA, in discussing landscaping at the meeting of the Dawn Home Demonstration Club held in the home of Mrs. Walter Galley Wednesday afternoon.

"The grounds should be divided into three areas, the public area directly in front of the house, the service area, usually to the side, where clotheslines and other necessary items are kept, and the private area or outdoor living room center which is preferably behind the house. These last two areas should be well screened from the front by appropriate shrubs. Flowers should be placed only in the outdoor living room and perennials make very beautiful and easily kept flower beds. The lawn in any area should be kept free from scattered shrubs. Trees should be placed in groups, not in rows.

It is wise to use only shrubs and perennial flowers which are hardy."

Miss Muriel Sibell head of the Fine Arts Department of the University of Colorado, who was visiting Miss Oliver gave an interesting discussion on the new trends in home decorating which includes more individuality in planning, use two colored walls in the same room to give a feeling of space, dark ceilings and use of bright colors. However, these bright colors should be used in small rooms such as the kitchen or bathroom, or in closets.

Among those present were Mrs. H. E. Miller, Mrs. R. A. Frye, Mrs. W. A. May, Mrs. Carl Wimberley, Miss Oliver, Miss Sibell and Mrs. Galley.

Easter Items

MRS. CARL FRYE

Easter missionary society met with Mrs. Harry Smith Monday afternoon. A good program was given. Those present were Rev. and Mrs. Walker, Mesdames Geo. Chambliss, Fred Walten, D. S. Burton and Harry Smith.

Miss Marie Hardin returned home last week from Amarillo where she has finished her course in beauty culture. Miss Hardin will go to Austin later in the spring to take the state examination.

Mr. and Mrs. Bill Sullenger and little daughter visited Sunday in Tucumcari.

Mr. and Mrs. H. H. Frye and son and Mr. and Mrs. Geo. Suer were in Amarillo Saturday.

News has been received that E. M. Allen is confined to his bed with pneumonia.

Mr. Allen, with Mrs. Allen and daughter, Vay, left Tuesday of last week to visit with relatives at Wellington, and later to visit in other relatives homes in different parts of Texas.

Mr. Allen at this time is doing as well as can be expected, and this community wish him a speedy recovery.

Mr. and Mrs. Cox and Clifton of Hereford visited Sunday in

Vega News

MRS. D. E. MCKENDREE

Mr. and Mrs. Charley Johnston and daughter, Mary Merle, spent last week end visiting her parents, Mr. and Mrs. Merle Wood.

Rev. Rex Kendall, pastor of the Vega Methodist Church, is holding a series of services in the San Jacinto Methodist Church in Amarillo this week.

L. L. Stevens accompanied Jay Taylor to Ft. Worth to the Fat Stock Show being held in that city, Monday of last week. They flew down in one of Mr. Taylor's planes. Mr. Stevens will visit his father in Decatur before returning to Vega.

Mrs. A. M. Miller left Tuesday for Breckenridge to visit her daughter, Mrs. Phillip McGahey and family.

Word has been received that Dow Jones, who recently moved to Natalia, has married but we have not been able to learn the fortunate lady's name.

The Vega P. T. A. held a business meeting Tuesday afternoon, the main business being election of officers for the ensuing year. It speaks well for the officers as they were all re-elected as follows: Mrs. C. T. Everett, president; Mrs. A. E. Roark, vice-president; Mrs. Joe Scott, secretary; Mrs. Iva Houseman, treasurer. It was also voted to buy a radio for school use as they have borrowed one on several occasions to hear leading speakers on subjects of interest and instruction to the pupils.

Mr. J. D. Thomas of Farwell was in Vega Wednesday in behalf of his candidacy for the office of District attorney.

On account of the weather, the play put on by the Adrian

P. T. A. in the Vega High School auditorium Tuesday night was not as well attended as might have been, but was thoroughly enjoyed by those present.

We are glad to report that Lillie Ellen Funk who has been confined to her bed with pneumonia is much improved.

Charlie Funk, who spends his winters in California returned to Vega this week to look after his land interests near Vega.

Quite a number of the ladies enjoyed an old fashioned quilting bee in the home of Mrs. W. A. Pulliam Tuesday.

Mrs. Bud Gault has returned from San Angelo where she visited her mother, Mrs. C. A. Bradford and family.

Mrs. John Halliburton went to Kemp Tuesday for a visit with relatives there.

The T. and T. Club met with Mrs. Guy Barnett Thursday.

Those seen in Amarillo, Friday from Vega were: Mr. and Mrs. Jess Giles, Mrs. Glen Boydston, Mrs. Fred Dewees, Mrs. J. W. McKendree, Mrs. Everett Krahn and Mrs. G. Peters.

Jay Voyles accompanied by D. E. McKendree went to Dallas Friday, by truck to bring the tools and equipment for Mr. McKendree's new blacksmith shop recently completed.

We are glad to see Raymond Godwin around again after a recent appendectomy in Amarillo.

Mrs. Earl Kilbourne and children motored to Dalhart Friday to spend the week end.

Mr. and Mrs. Glen Ivy took their two boys, Billy Glen and Joe Neal to Amarillo Friday to have their tonsils removed.

Ward News

MRS. CHARLES B. MILES

At the home of their daughter, Mr. and Mrs. Claude Smith.

Rev. and Mrs. Alken and Peggy called Wednesday afternoon on Mrs. Carl Frye and Mrs. Jack Higgins.

Mrs. Miles and Mr. and Mrs. Muse visited last week in the Lee Parker home. Helen Davis who has visited several weeks in the J. S. Smith home, returned to Oklahoma with them.

Junior Hawks, Louis Beckman and Bob Powell visited Sunday afternoon with Charles Frye.

Mrs. Harry Smith and Frank Allen went Tuesday to Wellington to be with their father who is ill at the home of a relative there.

There was a nice crowd at Church Sunday. Rev. Merle Grigsby of Plainview preached for us at the morning hour, we were glad to have him with us again.

Miss Lillian Woods, a niece of Mrs. Bob Higgins, and Miss Wood's friend, Mrs. Vera Whitten, both teachers in Dumas spent the week end here in Bob Higgins' home.

Mr. and Mrs. Lowery Walker and son, Wayne, spent Wednesday in Amarillo visiting her parents, Mr. and Mrs. C. E. Trimble.

Mr. and Mrs. Tom Blanscett and daughter are in Oklahoma this week visiting his mother.

Mr. and Mrs. Blanscett are moving to San Antonio next week to make their home in the future.

Mr. and Mrs. R. B. Hutson and sons attended the style show and Tom Thumb Wedding Thursday night at Hereford.

Mr. and Mrs. Tom Bradford and daughter, Patsy, of Borger were here Sunday looking after their farming property and visited in the E. Ward home.

The worst dust storm we had in two years blew here Tuesday evening lots of land blew and some report their wheat was blown out in places. Most farmers are busy listing to prevent blowing.

Mr. and Mrs. Wesley Higgins and Mr. and Mrs. Bill Hutson attended services at the Methodist Church in Hereford Sunday night.

Mr. and Mrs. Fred Moreman are busy this week piping their house for water and adding a porch on the east side.

Rev. Joshua Stephan and Mrs. Stephan and daughters, Lavern and Joyce Marie, of Plainview were Sunday dinner guests of Mr. and Mrs. T. B. Cox.

Roy Lee Wilson, T. B. Cox and Shorty Upton were in New

Mexico Wednesday.

Mrs. Irving Willoughby and small son, Donald Irving, were moved from the hospital in Hereford to the home of her mother, Mrs. Ida Lewis, where she is recuperating.

Sunday school was dismissed for Sunday in order that we might attend Easter services in Hereford.

T. B. Cox and Roy Lee Wilson were in Amarillo Friday.

Mr. and Mrs. Loyd Hamons are new neighbors in this community. They came here from Paducah. They live on what is known as the old Moreman place north of the school house.

Mr. and Mrs. Edgar Sowell of Hereford visited Sunday with her mother, Mrs. John I. Morris and Mr. Morris.

Mr. and Mrs. Carrol Westfall and son, Gene, of Tulla, visited Sunday with Mr. and Mrs. T. B. Cox and family.

N. M. and Miss Madalene Bell and her mother from Hereford.

Mr. and Mrs. G. A. Shwen visited their daughter in Plainview Monday.

Mrs. G. McCormick from Wichita Falls and Mrs. Lacy Whitcomb of Houston came Sunday night to be at the beds'ide of their mother, Mrs. J. Z. Smith, who has been very ill for some time. We are glad to report Mrs. Smith's condition very much improved at this time.

Mrs. Smith had her eighty seventh birthday last Tuesday. She was remembered by many of her friends on that day.

Mrs. Clyde Landtroop of Sayer, Okla., visited Monday evening with her sister-in-law, Miss Lois Landtroop.

Mr. and Mrs. Vern Lust were Plainview visitors last Tuesday. Miss Mildred Lust was quite sick at Canyon the first of last week.

Mr. and Mrs. Ivor Bagwell and his mother, Mrs. J. A. Bagwell, and sister and daughter, Mrs. Seaburn Teague in Plainview Thursday.

Mrs. Ed Smith from Hereford visited Mrs. J. B. Smith last Monday.

C. A. Cryer from McLean spent Friday night with his sister, Mrs.

Harry Rothwell.

Jack Smith of Amarillo came Saturday to stay with his grandmother, Mrs. M. D. Rushing. He entered school Monday.

Mrs. J. G. Davis honored her husband and Mrs. Kay Roberts with a birthday dinner Sunday. This was the thirteenth successive occasion like this.

Out of the community guests were Mrs. Davis' brother, J. F. Meader and wife, Mr. and Mrs. Albert Smith and daughter, Bertie Mary, and Gloria Noll, all from Big Springs.

Mrs. Smith is the daughter of Mr. and Mrs. Davis.

Mr. and Mrs. Cleo Richardson from Bovina, Milton Richardson from Vernon, Miss Ethel Womble from Hereford, Miss Helen Estes from Dimmitt, and Miss Aural Shaw from Olton were also guests.

The Rev. and Mrs. Walker filled their regular appointment with us Sunday and visited in several homes in the afternoon.

Dinner guests in the Ivor Bagwell home Sunday were Rev. and Mrs. Walker and Earl Lust and family.

Mr. and Mrs. J. L. Rothwell from Dimmitt visited in the home of their parents, Mr. and Mrs. E. R. Rothwell, Friday.

Bethel Items

MRS. E. R. ROTHWELL

Guests in the Ralph Simmons home last Sunday were Mr. and Mrs. Lon Simmons from Portales,

Special Easter SAVINGS

These Low Prices Are Good For Friday and Saturday

Sugar 10-Lb. **49c**
Cloth Bag

VEGETABLE SOUP, Phillips 3 for 25c
GRAPE JAM, Old Manse, 4-lb. jar 49c
KRAUT, No. 2 1/2 can, 3 cans : 25c
RICE, Blue Rose, 2-lb. package 10c
KARO SYRUP, light or dark, No. 10 can 59c

Milk ROSE. **17c**
3 Tall Cans

COOKIES, Chocolate Royal, 2-lb. package 25c
SHREDDED WHEAT, N. B. C., 2 packages 21c
BAKING POWDER, K. C., large 25-oz. can 21c
WHEAT PUFFS, 4 1/2-ounce package 5c
MARSHMALLOWS, 1-lb. package 14c

EGGS Nice Fresh. **10c**
DOZEN

CORN Mayfield, No. 2 can—4 cans 25c
PINEAPPLE, Libby's. 21c
9-Oz. can, crushed—3 cans
FRUIT COCKTAIL Libby's, No. 1 tall can 14c
PEACHES No. 2 1-2 size cans 2 FOR 25c
SPINACH Libby's—No. 1 tall can 10c
MUSTARD GREENS No. 2 Can — 2 Cans 17c
GREEN BEANS No. 2 Can — 2 Cans 17c
TURNIP GREENS No. 2 Can — 2 Cans 17c
CRISCO 3-Lb. Can 47c
TEA 1-4 lb. 21c 1-2 lb. 39c
Lipton's. Pkg. Pkg.
OXYDOL Large Package 17c
SOAP Guest Ivory — 3 Bars 11c
RINSO Large Package 19c
LIFEBUOY 3 Bars for 17c



Fashions For SPRING!



Hats, HATS!

The last word in style, just unpacked dozens of Spring creations in Turbins, Brims, Sailors, both Straws and Felts . . .

\$1.98 up

Dresses, Suits

We have hundreds of new creations to select from. Our stock is complete. In sizes 9 to 50.

New Pastel Skirts Just in! Accessories to Match!

Coat REDUCTIONS!

Top off your Easter outfit with one of our lovely coats. We are offering you some real savings in them this week. See them before you purchase your coat.

6 TO 24

Fashion Dress Shoppe
SHOP OUR STORE FOR ADVANCE STYLES!



Like your key fits your lock



DODGE Job-Rated TRUCKS FIT YOUR JOB

Open the door to SAVINGS! Put Dodge Job-Rated Trucks on YOUR job. Cost less to own, less to operate, less to service—because they're Dodge truck-engineered, Dodge truck-built, Dodge truck-powered to satisfy 97.3% of the nation's hauling needs. We've got the dependable Dodge Job-Rated truck for YOUR job. Come in. We'll give you the key to truck savings!

DODGE Job-Rated TRUCKS, PRICED WITH THE LOWEST FOR EVERY CAPACITY
IRELAND MOTOR CO.
Hereford, Texas

HIGHEST QUALITY MEATS



DECKER'S IOWANA **HAMS** FOR EASTER!
Shank Half . . . 15c Whole LB. 17c
Butt Half 16c

4-H CLUB-BEEF — No Advance in Prices!

ROAST Boneless Rolled Shoulder. PER LB. 19c

COTTAGE CHEESE — LB. 10c **DRY SALT BACON** — LB. 9c

FRYERS Fresh Dressed. EACH 49c

SAUSAGE Old Plantation, Seasoned — LB. 7 1/2c **BACON** Dold's, or Our Own Special — LB. 17c

Fresh Fish and Oysters!

FURR FOOD

We reserve the right to limit quantities!

FRESH PRODUCE

SPUDS

COLORADO IN MESH BAG. 10 LBS. 19c

APPLES Winesaps. Per Dozen 15c

GRAPEFRUIT Seedless. Doz. 25c

CARROTS

3 LARGE BUNCHES 10c

CELERY Jumbo Stalks. EACH 15c
PLENTY ONION SETS AND SEED

POTATOES!

Music Students Make High Rating

Among the many Hereford students who made high scores in the Panhandle Music Festival which was held in Amarillo last week end was Nadyne Newell who made the highest grade by one point, which put her in the blue ribbon class. She is the daughter of Mr. and Mrs. J. O. Newell.

From Friona little Miss Mary Nell Faulk made the highest grade also by one point, and which also put her in the blue ribbon class.

Twenty pupils of Miss Mattie Mae Swisher's Studio of Singing entered the contests and all made good scores on the main grade points which mean the making of good singers.

Listed among the good points exhibited by the group as a whole were; no forced tones, good style, good stage presence, good tone quality and expression, mellowness and presentation.

Mrs. Clay Ridgway was accompanist for the Hereford group and the Friona students were accompanied by Harley Bulls.

Bippus News

ALTA MAE FORTENBERRY

Mr. Clinton Homfeld and Mr. Elmo Pinell returned home from Fryor, Okla., with Mr. C. F. Crowley, Saturday morning, March 9.

We are happy that Mr. Crowley has improved in his health.

Mrs. Fred Burns and children visited in the home of Mr. and Mrs. Bob Shields Sunday.

Mr. and Mrs. Joe Fortenberry, Mr. and Mrs. Tom Fortenberry spent Thursday night with their brother, Mr. J. G. Fortenberry, after a visit in Clovis and Duran, N. M.

Mrs. Richard Evans returned home last week.

Mr. and Mrs. N. O. Phillips visited in the Bippus Community Monday evening.

Mr. Frank Donigan is putting up a new windmill in the pasture.

Mr. Charlie Hoover was in Hereford Monday.

Those visiting in the J. G. Fortenberry home were Mr. and Mrs. Clifton Homfeld and children, Mr. and Mrs. Seal of Amarillo, Mr. and Mrs. Everett McIntosh and Mr. and Mrs. Cord Hammock and family.

Mr. and Mrs. Clifton Johnson of Friona visited in the Bob Shields home Thursday night.

Mrs. Z. J. Steen was ill Tuesday and Wednesday.

Mrs. George Bippus, Mrs. Webb Adrian and Mrs. W. M. Thomas were visitors in the Z. J. Steen home Thursday.

Those shopping in Hereford Saturday were Mrs. Laura Whitson, Mrs. Knabe and children, Mr. and Mrs. Z. J. Steen.

Mr. and Mrs. Z. J. Steen's daughter and children visited them during the week end.

The club met with Mrs. Fred Burns, Wednesday. It will meet at Mrs. Webb Adrian's next time.

Dawn Items

MRS. CARL WIMBERLEY

TO BEGIN REVIVAL

Fifty-one were present at Sunday School Sunday afternoon. Reverend H. M. Redford of Hereford preached afterwards. He will preach again next Sunday afternoon and each week day night, Monday through Friday for the following two weeks. The hour for the evening services will be 8 o'clock. Everyone is cordially invited to be present.

The duststorm which blew up last Tuesday afternoon caused considerable blowing in spots. Nearly every farm had one or more spots blowing although most of it was stopped immediately through plowing, and

For Farm Kitchens



For the first time since the introduction of electric refrigeration, the farm kitchen now can have an electric refrigerator with equipment definitely designed to solve the problem of space for both normal food storage and safekeeping of large quantities of eggs, cream, meat and other farm items. Made by Frigidaire, this refrigerator is said to have all basic features of regular models and in addition is fitted with a set of special shelves which may be adjusted in a multitude of different combinations. One shelf combination shown above illustrates how provision is made for storing bulky items plus a wide assortment of foods for family needs. The basket shown holds 15 dozen eggs, while the cream can has a five gallon capacity. Included in storage facilities is a double-width freezer in which meats may be kept for long periods at temperatures below freezing. Other low temperatures elsewhere in the food compartment supply correct conditions for standard meat storage and preservation of all other perishables. This farm model Frigidaire has a storage capacity of eight cubic feet.

caused little damage to the wheat.

Mrs. L. M. Harris has a new windmill.

Mr. and Mrs. Jim White and son, Joe Dale, returned Monday from a visit with relatives at Breckenridge, Albany and Snyder. A sister of Mrs. White, who lives at Snyder, accompanied them.

Mrs. Ernest May was hostess for an aluminum dinner this week. Among those present were Mr. and Mrs. Lisle Woodford and Mr. and Mrs. Tom Carroll of Hereford, Mr. and Mrs. Carl Luke, Mr. and Mrs. Emzy May and Mr. and Mrs. Ernest May.

Mrs. Cal Walker visited the past week with relatives in Hereford.

Mr. and Mrs. Baker Womble and daughter, Sally, returned Friday from Mangum, Okla., where they visited Mrs. C. J. Franklin and family the past week. While there Mr. Womble took Mrs. Franklin and her daughter, Patsy, to Temple where Patsy went through the clinic. Mrs. Womble kept the other children while they were gone.

The following article concerning the Dawn students at W. T. High School at Canyon appeared in last week's issue of the "Tumbleweed" the official paper of the school and was headed, "Just Between Us."

"I wonder how many of us stop to think how much W. T. High School owes to the Dawn students. They contribute much to our school in all branches of school activities and school work. Obid Caraway received the honor of being elected Mr. W. T. High which is one of the highest honors that can be bestowed upon a boy of W. T. High.

There are seven students who hold offices in either their classes or clubs. James Murphy White is president of the Freshman class, Obid Caraway is president of the Sophomore class, Sarah Smith is vice-president of the Sophomore class, Evelyn Luke is treasurer of the Sophomore class, Mildred Luke is president

discussion on landscape planning and Miss Muriel Siebell, head of the Fine Arts Department at the University of Colorado, discussed the newest ideas in home decorating.

The next meeting of the club will be March 27 at the home of Mrs. W. A. May with a program on perennial borders.

Ralph Shelton and E. F. Seymour made a business trip to Amarillo Thursday.

Miss Ella Smith, who is taking a nurses training at North-west Texas Hospital in Amarillo, visited home folks Friday until Sunday.

Mrs. Ben Manning of Amarillo visited Mrs. Iverson Leake Friday.

Little Joy Miller had a birthday party at the school house Saturday afternoon after recess. She was six years old. Games were played and muffins filled with green coconut and candy Easter eggs were served to the children.

Mr. and Mrs. Spurior of Borger were in the community on business this week.

Miss Alma Miller of W. T. visited at home over the week end.

Mr. and Mrs. J. G. Coe and sons and Mr. and Mrs. C. C. Stewart visited Mr. and Mrs. Cecil Benton at Excell Saturday and Sunday.

M. C. Sanders and Milton Sanders of Canyon visited Mr. and Mrs. L. A. Murphy Sunday.

Mr. and Mrs. Hartland Caraway of Wyche went to Ranger Friday and brought Mrs. W. P. Caraway home Sunday. Mrs. Caraway has been visiting her parents, Mr. and Mrs. J. C. Bargeley the past ten days.

Mr. and Mrs. Cecil Mariner visited Mr. and Mrs. John Mariner at Fairview Sunday.

Mr. and Mrs. Jim Allred and children and Miss Lottie Allred of Hereford were dinner guests of Mr. and Mrs. H. E. Miller Sunday.

Enjoying a picnic lunch at the Hereford Park Sunday were Mr. and Mrs. C. Aubrey Wimberley, Mr. and Mrs. Lloyd Bentley, Carroll Creps, and Miss Nedra Clayton of Hereford. Afterwards all went to Jumbo to see Mr. C. Aubrey Wimberley's farm there which he bought recently.

Raymond Stewart and Bob Coe celebrated their birthdays Sunday evening.

Mr. and Mrs. Winfield Mariner of UMBERGER visited Mr. and Mrs. C. E. Mariner Sunday evening.

Doyce Griffith returned Monday from Byers, where he and Mrs. Griffith had been called upon the illness of her father, who had pneumonia. Mrs. Griffith remained. However, her father was much improved. She is a niece of Mrs. W. J. Stewart.

DUST STORM REMEDY

We may not have a remedy for all the Dust Storm ailments—but we do have a remedy for your automobile after a dust storm. We can wash and grease your car and vacuum the upholstery and wash the motor. Let us call for your car and give it a spring cleaning.

TEXAS SERVICE STATION
GLENN SNYDER PHONE 440

Month after month...
you're ahead
dollar after dollar!

STUDEBAKER
CHAMPION
in the lowest price field

29.19 miles per gallon
officially!

Thousands of "just average" drivers get exceptional gasoline mileage and remarkable oil and upkeep economy with this roomy, restful-riding low-price car. With an expert driver and low-extra-cost overdrive, it averaged 29.19 miles per gallon in the Gilmore Yosemite Sweepstakes. See and drive a good-looking Studebaker Champion now—low down payment—easy C.I.T. terms.

PRICES BEGIN AT
\$660

WILSON MOTOR CO.
Texaco Station on Highway 60 and Roosevelt

Texas' carbon black, used by tire makers to toughen rubber, is made from sour gas, unfit for other commercial use.

Three hundred billion feet of sour gas, unfit for any other commercial use, are converted into carbon black each year in

Adrian News

DONNA GAYLE HARRIS

Mr. and Mrs. W. F. McLeod and son and his wife are visiting in the home of Mrs. B. L. Spande, and family. He is a brother of Mrs. Spande. Their home is in Sasasau, Canada. They are enroute home from Florida, where they spent the winter.

Mr. and Mrs. Blasingame and family spent Sunday—visiting friends in Adrian.

Miss Lottie Zaring gave Mr. and Mrs. O. G. Bohannon a shower at her home Saturday night. Twenty-five were present.

Mrs. E. C. Chapman is having the Chapman Cafe remodeled inside. She will put in a partition, booths, and have a new kitchen.

The sophomore class entertained 26 guests at a St. Patrick's Day party at the high school, March 16. Green and White were used in decorations and refreshments of angel food cake, layer jello, and hot chocolate were served to Opal Miller, Mary E. Cone, Mildred Miller, Norma Lee Hetzler, Sylvia Brink, Sarah Calhoun, Donna Harris, Freda Baldwin, Vera Carlson, Carol Grubkey, Elmo Chambers, Roy Long, Gwyth Boage, Raleigh Hollabaugh, James Love, Jackie Monahan, Bobbie Harris, Jimmie Zaring, Wilbur Chapman, Wayne Thomas, Ed Thomas, Mrs. Hertzler, Mrs. Harris, Miss Clemons, and Mr. Hammit, the sponsor.

Fifty Adrian young people had their first picnic at the new park Sunday night.

Mr. Jesse Scott was married Saturday night in Vega.

Mrs. W. J. Smith of Kildoso, N. M., is visiting her daughter, Minnie Dea and son Billy this week.

Brand Ads Get Results!

Horse and Mule SALE

TUESDAY, MARCH 26

Bring in your Horses and Mules. This will be our last Horse and Mule Sale this Spring. We'll have Plenty of Buyers!

SALE WILL START AT 12:30 P. M.

STOCKYARDS SALES COMPANY

HOMER and BONNIE BRUMLEY
Hereford, Texas

CORNER DRUG STORE

The Jexall Store
PHONE 105-HEREFORD FREE DELIVERY

100 Hobart's ASPIRIN	29c
30c Size SAL HEPATICA	25c
75c Size REX-RUB, for sprains, bruises	69c
60c DRENE SHAMPOO	39c
60c Bottle ALKA SELTZER	49c
60c Bottle REX SELTZER	39c

BOTTLE OF 100
Dr. Hinkle's Pills 9c

35c VICK'S SALVE 23c

Genuine Kantleek
COMBINATION FOUNTAIN SYRINGE \$2.50
(with 5-year written guarantee)

Rexall EYE LOTION, 8-oz. bottle 50c
(Soothes and Cleanses)

MISMAREX, Anti-Acid powder 5-oz. 49c
(For Stomach Disorders)

50c IPANA TOOTH PASTE 29c

35c Ingram's MILKWEED CREAM 29c

1-2 Gallon MINERAL OIL 98c

\$1.00 VITALIS HAIR OIL 79c

SPECIAL COMBINATION

FULL PINT **Mi31 SOLUTION** and **Klenzo TOOTH BRUSH**

We have to repeat this value every so often because so many take advantage of it. Limited quantities.

REG. 74c Both VALUE for **49c**

THESE ARE Jexall PRODUCTS

Prices Cut to the Bone

1 Lk **Tooth Brushes, 2 for 43c**

\$1.00 Peptona IRON TONIC 89c
Get rid of that run-down feeling!

Pkg. of 12 **Rexette SANITARY NAPS** 14c

\$1.00 Chamberlain's LOTION 79c

Take this Tip...
BE HERE EARLY

Johnson's **BABY KIT**
for protection and comfort.
25c **BABY TALCUM**
15c **BABY SOAP**
1.2 OZ. **BABY OIL**
All for 34c

Electrex HOUSEHOLD IRON

Now only **\$1.29**

AC or DC CURRENT
Regulation size. Nickel-plated. Underwriters approved. Separate replacement heating element.

A Jexall product

REMEMBER THE Jexall DRUG STORE FOR BEST VALUES ALWAYS

Announcing opening of the

HEREFORD WELDING and ELECTRIC CO.

He have just recently completed our new building across south from Davis-McCracken, and invite you to visit us in this location.

OUR BUSINESS IS
ACETYLENE WELDING — ELECTRIC WELDING and GENERAL ELECTRICAL WORK
Including Home Wiring

See us before you make a deal. Our service is Reliable and Prompt!

Hereford Electric & Welding Co.

"BUGS" WILKINSON and DICK COFFEE, Owners

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Annual Election Of Officers Held By Child Study Club

Annual election of officers was conducted at the Child Study Club meeting held at the home of Mrs. Elmer Patterson with Mrs. Marlin Gilliland as hostess. The new officers include Mrs. Tom McCollum, president; Mrs. Ivin Riddling, vice-president; Mrs. J. W. McVay, parliamentarian; and Mrs. Elmer Patterson, reporter. Members voted to suspend meetings during the summer months and the new leaders will be installed at the last meeting in May. The year book committee was appointed by the presiding officer, Mrs. Patterson. Those named were Mrs. G. W. Newsom, chairman; Mrs. J. W. McVay and Mrs. M. T. Rutter. An evening party with husbands as honor guests was planned for March 21. The party will be given in the Home Demonstration rooms at the court house and an illustrated health talk given by Dr. R. R. Willis will be featured. The membership limit was placed at 25 instead of 30 as had previously been planned. The program consisted of a discussion of state, county and local welfare agencies led by Mrs. Patterson, who presented outlined bulletins from the State Health Department. These bulletins will be placed in the Deaf Smith County Library for reference. Two new members were welcomed, Mrs. Ira Foster and Mrs. Jim Kirby. Attending the meeting were Mesdames Claude Longbottom, R. F. Conaway, Gordon Witherspoon, C. P. Grimes, C. R. Lady, George McConnell, J. P. Robinson, M. T. Rutter, J. D. Story, J. W. McVay, J. B. Whitlow, Ellis Wilson, James Williams, Tom McCollum, G. W. Newsom, G. M. Hudson, John T. Simms, Mac Baham, James Aiken, Mrs. Purdue.

In 1922 the average cost of drilling and oil well in Texas was \$15,000. In 1938 it was \$26,000 due to wage increases, deeper drilling and more expensive equipment.

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**THREE-HOUR
COMMEMORATION
SERVICE**

Good Friday—12 'til 3.

High Mass in Honor of Christ's
Resurrection Easter Morning, 8:15.

You are cordially invited to attend
these observances.

St. Anthony's Church

Take No
Chances

YOU NEED A CHECKING ACCOUNT!

You'll find that a checking account at this bank is valuable in many ways. It will enable you to pay bills by mail and always to have "correct change." It will help you save by supplying you a record of expenditures. It will protect you against loss or theft of cash. Your account is invited.

MEMBER
F. D. I. C.

First National Bank

A Strong Bank
OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM Thoughtfully Managed

Take No
Chances

YOU NEED A CHECKING ACCOUNT!

You'll find that a checking account at this bank is valuable in many ways. It will enable you to pay bills by mail and always to have "correct change." It will help you save by supplying you a record of expenditures. It will protect you against loss or theft of cash. Your account is invited.

MEMBER
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Husbands Are Honor Guests

White sweet peas and baby's breath arranged in a green crystal bowl centered the table when husbands of members of the Wednesday Luncheon Club were honored guests at a buffet-supper bridge party given at the home of Mr. and Mrs. J. C. McCracken last week. White tapers lighted the table at each end. Other green and white suggestions carried out the St. Patrick's Day motif at small tables where guests were seated. Place cards which later served as tallies for bridge, and prize wrappings repeated the established colors.

Mrs. B. M. Wiltshire and W. M. Emmons played high for score awards.

Those attending were Messrs. and Mesdames Alton Fraser, Jimmie Gillentine, W. L. Davis, C. C. Rockwell, Jack Wayland, O. E. Easley, Mrs. B. M. Wiltshire, W. M. Emmons and the hosts.

Camp Fire Girls Have Birthday Celebration

Glimpses of the work being done by Camp Fire Girls organizations of the nation were given at the birthday celebration held by Weocantewaste Camp Fire Girls at the Camp Fire Hut Thursday night.

Although the birthdate of "Camp Fire" dates officially from March 17, 1912, the idea began to take shape in 1911. While U. C. Langdon of the Russell Sage Foundation was directing an historical pageant in Thetford, Vermont, he found that the boys who were working with him were organized as Boy Scouts but the girls had no organization of their own. With the help of James West of the Boy Scouts, Dr. Luther Halsey Gulick, Dr. Mary Sheneck Woolman, Mrs. Chas. H. Farnsworth, Miss Lina Beard, sister of Dan Beard of the Boy Scouts and several other students and teachers, the first manual was planned and writ-

ten. Dr. Luther Halsey Gulick was elected president and the movement was incorporated as The Camp Fire Girls, a national association.

The birthday project for the year just finished was "Skillful Living" and in following the national outline the Weocantewaste group made trips through plant, the local fire station and the Bell Telephone Company an informative visit to the Stambaugh Cleaning Establishment.

As a climax to the completion of the project the waffle supper Thursday night celebrated the 28th birthday of Camp Fire. Tables for four were laid with white cloths and places were marked by cards with the cross logs and flame, symbol of Camp Fire Girls, painted in brown and red.

A lovely kitchen shower, the gift of the Business and Professional Women's Club, and the connecting of gas, which was brought about by the West Texas Gas Company and the school board of the Hereford schools, completed the kitchen unit for the hut.

Members enjoying the celebration included Jessie Ann Buckner, Betty Ann Dunlap, Jo Ann Rosson, Mary Nicks, Mary Ellen Henslee, Norma Jean McCullough, Georgianne Miller, Helen Miller, Helen Ann Pitman, Virginia Lyons, Marian Plummer, Betty Jane Robinson, Wanda Jean Smith, Mrs. Urlin Streu, guardian, and five guests: Mrs. Ethel Robinson, Mrs. Dyalthis Bradley, Gloria Medlin, Mrs. Besie Smith and Miss Mary Kate Brotherton.

Lutie Fox Circle Meets In Home Of Mrs. O. E. Easley

Mrs. O. E. Easley was hostess to members of the Lutie Fox Circle of the Woman's Society of Christian Service of the Methodist Church Friday afternoon.

Mrs. Fred Harrell led the lesson on "Suffering in the Psalms" taken from the study book, "Songs of Zion." She discussed the life of Isabella Thoburn, missionary and teacher of girls in India.

Mrs. J. C. McCracken presided. Mrs. Cawthon Bryant was elected delegate to the annual Woman's Conference to be held in Plainview April 4-5-6.

The next meeting will be held at the home of Mrs. W. M. Emmons on Friday, April 5.

Justakard Club Is Entertained At Lunsford Home

Green and white colors were used in St. Patrick's Day motif in the decorations when Mrs. Speck Lunsford entertained members of the Justakard Club at her home last week.

All appointments emphasized the Irish theme with plate favors featuring shamrocks and tiny green hats.

Mrs. Grant Fuller was high score winner and Mrs. N. E. Milburn, second high.

Members making up the two tables of players were Mesdames George V. Stambaugh, J. D. Nell, Henry Sears, Meade Halle, R. R. Willis, Grant Fuller, N. E. Milburn and the hostess.

Brand Ads Get Results!



HEADED FOR THE Big League?

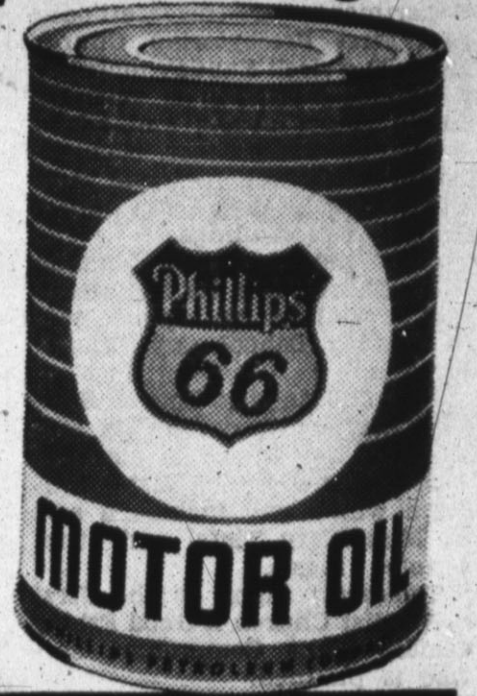
It's HARD to tell... but EASY to pick a winning oil

WILL this lad ever be a likely candidate for a berth with a major league club? Even an experienced baseball scout, who spends his life scanning the sand lots and combing the bush leagues, would need a crystal ball to answer that one.

But you don't need to spend your life learning how to judge the value of lubricants... you don't have to do any crystal gazing... to choose a winning oil for your motor. It's easy to tell. This is why:

Without reservations of any kind, we frankly publish the fact that Phillips 66 Motor Oil is our finest quality... the highest grade and greatest value... among all the oils we offer.

That makes it easy for you to get a big-league oil. Just drain and refill your winter-worn lubricant with Phillips 66 Motor Oil at the Orange and Black 66 Shield.



Phillips Finest Quality

North Hereford Club Makes Yard Studies

The principles of yard arrangement was studied by the North Hereford Club when members met at the home of Mrs. Otto Olson, Friday afternoon. The yard should contain three separate units; public, service and family, stated Miss Oliver, with shrubs around the house and a border of flowers in the background of the family unit. There should be a roasting oven in the background so the family can entertain their friends at home.

The subject discussed for the yearbooks in the future was living room improvement in place of yard arrangement.

Mrs. Robbins and Mrs. Vaughn displayed handwork which included tea and cook aprons.

Mrs. Frye generously divided her flower seed. Refreshments were served to Mesdames Fred Saltzman, Geo. S. Parker, Harry Kibbe, G. H. Parker, L. D. Williams, Louie Olson, C. G. Robbins, Otto Olson, W. H. Miller, Oscar Vaughn, Frank Wilde, G. A. Frye, and Edwards.

The next meeting will be held at Mrs. Geo. S. Parker's, April 5.

Home Makers Class Entertains Husbands

A St. Patrick Irish party entertained members of the Home Makers class of the First Baptist Church and their husbands at the Otto Massie home Thursday night, March 14.

Games were played throughout the evening. A beautiful plate lunch carrying out the motif and St. Patrick's colors, was served to Messrs and Mesdames Art Manjoet, Glenn Boardman, G. P. Owen, Joe Kendall, Jess

Mrs. Valentine Is Birthday Honoree

Mrs. W. I. Valentine was complimented Thursday when members of the T. E. L. Class of the Baptist Church entertained at her home in honor of her birthday. The affair was in the form of an all-day meeting with a turkey dinner featured at noon and handwork of various types entertaining the guests in the afternoon.

Those enjoying the occasion were Mesdames S. L. Walser, J. S. Orr, W. A. Long, J. H. Miller, Mark Hanna, Viola Williams, J. B. Harlin, Lee Lambert, Jack Roberson and the hostess.

Roberson, Earl Lance, Edgar Mosely, J. E. Young, Otto Massie and Mesdames Wood Vaughn, Louie Olson, Ted Young and O. G. Hill.

Fairview Home Demonstration Club Meets

The Fairview Home Demonstration Club met with the agent, Miss Sadie Lee Oliver, for the first time this year at the home of Mrs. Dan Higgins. There was a good attendance of members and one visitor.

Tree planting was discussed at roll call. Miss Oliver discussed shrubs and landscaping.

Pie and coffee were served to Mesdames Womble, Downing, Wynn, Grabbe, Comingoer, Higgins, and Miss Oliver and Siebell, and Allen Downing and Janelle Womble.

The club will have its social meeting with Mrs. L. C. Moore.

George Conklin Makes Tech Honor Roll

George Conklin, son of Mr. and Mrs. Lee R. Conklin of Hereford, made the fall semester honor roll at Texas Technological college with an average of A.

Complete ceremonial costume of Texas' Comanche Indians is on display at the University of Texas anthropology museum.

**READ THE
Advertisements
THEY'RE NEWS**

Pre-Season
USED CAR SAVINGS SALE

WE'VE POPPED THE LID OFF EARLY!

YOU CAN BUY NOW AT OFF-SEASON PRICES

New Ford cars are selling like blazes—our used car inventory is piling up too fast for us to wait till Spring. So, we've popped the lid off early... and you benefit.

Prices are right at the bottom now. This is your chance to save. Come in and inspect these specials... every car a real bargain. Buy now... big selection!

SAVE -- SEE US TODAY -- SAVE

WE HAVE A NICE OFFERING OF USED CARS, TRUCKS AND PICK-UPS... AND WE'RE SELLING THEM AT BARGAIN PRICES!!

WE ALSO INVITE YOU TO VISIT OUR MODERN, COMPLETE REPAIR SHOPS. OUR SKILLED MECHANICS HAVE THE BEST OF EQUIPMENT AND THEY ARE ALWAYS GLAD FOR A CHANCE TO SERVE YOU!!

Hereford Motor Co.

106 MAIN STREET HEREFORD, TEXAS

FOR BETTER USED CARS OF EVERY MAKE SEE YOUR FORD DEALER FIRST

Notice

Price Change in Helpy-Selfy
Wet Wash Service

(Where Laundry is washed by our employees)

Effective Monday, March 25th

Whereas, the present charge for Wet Wash Service is now a minimum of 35c for 35 minutes, and 1c per minute thereafter, the future charge will be:

40c MINIMUM FOR FIRST 30 MINUTES
45c FOR THE NEXT 30 MINUTES... and
1c PER MINUTE THEREAFTER.

Helpy-Selfy Laundry Service (where you do your own washing) will remain the same — with a minimum charge of 35c for the first hour.

Campbell's Helpy-Selfy Laundry
Hereford Laundry & Dry Cleaners

Hereford Motor Co.

106 MAIN STREET HEREFORD, TEXAS

FOR BETTER USED CARS OF EVERY MAKE SEE YOUR FORD DEALER FIRST

Churches Of Hereford Plan Special Services For Easter

FIRST METHODIST CHURCH

An impressive Sunrise Easter service on the steps of the Methodist Church is being planned by the combined young people's departments of the Methodist and First Presbyterian Church for 5:30 o'clock Sunday morning. A cordial invitation is extended to all young people and adults to join in the services. Kenneth Potter will be in charge and there will be special music and appropriate short readings.

After the service each group will separate for a sunrise breakfast, and later will participate in Sunday School and Church services.

At the Methodist Church Sunday morning a dedication service for the babies is planned, followed by a special Easter Program which will include a solo by Miss Mary Triefel and other selected music.

Tomorrow night at the First Methodist Church a Good Friday Candle Light Communion service is planned.

FIRST CHRISTIAN CHURCH

The Annual Easter Sunrise Service will be held at the First Christian Church on Easter Sunday morning, March 24, at 6:15. The worship atmosphere of the Sanctuary will be augmented by the use of white candles and appropriate flowers. Those who have attended the service through the years have borne frequent testimony to its spiritual value. The program has been arranged by the Women's Missionary Society of the Christian Church. Everyone is extended a hearty welcome to be present.

"Paul's Great Conviction—The Resurrection," will be Rev. H. M. Redford's morning sermon. A baptismal service has been planned for the evening. Tonight, March 21, there will be a Candle Light Communion service at the First Christian Church.

ST. ANTHONY'S CHURCH

The commemoration of Christ's Crucifixion will be made between the hours of 12 and 3 o'clock in St. Anthony's Church Friday.

The service will commence with the Church's liturgy for this day and will be continued with meditations on Christ's suffering and death.

Those who are unable to take part in the entire service may come at any time during the three-hour period.

The High Mass on Easter will be at 8:15 a. m. A boy's choir will sing a processional anthem and the senior choir will sing a specially prepared Mass for the occasion.

A cordial invitation is extended to all who care to attend these services.

FIRST PRESBYTERIAN CHURCH

In addition to the Sunrise Service planned by the young people to be held jointly with the young people of the First Methodist Church, special music has been planned for the morning worship hour. The baptism of infants will be offered. Miss Rachel Ireland will render special music.

OTHER SERVICES

Emphasis on the Spiritual and Inspirational meanings in Christ's Supreme Sacrifice will characterize services at the Church of Christ, The First Baptist Church and the Assembly of God Church.

Every church in Hereford extends a most hearty welcome to attend services at the church of your choice this Easter.

FIRST PRESBYTERIAN CHURCH

James Aiken, Jr., Pastor
Sunday School 9:45 a. m.
(G. M. Hudson, Sup't.)
Morning Worship 11 a. m.
Young Peoples 6:15 p. m.
Evening Worship 7 p. m.

CHURCH OF CHRIST

Bible Classes, each Sunday
10-11 A. M.
Morning Worship 11-12 a. m.
Evening Worship 7:30-8:30
Ladies Bible Class, each Wednesday 3-4 p. m.
Midweek Bible Study 7:30-8:30
Visitors cordially invited to attend all services. Come let us study God's word together.

THE METHODIST CHURCH

Sunday School 9:45
Morning Services 10:50
Evening Services 7:30
Young People 6:30
Missionary Societies each Wednesday 3 p. m.

ASSEMBLY OF GOD CHURCH

2 blocks north of High School
Sunday School 9:45 a. m.
(Lester Galley, Sup't.)
Preaching 11 a. m.—3 p. m.
Mid-week Services Tuesday and Friday 8 p. m.
Welcome to all.

BAPTIST CHURCH NEWS

Let's make Sunday a great day for the Lord. Attendance has been fine lately, especially. There were three or four less in Sunday School last Sunday, but more in B. T. U. The Adult Union had the largest percent of increase of any of the unions. The Intermediate unions are growing also and we predict more growth, yet.

The pastor plans to preach Sunday morning on "The Necessity of the Resurrection." Read First Corinthians fifteen. The subject Sunday night is "The Demand for Faith," Mark 9:14-29.

We covet your prayers for our Youth Revival, April 14-21. Rev. Haldeman, our preacher, and Mr. Charton, our singer, requests your prayers for them as they prepare to be with us. They are young and we can help them through prayer. Let's make those eight days—eight great days for the young people of our church and town.

We invite all who will to worship with us and we especially invite visitors and those who have no church of their faith here. Let's make Sunday a great day for the Lord.
W. E. Barnes, pastor.

SERVICES AT THE CHRISTIAN CHURCH

H. M. Redford, Minister
J. C. Ricketts, Superintendent
Bible School 9:45-11 a. m.
Morning Worship 11-12 a. m.
Evening 6:15-7:30 p. m.
Evening Worship 7:30-8:30

Our Bible School attendance last Lord's Day reached the highest mark during the present year. Under the stimulus of the Easter Season we anticipate a further increase next Lord's Day. "Paul's Great Conviction—The Resurrection" will be the theme at the morning worship. The baptismal service will be held at the evening hour. Special preparation has been made for these services. A cordial invitation is extended to all.

THURSDAY NIGHT CANDLE LIGHT COMMUNION SERVICE

The annual Thursday night Candle-Light Communion Service will be held at the Christian Church on Thursday night, March 21, at 8 o'clock. This service has been arranged for the special benefit of those who desire to deepen their spiritual experience by this intimate fellowship of the Church. The table will be spread for all who wish to participate. You will find a cordial welcome.

Former Hereford Girl Wins School News Story Contest

COMMERCE—Vivienne Davis a graduate of Hereford High School and now a student at the East Texas State Teachers College, won the local TIPA contest, which was recently conducted on the campus, in the News Story division.

The East Texas entries were mailed to San Marcos last week where they will be judged with material from all other member schools during the annual convention of the Texas Intercollegiate Press Association in April.

Gopher Poison Kills Mice

Poisoned grain purchased at the courthouse for gopher control was accidentally proven to be an excellent mouse poison. A paper bag containing poisoned maize was torn while stored at the H. E. Miller home at Dawn. The spilled grain was eaten by mice and proved a fatal poison. School children killed 16 mice at the school house and later tried poisoned grain as an additional control measure. Mrs. August Frye is reported to be using it at the store with satisfactory results.

CALIFORNIAN VISITS SISTER

Mrs. Clara Moore of Los Angeles, Calif., is in Hereford to visit her sister, Mrs. J. E. Beyer, for several weeks. Later Mrs. Moore and Mrs. Beyer plan to visit relatives in Kansas and Missouri.

ROOMS TO RENT? TRY A WANT AD

SOCIETY.

Five-Year-Old Is Honored At Party

Paul Bryan Schroeter, who was five years old Wednesday, was complimented Tuesday afternoon with a birthday party given at the Schroeter home by his mother, Mrs. A. J. Schroeter. Paul Bryan was painfully burned about six weeks ago when his clothing caught fire while he was standing before an open gas stove, and games were planned so that he and his guests could participate, gathered around his couch.

The birthday cake was topped with an array of cookie-animals and surrounded by a wreath of greenery and sweet peas, in which were placed at intervals, gay little wax figurines holding the five birthday candles.

The cake was brought to the bedside and cut, then later it was served with strawberry ice cream to the merry little group. Plate favors were Easter bunnies and mints.

Invited guests included Ruth and Ray London, Kenneth Brock, Nan and Jessie Buckner, George Ernest Rolls, Alex J. Schroeter, Edwin Schroeter and the honoree.

Others who brought gifts and good wishes during the afternoon were Mrs. J. J. Buckner, Mary Brock, his great-grandmother, Mrs. Jennie Thompson, Miss Jessie Morris, his paternal grandmother, Mrs. R. Schroeter, David Schelle, Mr. and Mrs. Troys Carmichael and his maternal grandparents, Mr. and Mrs. A. O. Thompson.

Fidelis Matrons Class Has Luncheon-Program

The Easter motif was carried out at the covered dish luncheon given by Fidelis Matrons Class of the Baptist Church at the home of Mrs. Alton Fraser Friday. Hostesses were Mesdames Jimmie Beams, Joe Curtsinger and Fraser.

An arrangement of Easter rabbits and baby chicks and yellow and orange tapers formed the table centerpiece.

In the afternoon a short business session and program were held. Mrs. J. W. Witherspoon discussed "The Religion of Primitive Peoples." Members also worked on a quilt which will be presented to the Buckner Orphan's home in Waco.

CLASS ENTERTAINED

Members of the Win One Class of the Methodist Church were entertained at the home of the class president, Mrs. Florence McClellan, Tuesday afternoon.

A short business session was held and a short program was given. Mrs. E. W. Harrison gave the devotional.

Members worked on a quilt which will later be sold for the class benevolence fund. Hostesses for the party were Mesdames M. M. Beavers, T. C. Mathies, Fred Millard and Mrs. McClellan.

Refreshments were served to Mesdames I. H. Spratt, H. H. Hawkins, J. B. Hammer, Marvin Norwood, J. D. Story, Syd Brown, Luther Pevely, Clara Freeman, A. C. Thompson, Hattie Ruthersford, E. W. Harrison, T. H. Coursey, E. J. Hudson, E. B. Black and L. Ellis.

Mr. and Mrs. W. S. Knapp of Indianapolis, Ind., and Mr. Robert Wilson of Kansas City arrived Tuesday night to visit in the J. A. Pitman home. Mr. Wilson's wife and children are expected to arrive tomorrow night.

Mr. and Mrs. O. E. Sherman and Mr. and Mrs. John Haberer have returned from a pleasure trip to Louisiana, Mississippi, Georgia, Florida and Alabama. Enroute, they stopped in Wichita Falls, took in the Fat Stock Show in Ft. Worth and visited briefly in Dallas. On the return trip from Alabama they visited Austin, Texas and other points of interest reaching Hereford Tuesday.

Trees Recommended By AAA Announced

In a letter dated March 15, 1940 Miss Sadie Hatfield, Extension Specialist in Landscape Gardening writes: "Trees for which payment is made by the AAA are:

Recommended in the Western Texas region: American elm, black locust, black and western walnut, bur oak, catalpa, willow, green ash, hackberry, honeylocust, jujube, lilac, mulberry, Osage-orange, persimmon, western yellow and Scotch pines, Russian Olive, tamarix, vitex, wild plum.

The rate is \$7.50 per acre for planting. For trees already planted, \$4.00 per acre is paid for proper maintenance of them."

Trees planted this season at the Dennis C. Barnard home on 25-mile Avenue include Desert Willow, Chinese Elm, Redcedar, and Austrian Pine.

Mr. and Mrs. E. S. Ireland and Mr. and Mrs. Clay Ridgway were in Lubbock Sunday to visit Mr. Ireland's twin brother, Elmer Ireland and family. The occasion was the birthday of the Ireland brothers.

Want Ads

Wanted

FARM AND RANCH LOANS WANTED
5 per cent interest payable once each year. We make loans anywhere in the Panhandle. Plenty of money.
W. A. SCOTT
Ft. Worth, Texas 10-419

WANTED: All the flats I can fix. Don't forget Riverside Tires. Also want trucking. Owen Tire Shop, Phone 28. 10-3tc

WANTED: Someone with truck or pickup to move about 100 yards of dirt. W. G. Slagle. 12-1tp

WANTED: Your cream and poultry. We pay top prices. West Texan Feed & Seed. 12-3tc

Lost and Found

STRAYED: From J. M. Chapman farm 1 large black mare and 1 large black mule. If found, please notify Mrs. J. M. Chapman, Adrian, Texas. 12-1tc

For Rent

FOR RENT: Furnished apartments and bedrooms. Nice location. Phone 91J. 10-3tp

FOR RENT: Modern seven room comfortable home. Furnished. Mrs. W. J. Smith, 705 Miles Ave. 12-1tp

FOR RENT: Two-room furnished apartment, adults preferred. Also large front bedroom with innerspring mattress. 109 Eighth St. 12-1tp

FOR LEASE: 160 acres—Irrigation well, pump and motor. 5 miles north of Hereford. 610 E. 12-1tp

Third Street, Hereford, Texas. 12-1tp

For Sale or Trade

THOUSANDS OF HOME grown onion plants ready, Bermuda and Sweet Spanish. Hereford Floral Shop, North of Methodist Church. 12-3tp.

DOES YOUR Lawnmower need grinding, cleaned, adjusted. Drop a card, I will call for it. Charges \$1.00. 705 Jackson avenue at, G. E. Shepard home, Otto-Lynch. 12-3tp.

FOR SALE: 1 model K, 50 hp Allis Chalmers tractor and 1 1/2 yards Kellifer Fresno. \$750. Will take part in trade. B. F. Block, Phone 12, Box 614, Kress, Texas. 10-3tp.

ALL KINDS of bulk garden seed. See or call us before you buy. Hereford Floral Shop, North of Methodist Church. 12-3tp

BABY CHICKS

We are offering the best quality chicks this season. Every breeder culled and blood tested. Every flock supervised. Chicks off Tuesday and Saturday. Custom Hatching. Bring eggs Monday and Thursday. Jamesway Poultry equipment. Dr. Salsbury Remedies. Poultry feeds—in fact anything you need in the poultry line. Meyer's Hatchery, Phone 317W. Canyon, Texas. 10-4tc.

FOR SALE: Acreage near Hereford, reasonable. Address Box 428, Hereford Texas. 12-3tp

Dependable Used—All Sizes
Water Well Casing
IRRIGATION CASING
PIPE—FITTINGS—VALVES
at substantial savings
Central Pipe & Supply Co.
2611 Ave. H. LUBBOCK Phone 695

FOR SALE: Three purebred Jersey bulls. See Rube T. Adams at Hudson's Grocery. 12-1tp

FOR SALE: 1 F 20 tractor, 1 6-foot one-way plow, 1 14-disc harrow, 1 John Deere Mower, 1 hay rake, 1 2-row Go-Devil-14 pigs, 4 sows, 1 boar, 1 bay horse, 1 filley, 1 cream separator. See R. Schroeter or A. J. Schroeter. 10-3tp.

BRAKE LINING

Bring your shoes in and we will reline your brakes. Miller Auto Store. 48-52tc

HAVE FOR SALE: Radio and battery business, good location, good town. This is your chance to step right in paying business. Priced for quick sale. Write H. W. Jones, c/o Radio, Box 221, Portales, New Mexico. 1211tp

FOR SALE: Practically brand new 6 foot Angel one-way plow. Also a No. 1 set of leather harness. E. T. Brooks. 10-3tp

HOUSE AND LOT for sale, or trade by owner in college town, close in and on pavement, Good location for keeping students if one cares to. Write H. W. Jones, c/o House, Box 211, Portales, New Mexico. 12-1tp

FOR SALE!

SEED OATS AND BARLEY

HURRY!

Fraser Milling Co.

WILL PAY highest market prices on cream, poultry and eggs. Can supply your baby chick needs. Hollywood Produce, 310 W. 3rd St. 12-2tp.

FOR NICE fat hens dressed or on foot see Hollywood Produce, J. B. Harlin, Mgr. 12-2tp.

WE INVITE you to compare our prices on ball and timken bearings, McRight & Wilson. 12-1tc

FOR SALE: C. C. Case tractor and tractor implements, 3-row lister, drill, one-way, mares and mules, horse-drawn implements, Kimball plow, bundle hegar with grain. W. G. Harris, Summerfield, Texas. 10-3tp

FOR SALE OR TRADE: 170 Ewes

with 120 lambs by side and still lambing; also good fresh milk cows; also would trade 8-foot Moline One-way for 10-foot. Frank Bezner. 12-3tp.

FOR SALE: West 1/2 section 70 K-11, Oldham county at \$10.00 per acre cash or \$12.50 per acre good terms. S. W. 1/4 Section 22-5-4 Deaf Smith County at \$8.50 acre cash or \$10.00 on good terms. Address C. M. Fahm, box 564, Cedar Rapids, Iowa. 12-1tp

PRAIRIE HAY 40c per ton, up to \$12.550 per ton. At State Park Clubhouse. Deaf Smith County. 7-1tc

FOR SALE: Real good Barley Seed. J. E. Andrews. 7-6tp.

SPARK PLUGS cleaned, adjusted and tested, 5c each, Bad plugs use expensive fuel. McRight & Wilson. 12-1tc

ENJOY...

An Easter Egg Hunt in the scenic playground of the Southwest.

FREE EASTER EGGS to all visitors on Easter Day

PALO DURO STATE PARK

You can see Texas' most beautiful canyon every day of the year. 12 miles east of Canyon, Highway 217.

Say, Fellows,
Why not buy your Wife, Mother or Best Girl a Gardenia or some other nice corsage. We also have potted Lilies, Hydrangeas and other plants.

Kiddies, Look for Our 3 Prize Eggs!
We will give ONE CORSAGE to each of the finders.

Hereford Floral Shop

PHONE 773

SAVE ON TIRES

See Us Before You Buy

EXTRA SERVICE

at no Extra Cost!

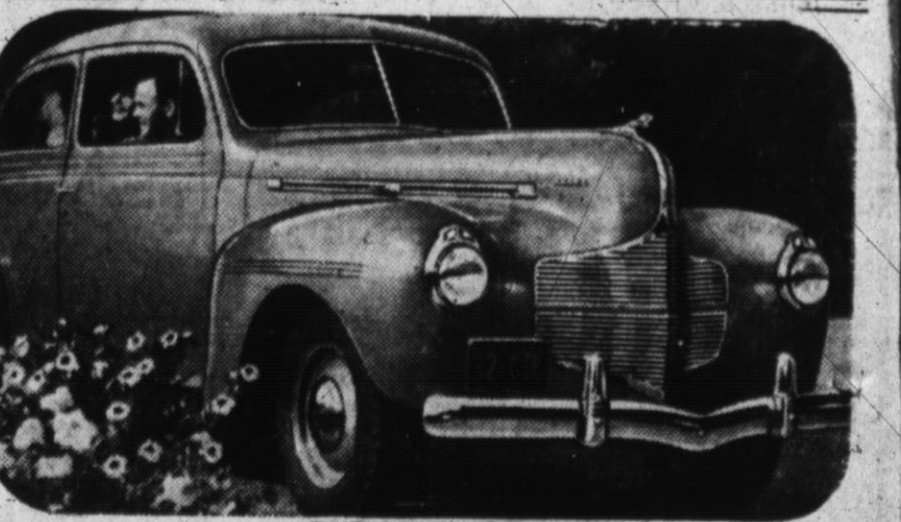
MANSFIELD Tires

EXTRA MILEAGE

● ALLOY RUBBER tread and Cord-Lock safety sidewalls are exclusive Mansfield features that make their famous tires stay safer longer. Yet they cost no more than ordinary tires. Ask us to show you the new modern Mansfield Cushion Balloon today.

MOORE

INDEPENDENT OIL CO.
Troy Moore, Mgr.



1940 Dodge 2-door Sedan \$615, delivered in Detroit.

Don't Let Its Bigness Fool You About Price

ONE look at this magnificent 1940 Dodge tells you it has all the marks of a big, expensive car. Yet it actually costs only a few dollars more than small cars! And look what you get for those few extra dollars! Big-car style, comfort, luxury! Plus more new engineering ideas than in any previous Dodge model! Come in today! Learn why engineers of all types—and who know motoring, say Dodge gives most for your money!

Just A Few Dollars More Than Small Cars!

DODGE ENGINEERING COSTS NOTHING EXTRA

IRELAND MOTOR COMPANY

EACH OF OUR

4 EASTER EGGS

are worth

25c

when brought to the

Hereford Realty, Loan & Cattle Co.

P. J. ROSE — J. G. EVANS
Offices in the First National Bank Building

MODERNIZE THROUGH F-H-A

36 Months to Pay!

H. H. WEIMHOLD & SON

LICENSED and BONDED

FARM GAS PLANTS—APPLIANCES—WARD FLOOR FURNACES—MAGIC CHEF RANGES

500-Gallon underground system . . . \$159.50
1000-Gallon underground system . . . \$199.50

(These are Before-Harvest Prices!)

Phone 36 Vega, Texas

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Marriage Of Miss Joe Neill Announced

Mr. and Mrs. Frank Neill are announcing the marriage of their daughter, Miss Joe Neill, to Mr. Stoney Cromer, which took place March 15 at the Presbyterian Parsonage in Clovis, N. M.

Their attendants were Mr. and Mrs. Clark.

The young couple are now on a honeymoon at Gatesville where they are also visiting his parents. After their return the couple will be at home in Hereford.

Mrs. Cromer received her schooling in Hereford. Mr. Cromer has been employed for the past year by the Brumley Hog Co.

Their many friends here join in wishing for them a long and happy married life.

Junior Pioneer Club Announces Leaders

Mrs. Elmer Patterson will head leaders of the Junior Pioneer Club for the 1940-41 season. Announcement of the new officers was made at the meeting held by the club at the home of Mrs. Meade Halle Tuesday night. Those to serve with her are: Mrs. J. B. Whitlow, vice-president; Mrs. R. S. Scott, recording secretary; Mrs. Homer Brumley, corresponding secretary; Mrs. Liburn Ray treasurer; Mrs. Elvin Ridling, parliamentarian and Miss Edna Daughtee, reporter.

The new leaders will be installed at the last meeting of the club in May before adjournment for the summer. They will serve two years.

Mrs. Frank Huckert was leader of the program and gave an interesting paper on "Hospitals of Texas." She reviewed an article which appeared recently in *Hollands* magazine, written by Grace Leake, in which "Women in Yellow" are described and their work explained. The women in yellow are charity, welfare workers in the Jefferson Davis Hospital, Houston whose interest in the patients prompts their service.

Mrs. Huckert also told of Group Hospitalization in Texas and quoted from an article written by Joseph Harrington for *Cosmopolitan Magazine* on "Mental Hospitals."

Mrs. Liburn Ray gave interesting information concerning hospitals. She said the first hospital that is known about dates back to 542 A. D. when it was established in France. She said there are 311 hospitals in Texas with approximately 30,000 beds and 1485 basins. 288 of these are registered in the American Medical Association.

Members attending the meeting were Mesdames Ralph Hastings, Louis Woodford, R. R. Wills, J. B. Whitlow, Urllin Streu, Alton Miller, Troy Moore, Elmer Patterson, Liburn Ray, Elvin Ridling, Ralph Roden, A. J. Schroeter, R. S. Scott, Homer Brumley, Buford Crosswait, O. H. Culpepper, Willis Edelman, Meade Halle, Frank Huckert, Jack Telford, Misses Rosalie Johnson and Edna Daughtee.

Auxiliary Officers Are Installed

An impressive installation service was conducted by Rev James Alken for new officer of the Woman's Auxiliary of the Presbyterian church when a meeting was held for all groups of the organization at the church Tuesday afternoon.

New officers are Mrs. D. H. Alexander, president; Mrs. R. B. Miller, vice-president; Mrs. Vern Witherspoon, treasurer; Mrs. C. C. Rockwell, assistant treasurer; Mrs. Lee Conklin, secretary; Mrs. Chas. Donald, spiritual life leader; and Mrs. Frank Gyles, assistant secretary of literature.

A business session was held when reports were heard and names were drawn for division of groups. Each group to select its own leader.

Mrs. John Olson was in charge of a "Stewardship" program. Others taking parts were Mesdames Paul Mathers, W. M. Rigler, Chas. Donald, James Alken, Henry Hastings, Lee Conklin and E. S. Ireland.

WILL VISIT HERE
Miss Jeanne Williams and brother, Terrell Williams and George Walker, all of Lubbock, and all former Hereford residents, will visit many friends here during the Easter holidays.

The Win-One Class of the Methodist Church will hold a bake sale at Furr Food Store, Saturday, March 23.

HEREFORD



BULL

By Jimmie Gillentine

Changing times. With each passing year it seems that conditions are altered. Perhaps there are still among us some of the old timers who can remember the term "A Dog's Life" when it carried such meaning as would lead one to believe such an existence was drab—and even unpleasant. However, that was away back in the days of the silent pictures and the imitable Charlie Chaplin even went so far as to star in a film which bore the dog's life title. Remember? Nowadays the life of a canine is altogether different and for example I offer "Corky," two-months-old pup which is fortunate in belonging to Miss Margaret Barber Corky is a fine specimen of the Screwtail Bulldog breed and in addition to the papers which he carries is the more significant fact that he regularly gets a manicure, or pedicure if you wish to become technical; his nails glisten with a coat of pink nail polish and he's plenty cute. What with special canned food and all, it wouldn't be surprising to learn that someone had trained a dog to brush his teeth after each meal.

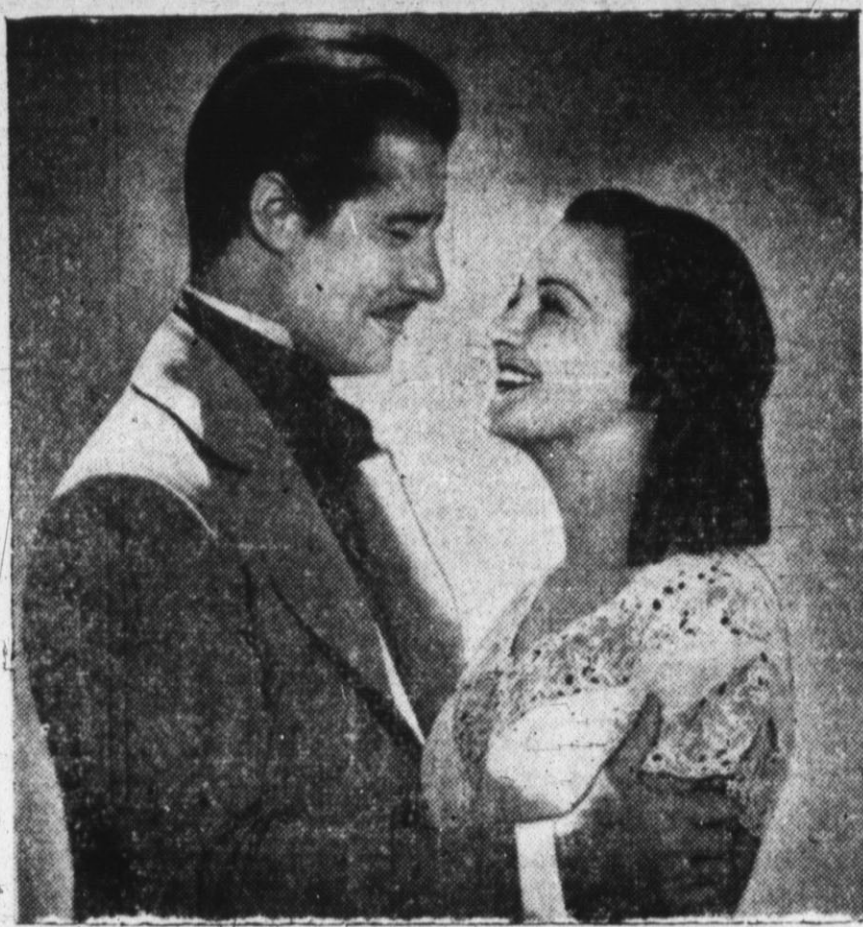
The subject of dogs naturally brings to mind the topic of dog houses, and in turn comes the modern trend of "being in the dog house"—a custom in which I am wholly proficient.

Since just about any one can get in the dog house, it strikes me that there is considerable news value in the subject of "How to get out of the Dog House." Jim Robinson is a past master in this art and last week his wife, Ethel, had a birthday. Being ever alert, Jim saw in this occasion an opportunity to brighten up the "welcome" on the door mat. He had been reading about those singing telegrams, so he rushed down to the Western Union office and placed his order. Bright and early next morning the telephone rang. Ethel climbed out of bed with some reluctance and answered the phone, whereupon Harold Close crooned out the words of "Happy Birthday to You." Ethel was tickled plenty, but she still says she don't see why anyone would pay money to hear Harold's bathroom tenor.

How do you like the new post office? I think the little tower on top is to watch for the coming of Mr. Hitler's airplanes. However, the contractor says it will serve as the base for a weather vane.

Here's some more post office news which might surprise you. The new office will have 78 fewer boxes than does the present office. In the new building will be 517 boxes as compared with 595 in the old office, unless present plans are changed. Furthermore, the boxes in the new office will have keys rather than combinations. Jim Lipscomb says we will get used to the keys—but after all, it's his job to keep everyone satisfied with the of-

"Swanee River"



ABOVE IS A SCENE FROM "SWANEE RIVER" coming to the Star Theatre Sunday and Monday. Starring Don Ameche and Andrea Leads this picture has woven into it the immortal melodies of Stephen C. Foster.

I think the keys will be a nuisance and in places where new offices have been built most of the patrons do not like the keys; they say it is irritating to walk three or four blocks after your mail only to discover that you came off without the key to your box.

Another feature in the new office which will likely prove unpopular is the fact that no Rural Delivery mail will be handed out at the windows.

On the other hand, when all of the R. F. D. mail goes out on the routes it will likely result in enough volume to sooner establish six-day routes in place of those which only operate three days a week at the present time. Too, there will be so many advantages offered through the new office that they will more than off-set the few disadvantages. A big opening celebration is being planned for the new building early in May. More complete details will be announced in the near future, and if you have any ideas for the occasion please see Elmer Dameron, who has been named as general chairman for the celebration.

Here's another petition for a swimming pool. These youngsters are certainly sincere about wanting a pool, and something should be done about it. Does anyone have a suggestion?

The Hereford Brand: We of the Seventh Grade would like to express our opinion on the swimming pool situation. Our reasons for the affirmatives are:

1. Those who are unable to go on vacations in the summer are totally idle.
2. It would furnish good clean sport and would keep most children off the streets.
3. It would aid a person both physically and mentally.
4. The children in Hereford who do know how to swim must go other places to swim and those who do not know how must go other places in order to learn.
5. And because we do not have a swimming pool the kids trot right down to the creek and get all "diseased up."

Sincerely,
John David Dowell, Jimmie Jones, Leland Rutter, Franklin Burleson, G. P. Owen, Jr., Jay, Kona Fay Tennis, Frances Billie Zoe Smith, Gertrude Worrice, Marie Moreman, Billy Rhoady Whitaker, Barbara Robertson, Nettie Hood, Vernon Wilson, C. J. Lance, Quentin Williams, Brooks Orr, Ellen Posey, Jim Hicks, Bobby Jennings, Teddy Higgins, Kathryn Acker, Betty

Hospital Notes

Mrs. Barhydt still in hospital. H. M. Smith still in hospital. Glenn Finley is improving. James Ragsdale, medical treatment for hand, released today.

Ralph Jennings, admitted March 13, operative, to be released Friday.

Mrs. Orland Wilson admitted March 17, Caesarian, March 18, boy.

Mrs. Carl Kropff, maternity girl-born March 19.

Club Studies Social Justice

"Social Justice" and interesting phases of law relative to the subject furnished topics for discussion at the L. A. E. Club meeting Tuesday afternoon. Mrs. Jack Dean was hostess at the home of Mrs. Owen Stagner.

Interesting sidelights on the lesson subject were brought out in roll call when members cited "Unjust Laws of Today."

Mrs. Robert Viegel spoke on "What Modern People have Done

Christine Smith, Lloyd Olson, Gladys Potter, Mary Ruth Russell, David Phillips, Tom Wilson, Nolan Grady, Vella Pearl Hurford, La Nelle Farmer, Fred Higgins, George Beach, Bruce Flegal, Elmore Nunn, P. S. Rush it up!

For Justice" mentioning: Clara Barton founder of Red Cross, as a symbol of courage; Jane Adams, founder of Hull House; Madame Curie, scientist, Dr. H. P. Rainey, new president of the University of Texas; St. John, a Bowery Mission worker and Mrs. Franklin D. Roosevelt.

The next meeting will be held with Mrs. Jim Higgins on April 2.

Members attending were Mesdames Altus Higgins, Arlie Dean, Bob Higgins, Robert Viegel, Geo. Suggs, Wiley Roberson, Jack Hutson, Wesley Higgins, Jim Higgins, and the hostess.

COUPON

Mastercraft Flashlight BATTERIES With Coupon 3:10

Walgreen Agency

HAILE DRUG

Walgreen Agency Drug Store

COUPON

10-oz. CAN JUSTRITE CLEANING FLUID With Coupon 23c

MINERAL OIL 26c
LIGHT, U.S.P. QUALITY

DR. WEST 2:29c
25c TOOTH PASTE LIMIT 2

PALMOLIVE 2:11c
BEAUTY SOAP LIMIT 2

WOODBURY 31c
50c FACE CREAMS LIMIT 1

POT CLEANERS 3c
METAL MESH

FACIAL TISSUES PERFECTION Box 500 24c

GROVES BRUSH SHIRINE 35c SIZE 27c

PKG. 5 GEM RAZOR BLADES SINGLE EDGE 23c

NOSE DROPS 35c SIZE 26c

TINCTURE IODINE 1-oz. BOTTLE 13c

RHINITIS TABLETS Improved Bottle 25 23c

EK-LAX LAXATIVE 25c SIZE 19c

HYDROGEN PEROXIDE PINT SIZE 23c

STRAWBERRY SUNDAE FOR ONLY 15c

Big, juicy red-ripe strawberries. It's delicious.

Accurate, Dependable

'SURE-TIME' ALARM CLOCK IN COLORS 98c

Modern design.

Special Price!

HAIR OIL 3-Ounce Bottle only 14c

Enjoy a Delicious

Broiled T-Bone Steak 10c

25c SIZE REVELATION Tooth Powder 19c

1-Pound PKG. PSYLLIUM SEED (DARK) For Only 33c

GLYCERINE SUPPOSITORIES INFANT or ADULT 23c

Yeast and Iron Tonic 3 Bottles \$2.69

LEON LARAINÉ COLOGNES An Exquisite Gift! IN TWO OZENS \$1

Your choice of Caroban or Caroban.

LEON LARAINÉ DUSTING POWDER Beautifully Packaged! \$1

A big box & a big puff.

EASTER GIFT SUGGESTIONS

King's Candies FOR AMERICAN JUEENS

2-Lb. Box \$1.00

Silver Box Assortment \$1.00

Novelty Box Assortment \$1.00

Special Pound Box

EPSOM SALTS only 13c

Package of 100

Paper Napkins for 7c

L'ADONNA CREAMS OR FACE POWDER YOUR CHOICE 50c

A gift that is always welcome!

\$1.25 Bottle

CREMULSION 79c

50c PEPSODENT ANTISEPTIC For Only 1c

With purchase of another at regular price 39c

You get both for 40c

\$1 Size ZONITE ANTISEPTIC 14-ounce BOTTLE 79c

25c Size Aromatic CASCARA 2-ounce BOTTLE 19c

35c FASTEETH PLATE POWDER For Only 29c

MOLLE SHAVE CREAM 50c SIZE 36c

FLOSS-TEX TOILET TISSUE 60c SIZE 3:14

MAR-O-OIL SHAMPOO 36c

see **IODENT Tooth Paste** 3:89

35c SIZE SLOANS LINIMENT 29c

25c Size OXYDOL SOAP FLAKES LIMIT 19c

LARGE SIZE P and G LAUNDRY SOAP 10 BARS 29c

ZINC OXIDE OINTMENT 1-oz. 17c

NUJOL MINERAL OIL PINT 49c

PROPHYLACTIC BONDED TOOTH BRUSH 50c Value 29c

MALIN LAVE LOTION 25c SIZE 19c

1-OUNCE SPIRITS OF CAMPHOR 13c

75c SIZE FITCH SHAMPOO SHAMPOO 59c

Box 200 KLEENEX CLEANING TISSUES 13c

Bottle 25 OLAFSEN ATOL VITAMIN (ADDS) CAPSULES 59c

10c SIZE TOBACCOS GRANGER TOBACO UNION LEADER 2:17c

HUDSON BAY KITCHEN TOWELS 2 ROLLS 19c

Keep a roll handy always.

Want to Trade, Buy or Sell?

1. I have a lovely home, with 17 acres of land, at Prairie Grover, Arkansas, only 12 miles from State University, all city conveniences, fine fruit and vegetable country. Want to trade for improved property in or around Hereford. Full description on request.
2. Also improved 280-acre farm in irrigated district, will accept as part payment small improved tract near Hereford. Price is right.
3. M-System Grocery, West Texas Town. Stock and Fixtures invoicing around \$5,000. Well located and doing good business. Will trade for land in Hereford Country—Debt not objectionable. Reason for selling, owner unable to give personal attention to business.

Have some choice building sites on pavement priced right. May be purchased on monthly payments if desired, also a few homes in Hereford worth the money.

See me if interested in either City Property or farm

E. S. IRELAND
LANDS AND CITY PROPERTY

6 for 45c

For Cold Relief! **Campho-Lyptus** 30c SIZE **Nose Drops** and 35c Size **Ointment** 35c Value Both for 49c

Gardenia Oatmeal TOILET SOAP 8c Bar 6 for 45c

Box 12 KOTEX Reg. Jr. Super 2:39c

Carton 50 BOOK MATCHES 8c

WITCH HAZEL 24c

50c SIZE MIENNENS SHAVE CREAM 39c

25c Size OXYDOL SOAP FLAKES LIMIT 19c

Feel The Difference!
See The Difference!

DRY-SHEEN cleans cleaner, makes odors impossible, gives a truly safe method. We are proud to offer to our friends and customers the advantages of **DRY-SHEEN PROCESS**

The **DRY-SHEEN PROCESS** is the most sensational and practical improvement in dry cleaning methods in recent years... it's Safe for your garments!

FOX CLEANERS AND HATTERS
 Phone 111

Sims H. D. Club In Meeting With Mrs. Biggers

The Sims 4-H club met Wednesday, March 13, with Mrs. Alton Biggers as hostess. Games led by Mrs. N. O. Phillips, were played.

Refreshments were served to Mesdames T. F. Bohannon, Lualin, Hetzler, Phillips, Chapman, Olaf Bohannon, Hays, Brown, Dunn, Jackson, Fleshute, Blankenship, Bogle and the hostess.

The next meeting will be March 26 with Mrs. W. M. Blankenship as hostess.

Westway Items

BY MRS. MERLIN KAUL

Mr. and Mrs. Jim Dale and Jennie Jean returned last week from a vacation trip which included Carlsbad Cavern in New Mexico, San Angelo, Ft. Worth, in Texas; Maude, Tulsa, and Oklahoma City in Oklahoma. At Maude, they visited Mrs. Dale's brother, J. A. Dale.

Mr. and Mrs. M. M. Dale and Lorene of Borger were week end guests of Mr. and Mrs. Jim Dale and Jennie Jean.

Mr. and Mrs. Bob Gollhar and son attended the funeral of Mr. and Mrs. Ernest Bradley of Running Water were week end guests of Mr. and Mrs. E. B. Osburn and

boys.

Mrs. Jim Dale and Jennie Jean went to Pampa last Tuesday to be present at a birthday dinner which honored the 59th birthday of W. G. Walker, Mrs. Dale's father. Mr. Walker has been ill for some time at the home of his daughter in Pampa. Other relatives present at the dinner included Mr. and Mrs. Reece Taylor of Perryton and Mr. and Mrs. Clarence Poe of Phillips.

Mrs. C. E. Dale and Charles Jr., of Shattuck, Okla., were guests last week in the Jim Dale home. On Saturday Charles Dale and Mrs. C. H. Dickerson and Miss Ursula Dale all of Shattuck arrived to spend the week end and to take Mrs. C. E. Dale and Junior home with them. Mr. and Mrs. Dale and their guests went to Clovis, N. M., Sunday to spend the day.

Mrs. G. C. Hartman was hostess to the Home Demonstration Club at her home last Thursday afternoon.

After the business meeting Mrs. Al Werner and Mrs. Hartman discussed "Perennial Borders."

The next meeting will be held at the home of Mrs. Jim Dale on Thursday afternoon, March 28.

Mrs. Hartman, assisted by her daughter, Mrs. Orville Houser of Hereford, served refreshments of angel food cake and coffee to Mesdames A. C. Pierce, E. H. Little, Jim Dale, R. L. Wilson, T. B. Cox, W. S. Rice, F. A. Tucker, C. F. Rickles, M. A. Thetford, Maurice Tannahill, D. H. Allmon, Finis Wade, Paul Rupp, P. B. Sowell, Al Werner, W. L. Jones and Merlin Kaul.

Members of the Home Demonstration Clubs are preparing a play which will be presented early

in April.

Burlin King, who works for Paul Mathers, has a very sore arm as a result of being "kicked" by the tractor which he was trying to crank last Friday morning.

Weldon Stephan is quite ill this week with a sore throat. David Sowell was advised to remain in bed for a week or longer. He is suffering with an infection in his head. Larry Carroll Kaul is recovering from an attack of the flu.

Mr. and Mrs. Maurice Tannahill and Carlton visited in Amarillo Saturday.

Mr. and Mrs. Maurice Tannahill and Carlton visited Mr. and Mrs. Joe Reeves, and Mr. and Mrs. Francis Carthel and Chester at Lockney Sunday.

Mr. and Mrs. Ralph Durstine and Kenneth of Friona were Sunday dinner guests of Mr. and Mrs. Merlin Kaul.

Mrs. Grady Wilson and Mrs. Merlin Kaul visited Mrs. Irving Willoughby at the hospital in Hereford Friday afternoon.

Mr. and Mrs. Grady Wilson, Larry, Donald Dean and Norma Sue and Mr. and Mrs. John Johnson and boys of Friona visited Mrs. M. F. Johnson at Crosbyton, Friday.

Mr. and Mrs. Vernon Wilson of Abilene came Friday night to visit in the Grady Wilson home. They were only recently married. Vernon has put out wheat here and he and his wife will move here soon to make their home.

Mr. and Mrs. M. A. Thetford of Gainville were visitors from Tuesday until Saturday in the home of her brother, F. A. Tucker. On Saturday they moved to the Mark Benefield place and Mr. Thetford will help Mr. Benefield with his work this summer.

Mrs. O. Wilder and Mildred visited Mrs. Maggie Wolf in Hereford, Friday.

Merlin Kaul is having a well drilled this week on his place south of the schoolhouse.

Sunday dinner guests in the T. B. Cox home included Mr. and Mrs. Carroll Westfall and baby of Tulsa and Rev. and Mrs. Joshua Stephens and daughters of Plainview.

Jack Fleming of Roswell, N. M., was a guest of his cousin, Jack Earp, Thursday night. Mr. Fleming is a salesman for electrical appliances.

Merle Grigsby of Plainview attended church services here Sunday and visited his aunt, Mrs. Mrs. J. S. Earp and Jack.

Mrs. Al Werner accompanied Miss Sadie Lee Oliver to Woodward, Okla., Saturday afternoon where they went to get shrubs. They returned Monday night.

Mr. and Mrs. B. A. Dodson and son Tom of Olton visited Sunday with Mr. and Mrs. F. W. Dodson and Monte Max.

Mr. and Mrs. T. B. Cox visited in the A. M. Scott home at Happy one day last week.

Miss Jessie Clark of Summerfield is spending the week with her sister, Mrs. Moody Stephan and family.

Mr. and Mrs. Moody Stephan and children were dinner guests Sunday in the home of her parents, Mr. and Mrs. Henry Clark at Summerfield.

Miss Lou Ella Scarbrough went to Amarillo Saturday where she visited her cousin, T. J. Hollis and Mrs. Hollis.

Members of the Junior and Senior Classes at Hereford who attended the banquet at the Baptist Church there Friday night, were Nannette Little, Vesta Mae Landers, Gladys Gore, Roger Hartman, Jack Allmon, Loy Cook and Daniel Turrentine.

Mr. and Mrs. Edgar Skypala and Vella Kae of Hereford were dinner guests Sunday of his parents, Mr. and Mrs. V. Skypala and boys.

Raymond Rudd, who has been staying at the home of his brother, Paul Rudd for the past three weeks, went to Spring Lake Saturday and spent the week end in the Ralph and Will Rudd homes.

Mr. and Mrs. Odell Rasberry of Messenger brought Donald Dean and Ernestine Campbell to visit their mother, Mrs. Ernest Campbell at the Joe Landers home Saturday afternoon.

Mr. and Mrs. O. G. Hill brought Mrs. Ernest Campbell from the hospital in Hereford to the Joe Landers home Friday morning.

Visitors at Church Sunday included Mr. and Mrs. Willard Osburn and Mr. and Mrs. Ernest Bradley of Running Water.

Al Werner is ill this week with the flu.

Jim Bagwell of Bethel came to the Henry Allmon home last Tuesday night to get his wife who had accompanied Mr. and Mrs. Henry Allmon to Farmington, N. M., to visit Mr. and Mrs. L. E. Williams. Albert Clubb and children of Petersburg came for Mrs. Clubb and also Elmer and Erks Williams who had also ac-

Jumbo News

MRS. ULLMAN HUNTER

Mr. and Mrs. Fred Walton of Easter called on Mr. and Mrs. Sam Hunter Monday evening.

The Young Peoples Christian Organization was host to the Prairie Rustlers Union of the Methodist Church Thursday evening at the school house. This Union consists of organizations from Dimmitt, Hereford, Friona, Bovina, Bethel and Jumbo. Each place except Bovina had members present. Dimmitt and Jumbo tied for the banner and Dimmitt gave it to Jumbo because she was a new organization.

Friona presented a program of song and scripture. Following Mr. Roy Thurston conducted a short Dr. I. Q. program. Jumbo won this contest. Refreshments were served to one hundred and seven people.

Miss Pauline Matthews, primary teacher has been recently informed that she can enter a contestant in the Tiny Tot Story telling from the first and second grades. She is sending Merle and Loyd Leasure and perhaps Doris Hunter. Interscholastic league will meet at Dimmitt March 29.

"Sons of Immigrants" was the theme of the missionary lesson Wednesday afternoon when the ladies met with Mrs. R. L. Stephens. The topic was ably discussed by Mesdames Sam Hunter and M. L. Simpson. Devotional was conducted by Mrs. Stephens.

Mesdames L. A. Matthews and M. L. Simpson were appointed by the president, Mrs. Sam Hunter to purchase clothes for Billie Buchanan, a member of the Children's Home in Amarillo. Mrs. Sam Hunter was elected to represent the auxiliary at Childress, April 1, and 2 at the annual Presbyterian, and her expenses allowed.

Members present were Mesdames L. A. Matthews, H. C. Baird, M. L. Simpson, A. C. Flowers, Roy Thurston, Sam, Finis and Ullman Hunter and Mrs. Allen King, a visitor.

Mesdames R. L. Stephens, Ullman Hunter and Mr. and Mrs. L. A. Matthews were in Amarillo Thursday.

C. D. Pinckert, who has been ill, is improved. He has been suffering from indigestion.

Euel Crowe, who has been working on the Wiley Robertson farm, spent Saturday night with his sister, Mrs. Allen King. Mr. and Mrs. James Cox of Dimmitt called on Mr. and Mrs.

Ullman Hunter Sunday afternoon.

The young people's Sunday School class is sponsoring a play, "Calm Yourself" to be presented Friday evening, March 22. A very small fee will be charged. The story centres around three celebrity-crazy society women, who are framed in to falling in love by one of the ladies husbands, who attempts to cure them of their silly ideas of famous men. The public is urged to come. Those taking part in the play are John Hardy Wood, Mrs. Ullman Hunter, Margaret Simpson, Mrs. Sam Hunter, Andy Axe, Miss Pauline Matthews, Orval Pierce, Virginia Simpson, Fred Axe and Leon Matthews.

Mr. and Mrs. J. F. Dickerson and son, Ralph, of Cordell, Okla., spent the week end with her brother, M. L. Simpson Sr., and family.

A Hereford Product ...
 where fine wheat grows!

PACKARD'S BEST FLOUR

... produced for the finest bakers and the finest homes. Ask your grocer for PACKARD'S BEST!

Look in each sack for **Chinex Dinnerware Coupons!**

PACKARD MILLING CO.
 HEREFORD, TEXAS

You're RIGHT!
That's WRONG!

STUDENTS

You're RIGHT when you say Cheap Paint is the WRONG answer to your Paint Problems!!!

You're RIGHT when you buy BPS. Thousands have found it the RIGHT PAINT at the RIGHT PRICE!

Come to Rockwell's and get the answer to the question: "Why Buy BPS — The Best Paint Sold?"

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West Texas Gas Company
 Natural Gas ... Your Quick, Clean, Economical Servant

NOW, more than ever, home seekers are looking for homes that offer most for their money in living comforts and conveniences... That is why leading builders all over the country are now installing Gas equipment for the...

4 BIG JOBS: Cooking — Water Heating Refrigeration — House Heating

companied the Allmons.

Mr. and Mrs. Henry Allmon are getting about 50 shrubs this week for landscaping their home.

Mr. and Mrs. Merlin Kaul and boys visited Mr. and Mrs. Ralph Durstine and Kenneth at Friona Tuesday.

The B. Y. P. U. members will have an Easter breakfast and services at the home of Mrs. Merlin Kaul Sunday morning. The Progressive Singers will provide entertainment Sunday night.

THE RECORD... Facts That Concern You No. 16 of a Series

"THANKS FOR A LOVELY EVENING..."

A new kind of beer retailing is bringing wholesome recreation to millions of Americans!

America's new kind of beer retailer wants to sell good beer, of course... but he is also keenly aware of his social responsibility to the community. He makes sure that his place is clean and inviting—and scrupulously free of anti-social influences of any kind.

The Brewing Industry wants all of beer's retailers to be of this type. We do not want any other kind. And we are taking action to eliminate any abuses in beer retailing that may occur.

We have instituted a new plan... now in effect in a few states and being extended as rapidly as possible... to protect your right to drink good beer in decent surroundings. May we tell you about it... in an interesting free booklet? Write: United Brewers Industrial Foundation, 19 East 40th Street, New York, N. Y.

BEER... a beverage of moderation

UNITED BREWERS INDUSTRIAL FOUNDATION

See the Greatest Advance in Home Refrigeration in 25 Years!

FRIGIDAIRE "Cold-Wall"
 Now At New Low Prices!

SAVES FOOD'S VITAMINS
 SAVES FOOD'S FRESHNESS
 SAVES FOOD'S COLOR AND FLAVOR FOR DAYS LONGER

... and you don't have to cover food!

SEE IT AT OUR STORE and you'll agree—the Frigidaire "Cold-Wall" is a great new discovery that brings a new measure of protection to the flavor, freshness, color, wholesomeness... even the vitamin content... of food! Prevents transfer of objectionable food odors and flavors. You don't even have to cover food. See this new miracle of food-keeping—now at new low prices!

THE CHILLING COILS ARE IN THE WALLS

15 Frigidaire Models from which to choose
\$117⁰⁰ UP
 — EASY TERMS

HEREFORD APPLIANCE CO.
 L. L. WOMBLE, Owner
 HEREFORD, TEXAS

LOCALS

Mr. and Mrs. David Harrison and baby of Farwell spent the week end with his mother, Mrs. E. W. Harrison.

Mrs. W. W. Slaton of Portales, N. M., is visiting her parents, Mr. and Mrs. S. O. Wilson. She plans to leave this week end.

B. H. Hopkins of Amarillo, formerly of Hereford, transacted business in Hereford Monday.

ATTEND ODD FELLOW ASSEMBLY

Leaving Hereford Saturday were Arlie Dean, Mr. and Mrs. Edgar Sowell and Dr. and Mrs. W. N. Lemmon, who attended the 100th session of the Grand Lodge, I. O. O. F. of Texas and Rebekah Assembly in Waco this week. Dr. and Mrs. Lemmon will visit relatives in East Texas before returning.

Mr. and Mrs. Earl Bennett of Amarillo were visiting relatives in Hereford Monday. Mr. Bennett who is employed by the Brown Cracker and Candy Company was enroute to Farwell on business. He has almost fully recovered from a recent car accident near Dalhart. Mrs. Bennett is a sister of Mrs. George V. Stambaugh and N. E. Gass and he is the son of Mr. and Mrs. W. W. Bennett.

Mr. and Mrs. Colby Conkwright and Mr. and Mrs. A. R. Bateman returned Sunday from Ft. Worth where they attended the Southwestern Exposition and Fat Stock Show. Mr. and Mrs. Conkwright also visited her parents, Mr. and Mrs. J. J. Flannery in Sherman, while away.

EXPECTED HERE

Mr. and Mrs. C. H. Dillehay and daughters of Vernon who are former Hereford residents, are expected here tomorrow to spend the Easter vacation. Mr. Dillehay is superintendent of the Vernon Public Schools.

On Amarillo Monday were Mrs. Burl France, Mrs. W. A. Gentry, Mrs. H. D. Culpepper and Miss Verna Culpepper.

Carl Dean Mountz, son of Mr. and Mrs. C. J. Mountz, who is employed by the Sante Fe Railroad System in Lubbock and Carl Spratt, son of Mrs. I. H. Spratt, who is a teacher in the Falls Public Schools, spent the past week end in Hereford with homefolks.

Mrs. Lennis Beyer of Amarillo visited her parents, Mr. and Mrs. W. B. Anthony and other relatives here Sunday.

Mrs. F. M. Faulkner returned to her home in Plainview Friday after visiting in the home of her daughter, Mrs. Bob Wilcox.

Miss Virginia Earle Reed who is attending a business school in Amarillo was home over the week end with her parents, Mr. and Mrs. Harry Reed.

Mr. and Mrs. Knox Kinard plan to spend the Easter vacation with relatives down-state. Mrs. Kinard's sister, Miss Aileen Walker, teacher in the public school at San Angelo, will meet her in Wichita Falls for a visit.

HOME FOR EASTER

One of the first of the College students to arrive home for Easter was Karl Shirley, son of Mrs. Jeff Gilbreath, who came in Wednesday to spend the holidays.

Mr. and Mrs. Pete Fulbright of McLean visited in the home of Mr. and Mrs. Ray Singletary recently. They also visited with Mrs. Fulbright's father, Rev. A. C. Huff.

Mrs. Jim Lipscomb was in Clovis, N. M., Monday to visit in the home of Mr. and Mrs. John Comer. She was accompanied by Mr. Clark, a cousin, who had been visiting here.

Mr. and Mrs. T. P. McCollister were in Amarillo Tuesday.

Mrs. Arlie Dean, Mrs. Jack Dean, Mrs. Wiley Roberson, Hicks Roberson, Jack Knox and Jeff

Burk were in Amarillo Saturday. Mrs. Clyde Webb of Lubbock is visiting Mrs. Laura Hicks and Mr. and Mrs. Jim Lipscomb. Mrs. Webb is a former Hereford resident.

Mrs. J. P. Slaton, Mrs. Laura Hicks, Mrs. E. S. Hicks and Mrs. Clyde Webb of Lubbock were in Amarillo Monday.

Mr. and Mrs. Clay Bowsher and daughter, Miss Virginia Bowsher made a business trip to Lubbock Monday. They returned to Hereford Tuesday.

Mr. and Mrs. Herman Drake and children left yesterday for Chico where they will visit her parents, Mr. and Mrs. G. Young during the Easter holidays.

Mrs. Troy Womble left Saturday for Waco to attend the Rebecca Girl Assembly there.

ATTENDS MEETING AT CHICAGO

Troy Womble left Tuesday for Chicago, Ill., where he will attend a stockholder's meeting of the National Co-operative, of which he is a director.

T. S. C. W. STUDENTS EXPECTED

All Texas State College for Women students from Hereford are expected home for the Easter holidays. Billy Ross Phillips plans to leave Friday for Deaton to bring home Mary Louise Dean, daughter of Mr. and Mrs. Arlie Dean, Helen Ann Snyder, daughter of Mr. and Mrs. Glenn Snyder, Marthanelle Ewton, daughter of Mr. and Mrs. Noah Ewton, Betty Sue Henslee, daughter of Mr. and Mrs. Homer Henslee, and his sister, Viola Phillips, daughter of Mr. and Mrs. Wirt Phillips. They will arrive Saturday night.

Nancye Millard, daughter of Mr. and Mrs. Fred Millard, will come home with her sister, Mrs. Morris Sowell and Mr. Sowell Sunday when they return from Ryan where they plan to go Friday to accompany his mother, Mrs. Julia Sowell, home.

Mrs. Jennie Gibson of Seattle, Washington is expected to arrive today for an indefinite visit here in the home of her daughter, Mrs. Glenn Snyder.

Mrs. E. R. Reed and daughters, Eleanor and Eweline Reed of Amarillo spent Sunday in Hereford. They were guests of Mr. and Mrs. Allen Bell.

Mr. and Mrs. Vick Lemke and daughters, Francis Lemke and Mrs. Manuel Lovelass of Adrian, and Mrs. Lemke's mother, Mrs. Land of Iowa, who is visiting in the Lemke home were guests of Mr. and Mrs. Louie Olson Sunday.

COURTHOUSE RECORDS

Warranty Deed

Troy Womble, et ux, to M. M. Dale, NE 1/4 of Section 46, Block K-8.

Ona Hammer to Pearl Harrison, 1/2 interest in Lots 9 to 16, in Block 9.

E. A. Wright, et ux, to Jack

F. Wright, et ux, half of S 1/2 of Lots Nos. 69 and 70 and all of S 1/2 of S 1/2 of W 27 feet of Lot 71, all of Higgins Subdivision of Block 8, of Womble addition.

F. L. Carmichael and Ruth Carmichael to J. A. Fox, 1/2 interest in part of land leagues Nos. 391, 391-1/2 and 408.

Frank Barber, et ux, to J. J.

Lindsey, W 80 acres of SW 1/4 of Section 58, Block K-3.

Alma Sanders, et al, to C. H. Puckett, Section 70, Block M-7.

Quit-Claim Deed

Mary L. Thompson to First State Bank, Lot 1, Block 17.

Trust Deed

J. K. Gray, et ux, to John B. Farwell, et al S 1/2 of Section 15,

T 2 N, R 5 E.

J. K. Gray, et ux, to Frank F. Ferry, et al, S 370.8 acres of Section 16, T 2 N, R 5 E.

J. G. McFarland, et ux, to John V. Farwell, et al, SE 1/4 of Section 24, T 2 N, R 2 E and SW 1/4 of Section 19, T 2 S, R 3 E.

J. G. McFarland, et ux, to Frank F. Ferry, et al, N 1/2 of

Section 25, T 2 N, R 2 E, SE 1/4 of Section 19 and W 1/2 of Section 30, T 2 N, R 3 E.

C. H. Puckett, et ux, to B. M. Puckett, Section 70, Block M-7.

MARRIAGE LICENSE ISSUED

Roxwell Stewart and Miss Loveda Anderson.



CLOSE DRUG

An Unusual Special Money-Saving

ONE DAY SALE!

Drugs SATURDAY, the 23rd

Priced Lower Than Ever!

CARTER'S
Little Liver
Pills
16c

10c
Pure
Aspirin
4c

200
SHEETS
Cleansing
Tissue
8c

100
Hinkle
Pills
9c

-- DRUGS --	
\$1.25	ABSORBINE JR. 98c
60c	ALKA SELTZER 49c
75c	BEN GAY 59c
75c	BAYER'S ASPIRIN 49c
\$1.20	SYRUP PEPSIN 69c
25c	FEEN-A-MINT 19c
75c	CASTORIA 49c
35c	BROMO QUININE 27c
75c	LISTERINE 59c
30c	LYSOL 24c
60c	MURINE 49c
65c	PINEX 49c
50c	MILK OF MAGNESIA—Pint 29c
\$1.00	ZONITE 69c
35c	VICK'S SALVE 24c
60c	CREOMULSION 39c
Pint	MINERAL OIL 39c
5-Lbs.	EPSOM SALTS 29c
25c	CASTOR OIL 13c

-- Household Needs --	
\$1.25	HOT WATER BOTTLE 49c
25c	BLUE JAY CORN PLASTER 19c
25c	IODINE — 1-oz. 12c
15c	PARKER'S QUINK INK 9c
1-Quart	THERMOS BOTTLE \$1.74
5 Bars	LIFEBUOY SOAP 29c
\$1.25	PURE OLIVE OIL (Pint) 79c
Pint (U. S. P.)	BATHING ALCOHOL 29c

SPRING Tonics and Vitamins	
100 Caps	VITAMIN A-B-C-D-G \$1.98
Fortified	VITA-VIM \$1.98
100 Tabs	COD LIVER OIL 59c
Pint	COD LIVER OIL 59c
100	NATOLA (Pd's) \$2.39
Ar-Co	TONIC 89c
100	BEEF, IRON & WINE 79c
\$1.00	PURSANG TONIC 69c

USE GLOBE VACCINES FOR DEPENDABLE RESULTS!

SPECIAL! Broiled Steaks . . 35c

-- TOILETRIES --	
50c	JERGEN'S HAND LOTION 39c
50c	ARMAND'S HAND CREAM 44c
50c	LILAC HAIR OIL 39c
50c	CHAMBERLAIN'S LOTION 39c
\$1.00	DRENE' SHAMPOO 79c
75c	FITCH'S SHAMPOO 49c
25c	GILLETTE BLADES 19c
PACKAGE OF 25 BLADES for Gillette razor	
Chesterfield . . . 25c	
25c	J&J BODY POWDER 19c
500	KLEENEX 28c
Regular	KOTEX (66's) 98c
50c	LUCKY TIGER HAIR TONIC 39c
50c	MENNEN'S ANTIS OIL 39c
50c	ALMOND LOTION 33c
50c	DR. WEST TOOTH BRUSH 39c
Two 50c Bottles	
PEPSODENT ANTISEPTIC	
Both for 37c	
55c	POND'S CLEANSING CREAM 42c
\$1.00	VITALIC HAIR TONIC 79c
\$1.00	CALOX ANTISEPTIC 49c
WRISLEP'S SUPERB BATH SOAP (Regular, 4 bars \$1.00)	
Special, 5 bars 98c	
The Last Word in Shaving!	
Armand's	BRISK SHAVING CREAM 49c
Zest	SHAVING LOTION 49c
Guaranteed to Satisfy!	

-- Sundrie Specials --		
8-Oz.	Measuring Glass 5c	
	Stainless Steel Teaspoon 8c	
	Rubber Gloves 29c	
	Beautiful Table Lamp . . . \$1.49	
THE PERFECT GIFT FOR EASTER!		
MARTHA WASHINGTON		
Chocolates		
65c	\$1.00	\$2.00
SPECIAL BREAKFAST		
Fruit Juice, Egg, Two Slices Bacon, Buttered Toast, Jelly, Coffee, Tea or Milk.		
ALL FOR 15c		

Fountain Lunch Special 25c

Includes choice of meats, two vegetables, hot rolls, jelly and drink

Inviting SANDWICHES with salad 10c 15c 20c

HOT CHOCOLATE 5c

EASTER WEEK SPECIAL! EASTER SUNDAE 10c

DENTAL NEEDS

50c	IPANA Tooth Paste 29c
30c	CALOX Tooth Pwd. 16c
40c	PEPSODENT Tooth P. 33c
50c	PLATE BRUSH 29c
50c	Holdtite PLATE Pwd. 39c
50c	Prophylactic Tooth B. 39c
50c	LYONS Tooth Powder 39c
25c	Dr. West Tooth Paste 9c

WRISLEY'S HAND SOAP Large Cake 5c

Don't Turn Your Face to the Wall

Most of us are self-conscious of unpleasant breath. Sometimes it cannot be corrected—but in many cases it can be avoided, by—

NYSEPTOL A refreshing mouth wash—an excellent antiseptic and breath deodorant. Full pint bottle 49c

LADIES

Bowl

ANY TIME up to 6 p. m. for only 5c PER LINE

BOWLING is truly a great sport

5-Pin and 3-Pin 10-Pin

A decent place to bring your Wife or Your Best Girl!

Ted's Bowling Alley

COLD DRINKS CIGARETTES

There's MISERY in PAINFUL PILES!

Those who suffer from piles or hemorrhoids don't have to be reminded of the discomfort they cause. Many of our customers have found relief from pain in a tube of

NYAL RECTONE OINTMENT

Soothes the soreness reduces congestion and often aids in return to normal conditions.

Applicator tube 50c

Farmer Has Vital Interest In Agriculture Census-- Cayton

"No group has a greater degree of self-interest in the success of the Decennial Census of 1940 than the farmer," declared Earl C. Cayton, District Supervisor of the Census for this district.

"Agriculture as an industry has been in bad health for a number of years," declared Mr. Cayton. "Just as a prudent person goes to his doctor for a complete checkup the farmers will in the Census of 1940 get the most complete study of their symptoms that has ever been made. Facts to be collected on the seven million farms will provide the farmers themselves, the government, and students of the farm problem with a guide to the future."

"The nation as a whole cannot be fundamentally prosperous unless the farmer is prosperous," declared Mr. Cayton, "because the farms directly support 25% of our population and the business of farming affects about half of all of our people. Besides being the producer of the nation's food supply, the farmer is one of the largest customers of the business man. The farmer's ability to purchase goods directly affects all business as well as their workers in the city. The farmer is one of the greatest suppliers of raw materials for industry."

"Vital changes throughout the world have directly affected the prosperity of the American farmer," explained Mr. Cayton. "dislocation of world markets due to wars and the efforts of foreign nations to make themselves self-sufficient has made the American farm surplus burdensome by curtailing exports. Mechanization of farms has increased farm production while decreasing the number of consumers even on the farm. Greater mechanization in factories has reduced physical labor and the demand for staple food products. Lighter women's clothes have added to the cotton surplus, and reduction of physical labor has resulted in a per-capita decline in the consumption of wheat. The reduction of horses and mules from 27,000,000 to 15,000,000 in favor of tractors and trucks have made it necessary to find a market for cash crops from 30,000,000 acres formerly used to raise horse feed. The greatly reduced birth rate from 25 babies per 1,000 population to 17 means fewer mouths to feed in coming years."

"The farmer is therefore confronted with the problem of adjusting his production to meet these vital changes and the Census will tell him what these changes are. The Census figures will tell him what crops are being overproduced; what progress is being made to use more of his crops in industrial plants."

"Industry has developed a fine statistical record which guides its future operations. No one of the 7,000,000 farmers can develop such a set of records, for his own guidance because he has only his own figures. Census records of 7,000,000 farms combined is the only complete national picture of farm operations to tell the farmer which way he is going, and to provide students of the serious farm problem with the facts to meet this problem."

Mr. Cayton urges all of the farmers of this section to cooperate with the enumerator so that a complete record of farm operations in this section can be made. He suggests that farmers acquaint themselves with the essential facts about their 1939 operations such as number of acres farmed; number of acres owned or rented; value of the production of each item; number and classification of all livestock; quantity and value of all products including milk, butter, eggs, and even the volume of foods produced and consumed on the farm. The enumerator will want to know the number of acres in use for each crop, pasture land, land lying idle or fallow, woodland, amount of farm mortgage, interest rate, expenditure for feed, farm implements, automobile, trucks, building materials and equipment, fertilizer and gasoline.

NEW CARS REGISTERED

- C. F. Grimes, 1 1/2 ton truck, Ireland Motor Co.
- Alton Fraser, International Truck, Rosson and Hays.
- John Heisleman, Plymouth DeLuxe Coupe, Wolfin Motor Co. Amarillo.
- J. T. Gilbreath, Ford Pickup, Hereford Motor Co.
- E. F. Williams, Ford Fordor.
- James C. Beatty, Pontiac Special Coupe, Norton Motor Co.
- Loran A. Wells, Friona, Plymouth Four-door, Ireland Motor Co.
- T. J. Welch, Studebaker State President Sedan, Crain Motor Co. Clovis, N. M.

POLITICAL ANNOUNCEMENTS

Deaf Smith County
The Board is authorized to announce the following candidates for the offices under which their names are listed, subject to the Democratic Primary, July 27.

For State Senator, 31st District: **MAX BOYER**

For State Representative, 123rd District: **W. H. BRIAN**

For District Attorney, 69th Judicial District: **JOHN B. HONTS**

J. D. THOMAS
MILTON TATUM

For County Judge and Ex-Officio County Superintendent: **A. J. SCHROETER**

Re-election.

For County and District Clerk: **ROBERT L. THOMPSON**

Re-election.

For Sheriff, Tax Assessor and Tax Collector: **J. O. NEWELL**

(Re-election)

For County Attorney: **JAMES C. GILLILAND**

(Re-election)

For County Treasurer: **MRS. BESSIE L. SMITH**

(Re-election)
MRS. VELMA HODGES

For County Commissioner, Precinct 1: **NOAH EWTON**

(Re-election)

For County Commissioner, Precinct 2: **COLBY CONKWRIGHT**

JIM CLARK
GLENN WEIR

For County Commissioner, Precinct 3: **H. D. CULPEPPER**

Re-election.

For County Commissioner, Precinct 4: **ERNEST T. (Dick) ALLRED**

Re-election.

A. D. (Red) BURNS
KENNETH COOK
J. G. FORTENBERRY
E. A. STOCKER

For Justice of the Peace, Precinct 1: **G. M. SUGGS**

Natural gas from the Panhandle gas field of Texas is piped nearly one thousand miles to the industrial centers of Illinois and Indiana.

Ford News

BY EVELYN BENSON

The beautiful sunshine of the past week has made the wheat grow so much that it is not likely to blow; although none of the wheat has blown out in the Ford Community, the road has caused many of the pastures to blow.

Ford was again honored by having Rev. Marvel Upton preach Sunday, March 17.

Charles Frost, Leo Turner, and Homer Hill were guests in the home of Miss Avis Matthews this week end.

Miss Lorrene Turner from Amarillo was at home this week end to visit her parents.

Frosts have recently bought a new car.

Miss Billie Louise Davis of Hereford was a visitor in the Ford Community this week.

We are happy to welcome Mrs. Brunson and family back to the Ford Community. They have previously been living in Canyon.

Kathleen and Lola Fay are attending school at Ford.

Wanda and Margery Cockran visited Sunday School, Sunday, Tuesday night at the Ford School house the students will present their declamations. Miss Cotton of Hereford will be one of the judges.

LEGAL NOTICE

STATE OF TEXAS

NOTICE OF TRUSTEE'S SALE

WHEREAS, by Deed of Trust dated May 1st, 1930, and recorded in Volume 34, at Page 578; Deed of Trust Records of Deaf Smith County, Texas, L. H. SHORE AND CLARA SHORE, his Wife, for the purpose of securing the payment of eight (8) certain notes executed by the said L. H. Shore and Clara Shore, and particularly described in said Deed of Trust, conveyed to Farwell Winston, Trustee and his successors in trust, the following described property situated in Deaf Smith County, Texas, to-wit:

One hundred and sixty (160) acres of land out of Capitol League Number 420 and out of Capitol League Number 433; and particularly described as the Southwest one-quarter (S.W. 1/4) of Survey or Section Number Thirty (30) of Township Number Three (3) North of Range Number Two (2) East; of a "Capitol Syndicate Subdivision" as shown by Plat of such Subdivision of record in the Deed Records of said County of Deaf Smith in the State of Texas, Volume 15 at Page 60; together with all improvements thereon or hereafter to be placed thereon; Subject to easement for such public roads as may have been legally established along the lines of, or across the tracts conveyed. Patented to Abner Taylor; Located about 2-2-3 miles North and 30 2-3 miles West of Hereford, Texas; and

WHEREAS, of the principal notes above referred to, those maturing on November 1st, 1932 and 1933 were extended to November 1st, 1941 and 1942 respectively, with interest thereon from November 1st, 1934 to their extended due dates at the rate of seven per cent per annum, by Note Extension Agreement dated August 1st, 1934, recorded in the Deed of Trust Records of Deaf Smith County, Texas, in Volume 73, at Page 614, and

WHEREAS, default was made in the payment of interest and principal which became due on said notes on November 1, 1936,

1937, 1938 and 1939 and the holders thereof exercised their right of declaring all the notes due; and

WHEREAS, Farwell Winston, Trustee, named in said Deed of Trust after default had been made in the payment of said notes and after having been requested to execute said deed of trust, refused to execute the same, and

WHEREAS, said Deed of Trust provides that in the event of the inability or refusal of the said Farwell Winston, to act at any time when his action thereunder may be required, then William Q. Boyce shall be and is appointed and made successor in trust with like powers and authority possessed by the said Farwell Winston, Trustee.

NOW, THEREFORE, at the request of Frank F. Ferry, Kent Chandler and Farwell Winston, as Trustees, present holders of the notes above mentioned and by virtue of the authority conferred in said Deed of Trust, I, the said William Q. Boyce, alternate Trustee, on the 2nd day of April, 1940, between the hours of ten o'clock A. M. and four o'clock P. M. shall proceed to sell at public outcry in front of the court house door of Deaf Smith County in Hereford, Texas, to the highest bidder for cash the property above described and the proceeds of said sale will be applied to the payment of the balance due upon the indebtedness, the expense of making said sale and the remainder, if any, paid to the said L. H. Shore and Clara Shore, or their order, all in accordance with the terms of said Deed of Trust.

WITNESS MY HAND this 4th day of March, A. D. 1940.
William Q. Boyce
Alternate Trustee

APPLICATION MEDICAL LIQUOR PERMIT

"The undersigned is an applicant for Medical Liquor Permit from the Texas Liquor Control Board and hereby gives notice by publication of such application in accordance with provision of Section 10, House Bill No. 77, Acts of the Second Called Session of the 44th Legislature, designated as the Texas Liquor Control Act."

"The Medicinal Liquor Permit applied for will be used in the conduct of a business at 220 Main Street, Hereford, Texas."

(Signed)
HAILE DRUG
R. Meade Haile, Owner.

CUT YOUR Fuel Costs

Operate your Irrigation Engine and your Tractor WITHOUT GASOLINE! USE BUTANE GAS

Visit our offices and let us give you complete details!

SAVE UP TO 1-3 on Your POWER COSTS!

Our modern truck will make gas deliveries direct to your farm. In addition to Butane and Propane GAS — We also sell . . .

COMPLETE HOME GAS PLANTS . . . HOT WATER HEATERS . . . MAGIC CHEF RANGES . . . FLOOR FURNACES and ELECTROLUX REFRIGERATORS!

SEE FRASER AT COMMERCIAL OIL CO.—HEREFORD, TEXAS

THE STATE OF TEXAS

TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:

You are hereby commanded to summon Hector McArthur, his unknown heirs, legal representatives and devisees, if he be dead, and the unknown stockholders of the Southern Rock Island Plow Company, a defunct corporation, to appear at the next regular term of the District Court of Deaf Smith County, Texas, at the Court House thereof in Hereford, Texas, on the fifth Monday in July, 1940, being the twenty-ninth day of July, 1940, then and there to answer Plaintiffs Original Petition, filed in said Court on the 8th day of March, 1940, in a certain suit pending in said Court, Number 2509, on the docket thereof, in which Frank F. Ferry, Kent Chandler and Farwell Winston, Trustees, are plaintiffs, and W. H. Flippin, Sr., W. H. Flippin, Jr., Hector McArthur, his unknown heirs, legal representatives and devisees, if he be dead, Thurber Brick Company, a corporation, the unknown stockholders of Southern Rock Island Plow Company, a defunct corporation, and J. I. Case Company, a corporation, are defendants, the nature of plaintiffs cause of action being alleged as follows:

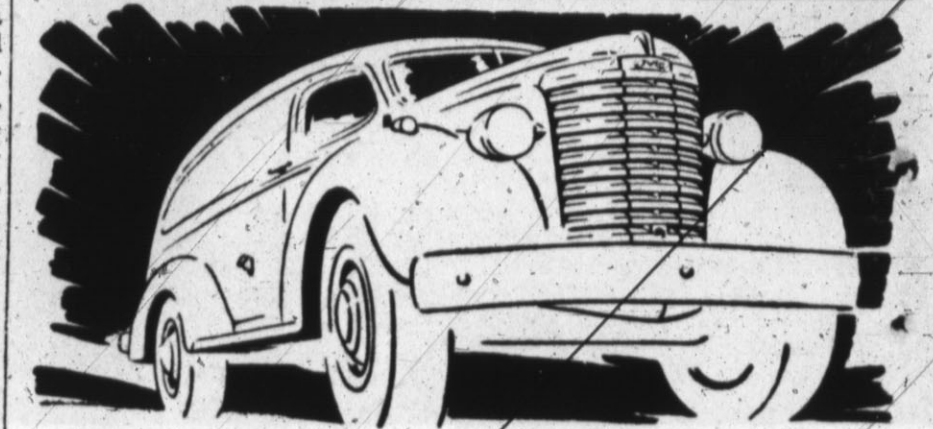
That plaintiffs are Trustees under a declaration of trust dated December 23, 1933, recorded in the Deed Records of Deaf Smith County, Texas, and on the first day of March, 1940, were the owners in fee simple and were in possession of the Southwest 160 Acres of Section Six, Township 5-North, Range 3-East, of a Capitol Syndicate Subdivision of Capitol Reservation Leagues, Numbered 372 and 378 in Deaf Smith County, Texas, as shown by map or plat of such Subdivision of record in the Deed Records of Deaf Smith County, Texas; that on or about the fourth day of March, 1940, the defendants unlawfully entered upon and dispossessed plaintiffs of such premises and withhold from plaintiffs the possession thereof; plaintiffs pray that the defendants be cited to appear and answer, and that upon trial plaintiffs recover of and from the defendants, and each of them, judgment for the title to and possession of said land, costs of suit and general relief.

You are hereby commanded to summon the defendants Hector McArthur, his unknown heirs, legal representatives, and de-

visees, if he be dead, and unknown stockholders of Southern Rock Island Plow Company, a defunct corporation, and to serve this citation by making publication of the same once each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your county, but if there be no newspaper published in said county, then in any newspaper published in the nearest county in which a newspaper is published.

HEREIN FAIL NOT, but have you before said Court on the first day of the next term thereof this writ with your return showing how you have execut-

ed the same.
GIVEN UNDER MY HAND AND THE SEAL OF SAID COURT at office in the City of Hereford this 8th day of March, 1940.
R. L. Thompson
Clerk of the District Court of Deaf Smith County, Texas.
(SEAL)
By E. Womble Deputy.
ISSUED: This the 8th day of March, 1940.
R. L. Thompson
Clerk of the District Court of Deaf Smith County, Texas.
By E. Womble Deputy



you can't beat a GMC for GAS ECONOMY!

Check GMC PRICES AGAINST THE 3 LOWEST!

NORTON MOTOR CO. Hereford, Texas
317 Main St.

GMC TRUCKS GASOLINE - DIESEL

SEE 1940 GAS REFRIGERATOR

- New Conveniences!



ONLY SERVEL ELECTROLUX FREEZES SILENTLY WITH NO MOVING PARTS!

ADD TO THE marvelous convenience and adaptability of the 1940 Gas Refrigerator this important fact: it's the only automatic that gives you the lasting comfort and continued savings of a freezing system without a single moving part. A tiny gas flame does all the work in this different modern refrigerator! Visit our showrooms this week—see the beautiful new models for yourself!

Permanent Silence
No Moving Parts to Wear
Continued Low Operating Cost
More Years of Savings
Gas Company Service
Plenty of Ice Cubes
Modern Beauty and Convenience

IT OPERATES ON BUTANE!
SEE FRASER AT COMMERCIAL OIL CO.—HEREFORD, TEXAS

DO YOU WANT A SWIMMING POOL?

The Whiteface Round-Up

Does Dorothy Nelle?



Sponsor - Miss Robbie Foster
Editor-in-chief - Nell Spradley
Assistant Editor - Bob Gilliland
Sports Editor - F. L. Lucas
Proof Reader - Myron Morgan
Headline Writer - Mary Nicks
and R. L. Dowell
Snooper - ?????

REPORTERS
Louise Cress, Don McCullough, Helen Francis Streu, Bruce Beene, Margaret Ann Miller, Rena Rae Renfro, Tommy Wilson, Jenelle Potter, Vesta Mae Landers, Cornelia Hamilton, Katherine Danforth, Madonna Morrison, Vivian Olson, Polly Anna Crawford, Naomi Brumley, Mary Ellen Henslee.

TYPISTS
Lillie London was typist for the Roundup.

DID CONFUCIUS SAY?

Confucius say: "Income tax payers fined for reckless traveling."

To know Confucius is to know a Chinese philosopher—a way of life. Confucius led an intensely human life. He was a son of a "good family, put poor, whose first job was collecting taxes. He was fond of good food, particularly sweetmeats, he enjoyed his wine, too, and laughed at a joke on himself.

He started his career as a political reformer, fighting corruption in the feudal government of Lu. He suffered poverty and exile. Steeping himself in scholarly researches into the ancestral customs of his country, he began to teach. Attracting a group of disciples who accompanied him on his wanderings, he gradually elaborated the great body of philosophy and ethics that is Confucianism. He died thoroughly discouraged at the age of seventy-three.

—The Crimson Rambler.

Students Receive Privilege Cards

These are the lucky students who have special privilege cards: Seniors: Ann Cockrell, Vivian Olson, Myron Morgan, Bobbie Turner, Orvella Hill, Mary Beth Hicks, Louise Cress, Polly Anna Crawford, and Frances Young.

Juniors: Lillie London, Theresa Smith, Billie Davis, Mary Nicks, Georgia May Reeves, Clifford Cox, Billie Louise Davis, and Elma Shugart.

Sophomores: Lois Agnes Gilbreath, Mattie Lawhon, Katie Jean Cress, Nadyne Newell, Jack London, Wayne Phillips, Gloria Cress, Mary Lookingbill, Mildred Bowsler, Nancy Olson, Rachel Ireland.

Freshmen: Felix Pyka, Margaret Olson, Mary Ann Acker, Phyllis Radovich, Marie Compton, Robert Elliston, Marian Plummer.

HIP, HIP, HOORAY! NO SCHOOL FOR FOUR DAYS

Listen my children and you shall hear some grand and glorious news! School will be out this afternoon and will not take up again until Tuesday at 8:45. Yes, that is right—no school on Friday or Monday. Why? Well, it is because Easter Sunday falls on the Sunday of this week end and the school will honor this occasion with two holidays.

F. H. T. Girls Attend District Meeting In Amarillo, Saturday

Nine Hereford Future Homemakers girls and their sponsor, Miss Rhita Jean Sullivan, attended the District Homemaking meeting in Amarillo Saturday.

The program theme was "Living with Ourselves and Others," "How to Get Along With Father, Mother Sister, and Little Brother," was discussed by representatives from towns in the district. Margaret Higgins discussed "How to Get Along with the Boy Friend." Georgianne Miller gave a song and dance number.

Those who attended were: June Dameron, Margaret Higgins, Georgianne Miller, Gloria Cress, Robina Culpepper, Mary Ann Acker, Virgie Fink, Enoree Hodges, Troyce Stambaugh, and Miss Sullivan.

This'n That

Miss Decima Ramey returned to school Monday after several weeks absence. Mrs. J. T. Gilbreath has been substituting for her during her illness.

Mr. John Willoughby's American history class has been attending motion pictures in the music room. The pictures concerned the development of the railroad.

Gathere Vaughn was absent last week because of illness.

Nell Spradley's glasses were broken last Friday. They were placed in Jack Allmon's shoe which was accidentally stepped on.

Nadyne Newell and John Estes can write poetry. Some of it was read in Miss Lois McCaslin's English II class.

Senior Personalities

WESLEY GUTHRIE has curly, hed hair, and, incidentally it is naturally that color. He takes interest in all sports and he likes football and basketball. He has played both basketball and football. He likes to sing.

GLADYS GORE has attended Hereford High School for the past two years. She has been a member of the Glee Club. Her hobby is dancing.

BILLY BESS GREEN has gone to Hereford High School the past three years, coming here from California. Billie Bess works in the office and is football queen of the Senior Class.

Brand Ads Get Results!

FRESH

HOME-MADE CANDIES
ICE CREAM CONES
ONEY ISLANDS
Eat Them
at the

Candy Kitchen

Speech Class Returns With High Average

Three students of the speech class of Hereford High received highly superior on their selections at the Speech Festival in Amarillo last Friday and Saturday. Six students received superior ratings.

Those rating highly superior from Hereford were: Bernadine Phillips who gave "Lady Macbeth's Sleep Walking Scene"; Carroll Newsome who gave "How to Succeed"; and Vivian Olson who gave "The Challenge to American Women."

Those rating superior were: Louise Cress, "Lady Macbeth's Sleep Walking Scene"; Daniel Turrentine, "Achievement Through Struggle"; Lois Standifer, "The World Crisis and Christ"; Dorothy Trimble, "The Lost Word"; Polly Anna Crawford, "The Lost Word"; and Betty Perryman, "The Lost Word."

Those receiving excellent rating were: Anne Cockrell, Catherine Fullwood, Billie Bess Green, Loy Cook, George McLean, Bert Slay, Monica Albracht, Jean Chapin, Wanda Jean Reed, Bobbie Turner. Those receiving good rating were: Shirley Ruth Thomas, Orvella Hill. The one receiving fair rating was Bob Gilliland.

Miss Irene Crawford, teacher of Speech here, took the entire class to the festival. She also served as vice-president of the festival this year and was re-elected for next year.

Confidentially Yours



Come on now and let's see some "snaazy" things about your friends.

When did Billy Hutson become Dan Cupid for Daniel Russell?

If you have never gone snipe hunting, see Cleon Cawthon and his brother, Buddy. Well, what about it, boys?

Charlie Hill was seriously ill Saturday night. Nealy Williams was his nurse—but they were in Amarillo. By-the-way, Charlie had a date with Tille Williams.

Dorothy Banner had an unexpected guest Saturday night who was none other than Nolan Miller. Rue Wilson has a crush on Carroll Newsome; however, she attended the show with Richard Petersen Friday night who incidentally, is Mary Lookingbill's sweet hope-to-be? Or is it Richard Ireland?

Harold Loerwald is paying too much attention to Rosalee Urbanyck to suit me. I'm jealous.

Glenn Smith is making eyes at Edith Standifer now days.

R. L. Bailey and Robbie Lee Haynes seem to be doing nicely since the storm blew over. Now what do you make of that?

Sietta Robinson was taking a test in history and came out with no finger nails and no test.

Bettye Roloson is wearing a set of wedding rings. Betty, explain yourself.

Harold Saltzman and Leo Rudd are rivals now with Mildred Sheppard. Clifford Vaughn has been throwing red-hot at Edna Urbansyck, long with Donald Conklin.

Felix Pyka is a natural-born flirt, especially with Margaret Olson.

Lois Agnes Gilbreath goes to Amarillo with Ruth Temple Hastings and embarrasses her by buying expensive clothes.

Confidentially yours,
THE SNOOPER.

Brand Ads Get Results!

Protect

What You Have INSURE

John McLean
Insurance Agency
Phone 373

Confucius Say

He who sits on tack is better off.

He who sits in electric chair gets amps in his pants.

One good turn gets all the covers.

Boy who woos on hill isn't on the level.

Lipstick puts new taste in old pastime.

Butcher who backs into meat cutter gets behind in work.

Man who crossed ocean twice without taking a bath is a dirt double crosser.

Don't hire teacher who is cross eyed—she can't control her pupils.

Students Board U. S. S. Senior At Jr.-Sr. Banquet

The members of the Junior and Senior classes boarded the good ship "USS Senior" at the Baptist Church for the annual Junior-Senior Banquet Friday night, March 15.

The passengers went through the customs office, where many of their possessions were confiscated. After the customs office, they got their passports. The passports entitled them to a seat in the dining hall.

The hall was decorated with small red and white and blue boats—as favors. The tables had three large boats on them.

The program consisted of: Nell Spradley as Captain; Mr. G. M. Hudson gave the Invocation in Spanish; the group sang "Anchors Aweigh"; Raylan Evans gave the welcome with the response by Bernadine Phillips. Bernadine presented the Senior sponsors, Miss Rhita Jean Sullivan and Mr. Tommy McCollum with gifts from the Senior class.

The rest of the program was: A boys double quartet sang: "El Rancho Grande"; Carroll Newsom played a cornet solo, "South American Way"; Troyce Stambaugh played "Goucho Serenade"; Margaret Miller gave a reading, "Tamales"; Kenneth Lisenbee played a harmonica solo, "South of the Border," with the group singing the second verse, which was led by June Dameron. Mr. Knox Kiriard gave the benediction.

"What Kind of Jesus Do We Believe In" Was Topic At Boys Hi-Y

R. L. Dowell had charge of the Boys' Hi-Y program last Tuesday. The topic for discussion was: "What Kind of Jesus Do We Believe In?"

From now on until after Easter, the meetings will be based on Christian Standards.

The absent members were: Clifford Estes, F. L. Lucas, Jack Knox, Delbert Kassahn, Clifton Neal Cox, Richard Ireland, Harold Close, and Larry Trimble.

LIFE

By Nadyne Newell
Life is the reason we are here,
Life is the reason we can cheer,
Life is glory all wrapped up in one.
But listen kids, are you having any fun?

Sometimes I wonder, sometimes I doubt
What this world is really all about,
Maybe someday when life is done
Maybe then, I'll have a little fun.

No more lessons, no more exams,
No more smelling of overcooked hams,
No more studying, no more themes,
No more McCaslin's in my dreams.

When that day comes, I'll be so glad;
Because then, I won't be so sad,
I'll watch with happiness the setting of the sun,
Because by then, I'll be having a little fun.

For Sale Dates
Phone, See or Write

Ray Barber
Auctioneer

or at The Hereford Brand
HEREFORD, TEXAS
Experienced & Reliable

"Professor, How Could You!" To Be Given Next Thursday and Friday

Mary Nicks Only Student To Make High Honor Roll

Mary Nicks was the only student in High School who made the High Honor Roll.

Thirty one students made the low honor roll. They are: Senior girls: Louise Cress, Polly Anna Crawford, Vivian Olson, and Frances Young.

Senior Boys: George McLean, Junior Girls: Dora Lee Burgess, Billie Louise Davis, Wilma Higgins, Elma Shugart, Thresa Smith.

Junior Boys: Bobby Davis, Raylan Evans.

Sophomore Girls: Gloria Cress, Lois Agnes Gilbreath, Mary Lee Hood, Rachel Ireland, Mattie Lawhon, Mary Lookingbill, Nancy Olson, Betty Jo Potter, Rena Rae Renfro, Mildred Shepard.

Freshman Girls: Mary Ann Acker, Marie Compton, Billie Louise Crawford, Georgianne Miller, Phyllis Radovich, Nona Deen Rose.

Freshman Boys: David Neal Beavers, Robert Elliston, John Pitman.

12 Band Members To Play Solos At Band Festival

Mr. Ralph Smith, band director, announced that twelve members of the Whiteface Band are to play solos at the 1940 Music Festival April 4th, 5th, and 6th at Plainview, Texas.

Those who are playing solos and their solos are: Clifford Estes, "May Blossoms"; John Estes, "Carry Me Back to Old Virginia"; George L. LeGrand, "Romance Sans Parlos"; Myron Morgan, "Concert Theme"; Wilbur Harmon, "Romance"; Donald McCullough, "San Souci"; Jean France, "Atlantic Zephyrs"; Glenn Smith, "From the Shores of the Mighty Pacific"; Carroll Newsom, "Willow Echoes"; Harold Close, "Carmen"; Nell Spradley and Wilbur Harmon will enter in the drum-major contest.

Mr. Smith is planning to take a fifty-five piece concert band. The soloists will go to Plainview on the 4th of April, and the rest of the band will go on Friday, April 5th.

Dorothy Nelle Trimble and Clifford Estes will play the leads in "Professor, How Could You!" the annual Senior play, which is to be presented next Thursday and Friday in the high school auditorium.

A distinctive feature of the play this year is the double cast in three of the parts. Each cast will have an opportunity to act on one of the two nights.

The plot of the play is very interesting and humorous. It is concerned with the attempts of Vicky Randolph (Dorothy Trimble), Grandpa Perry, (Wesley Guthrie or Bob Gilliland), and John Appleby (Ernie Schumacher), to marry their friend, Professor Keats Perry (Clifford Estes), to any one of three girls. The outcome and complications of the situation provides many laughs.

Miss Irene Crawford is directing the play.

HOMEMAKING NEWS

The Betty Chapter of the F. H. T. will sponsor a Sadie Hawkins Day here April 19.

A Li'l Abner and Daisy Mae will be chosen from each class. A contest will be held to select Li'l Abner and Daisy Mae from the school.

All students are asked to dress in the typical "Dogpatch" style. The day will be climaxed with a paper sack supper in the gym. Girls will buy the boy's sacks.

The F. H. T. Club will serve the annual F. F. A. Father-Son banquet early in April. Food for the dinner will be donated by girls in the Homemaking Classes as well as the club. Money from the banquet will go to send delegates to the state rally in Dallas the latter part of April.

"Success" was subject for discussion at the last F. H. T. meeting. Phyllis Radovich lead the program. Mary Nicks discussed "Success in School"; Frances Young discussed "Success in Business"; Mary Ann Acker discussed "Success in Social Life." Phyllis Radovich gave a reading "My First Smoke." The meet-

Newell, Ireland Rate High At Music Festival

Two Hereford High School girls were given high rating at the Music Festival held at Amarillo last Thursday.

Nadyne Newell's grade was 95, which is excellent. Her song was "The False Prophet." Rachel Ireland's grade was 90, good. She sang "Who is Sylvia?"

The girls are students of Miss Mattie Mae Swisher.

How Teachers Will Spend Easter Holidays

Some of the teachers of Hereford High School are spending their Easter vacations out of town. Here are some of the answers that were given when asked where they were going:

Miss Decima Ramey, Dimmitt.
Mr. Kinard, Ft. Worth (perhaps).

Mr. G. M. Hudson, Stay home and enjoy it.
Miss Ethel Rice, I'm staying at home.
Mr. Vance Stalcup, Celina, Texas.

Miss Neville Wrenn, Staying at home.
Miss Lois McCaslin, Canyon, Texas.

Miss Rhita Jean Sullivan, Llano, Texas.
Mr. Ney Oldham, San Marcus, Texas.

Miss Frances Fullingim, Amarillo, Texas.
Miss Irene Crawford, I'm not sure.
Miss Sadye Rigler, No where.

Mr. John I. Willoughby, Stay home and catch up on my work.
Miss Robbie Foster, Lubbock, Texas.

ing closed with "Sing Your Way Home" led by June Dameron.

MASONIC BULLETIN

Hereford Lodge 849

Stated meeting second Monday in each month. School of instruction each Thursday night.

F. M. Kester, W. M.
E. L. Brady, Secy.

FREE -- BONUS -- FREE

3-W Green Stamps with Each Purchase.
Ask Us for Details!
Phone 191 and Let Us Call for Your Car!
THOMPSON SERVICE STATION
Across from the Bull Barn on Highway 60



The Happiness of Many Homes is Based on...

SECURITY

And this is particularly true of the security that comes from knowing that your bank deposit is in safe and sound hands and that it is amply protected. This is true whether it concerns people with simple tastes and who have a small income. It is true if it is the young who are just starting out in the midst of financial burdens. It is true if it concerns the old, whose earning period is past and whose savings must be carefully safeguarded. To all of these, Security is an important part of happiness.

That is the reason the First State Bank pays for membership in the Federal Deposit Insurance Corporation, which guarantees your bank account up to \$5,000. Coupled with an understanding service it is one of the reasons that an increasing number of people are selecting this bank as the place to their banking business.

Member
F. D. I. C.

The First State Bank

This is a Bank of Friendly and Personal Service

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.

Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
Deaf Smith County Maps . . . 25c



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Chiropractor and Masseur
Phone 941
for Appointments

ABSTRACTS

Of all Deaf Smith County Land Titles
DEAF SMITH COUNTY
ABSTRACTS, Inc.
Cliff Estes, Mgr.

Swap through

the . . . Want Ads

Front Of Kemp Lumber Co. Is Being Rebuilt

"Having its face lifted" is the way Grant Fuller describes the building operations on the R. H. Kemp Lumber Co., building this week. A new front of modern design is being built and will be succeeded a colonial yellow, probably next week. In addition a new display room with two large plate glass windows is being built on the south side front and corresponding windows will be installed on the north side front.

Spray Expert To Be At Siren Hardware

Mr. J. O. Bailey of Myers Manufacturing Co., an expert on sprays and spraying equipment will be in Hereford next week from Tuesday to the week-end. His headquarters will be Streu Hardware Co., which has been appointed distributors for Myers

Contracts May Be Signed On Bang's Disease

Contracts may be signed now by cattlemen wishing to join in the government program for control of Bang's Disease, according to an announcement by County Agent A. R. Bateman. The assistant inspector in charge of Bang's Disease control has just visited the county and left 50 contracts with the county agent, and will send more, if necessary.

The control program applies to all breeds of cattle. All cattlemen with Bang's Disease in their herds are urged to come to the office and sign the contracts. As soon as 10 are signed work will begin and others may sign any time during the checking period.

The service is free.

Brand Ads Get Results!

New Scout Troop Has Been Formed In Hereford

A new Boy Scout troop, sponsored by the Hereford Knights of Columbus has been holding regular meetings the last two weeks, preparatory to application for a charter for the new troop. Lawrence W. Loerwald is Scoutmaster and Leo Hellman is assistant Scoutmaster.

The Scoutmaster has announced a steadily growing attendance at meetings and increasing interest is expected as investigations and application for charter are to be held Friday, April 5. Meetings will be held on Friday evenings at the St. Anthony School at 8 o'clock.

New Welding And Electric Shop To Open Here This Week

Announcement is made this week of the opening of a new business house in Hereford, the Hereford Welding and Electric Co. The new business will be housed in the new structure just west of the First State Bank. Owners of the company are Dick Coffee and Lester (Bugs) Wilkinson.

Featuring Electric and Acetylene welding the new firm expects to be open by the last of this week.

Mr. Coffee and Mr. Wilkinson are both well-known here. The former expects to continue his work in the County Agent's office. The latter recently returned from California where he worked in the Navy Shipbuilding Yards. During the World War he was an electrician on a submarine of the United States Navy.

Daughter Of Fred Browns Injured In Auto Accident

Condition of little Miss Fredda Marie Brown, 4-year-old daughter of Mr. and Mrs. Fred G. Brown, is reported as satisfactory this week. She is in a hospital at Lubbock following an accident Sunday which could

easily have been fatal. Mr. and Mrs. Brown and Fredda Marie had been to Lubbock to visit Mrs. Brown's parents, Mr. and Mrs. A. A. Foster, and were returning to Hereford. Near the Lubbock airport, Fredda Marie, who was in the back seat, somehow opened the door and tumbled out while the car was traveling at a high rate of speed.

She received serious leg and head injuries and many bruises. Edward Price of Lubbock is a visitor in Hereford today on business. He is a consulting engineer.

DINNER GUESTS

Out of town guests entertained at the home of Mr. and Mrs. J. W. Robinson Sunday were her mother, Mrs. W. G. Nation of Pampa, a brother, C. G. Nation and Mrs. Nation of Wellington, Kansas, a brother, R. R. (Carrie) Nation and Mrs. Nation of Amarillo, another brother Billy Nation of Lubbock, a sister, Miss Mildred Nation, and Miss Nell Snyder of Amarillo, Miss Mary Gromms of Pampa and Miss Cora Vaughn of Plainview.

ROOMS TO RENT? TRY A WANT AD

Around Town

(Continued from Page 1)

Jack Henderson, formerly of Corpus Christi, where he was employed by the Central Power and Light Co., is now working for the Texas-New Mexico Utilities Co., in the Merchandising Department. Mr. Henderson is a graduate of A. & M. He and Mrs. Henderson have an apartment at Mrs. J. W. Alexander's.

After listening a few moments yesterday to the deafening clatter of air hammers down at the new railroad tank under construction, we got to wondering if the riveters wore any thing in their ears. No, they don't and after four or five years they don't hear the noise anymore.

Front work is rapidly nearing completion on the old Western National Bank building now owned by John Patton. The Candy Kitchen building front is also nearly done.

Sign of Spring: The Star Theatre has been cleaning and

adjusting their air-conditioning system.

Incidentally, Spring came in beautifully yesterday. Warm sun, no wind, everything quiet and peaceful. It was good to be alive.

In keeping with the Easter Season, West Texas Feed and Seed is now showing an assortment of brightly colored Easter Chicks in their show windows one block east of Main Street.

Fred Brown is installing two electric gasoline pumps at his filling station this week.

Floyd Trantham of Waco began work this morning at Ike's Cafe. He and Mrs. Trantham are moving here. He was employed by Mr. and Mrs. Joe Sheppard for about five years while the Sheppards were in Waco. Mr. and Mrs. Trantham came out here on a two-seated motorcycle.

David Rodgers has purchased the house where Jimmie Allred is now living and the lot next to it. Both are across from the Football Field.

Gigantic Easter

(Continued from Page 1)

clear of traffic.

The Lions Club will furnish eggs, as will The Hereford Brand and eggs collected by the Star Theatre in their special matinee will be hidden in the afternoon.

Rules and Prizes

A complete list of rules and regulations is given in the special four-page section of this issue of The Brand. In this section will be found listed also the prizes offered by each merchant. In general the rules are the same as last year's. The hunt is open to all kiddies under 12 years of age and any child, no matter where he lives or how far away, even if he is only visiting here for a short time, has a special invitation from the Merchants of Hereford to be their guests for this big day of fun and thrills.

Prizes are numerous. Cash prizes run in value from 10 cents to \$1.00 per egg while merchandise prizes range upwards of \$2.50 each. There are ice cream cones, sodas, shirts, dresses, a watch, a ring, baby chicks, hamburgers, wave sets, hair oil, hair cuts, cracker jacks, candy, knife, doll, flashlights, and many others.

Bridge School

(Continued from Page 1)

when he will give instructions on squeezes, end-plays and some of the newest conventions of bridge playing.

It was emphasized that if it were impossible for interested persons to attend all the classes, either the afternoon or evening session, only that day's lessons would be missed for each day's instruction is complete in itself.

There will be no bridge played at the sessions. Steele lectures and uses a 24-foot blackboard, which is plainly visible to all those seated in the room. The class is seated around bridge tables and decks of cards are available at each table so that plays can be followed out by the people if they wish.

The lessons will start promptly at 2 o'clock in the afternoon and finish at 4:15 o'clock. At night the sessions will begin at 8 o'clock.

It is the first time that such an opportunity has ever been offered to the people in and around Hereford to be able to have lessons from a bridge expert and to be given a chance to really learn the way bridge should be played. In his lessons, Steele teaches everyone from the beginner and the duffer on up to the real expert. "There is seldom an expert," he says "who doesn't get something out of the first lesson in bridge. Many experts are self-satisfied because they can beat everyone in their own little groups but all too frequently they will find they know little about the game when they go up against competition."

Brand Ads Get Results!

150 Young

(Continued From Page 1)

have generously opened their homes to these young people during Friday night. This spirit of co-operation is genuinely appreciated." Rev. Redford said yesterday.

Interesting

(Continued from Page 1)

exhibited the grand champion fat calf and R. B. Seaton, of Muleshoe, the reserve champion. Champion Junior heifer was exhibited by Charles Julian and aged cow champion was shown by Nelson Foster.

Other winners were: Fat pig: Earl Prather, Muleshoe, grand champion; Merle Gough, Muleshoe, reserve champion; Jimmie Seaton, third. Open gilt: Billie Joe Foster, grand champion; Jimmie Seaton, reserve champion; Frank Foster, third.

Bred gilt: Keith Blackburn, Friona, grand champion; Charles L. Jones, Friona, reserve champion; Truett Johnson, Friona, third.

Bred sow or open sow: Edwin Foster, Farwell, grand champion; Nelson Foster, Friona, reserve champion; Robert Leach, Friona, third.

Sow and litter suckling pigs: Burl Beene, Friona, grand champion; Billie Turner, Friona, reserve champion; Henry Wilkerson, Bovina, third.

Fat litter: C. L. Calaway, Jr., Bovina, grand champion; Carl Hoffman, Friona, reserve champion.

THE OLD PROFESSOR HIMSELF

—with all the prize pupils of the "College of Musical Knowledge," and a hand-picked bunch of screen favorites in the laugh-swing-story sensation of the season!

KAY KYSER ADOLPHE MENJOU



THAT'S RIGHT YOU'RE WRONG
MAY ROBSON - LUCILLE BALL DENNIS O'KEEFE - EDWARD EVERETT HORTON - ROSCOE KARN - MORONI OLSEN
KAY KYSER'S BAND featuring GINNY SIMMS - HARRY BABBITT SULLY MASON - ISH KABBILLE
Produced and directed by DAVID BUTLER. Screen Play by William Conselman and James V. Kern.

Also Sport Reel, Short Subject and News
Thur\$day - Friday 125 REASONS FOR ATTENDING!



HIT NO. 1
"TWO FISTED RANGERS"
CHARLES STARRETT
HIT NO. 2
JOHN WAYNE, in
"KID NIGHTINGALE"
Also New Serial
"LONE RANGER RIDES AGAIN"

THRILLINGLY ON THE SCREEN!

Colorful days of minstrels and river boats! Stirring drama of the stormy love that put America's joys and sorrows to music!



Don Ameche - Andrea Leeds - Al Jolson
Felix Bressart - Chick Chandler - Russell Hicks - George Reed - Hall Johnson Choir
Directed by Sidney Lanfield
Screen Play by John T. Fox and Philip Dunne
Story by John T. Fox and Philip Dunne
Darryl F. Zanuck in Charge of Production

Cartoon and News
SUNDAY and MONDAY
Star Theatre -- Hereford, Texas

Spring House Cleaning is not complete without New ...

FLOOR COVERING

and new

WALL PAPER

We have a large stock of New Patterns of Linoleum Floor Covering, both in yard goods and rugs.

There are also many new and very attractive patterns of Wall Paper now in our stock. Let us show you the new designs — and make an estimate, on re-covering the floors or on papering from one room to your entire house.

Everything blossoms forth in the spring. Brighten up your home with new wallpaper in all the rooms. It's modern and inexpensive!

E. B. Black Co.

Furniture Since 1901 Undertaking

WEIR'S

Red & White Food Store

WE DELIVER — PHONE 117

SYRUP, Brer Rabbit, No. 10 can 59c
SALMON, Brimful, 2 cans 29c
CHERRIES, Brimful 2 cans 29c
SPINACH, Heart's Delight, No. 2—2 cans 25c
OYSTERS, Wapco, 5-oz. 2 for 25c
SPICES, Regular 10c boxes 2 for 15c

COFFEE

 Break O' Morn. . . 25c
2 LBS. 25c

HERSHEY'S COCOA, big 1-lb. box 15c
GRAPEFRUIT JUICE, small size 6 cans 23c
LAUNDRY SOAP, Red & White 5 bars 15c
OATS, White S. cup & saucer ... large kg. 25c
MEXICAN BEANS, fancy re-cleaned, 6 lbs. 29c

CORN Red & White, No. 2 Can Country Gentleman 10c	KRAUT Wapco. No. 2 1-2 Size Can 10c
--	--

CANDY BARS 2 for 5c
PEAS, Concha, No. 2 size 2 cans 25c
HOMINY, Marco, No. 2 can 3 for 25c
RAISINS, 2-Lb. cellophane pkg. 14c
PRUNES, 2-lb. pkg. (60-70's) 14c

GOAT MILK

 Large Can 29c

FRESH FRUITS AND VEGETABLES ... OUR STOCK IS ALWAYS FRESH AND COMPLETE!

FLOUR

Fraser's Big Value
48 lbs. \$1.15




Hundreds of Prizes in Big Easter Egg Hunt

March 23

SATURDAY

Greatest Easter Egg Hunt on the Plains! Every Child 12 Years of Age or under is Invited — Regardless of where You Live! A RED-LETTER DAY for Your Child! Picture Show — Thrilling Easter Egg Hunt!

Sponsored by Hereford Merchants who are Giving Away Hundreds of Cash And Merchandise Prizes!

<p>4 QUARTERS one for each of our 4 PRIZE EGGS Fox Cleaners & Hatters</p>	<p>FUN FOR EVERYONE KIDDIES — JOIN THE BIG Easter Egg Hunt Saturday and look for Our Prize Egg—Finder will be Given \$1.00! FIRST NATIONAL BANK THE FRIENDLY BANK</p>	<p>SKELTON Implement Co. gives 4 Two-Bit Pieces to the Youngsters finding the Eggs Bearing Our Numbers</p>	<p>ALWAYS A GOOD SHOW AT THE STAR THEATRE 3 HARD-BOILED EGGS Entitles all Children to see The Show Saturday Morning! Our 20 Easter Eggs are good for One Ticket to the STAR</p>
<p>WEIR'S RED & WHITE FOOD STORE offers 4 Boxes Chocolate Cherries for Our 4 Prize Eggs</p>	<p>HEREFORD MOTOR CO.  Sales & Service 2 Prize Easter Eggs 25c Each</p>	<p>JOHN McLEAN Insurance 10-Cent Piece — for each of our 10 Easter Eggs</p>	<p>DODGE PLYMOUTH IRELAND MOTOR CO. Sales & Service Our 4 Easter Eggs are worth 25c each</p>
<p>Visit our Store Saturday! CITY DRUG STORE "Headquarters for School Supplies" 25 Easter Prizes A Delicious Ice Cream Cup for Each of Our 25 Eggs</p>	<p>FREE! 4 QUARTERS One Apiece to the Four Kiddies who find Our Prize Easter Eggs Saturday! ROSSON-HAYS Implement Co.</p>	<p>YOU CAN FIND — AT LAKE PARK 15 FROSTICKS If you can find our 15 Easter Eggs and return them to Us at the CHOCOLATE SHOP</p>	<p>Trade Where Your Dollars Have More Cents! Two 5c Bars of Candy given for each of Our 10 Prize Eggs HUDSON'S GROCERY "MORE GROCERIES FOR CASH"</p>
<p>10 PRIZES Each of Our 10 Prize Eggs Receive One Giant Soda CORNER DRUG STORE</p>	<p>Every Kid Wants a Funny Paper for Easter So . . . we are giving 6 Denver Posts for Our 6 Easter Eggs! HEREFORD NEWS STAND</p>	<p>THE HEREFORD BRAND will give to each of the Five Kiddies who find our Prize Eggs \$1.00 Cash, Each "Your Home Newspaper"</p>	<p>4 PRIZES 25c for each of our Easter Eggs Specialists in Generators, Magnetos, Starters and Batteries ROBERSON BATTERY and Electric Co. Jeff Roberson, Owner</p>

10 PRIZES

A CONEY ISLAND for Each of 10 Easter Eggs!

Try Some of Our Home Made Candies

BRITTLES — FUDGES — DIVINITIES
TAFFIES — CHOCOLATES — STICK
CANDIES — PEANUTS — SODA POP

The Candy Kitchen

10 PRIZE EGGS

GRAND PRIZE—1 Lb. Box Chocolates to the First of our Prize Eggs . . . and

10c EASTER PACKAGE to each of the other 9 winners!

McLain Grocery & Market

1 HAMBURGER

for each of our

6 PRIZE EGGS

MIDGET CAFE

Mr. and Mrs. Joe Sheppard

ELITE CAFE

Mr. and Mrs. Wayne Wallace

OFFERS FREE,

Six Hamburgers

for their

6 Beautiful Easter Eggs

**EASTER
EGG
HUNT**

**SATURDAY
2 P. M.**



**RULES
AND REGULATIONS**

1—Hunt will start at 2:00 o'clock Saturday, March 23, following a Free Show at the Star Theatre.

2—All prize eggs will be numbered and those that correspond with numbers in the listed firms will receive the prize which that particular firm is giving away.

3—All children MUST be accompanied by their parents or some other adult person, when hunting for the numbers on stores to correspond with the numbers on the prize eggs.

4—No telephone calls will find your number—you must visit these stores until you find the corresponding number that is on the egg.

COME EARLY!

**All Kiddies
UNDER 12 YEARS OF AGE
Admitted!**

For Our 4 Prize Eggs

25c EACH

THE VOGUE

Mrs. C. W. Seed

TEXAS

Grocery and Market

4 Sacks of Easter Eggs

for our

4 PRIZE EGGS!

A HAIRCUT

for each of our

2 PRIZE EGGS

**Whitehead & London
Barber Shop**

ONE QUARTER

will be given to each Kiddie finding our

4 Nice Easter Eggs

TEXAS SERVICE STA.

Glenn Snyder

Phone 440

**Join the Big Easter Egg Hunt
SATURDAY!**

Look for Our Prize Eggs! Each of the 4 Finders will get

25c Cash

PACKARD MILL

A HOME INSTITUTION

One Delicious Hamburger

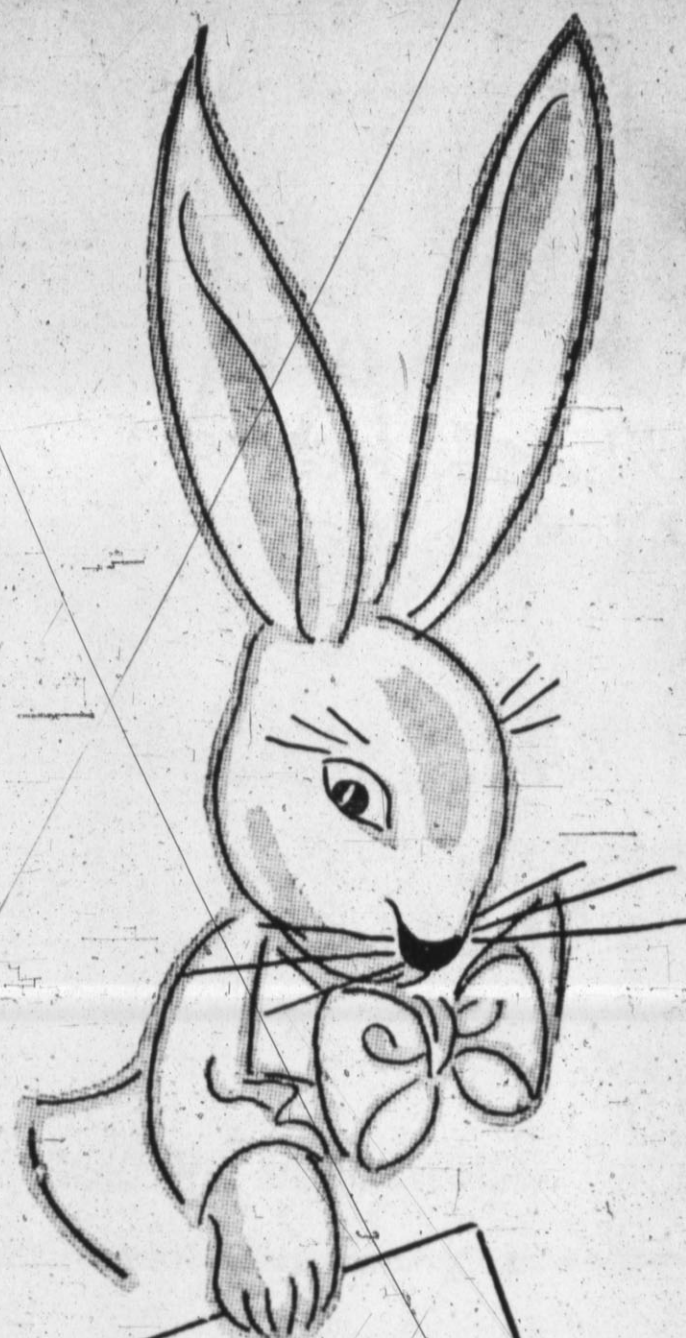
for Each of Our

10 Prize Eggs

CITY CAFE

Buck Richardson

E. N. Mitchell



Look for Our Prize Eggs

Each of the Four Finders will get

25c IN CASH!

**A. C. THOMPSON
Service Station**

MAGNOLIA SERVICE

J. B. Gould, Magnolia Agent

Attend the Big

4 QUARTERS

4 EGGS

**EUBANKS & SEARS
CASE FARM MACHINERY**

Plymouth and Chrysler Automobiles

Look for P

4 EGGS

4 FLASHLIGHTS

Western Auto Asso. Store

OUR 4 PRIZE EGGS

are worth

25c Each

when brought to our store Saturday

Hereford Appliance Co.

J. C. PENNEY CO., Inc.

Visit us Saturday for the New Spring
EASTER TOGS!

**Prize, Boys' Dress Shirt, or
Girls' Dress, Sunny Tucker**

25c FREE to EACH of

The Kiddies who bring in our 4
Prize Eggs!

**JOHN PATTON
Insurance**

**LYNN C. KESTER
JEWELRY**

1 Easter Egg — 1 Easter Prize!

\$1.25 Watch for Boy

or

\$1.25 Ring for Girl

STREU HARDWARE

We Will Give

Finders of our 2 Eggs, Each, choice of a

**POCKET KNIFE or DOLL
or Set of Doll Dishes**

FREE — 100

ICE CREAM CONES

to the 100 Boys or Girls who find our
Prize Eggs Saturday!

**HEREFORD CREAMERY
Company**

KIDDIES

the Big Easter Egg Hunt!
FRIDAY, MAR. 23rd, 2 P. M.

at Lake Park
MOTHER'S PARK

100 On The
Prize Eggs

Read the Rules on This Page
Prizes All Free!

Sponsored by Hereford Merchants

A 25c Piece to

Boys or Girls who find our 4 Prize Eggs
in the Big Hunt Here Saturday!

PEVLEY and SEED
Allis-Chalmers

at the Easter Show!

25 BABY CHICKS

for our
1 Prize Egg

ROSS FULLER'S Feed Store

Prize Eggs!

10 BIG PRIZES
A Soda Pop

to Each of the finders of our Prize Eggs!

SERVICE-U-LIKE

Emmett Millburn
WASHING GREASING

FREE!
at Bobbie's Beauty Salon

1 BOTTLE HAIR OIL for Boy
SHAMPOO and WAVE SET for Girl

for the return of

Our 2 Easter Eggs

One Delicious Hamburger

for Each of Our

6 PRIZE EGGS

CARL'S CAFE

CARL JENNINGS, Owner

JOIN THE BIG HUNT!

And Look for Our Prize Eggs—Each of
the 4 Finders will Receive

1 Cap Pistol

A. O. THOMPSON

Abstract Co.

ALDERSON'S Variety Store

4 Big Prizes

Egg No. 1—10c Candy
Egg No. 2—Toy Airplane
Egg No. 3—15c Candy
Egg No. 4—1 Pair Anklets

FREE!

10 Big Ice Cream Sodas
to the finders of

Our Prize Eggs

Look for Your Numbers in this Store
of Bargains!

HAILE DRUG STORE

NOTICE

The Four Kiddies who find

Our Prize Eggs

will EACH receive
25c Cash

STAMBAUGH CO.

NORTON MOTOR CO.

PONTIAC — GMC TRUCKS — BUICK

50c Each

for our

2 Big Easter Eggs

4 QUARTERS

One Each, will be Traded for our

4 Easter Eggs

See Our Easter Bargains in Dresses!

Fashion Dress Shoppe

BIG EASTER SHOW



SATURDAY MORNING

10 A. M.

Admission for Children Only!

3 HARD-BOILED COLORED EGGS

Don't
Miss
the
FUN!



SPECIAL PROGRAM

for the Kiddies

Don't Miss This Show

Remember,
3 COLORED EASTER EGGS
for Admission, at Star Theatre

WANTED: 10 EGGS

Not just Any Ten Eggs, but the Eggs
with Our Serial Number

1 Orange, 1 Apple, 2 Bananas
will be given for each of these eggs

FURR FOOD STORE

Our 4 Prize Eggs

are good for

6 Cookies, 6 Doughnuts
EACH — at the

HEREFORD BAKERY

Some Lucky Little Girl Will
Receive, Free

A FINGER WAVE and SHAMPOO, or
A BOTTLE OF HAIR OIL for Boy.

For Our Prize Egg

Take Advantage of Our Easter Specials!

THE BEAUTY MART

Ona Faye Smith, Owner Gladys Carrol, Op.
Imogene Whitehead

Bring Your Prize Egg to
E. B. BLACK CO.

We will give 10 Beautiful
PRIZES

to the finders of

Our 10 Easter Eggs

20 Free Ice Cream Cones

One to Each of the Boys and Girls who
bring in Our Prize Eggs!

CLOSE DRUG STORE

"WHERE YOU SAVE"

8 BIG PRIZES

25c in Cash

for each of Our 8 Prize Eggs!

BURK'S FURNITURE

8 Beautiful Pairs of Anklets

for

Our 8 Prize Eggs

KELLOGG'S

5c to \$1 STORE

Headquarters for Easter Supplies!

4 PRIZE EGGS

EACH GOOD FOR

25c

at

BEAVERS BROS. GARAGE

WE WILL GIVE

1 HAIRCUT

FOR OUR PRIZE EGG—GOOD ANY DAY EXCEPT SATURDAY!

Brooks Barber Shop

MILLER AUTO STORE

"If It's for the Auto — Try Us First"

Offers 25c

To Each of the Boys or Girls who Find Our

4 Prize Eggs

A QUARTER

IS OUR PRIZE

for each Boy or Girl who brings in our

4 SPECIAL EGGS

McRIGHT & WILSON

25c EACH

to the Four Boys or Girls who find

OUR PRIZE EGGS

Texas-New Mexico Utilities Company

YOUR CHOICE OF

Bottle of Hand Lotion

or a

Bottle of Hair Oil

to the finders of Our 2 Prize Easter Eggs

CHARM-AID STUDIO

IKE'S CAFE

Offers Free,

Six "Eat-a-Pig" Sandwiches

for their

6 Beautiful Easter Eggs

\$100

in

PRIZES



List of Participating Merchants:

FOX CLEANERS and HATTERS

FIRST NATIONAL BANK

SKELTON IMPLEMENT COMPANY

HEREFORD MOTOR COMPANY

JOHN McLEAN INSURANCE AGENCY

IRELAND MOTOR CO.

ROSSON-HAYS IMP. CO.

HEREFORD BRAND

ROBERSON BATTERY and ELECTRIC CO.

BEAVERS BROS. GARAGE

MILLER AUTO STORE

JOHN WOOD Farm Equipment

CONSUMER'S FUEL ASSOCIATION

FRASER OIL and GRAIN CO.

FIRST STATE BANK

PITMAN GRAIN CO.

WEST TEXAS GAS CO.

DAVIS-McCRACKEN

HEREFORD LBR. CO.

McRIGHT & WILSON

TEXAS-NEW MEXICO UTILITIES CO.

BRUMLEY-WOODFORD MOTOR CO.

HEREFORD APPLIANCE CO.

JOHN PATTON Insurance

THE VOGUE

TEXAS SERVICE STATION

PACKARD MILL

STAMBAUGH CO.

NORTON MOTOR CO.

STAR THEATRE

WEIR'S Red & White Store

CITY DRUG STORE

CHOCOLATE SHOP

HUDSON'S GROCERY

CORNER DRUG

CARL'S CAFE



YOUR CHOICE

1 Wave Set

or

1 Bottle of Hair Oil

for Each of our Two Prize Eggs

PERSONALITY SHOP

Mrs. Bess Jennings

FRASER

Oil & Grain Company

will give one

SILVER DOLLAR

to the finders of our

Four Prize Eggs

FIRST STATE BANK

will give one

25c Piece

to the children finding their

FOUR EASTER EGGS

Buy Your Baby Chicks

—at—

West Texas Feed & Seed

"HOME OF MERIT FEEDS"

OUR 4 PRIZE EGGS

are Each good for One 8 1-3 lb. Sack of

Merit Chick Starter

Check Your Prize Eggs Here

The Two Finders will Each get

A HALF DOLLAR

Plan now to be here and join in the Fun!

PITMAN GRAIN CO.

Check Your Prize Numbers

with our Card—Each of Our Four Prizes

will be Redeemed for 25c!

BRUMLEY-WOODFORD

Motor Company

OUR 2 PRIZE EGGS

ARE EACH GOOD FOR

50c in Trade

Medkief Service Station

"Your Mileage Merchant"

500

Valuable

PRIZES



List of Participating Merchants:

HEREFORD NEWS STAND

BROOKS BARBER SHOP

PERSONALITY SHOP

QUALITY FOOD STORE

WEST TEXAS Feed & Seed

R. H. KEMP LBR. CO.

CHARM-AID STUDIO

IKE'S CAFE

MEDKIEF SERVICE STATION

CANDY KITCHEN

ELITE CAFE

J. C. PENNEY

LYNN C. KESTER

STREU HARDWARE

MIDGET CAFE

TEXAS GROCERY & MARKET

WHITEHEAD-LONDON BARBER SHOP

CITY CAFE

BOBBIE'S BEAUTY SALON

A. O. THOMPSON ABSTRACT CO.

ALDERSON'S VARIETY STORE

HAILE DRUG STORE

FURR FOOD STORE

HEREFORD BAKERY

THE BEAUTY MART

E. B. BLACK CO.

CLOSE DRUG STORE

KELLOGG'S 5c to \$1.00 STORE

BURK'S FURNITURE

FASHION DRESS SHOPPE

ROSS FULLER'S Feed Store

WESTERN AUTO Associate Store

PEVLEY & SEED

MCLAIN GROCERY & MARKET

A. C. THOMPSON Service Station

SERVICE-U-LIKE

EUBANKS & SEARS

HEREFORD CREAMERY



4 PRIZE EGGS

EACH GOOD FOR

25c

—at—

JOHN WOOD FARM EQUIPMENT

"YOUR OLIVER DEALER"

10 Prize Eggs

good for

1 Box Cracker Jacks

EACH

QUALITY FOOD STORE

25c

FOR EACH OF OUR

8 EASTER EGGS

JOIN THE FUN!

CONSUMERS FUEL ASS'N

Hereford, Texas

50c FREE . . . to each

who bring in our

Two Prize Easter Eggs

WEST TEXAS GAS CO.

A Mysterious Pleasure

in return for

Each of Our 20 Prize Eggs

KIDDIES — JOIN THE FUN!

R. H. KEMP LUMBER CO.

4 PRIZE EGGS

EACH GOOD FOR

25c

DAVIS-McCRACKEN

Minneapolis-Moline Implements

Look for Our Prize Eggs

The Four Finders will Each

Receive 25c Cash

Check Your Numbers at

HEREFORD LUMBER CO.