

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

10th YEAR—NO. 14

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

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AROUND TOWN

Sights and Faces Seen

The way Popeye likes spinach nothing compared with how John Roberts likes sweet milk.

Perhaps it's a record and, to the least, it is a long time that G. M. Suggs has been a subscriber to the Hereford Brand. He started taking the paper 32 years ago last fall, receiving his first copy in the fall of 1905.

Rumor has it that Alton Fraser may organize a party of his personal friends for an extensive tour in the bus, which is now parked in his mill. Alton bought the bus several days ago in Fort Worth and drove it back to Hereford.

Keller Muse carefully checked his horoscope in a magazine Tuesday morning, and after finding no indication of good fortune remarked: "I never did believe in those things, anyway."

Want Song Titles For Celebration Of Pioneer Day

Following numerous requests that more singing be included in the annual Pioneer Day activities here May 10, members of the Business and Professional Women's Club this week issued a call for suggested songs to be included.

Songs which will recall old-timers, and which were sung here in the early days, was the type sought, and proposed to include those which received the most requests prior to the annual event.

They also expressed their appreciation for the splendid response of the public in making suggestions for the Main Street display. A large number of pictures were also said to have been received in connection with this event.

Meanwhile, Miss Belle Harris, chairman, and Mrs. Cecil Williams had practically completed plans for the Pioneer Day Parade, which bids to be one of the major attractions of the day and an outstanding feature of the annual celebration this year.

Farmers To Hold Agriculture Meet Here On April 15

A county-wide meeting of the Deaf Smith County Agricultural Association will be held in the district court room here Thursday evening, April 15, at 8 o'clock, according to S. O. Wilson, president.

The meeting will feature a discussion of the Soil Conservation program and agricultural set-up for the present year. Mr. Wilson said, along with talks upon important farm topics. Dr. G. W. Heard will speak on Revamping of the Supreme Court, and H. V. Hennen will discuss Rural Electrification and outline the proposed program for this county. Alex B. Bateman, county agent, will speak on the Farm Program for 1937.

Following the speeches, a round table discussion will be held regarding the new program, Mr. Wilson said.

Some other entertainment features will also be included in the program, according to the announcement.

Wirt Phillips Is Range Inspector

At a meeting of ranchers in the court house here Saturday afternoon, Wirt Phillips was named range inspector for Deaf Smith county in the 1937 program.

The program, which this year goes into operation for the first time, includes payments for building dams, ridding lands of cactus, fence improvements, etc. Mr. Phillips will make inspections in regard to compliance at specified intervals.

Central School Intramural Winners Listed This Week

New Drags To Level Sand Dunes

In an effort to clear hummocks and sand dunes from fields in this area, the county has secured four railroad irons with which to drag the land. The irons are 33 feet in length, and weigh more than 1,000 pounds each.

By hooking the irons together at intervals and dragging the land, it is hoped that they can level the smaller dunes. The irons were secured after similar experiments proved successful in Dallam county.

Glee Clubs To Participate In Amarillo Event

Glee clubs from both the Central and High Schools will take part in the Panhandle Music Teachers Association to be held in Amarillo Thursday, April 8, according to Miss Thelma McMinn, director. The junior high school chorus, composed of 52 members, will sing Lena and Hans, by R. B. Norman. A junior sextet, composed of Mattie Louise Lawhon, Nadine Newell, Ruth Temple Hastings, Rachel Ireland, Lois Agnes Gilbreath and Rena Rae Renfro will also enter the number entitled Little Bluebird of My Heart, by Norman.

The High School Girls' Chorus of 50 singers, will sing Hey Derry, Down Perry, by J. S. Black. Also entering the contest is a high school mixed trio entitled Marianina, Italian folk song, sung by Gladys Lewis, Mary Tiefert, and Bill Stanford; a girls' trio, Tun Yo to Me, Ke-fins, sung by Rowena O'Dell, Dorothy Thompson and Elizabeth Rice. A high school girls' sextet, To a Wild Rose, by MacDowell, sung by Virginia Eria Reed, Nancy Millard, Viola Phillips, Irene Knox, Helen Frances Streu and Barbara Brotherton; and a girls' quartet, The Dreaming Lake, Schumann, sung by the Merry Mary Quartet, of Mary Ann Baird, Mary Dorothy Thompson, Mary Tiefert and Mary Elizabeth Rice.

Work Sheets Are Completed Here, 250 Cooperators

With more than 250 work sheets already issued on the 1937 Soil Conservation Program in Deaf Smith county, producers in this county were this week urged to complete their work sheets at the earliest possible time.

Since the new program is different from last year in that compliance must be made earlier, employees in the agent's office here indicated that it will be necessary for cooperators to sign earlier. Where contour listing and summer fallowing is practiced under the new program, compliance will be necessary by July 1, 1937; where grain sorghums and sudan are planted, compliance will be required by July 15. The new measures were issued to decrease blowing here.

Using the 1936 program as a basis, it was estimated that 600 more work sheets will be issued in this county.

FORMER CITIZEN ILL IN MINERAL WELLS

Mrs. W. S. Williams, former citizen of Hereford, who has made her home in Amarillo for the past several years, is quite ill in Mineral Wells. Col. Williams has just returned home from the bedside of his wife to attend to some business before returning to Mineral Wells, where he will remain until Mrs. Williams is improved.

She is in the Millings Sanitarium.

STUDENTS COMPETE FOR HONORS IN INTRAMURAL MEET

Featuring a victory for the "Whites," Central School's first intramural meet here Thursday and Friday proved an outstanding success. The Whites scored a total of 192 points as compared to 90 points for the "Maroons."

Individual winners will be presented with ribbons. The complete list of winners follows:

Declamation, Girls.
1. Mildred Bowsher, white
2. Ruth Temple Hastings, white
3. Mary Ellen Henslee, maroon.

Declamation, Boys.
1. Thurman Williamson, white
2. Billie Davis, white
3. Ray Thompson, maroon.

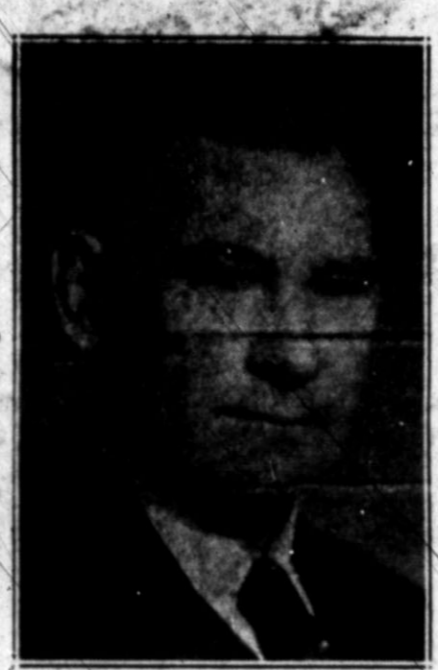
Ready Writers Contest.
1. Jack London, white
2. Mattie Louise Lawhon, white
3. Betty Lou Washam, white.

Spelling Fourth-Fifth.
1. Mary Helen Cross, maroon
2. Gail Poff, maroon
3. G. P. Owen, maroon
3. Maxine Ballard, white.

Spelling, Sixth Grade.
1. Billie Louise Barber, white
2. Benny Womble, white
3. Mattie Louise Lawhon, white.

Choral Singing.
The choral singing event was won by the maroons, which included the following team members: Lottie Belle Edwards, Billie Louise Crawford, Katie Jean Cross, Mary Ellen Henslee, Madonna Morrison, Mary Ruth Russell, Christine Smith, Lee Etta Hopson, Betty Jean Prolock, Vermaeene Wright, Stella Joe Thompson, Billie Zoe Smith, Marjorie Morrison, Claude Roberts, James Bernard Hicks, G. P. Owen, John Spradley, Rue Wilson, Betty Ann Dunlap, Louise Lance, Eleanor Wilson, Ellen

Lists Low Rate



Mayor C. J. Paddock today announced a 10 per cent reduction in water rates for Hereford. The reduction is now in effect, and will appear on water bills of May 1, he said.

Reduction In Water Rates Is Announced

Mayor C. J. Paddock today announced a reduction of 10 per cent on all city water bills paid on or before the tenth of each month during the summer. The reduction will be in effect May 1, and for succeeding months.

A regular summer irrigation rate, the reduction has been featured during past years and is for the purpose of encouraging the use of water for beautifying lawns, trees, shrubs and gardens. The reduction will apply to all domestic rates, including the minimum of 2,000 gallons for \$1.50, which will be reduced to \$1.35 for prompt payment.

In making the announcement, Mayor Paddock urged all citizens to start planning now toward improving their yards and planting spring garden plots. Already boasting one of the lowest water rates in this section, city officials hope that the reduction will this year encourage more beautification than ever before.

Fire Results In Slight Damage At Martin Home

Little damage was reported to have resulted from a blaze in the home of Abe Martin here Wednesday morning. The fire broke out shortly after 1 o'clock and was quickly extinguished by the Hereford Fire Department. It was thought to have caught from an electric iron.

A divan, two rugs, an ironing board, and several other small pieces of furniture were reported to have been lost in the blaze; a small space on the floor was also burned. Mr. Martin said that prompt action by the local department prevented the blaze from spreading.

Dogs Kill Stock In This Section

Cattlemen were this week setting steel traps in an effort to catch stray dogs, which they state have killed livestock near Hereford during the past few weeks.

Included in the loss were 30 head of sheep in the park just south of town. Bonnie Bramley reported the loss of two Jersey calves Monday night, and Criss Renfro was also said to have lost some stock. The loss is attributed to dogs around town, which gather in bands at night and roam the country.

Homes Bought and Remodeled

Moving in Hereford is more or less like a game of checkers—when one family moves, it forces another to move, and so on, and on, until the cycle is complete.

This week found five Hereford families established in their own homes, following a series of moving. However, each of the five families are now settled in their own homes, and a considerable amount of home improvement is to be noted over the community. Most of the houses have been papered, many of them painted, and others show general improvement.

Mrs. M. L. Packard Wednesday moved into the home across from the County Hospital on East Third Street. The place was formerly owned by Ray Conaway and until this month was occupied by Mrs. Seth B. Holman. Mrs. Packard moved here from her place in the Springlake community in Lamb county.

Mrs. Holman, April 1, moved into the place formerly occupied by M. D. Womble on F. Street. Mrs. Holman purchased this place and has remodeled, repapered and repainted the interior. She is also constructing a new fence around the premises.

M. D. Womble and family, in turn, bought the house occupied by Dave Alexander on East Third Street. They have also made extensive repairs and improvements on the place.

Dave Alexander and family have moved into the W. D. Kelleher place on Lee Street. This house has been completely refurnished.

Nelson McWright recently purchased the Pete Murchison home, and has already occupied the house. Alton Miller has been painting and improving the Benefield Apartment, previously occupied by Mr. McWright. He and Mrs. Miller moved into the new apartment this week.

Trustees For County Named Here April 3

COUNTY SCHOOL BOARD REMAINS SAME FOR ENSUING YEAR

Following a series of elections in rural school districts over the county this week, new trustees were today announced by Judge Earl W. Wilson, county superintendent.

List County Board.
D. W. Hawkins was re-elected trustee-at-large, and G. W. Wilson was returned to the county board from Precinct 3. The complete county board now includes Mr. Hawkins, Mr. Wilson, Owen Neel, precinct 1; E. H. Little, precinct 2, and G. W. Benson, precinct 4. Terms of the last three will expire in 1938.

Rural Districts.
In district 1, Summerfield, Lloyd Lookingbill was elected to succeed Chas. Walser, Trustees who were carried over in this district were O. B. Roberson, 1938, and Ray Euter, 1939.

District 2, Dawn, elected Alford May to succeed himself; other trustees are Lester Galley, 1939, and R. A. Frye, 1938.

District 4, Wyche, named Dock Roberson to succeed himself; other trustees are DuBols Walker, 1938, and J. W. Dickerson, 1939.

District 5, Westway, re-elected Mrs. Al Werner as trustee, carry over in this district were M. W. Stephan, 1939, and P. H. Gilliland, 1938.

District 6, Bippus, re-elected Alfred Ellison as trustee. Others in the district are H. D. Culpepper, 1938, and George Bippus, 1939.

District 7, Ford, Zerrill Thomas was elected to succeed Fred Brunson; carry over trustees are E. W. Womble, 1939, and A. S. Higgins, 1938.

District 8, Ward, did not hold a trustee election Saturday. Bill Hutson is the retiring trustee in this district and the vacancy will be filled by appointment by the county board. The two trustees who are carried over are Glenn Rutter, 1939, and Fred Saltzman, 1938.

District 10, Messenger, re-elected George Messenger. The two other trustees are Chas. Brown, 1939, and H. R. Lee, 1938.

Hereford Youth Gains Place On High Honor Roll

Billy Ross Phillips, son of Mr. and Mrs. Wirt Phillips of this city, has again been cited for unusual work at Texas Tech, where he is a senior. From an enrollment of 3,000 students, he was one of the 14 who made the highest honor roll—with a straight A grade.

He has also been selected as student assistant to Prof. T. C. Root, head of the Economics and Business Administration department of the college—he majored in this field.

During the entire time Billy Ross has been a student at Tech he has gained recognition for achievements in various lines, and has consistently been rated on the honor roll.

Jimmie Joe Oliver.
Mr. and Mrs. Glen Oliver announce the arrival of a six-pound boy. He was born April 1, and has been named Jimmie Joe.

Operation of Rural Power Projects For County Is Reviewed

Sunday Snow Brings .30 Inch Moisture

Sunday brought .30 inches of snow and rain to Hereford, following 1.40 inches of moisture during March. Parts of the county reported moisture up to one-half inch, as roads became slick over this entire section.

Crop hopes over the section continued to appear bright, and with favorable conditions here until harvest time, a yield of from 10 to 12 bushels was predicted by grain dealers.

"USERS WILL OWN AND CONTROL PROJECT," HENNAN SAYS

BY H. V. HENNEN
Chamber of Commerce Secretary.

Since the Rural Electrification program has been approved, the first steps will be to select an attorney, a manager and an engineer. These officials must be approved by the administrator, after which preliminary work will begin.

The attorney will prepare the cooperative agreement papers and attend to such other legal matters concerning the cooperative and the government's interests. The engineer will set up plans and specifications which must be approved by REA, and it will be the manager's business to see that they function.

To Hold Mass Meeting.
As soon as the preliminaries are completed, the people will be called together in a general mass meeting, and all information explained relative to signing a service contract and completing the organization. The organization will be managed by a board of directors, selected by the users.

When the organization is completed, and the plans and specifications approved by REA, a contract will be let for building the lines. The contractor will be the lowest competitive bidder. After the lines are completed and accepted by the government, service will begin.

Reasonable Rate.
The wholesale rate has been submitted, but the retail rate cannot be computed until after the amount of electricity to be used is determined. The retail rate will be the wholesale rate plus the fixed charges. The fixed charges are: the amortization payments, plus three per cent interest, plus operation costs. I cannot say the rate is a cheap rate, but I do say that it is a reasonable rate, and is sufficiently cheap so that every farmer in the community can profitably use it if sound practices of size of pump-

Baer Will Open Stock Reducing Sale Saturday

A huge stock reduction sale was this week announced by the Popular Store. The sale is set to open Saturday, April 10, and will be one of the largest sales ever sponsored by the store, according to Gaston Baer.

Mrs. Baer returned Monday from Tulsa to assist in the sale, and E. A. Shannon, special sale man from Topeka, Kansas, has been employed to assist in making the sale a success.

"We want to clean our shelves out," Mr. Baer said. "Everything in the store goes into this sale. You know our reputation for quality. There is nothing but high quality here; bargains in every department. Clothing for every member of the family goes at a sacrifice. We also have much new spring goods and materials coming in every day—these will also be found at bargain prices in the big sale."

While the sale is strictly a stock reducing event, the occasion also marks the sixteenth anniversary of the Popular Store in Hereford. It was founded here in April, 1921, by Mr. and Mrs. Baer.

No Changes On School Board

D. H. Alexander, E. L. LeGrand and C. M. Hicks were re-elected Saturday as trustees of the Hereford Independent School District, with no change in the board.

Trustees who are carried over are W. J. Stanford, president; S. P. Rosson, A. H. Streu and Will S. Kerr, secretary. For the ensuing year Hereford will have the same school board as last year.

Water Tower Is Given Paint Job Here This Week

The city water tower this week got a thorough cleaning as workmen scraped, cleaned and painted the interior for the first time in three years. The paint is odorless, and will tend to purify city water, according to contractors.

In addition to the cleaning job, a drain plug was also installed in the bottom of the tower. Although it costs \$175 to give the tower a thorough cleaning and painting, the cost is offset in that rust is eliminated in the large tank.

Hereford Sextet Receives Awards

Members of the girls' basketball team this week received awards for the past season. Twelve girls received sweaters and four were awarded gold basketballs for outstanding service. Thama Cawthon was elected captain for next year, and succeeded Gertrude Wilson, who served as captain of the team this year.

Those who received sweaters were Norma Jean Russell, Melba Schulz, Evelyn Lovelady, Imogene Roberson, Helen Ann Snyder, Mary Virginia Whitehead, Anna Marie Kuper, Thama Cawthon, four who received both sweaters and basketball awards were Mary Tirreline, Ruth Atchley, Helen Danforth and Gertrude Wilson.

The sweaters were made of felt material, and featured school colors of gray and maroon.

Fraser Company Starts On New Office Building

Work was started this week on a new office building and warehouse for the Fraser Oil and Grain Company. The new structure, in addition to furnishing ample office space, will also include a storage room 22 by 60 feet, according to Alton Fraser.

The new structure will be located at the same place where the offices of the company are now located, just south of the railroad tracks. Workmen started on the structure Monday.

Weather Chart

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

| Day | Max. | Min. | Moist. |
|-----------|------|------|--------|
| Thursday | 70 | 35 | 6.00 |
| Friday | 75 | 35 | 5.00 |
| Saturday | 77 | 37 | 6.00 |
| Sunday | 80 | 38 | 5.00 |
| Monday | 80 | 38 | 5.00 |
| Tuesday | 78 | 38 | 5.00 |
| Wednesday | 75 | 38 | 5.00 |
| Thursday | 77 | 38 | 5.00 |

Deputy of the Devil

BEN AMES WILLIAMS

WRIGHT-BEN AMES WILLIAMS

W.N.U. SERVICE

(Continued from last week)

"I'll take you on for a round," Doctor Greeding offered. Then he chuckled. "Jerrell tried it, when he was last here; but he's hopeless. We'll give him a lesson." He spoke to Mary Ann. "By the time we get to the landing, he'll be there."

He led Mary Ann away toward the boathouse. Nancy looked at Dan with a grimace, amused, perplexed. "I suppose we have to

humor him," she confessed. Dan caught her close. "Say, when he's been so decent, I'd spend the afternoon standing on my head if he asked me to."

She stood silent, frowning, intent, as though listening. "What is it?" Dan asked. "Hear something?"

Nancy shivered in his arms. "No, no, I felt—it's funny; but I felt cold." She freed herself, caught his hand. "Come, we'll get the targets and things," she said.

Jerrell was on the wharf when the boat pulled alongside, and he reached down to shake Doctor Greeding's hand, and across the Doctor to Mary Ann. Doctor Greeding saw their glances meet. Then Jerrell's bugs were in; they were away. Returning along the shore of the island they saw Dan and Nancy on the court, screened by the intervening brush; and the girl waved to them.

"We're having a shooting match this afternoon, Ira," Doctor Greed-

ing explained. "Dan says he's a good shot, and Nancy's fair. I teach you're rotten, but we'll teach you the rudiments, give you a handicap." And he asked Mary Ann: "Have you ever tried it?"

She shook her head: "Oh, no." "Mary Ann and I will be the gallery," Jerrell proposed. "You will never make an Annie Oakley out of me."

"You'll be surprised," Doctor Greeding assured him. "After I've given you a tip or two."

"I'm much more likely to shoot some perfectly innocent bystander," Jerrell demurred.

"No fear," Doctor Greeding promised. "We'll all keep out of the way, keep behind you." He brought the boat to the landing with an expert hand. "Thomas will fetch your bags," he said. "Leave them. We'll go on up to the court."

Jerrell urged: "See here, Ned, you and Dan do the fireworks. Mary Ann and I—"

But the Doctor was so insistent that Jerrell had in the end to submit, or by an outright refusal seem ungracious. "You act as if this were life or death, Ned," he protested, amused and yet annoyed, too.

Doctor Greeding nodded. "It's my hobby," he asserted, laughing. "I suppose I do ride it hard."

There was in fact a strange urgency in the man. He shepherded them up the path to the court like a dog nipping at their heels, and Dan and Nancy met them there.

Doctor Greeding chuckled. "All that I need is some competition," he declared. "You'll be surprised." Dan had the pistol in his hand, and Doctor Greeding took it from him and turned to Jerrell.

"But first, Ira, you give us a horrible example," he suggested, laughing. "Show us how not to do it." He looked up the court, and saw that there was a fresh target on the frame; he examined the pistol. "Here," he said. "It's ready. All you have to do is point it at the target and pull the trigger."

There was an unreality about what so swiftly followed. Jerrell was driven like a sheep. Reluctantly he took the weapon in his hands, thoroughly ill at ease, handling it gingerly.

"I don't know anything about these things," he protested.

"You don't need to. Just point and pull," Doctor Greeding insisted. "Go ahead! Aim at the black spot on the target. Hold the pistol so the top sight is just in the middle of the notch in the rear sight. When you see the target slowly until it fires."

And Jerrell, after a moment, indifferently obeyed. A splinter flew from the edge of the batter-board.

Greeding laughed. "Six feet wide, Ira! Don't you see the target, man?"

Jerrell, hoping to finish this ordeal, hurriedly tried again, and then again. But his shots were wild. Between shots, Doctor Greeding coached him, showing him how to stand, how to hold the pistol, how to press the trigger; but Jerrell at length lowered the weapon, turned aside, shook his head, laughing uncomfortably. "That's enough," he insisted. "It's not my game."

Doctor Greeding chuckled, and received the weapon from Jerrell's hand. "Wait a minute. Don't give up yet," he persisted. "Let me show you how it's done."

He fired rapidly, two or three times. "There," he said. "Like that! Now Dan, go put up a fresh target, will you? Ira's got to score one hit, at least, before I let him off." He took the empty magazine out of the pistol and turned to Jerrell. "Try it without actually shooting," he suggested, and pressed the weapon into Jerrell's hands. "Maybe you're flinching, afraid of it. Just aim and snap the trigger."

Dan had gone obediently toward the other end of the court to fix a new target on the frame. Jerrell protested half angrily: "Ned, I don't want to shoot, I tell you."

But Doctor Greeding still insisted. "Don't be an ass, Ira. If you can make the stock-market sit up and beg, you ought to be able to point a pistol at a target. I'll stand behind you, see whether you're aiming properly."

Jerrell was flushed and furious, yet it was impossible to refuse without actual offense. He lifted the weapon and faced the target yonder; and Doctor Greeding said, behind him:

"All right, now go ahead!"

Jerrell pointed the pistol in the general direction of the other end of the court; but as he did so, Dan, his task concluded, turned and saw him, and cried quickly: "Hey, don't aim that thing at me!"

Nancy had been watching Jerrell, sorry for him because her father pressed him so tactlessly, but also puzzled by something in his countenance. She saw his lips compress, and veins on his forehead swell as though he were engaged in an actual physical struggle. But when Dan called his protest, she looked that way.

Her father, here at Jerrell's shoulder, said reassuringly:

"Don't worry, Dan! Gun's empty."

And then—the shot, in the still air of mid-afternoon, rang loud and startlingly. Nancy saw Dan, in the very act of moving to one side, out of line with the pistol's muzzle, clasp his middle with both hands and slump quickly forward on his knees. He bowed down and fell, a little on his side, very quietly.

There was something terrible in that quietness.

Nancy was standing a little to one side, near Mary Ann; and when Dan fell, she remained a moment motionless, all her senses in suspension to think or move, able only to see.

She saw Dan lying there so quiet on the ground and she saw Jerrell staring incredulously at the pistol in his hands. She saw her father turn to Jerrell, leap toward him, snatch the weapon away. He cried out furiously:

"You clumsy fool! Give me that gun!"

Then someone brushed her shoulder, spinning her half way around. It was Mary Ann running to where Dan lay.

Nancy was still too dazed fully to understand. This was one of those occurrences which the mind cannot quickly grasp.

Now Nancy felt at first neither grief nor fear. She knew that Dan lay yonder on the court, but her only emotional reaction to the fact was annoyance. She went toward him, saying aloud:

"Dan, don't pretend! You are scaring me!"

Mary Ann, already by his side, kneeling there, looked up quickly over her shoulder at the girl; she said gently:

"He's shot, Nancy."

Doctor Greeding and Jerrell came toward them, and Jerrell said, hoarsely:

"The gun insisted on pointing at him. I couldn't drag it away."

His tones were hollow and flat. "It was as though some one had hold of it," he insisted, in a stammer, dazed bewilderment.

Doctor Greeding said to her: "It was pure clumsiness, Ira!"

But Mary Ann spoke to him.

"Doctor Greeding," she called. She was crisply insistent. "Never mind blaming anyone now. Here, quickly!"

Nancy moved aside to let her father come at Dan. He knelt there, but he shook his head. "He is dead," he said.

Mary Ann said sharply: "He's not, either! See?"

"Not dead?" Doctor Greeding exclaimed. There was in his tone incredulous surprise like dismay. He stared at Mary Ann. "He must be," he muttered; and his eyes were wide, glassy, staring.

Mary Ann shook his arm. "No! What's the matter with you, Doctor? Quick! He's still alive!"

"But I tell you—" Doctor Greeding insisted.

"Look at him!" she exclaimed. Then, more sharply: "Look at him! Don't stare at me!"

And after a moment he did turn his eyes from her to the man here on the ground.

Then Nancy saw Dan looking up at her, his lips half closed. He grinned. "All right, Nancy," he whispered.

Her heart leaped. She cried: "Father, he's all right! See!"

(Continued next week)

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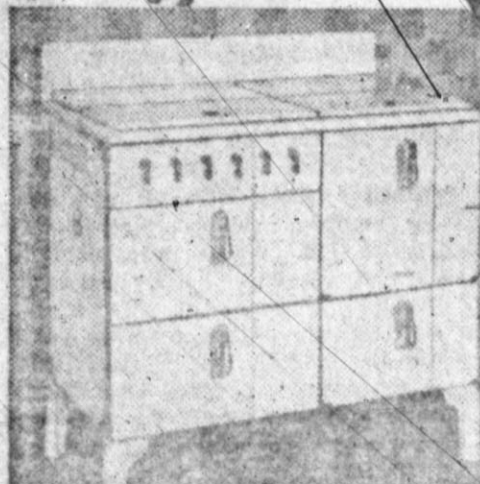
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You can laugh off your old doubts about warm-weather engine oiling, because Oil-Plating is so terribly hard to rub off, scrape off or burn off. Here's one form of lubrication which is not a mere shifting temporary oil-film. For in addition to the normal moving type of film, vastly strengthened, Conoco Germ Processed oil forms a stationary Oil-Plating.

The explanation is that patented Germ Processing makes this oil really plant itself on bearings, shafts, and upright surfaces too, such as cylinder walls. Not even the good old Law of Gravity can make Oil-Plating drain down. It's

always up there all the while your car is parked, or showing its heels in the open. None of that much-mentioned starting risk for you... No anxious eye on the heat indicator... Lots longer between drinks of oil, in your old or new car, with its engine lastingly Oil-Plated by Conoco Germ Processed Oil. Continental Oil Company



CONOCO GERM PROCESSED OIL

Sales Reach 913 This Year

In short of the same period in motor vehicle registrations Deaf Smith county continued to grow into the office of J. O. Well, sheriff and tax collector, week. All registrations since 1936, carried a 20 per cent penalty, where the vehicle has been driven since that date. A report showed 913 passenger registrations this year as compared with 1,206 for 1936; 150 trucks as compared with 262 last year, and 88 commercials as compared with 148. All cars, trucks or other motor vehicles are now required to have licenses, and if driven since 1937, the 20 per cent penalty is assessed.

Library Adds Pamphlets and New Books

In addition to four new volumes added to the county library this week, Miss Lillie Hostetler, county librarian, announced the arrival of a large supply of pamphlets. The package material includes technical literature and is now being catalogued. The new books for the library feature only one volume of fiction, *Gone With the Wind*, Mitchell, third copy; in the non-fiction division are *Foundations of Radio*, Duncan; *Living With Our Children*, Gilbreth; *Why Be Tired?*, Josselyn.

WANT AD WILL SELL THAT COW!

COURTHOUSE RECORDS

Warranty Deeds.
Kenneth Poss et ux to Mary K. Officer, NW 1/4 section 147, block M-7, 162.8 acres.
R. L. Elliston and wife to H. R. Elliston, SE 1/4, section 43, block M-7, 161.7 acres.

Quit Claim Deed.
J. Thomas Webb et al to Gloria Hope Webb, part of block 66, including the former home of H. B. Webb and wife, deceased.
W. H. Filppen to Walter A. Lanehart, section 11, township 5, range 2.

New Car Licenses.
April 1, J. L. Brown, 1937 GMC pickup, Norton Motor Co.
April 1, Criss Renfro, Chevrolet sedan, Brumley - Woodford Motor Co.
April 2, H. K. Fox, Dodge sedan, Ireland Motor Co.
April 3, J. L. Brown, Ford sedan.

Frio News Items

(KITTY KLOE HARLIN)
Frio students entered declamation and spelling contests in Dimmitt Friday. Margaret Mobley and Larlin Dixon won third in spelling.
Wanda Marie Allman and Frank Robbins were ill this week.
Mr. and Mrs. Paul Williams were in Amarillo Friday.
Miss Koma Hyatt spent the week end at home.
The election was held Saturday by J. E. Andrews and Mr. and Mrs. J. B. Harlin.
Mr. and Mrs. Dick Dixon of Hereford visited the Mack Dixon home Sunday.
Miss Koma Hyatt entertained her Sunday school class by having an April fool party and hamburger fry.
Mary Ruth Russell of Hereford spent the week end with Ruby Boyd.
Mrs. D. H. Allman and Paul Williams attended the funeral of Mrs. Carr, an old friend, at Floyd-ada Wednesday.
C. E. Mobley and family, and his brother, Odie, of Flagg, visited in the H. M. Mobley home Wednesday.
Larline Dixon spent the week end with Dorothy Stork at Jumbo.
H. D. Robbins went to Dimmitt Friday on business.
Mr. and Mrs. Mack Dixon visited Dimmitt Saturday evening.

Progressive News

BY OLIVE PERKINS
Mrs. Arch Conklin and Julia, and Mrs. Howard Hershey and daughters spent Tuesday with Mrs. Ray Hershey.
Clyde Russell and family of Tex Roy, spent several days last week with Mr. and Mrs. Ira Ricketts and W. C. Russell.
Miss Ira Jean Ricketts, Glenn Ricketts, Forbes Blakemore and Howard Higgins attended the Junior-Senior banquet in Hereford last Friday night.
Mmes. Ira Ricketts and Clyde Russell and children called on Mrs. W. A. Ricketts in Hereford Tuesday afternoon.
On account of stormy weather Sunday school was dismissed Sunday afternoon.
Mrs. Grace Hines called on Miss Olive Perkins Thursday.
Miss Virginia Bowman entertained young people of the community at a party Thursday evening. Games were played. Guests were required to eat their refreshments of fruit salad, punch and cake with their left hands.
Ralph Arsenault spent Sunday in Canyon visiting friends.
Edgar Russell and Ray Neel went with the Hereford track team to Friona last Thursday.
Mrs. Charles Green and children visited friends at Hereford Sunday.

Bethel Items

BY CORRESPONDENT
Between two and a half and three inches of snow fell Sunday.
Mrs. J. C. Williams attended the meat show in Lubbock Wednesday. Glenn Williams won tenth place on his hog in the show there.
J. G. Davis' car was badly damaged in a recent wreck.
Mrs. Jim Bagwell and Christine attended the funeral of an old friend, Grandma Carr, at Carr's Chapel, Floyd county, Wednesday.
Bethel won six medals in the Interscholastic League meet at Dimmitt the past week.
Christine Bagwell spent the week end in Dimmitt with the Rothwell girls.
Mr. and Mrs. Bryan Sinclair and children visited friends in Bushland over the week end.
Mrs. Earl and Vern Last, Mrs. J. G. Davis, Mrs. Cleo Richardson, Mrs. Kay Roberts of Bethel, and Mrs. Sid Sheffy of Flagg attended the song meeting in Hereford Wednesday.
Try First to Buy in Hereford.

Central School

(Continued from page one)

Louise Posey, Christine Olson, Mary Anna Thompson, Ruth Taylor, Ivoline Rudd, David Neal Beavers, Gerald Smith, George L. LeGrand, Tom Wilson, Paula Mae Edwards, Pauline Dixon, Kathryn Acker, Betty Sue Morton, Betty Jean Brouch, Kathryn Weathered, Bess Hagar, Mary Helen Cross, Rena Rae Renfro, Helen Plummer, Donald Ray McCullough, Gwynne Owen, Richard Petersen, Harold Close, Bruce Beene, Lotis Smith, Marjorie Malm, Thelma Malm, Juanita Kelly, Kathryn Danforth, Helen Rutherford, Nella Jean Williams, Ethelene Kelley, Corrine Hamilton, Mae Evelyn Shelton, Betty Jo Potter, Gathene Vaughn, Maurine West, Vera Carlson, LaNell Farmer, Mary Sue Whitaker, Mondeleene Miles, Gladys Potter, Margaret Olson, Cornell Hamilton, Foster Hill, Arline Millard.

Story Telling.
1. Charles Skelton, maroon
2. Juanita Upton, maroon
3. Louidene Martin, white

TRACK, FTLD, JUNIOR BOYS
100-Yard Dash.

TRACK, FIELD, JUNIOR BOYS
1. Joy Worley, white
2. Harold Close, maroon
3. Richard Petersen, maroon
4. James Lytle, white
50-Yard Dash.
1. Joy Worley, white
2. Richard Petersen, maroon
3. Harold Close, maroon
4. James Lytle, white
440-Yard Relay.
The whites won this event with the following team: Joy Worley, James Lytle, Richard Ireland and Jeff Washam.

Running High Jump
1. Jeff Washam, white
2. Joy Worley, white
3. Harold Lindsey, white
4. Harold Close, maroon

Running Broad Jump.
1. Joy Worley, white
2. Jeff Washam, white
3. Harold Loerwald, maroon
4. Harold Lindsey, white

Pull Up.
1. Bruce Smith, white
2. Billy Gene Masake, white
3. Harold Williams, white
4. Clifford Vaughn, maroon

Playground Ball.
In the junior boys division the whites took the playground ball contest with the following team: John Douglas Pittman, Joy Worley, Gerald Banner, Luther Worley, Junior McBrayer, Thurman Williamson, George Weems, James Lytle, Billy Gene Masake and Jeff Washam.

SUB-JUNIOR TRACK
50-Yard Dash.

1. B. F. Reeves, white
2. Billie London, white
3. Wendell Burdine, maroon
4. V. C. Hopson, white
Three-Legged Race.
1. Billy Cawthon and Billy Boone Whitaker, whites
2. Wendall Thurman and Karl Duayne Hutchinson, whites
3. Alva Hurford and Harold Vaughn, maroons
4. Gayle Rogers and Harold Conklin, maroons

Sack Race.
1. Myres B. Hudson, white
2. Delmo Williams, white
3. Eugene Hall, maroon
4. Harold Vaughn, maroon
Potato Race.
1. Eugene Hall, maroon
2. Billy B. Whitaker, white
3. S. A. Putts, maroon
4. Wendell Thurmond, white
Relay Race.
This event was won for the white by Billy Cawthon, John D. Dowell, Charles Sanders, George Loerwald.

PLAYGROUND BALL.
The white won this contest with the following team: Frances May, Mabel Henderson, Clotel Pace, Verna Fays, Hurford, Ruth Temple Hastings, Betty Lou Washam, Rachel Ireland, Mattie Louise Lawhon, Frankie Whitaker and Iola Haun.

SUB-JUNIOR GIRLS TRACK
25-Yard Dash.

1. Madell Beavers, white
2. Betty Ruth West, white
3. Delidene Martin, white
4. Elalque Taylor, maroon
Sack Race.
1. Algeene Malm, maroon
2. Ann Rossen, maroon
3. Betty Ruth West, white
4. Loraine Morton, white
Potato Race.
1. Joan Smith, maroon
2. Kathryn Acker, maroon
3. Jaufta Beauford, white
4. Ruth Ann Onstead, white
Relay Race.
In this event the whites took first place with the following team: Betty Ruth West, Betty Jean Wilson, Betty Jane Robison and Naomi Brumley.

FIRST GRADE TRACK, BOYS
25-Yard Dash.

1. Jimmie Ellis Higgins, white
2. Jimmie Whitaker, white
3. Clarence Beauford, white
4. L. G. McDowell, maroon
Potato Race.
1. Jimmie Ellis Higgins, white
2. L. G. McDowell, maroon
3. Dunno Foster, white
4. Johnnie Higgins, white

Sack Race.
1. Bobbie Nell Millard, maroon
2. Delbert Conklin, maroon
3. Duane Tice, maroon
4. John David Owen, maroon
Three-Legged Race.
1. Jimmy Easley and P. W. Hamilton, white
2. Jimmie Whitaker and James Ellis Higgins, white
3. Bobby Nell Millard and J. L. McFarling, maroon
4. L. G. McDowell and Delbert Conklin, maroon
Relay Race.
Jimmy Whitaker, Jimmy Easley, James Ellis Higgins and Roger Corbett took first place in this race for the whites.

FIRST GRADE TRACK, GIRLS
25-Yard Dash.

1. Marie Bolat, maroon
2. Lexie Ford, white
3. Cornelia Bateman, maroon
4. Cecilia Guseman, white
Potato Race.
1. Joanne Thorns, white
2. Nannie Mae Malm, maroon
3. Norma McCullough, white
4. Betty Jane Carl, maroon

Sack Race.
1. Ouida Kathleen Hudson, white
2. Jeareen Sowell, white
3. Betty White, maroon
4. Joy Jackson, white

Three-Legged Race.
1. Shirley Ann Biggs and Mary Estelle LeGrand, maroon
2. Joanne Thorns and Ouida Kathleen Hudson, white
3. Idotha Reeve and Joy Jackson, white
4. Christine Smith and Connie Hopson, maroon
Relay.
First place in this event went to the maroons with the following team: Anne Morgan, Betty Jane Carl, Joyce Walker and Nanule Mae Malm.

Bellview News
MRS. R. H. JOHNSTON
Four or five inches of snow fell here Sunday.
Oscar Pierce and wife, former residents of Bellview, are visiting here from California.
Ruth Hoover of the Bippus community, was a week end guest of Rita Johnson.
John Cunningham returned last week from Purcell, Okla., where he spent the winter with his mother.
R. H. Johnston, Jr., and family of Grady spent the week end with his parents here.
V. Ridley, Mr. and Mrs. W. W. Lacey and R. H. Johnston were shoppers in Hereford last week.
Bob Rierson is making some improvements on his buildings.
Rev. Carver of Amarillo preached here at the Church of Christ Sunday.
Mrs. Loretta Clements spent the week end in Grady.
Mr. and Mrs. Tom Welch entertained friends Friday night with a singing.

Mrs. Gaston Baer and daughter, Miss Hertha, returned home Monday with Mr. Baer, who had spent Sunday with them in Tulsa, Oklahoma. Mrs. Baer has a ready-to-wear shop in Tulsa. She plans to spend several days here before returning to her work.
Mr. and Mrs. Fred Obrecht of Panhandle Sunday visited with Mrs. Obrecht's aunt, Mrs. A. D. Godwin, of this city. Mrs. Obrecht was formerly Miss Elizabeth Chapman. They were accompanied by Harry Chenoweth of Panhandle and Miss Ruth Wolfe of Dawn.

Choice Meats

| | | | |
|-------------------------------|-----|--------------------------------------|-----|
| BACON Pinkney's sliced, lb | 31¢ | SAUSAGE Pure Pork, lb | 19¢ |
| CHEESE Longhorn, good, lb | 21¢ | Franks, Bologna Or Minced Ham, lb | 15¢ |

GOOD BABY BEEF AT REGULAR PRICES!

| | | |
|--|-------------------------|-----|
| COFFEE | SCHILLING'S 1-lb can | 27¢ |
| SALMON Pink, 2 cans | | 23¢ |
| CRACKERS 2-pound box | | 17¢ |
| PEAS Dry Soaked, a good buy, can | | 5¢ |
| SOAP CHIPS Clean Quick, 5-pound box | | 37¢ |
| OATS 5-pound bag | | 25¢ |
| MEAL Packard's Best, 5 pounds | | 17¢ |
| CATSUP 14-ounce bottle | | 10¢ |
| PEACHES NO. 2 1/2 Can, 2 for | | 25¢ |
| KRUMBLES Kellogg's, 2 boxes and large water glass | | 25¢ |
| CORN FLAKES Rainbow Brand, 2 large boxes | | 19¢ |
| MACARONI 3 Boxes | | 10¢ |
| HOMINY Texas, No. 2 1/2 cans, 2 cans for | | 19¢ |
| RAISINS 2 pounds 15¢, 4 pounds | | 29¢ |
| TOMATO JUICE Campbell's, 3 cans | | 25¢ |
| SPUDS White and Good 10 pounds | | 25¢ |

QUALITY

322 N. Main Street
FREE DELIVERY
J. W. ROBINSON, Manager. PHONE 120

DRIVE A BARGAIN!



See your Ford Dealer for Used Cars With a Money-Back Guarantee!

For widest selection of good used cars, with rock-bottom prices and terms to fit every pocketbook—it pays to go to your Ford Dealer! Also, many Ford Dealer used cars carry the red and blue R&G tag. They have been Renewed, and are Guaranteed on a basis of 100% satisfaction or 100% refund! See your Ford Dealer—and DRIVE A BARGAIN!

USED CARS & TRUCKS
R&G
AT FORD DEALERS ONLY

For Your Convenience
We Have Installed a Modern

Used Car Lot

AT FOURTH AND MAIN STREETS

| | |
|------------------------------|---------------------------------------|
| 1935 FORD V-8 \$425 | 1933 DODGE SPORT COUPE \$350 |
|------------------------------|---------------------------------------|

WE HAVE A BIG SELECTION OF GOOD USED CARS
Our special used car lot will enable you to inspect these cars better. Listed here are a few of these special used car bargains. Check them over and inspect them personally.

| | |
|----------------------------------|--|
| 1933 Chevrolet Sedan \$325 | 1932 Chevrolet Coach 1929 Ford Sedan 1931 Chevrolet Coupe 1929 Ford Coupe Other Used Car Bargains! |
|----------------------------------|--|

1933
V-8 TRUCK
LONG WHEEL BASE
DUAL WHEELS \$350
Good Rubber, Reconditioned Motor

| | |
|---|------------------------------------|
| 1933 -A Bargain- Plymouth Coach \$325 | Ireland Motor Co. SALES-SERVICE |
|---|------------------------------------|

The Hereford Brand

Published Every Thursday Our Slogan—More People—More Farms

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

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

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NOTICE TO PUBLIC

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

A FORWARD STEP

The announcement that Deaf Smith county is to have rural electrification is indeed a gratifying one. It means that certain resources of our fertile section will be utilized to their fullest extent; it means that life will be made more pleasant and comfortable for our citizens. It means many other things, too, chief among which is that our government has an undying faith in our country.

Rural electrification was not granted here as a passing gesture. The government sent engineers here to investigate our water supply—and the possibility of its being rapidly exhausted. A card bearing Deaf Smith's natural resources, fullest extent; it means that life will be made more pleasant and comfortable for our citizens. It means many other things, too, chief among which is that our government has an undying faith in our country.

The government realizes that we have something which few other counties in the nation can boast: fertile land and shallow water. In fact, the government thinks so much of our county that they are planning a resettlement program here.

Although none of us may considered it so, the government has issued us a challenge. In granting 115 miles of rural lines here, they have answered our request. Now, they will sit back and wonder what we are going to do about it. Will this county, through God's gift of shallow water, become one of the most fertile, prosperous areas in the world?

THE CHURCH WORLD

ASSEMBLY OF GOD CHURCH

A place with a welcome. One block north of high school. Christ's Ambassadors, 6:45 p. m. G. T. W., Wednesday, 7:45 p. m. W. M. C., Thursday, 2:30 p. m. C. A. Evangelistic services, Friday, 7:45 p. m.
W. A. McCann, Pastor.

METHODIST CHURCH

Sunday school, 9:45 a. m. Preaching, 11 a. m. and 7:30 p. m. Epworth League, 6:45 p. m. Why not make your plans to attend church next Sunday? You will hear a message and receive a welcome at the Methodist church. T. C. Willett, Pastor.

PRESBYTERIAN CHURCH

Sunday school, 9:45 a. m., G. M. Hudson, superintendent. Christian Endeavor, 6:30 p. m. Prayer meeting, Wednesday at 7:30 p. m.

CHRISTIAN CHURCH

H. M. Redford, Minister. Mrs. C. P. Cockrell, Assistant Superintendent. Bible school, 9:45. Morning worship at 11. G. E. Societies, 7:00 p. m. Mid-Week Church Family Night, Wednesday, 8 p. m.

ST. ANTHONY'S

Next Sunday the Holy Name Society will receive Holy Communion. Masses at 8 and 10 o'clock. Week day masses at 6:30 at the convent, and 8 o'clock at the church. Holy Hour Thursday at 7:30 p. m. Benediction Sunday afternoon at 4 o'clock.

Christian Play at Ward.

Young people of the Christian church will present the three-act play, Simon Peter, the Rock, at Ward Friday night, April 9, at 8 o'clock. No admission. A free-will offering will be taken to pay cost of production. Everyone invited to attend.

M-S-T

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

Miss Ruby Thompson, who is teaching in the public schools of Pampa, spent last week end here with her parents, Mr. and Mrs. A. O. Thompson.

Mrs. J. A. Pitman and children, John Douglas and Helen Ann, and Mrs. Pitman's father, T. K. Wilson, were in Amarillo Monday afternoon.

Mrs. Dwight Burtelson, formerly of Ogden, Utah, this past week joined her husband here to make their home. Mr. Burtelson is with the Soil Erosion Office and is located at Mrs. A. M. Jones' home.

Mr. and Mrs. Jack Rose are expected home tomorrow from a visit in Coahoma, Texas, with his brother, Aaron Rose and wife. They also visited Mr. and Mrs. D. C. Laird and Mr. and Mrs. Carroll Laird in Elmore, Texas.

Panhandle C. E. To Meet Here Soon

By Rev. J. C. Thorns. The Panhandle Christian Endeavorers are coming to town. The annual convention will be held in Hereford April 16-17-18. The local Christian and Presbyterian churches will be hosts. Over 100 delegates from all over the Panhandle will attend. Beds and breakfasts must be furnished. The help of everyone in Hereford is needed. If you can furnish bed and breakfast or either one for the two nights, please call Mrs. Horace Baird, Mrs. A. Petersen or Rev. J. C. Thorns. It is hoped the full program of the convention can be published next week.

Hospital Notes

Mrs. Bill Ewers of Hart, Texas, was reported Thursday to be greatly improved following an appendicitis operation last Friday. Mrs. Ted Rohrbach, who was admitted to the hospital Saturday, was today considerably improved. C. E. (Bull) Marcum, who was released from the hospital two weeks ago, was returned Monday. Although somewhat better, his condition is serious as the result of an infection on his neck.

Mrs. J. W. Alexander, who has been in the hospital several weeks suffering from an infected arm, was this morning reported to be resting better than earlier this week, but was still in serious condition.

Mr. and Mrs. W. H. Garrett of Friona, announce the birth of a son. She expected to be able to leave the hospital Thursday.

Miss Beth Lee Weaver underwent an appendicitis operation Wednesday, and was today reported to be resting nicely.

Arnie Seltzer was today reported to be resting easily. He was admitted to the hospital Wednesday night after falling from a truck and dislocating his shoulder.

Mrs. H. J. Broadwell left Tuesday for Amarillo where she will join Mr. Broadwell for an indefinite stay. At present Mr. Broadwell's headquarters are in Amarillo.

H. R. Hinde, Soil Conservation Service, agronomist, and W. L. O'Gara, executive administrator of the service, visited Hereford Wednesday on an inspection tour. Both men are from the Amarillo office.

Jack M. Hale of Houston has been employed as clerk in the local Soil Conservation office. His wife accompanied him to Hereford, and they plan to make their home here.

W. O. Fox was brought home from Wheeler Monday quite ill with asthma. His condition is much improved today, but he will be confined to his home for several days.

A LONG TIME AGO IN HEREFORD



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

The Brand was engaged in printing 7,000 22-page booklets for the J. P. Snyder Land Company. This was the largest order The Brand had ever turned out.

Recent freezes, it was reported, had not damaged fruit to a great extent.

Contrary to past history and future expectations, people of this region were considering offering prayers regarding rain—not too little, but too much rain had been falling for two weeks.

Texico was stepping out. A newly opened bank gave the little border city two banking institutions.

J. C. Mauk had been in from his ranch in the north part of the county.

"Scotch" Tourney Sunday Afternoon

An all-city "Scotch" golf tournament will be held Sunday, April 11, at the municipal links, according to announcements from the tournament committee today. Plans are being made for a large number of entries, and local players were urged to take part in the tournament if possible. Members of the tournament committee are R. T. Roden, Frank Cogsdell and Bill Mitchell.

Local Markets

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

| | |
|----------------------------|--------|
| Wheat, bushel | \$1.28 |
| Milo and Kafir, cwt | \$1.85 |
| Sudan, cwt | \$2.50 |
| Poultry | |
| Hens, colored, 5 lbs | 13c |
| Hens, colored (4.5 pounds) | 12c |
| Hens, light | 10c |
| Cocks | 5c |
| Capons | 15c |
| Turkeys, No. 1 | 12c |
| Butterfat, pound | 27c |
| Eggs, dozen | 18c |

'Count Chicks' Expert Advises

"Count your chicks before they hatch," says C. S. Johnson, head of the poultry department of Purina Mills, "for it can be done by giving hens what they need for building eggs that will hatch."

"Greater hatchability means greater opportunities," Johnson points out. "Poultry raisers don't have a chance with any chick until he's out of the shell. Every chick that doesn't hatch is a lost opportunity—a lost opportunity at six weeks when the chick should be ready to launch into a real money making bird, a lost opportunity next fall when those expected extra pullets are missing that would put extra dollars into your pocket. The profits made next fall are largely dependent upon the care given that spark of life while it is still in the egg."

Three-Point Program. "Breeding, feeding and weeding—those are the three legs of success in producing eggs that will hatch. To begin with, good stock CUT

is a prime requisite. No one can expect first-class hatching eggs from second rate birds. A thrifty, vigorous flock of high producing birds will lay hatching eggs that hold vast opportunities. Diseased, weak hens can't do that.

"Culling is highly important in maintaining a profitable breeding flock. The poor layers, the weak birds, all diseased fowls, scrubs, and other abnormalities should be weeded out. Only the best birds should be kept. The old adage, 'like produces like' holds true. All roosters should be examined carefully to make sure they are in good health before mating them

Plainview had been destroyed by fire the previous week.

The Panhandle Association, I. O. O. F., was scheduled to hold its meeting in Hereford April 12-13.

The Brand had ordered a new Lionotype machine, which was expected to be in operation in about three weeks.

Then—
"Baby Bye,
Here's a fly,
Let us watch him
You and I."

Now—
"Baby Bye,
Here's a fly,
Let us swat him,
You and I."

One Mexican was fined \$25 for bootlegging. Another, said to have been a good customer of the first, flourished a revolver and that cost him \$100.

The Seth Ward College at

with the hens," Johnson advises: "Ten to fourteen days before eggs are saved for hatching the males should be placed with the hens. Two weeks are required for the sperm cells to travel up the ovary and fertilize the eggs."

Mrs. Carlos B. Floyd of Dallas arrived Sunday to visit her mother and father, Mr. and Mrs. Chas. Donald.

Want Ads

For Sale or Trade

USED CARS—PRICED RIGHT
1931 Chevrolet Sedan
1932 Chevrolet Coupe
1934 Dodge Coach
1934 Oldsmobile Sedan
1935 Chevrolet Coupe
1933 Plymouth Sedan
1934 Pontiac Coach
EIGHT 1929 and 1930 Fords and Chevrolets
1934 Ford Coupe
1936 Chevrolet Coupe
1934 Plymouth Sedan
BRUMLEY-WOODFORD MOTOR COMPANY

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

AM MOVING a block of large elms. Am making special price. J. F. Ward, Phone 250-W. 1c

FOR SALE OR TRADE: One 8-cylinder car motor, 100 horsepower, suitable for power plant. Call at 510 Lee Avenue, Hereford, Texas. 1p

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

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

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

FOR SALE: Modern stucco, four room and bath, good stucco garage, large lot. See Ralph Smith. 13-2c

FOR SALE: Plenty of good bundle cane and hegarl. D. R. Carmichael, six miles southeast of Hereford. 9-6p

FOR SALE: Five room modern house, double garage. Located on pavement, priced reasonable. Phone 491. 806 Lee Avenue. 7-tfc

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

For Rent

FOR RENT: Furnished apartment. See J. H. Wilson, 506 Jackson Street. 14-tfc

BEDROOMS for rent. Mrs. J. F. Ward, Phone 250-W. 1c

This picture will give you an idea of how the boys came to town 'way back in 1911. You fix the date. But be careful—some say one year and some another. The Brand has no desire to start an argument, but really would appreciate authentic data. Submit your opinion to the Brand office immediately.

dition. Box 630, Plainview, Texas. 12-3c

Lost and Found

LOST: Wednesday about 10 miles south of town, a fox terrier dog; white with black ears and several black spots on body. Answers to name of Tip. Finder please return to Brand office. 1c


STRAYED: One Jersey cow from C. P. Hussey farm, five miles southeast of town. Finder notify Fred G. Brown at Hereford Motor Company. 1c

LOST: Somewhere in Hereford, coin purse, containing two \$10 bills and one silver dollar. If found please report to Mrs. John L. Wilson and receive liberal reward. 1c

MANOLOGY X-RAY

CHIROPRACTIC VAPOR BATHS

COLON IRRIGATION DIETETICS



Office Hours:
9-12 A. M. 2-6 P. M.

219 N. Main Street. Phone 246

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

LOOK BEHIND THE NAMEPLATE

FAIRBANKS-MORSE

See the only Refrigerator THAT'S REALLY DIFFERENT!



Before you buy any refrigerator, come in and see the new Fairbanks-Morse Conservador Refrigerator. Look behind its nameplate. See the greatest improvement in modern home refrigeration—the exclusive Conservador. See why old ideas of refrigerator value are not now exacting enough. See the one refrigerator that has all the features of protection, convenience, and dependability.



Now On Display

TERMS TO SUIT

PEVLEY and SEED
HEREFORD, TEXAS



MEAT TREATS

STEAK

GOOD Pound **17 1/2c**

HOMINY

Texas Special No. 2 1/2 can **10c**

ROAST

GOOD Pound **16c**

COFFEE

SCHILLING'S 1-Lb can **27c**

Flour



PACKARD'S BEST
48-POUND SACK
\$1.82

HAMBURGER

TWO Pounds **25c**

SPUDS

No. 1 Rurals 10 pounds **28c**

PEACHES

Fancy, No. 2 1/2 Cans, 2 for **35c**

PURE LARD

10 LB LIMIT Per pound **14c**

KRAUT

Sauer, No. 1 Cans, 3 for **21c**

TEXAS Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"

PHONE 353 O. G. HILL, OWNER WE DELIVER

A WANT AD WILL SELL THAT COW!

Funeral For Rohrbach Baby Here Monday

Funeral services for Elmer Ray Rohrbach, infant son of Mr. and Mrs. T. E. Rohrbach, were held at 8 o'clock Monday morning, April 5, from St. Anthony's, conducted by Father Mathias, S. A. The child was born in the county hospital and died at 3 o'clock Sunday morning, April 4, only four hours after his birth. He is survived by his parents. Interment was made in the Catholic Cemetery here.

Summerfield News

BY MRS. ASA ATCHLEY
Ruben and Alma Faye Knox spent the week end in the B. A. Atchley home.
Mr. and Mrs. Cecil Hyatt of Los Angeles spent Monday night in the C. H. Butler home.
Mrs. Tandy Legg is home from a visit in Kansas.
J. R. Oglesby and family attended at 42 party in the J. P. Gandy home at Wyche Saturday night.
Mr. and Mrs. C. H. Butler spent the week end in Dimmitt.
Tandy Legg was in Amarillo Saturday.
H. D. Hill and family and Mrs. F. D. Ferguson of Ford visited

Westway Items

BY LOUIS MUDGETT
Mrs. Sid Mudgett and daughters, and Mrs. W. J. Montgomery visited in Lockney over the week end.
Furman Jones of Chandler, Oklahoma, is visiting in the Owen Jones home.
John McCutcheon of Hollis, Oklahoma, is spending a few days with his brother, Roscoe.
F. W. Dodson and Otis Hively spent the week end at Westway.
Mr. and Mrs. Paul Mathers and Bobby were in Amarillo Monday.
Nina Beth Hartman has been ill several days.
Gene Little has returned to school after a recent illness.
Earl Talbert has returned from a two weeks stay in Kansas.
Kathleen Jones has been ill several days but is back in school.

the B. A. Atchley home Tuesday.
W. A. Vines was in Higgins last week.
Mrs. R. D. Lance and son visited the Strain home at Frio this week.
Mr. and Mrs. Geo. Story are home from Oklahoma.
Mrs. R. D. Lance spent Tuesday night with Mrs. Stalling in Hereford.
Miss Nadine Hanna of Turkey visited Helen Oglesby last week.
Chas. Roberson is working in Amarillo.
YWA met with Mrs. Guy Waiser last Tuesday night. No program was given. Next meeting will be with Mrs. Asa Atchley.
Summerfield study club had a covered dish luncheon with Mrs. Lee Curry Thursday. Next meeting will be on April 18 with Mrs. R. L. Wilson.
Miss Viva Mae Thomas of Dauliel visited here last week end.
Eugene Hall started to school here Monday.
A good snow fell here Saturday night and Sunday.
Church services will be held here Sunday.
Roy Coker and J. A. Noland were in Amarillo last Friday.
Mr. and Mrs. Noland and Mae went to Clovis Monday.
Mrs. One Roberson who has been ill some time is reported much better.
Perry McMin was in Amarillo this week.
Amarillo friends visited the Jake Roberson home last week end.
Elizabeth Barnard of White Deer is visiting Mr. and Mrs. Roy Crutchfield, who live north of Hereford, this week.

A Good Bank is a servant to your community

Stop and think what life in Hereford would be like without a bank. You would have to carry around amounts cash instead of being able to pay bills by check. Instead of having your money in the bank's vaults, it would probably be hidden away under a hearthstone. You'd be an easy victim for thieves or fire.

However, these are only a few of the many services which this bank offers you. For your own convenience, get better acquainted with us.

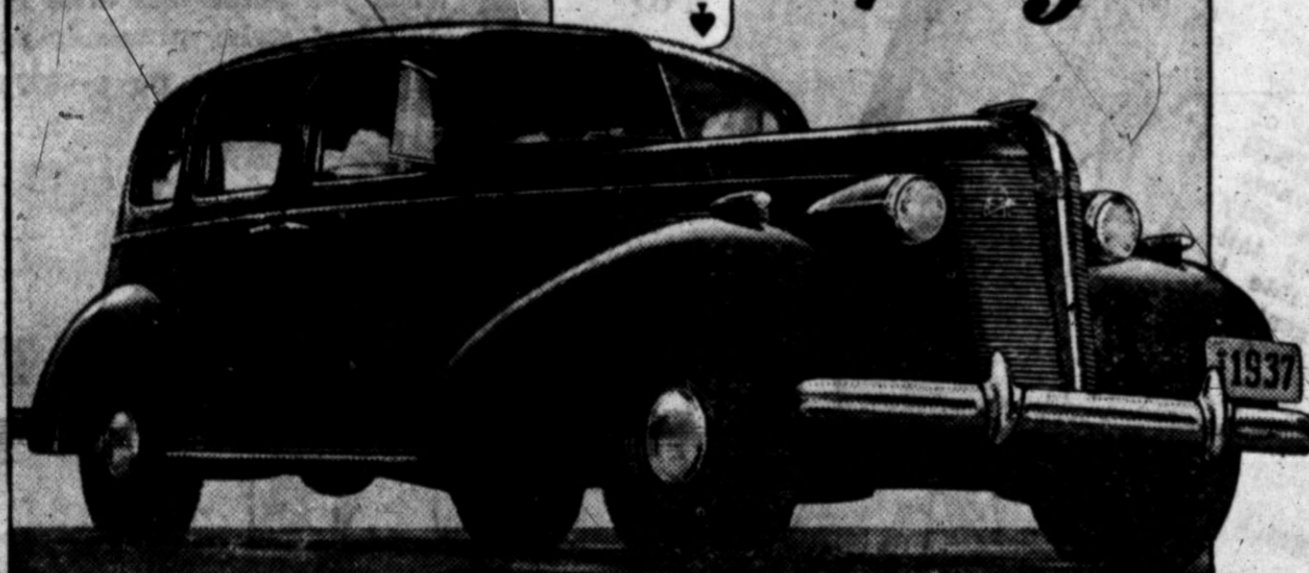
A FRIENDLY BANK—
BECAUSE WE SERVE
OUR FRIENDS!

First National Bank

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

THE LEAD IS YOURS

with this ACE to play!



Here's the kind of picture you can make this summer—if you hitch your wagon to this star performer and travel the Buick way!
The lead is yours whenever you want it with Buick's great valve-in-head straight-eight engine to pour out torrential power at your call.
Ease rides with you in the driver's seat—full-out or coasting, handling this phenomenal car takes about the same effort as handling your favorite rocking-chair!
Under your foot are the smoothest, surest brakes that ever brought you to a smooth, straight stop—all around you is the room you want and the comfort you've pictured in the car of your dreams—here's a ride as level as an honest man's glance—a car to be as proud of as your baby!

your Buick can show fleet heels to the whole roadful of cars? Why should you be satisfied with sixes—when this great straight-eight, bellwether car of the year costs only a soon-forgotten fraction more than the average kind?
It's an ace for power and an ace for steady buoyant travel—it's a winner for smart new style, and a sure trick taker for frugal ways and wear-defying toughness. Play your trumps and the game is yours—so give us the word, and you'll be driving this sensational beauty before the weather turns really warm.

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN! GENERAL MOTORS TERMS TO SUIT YOUR LIKING

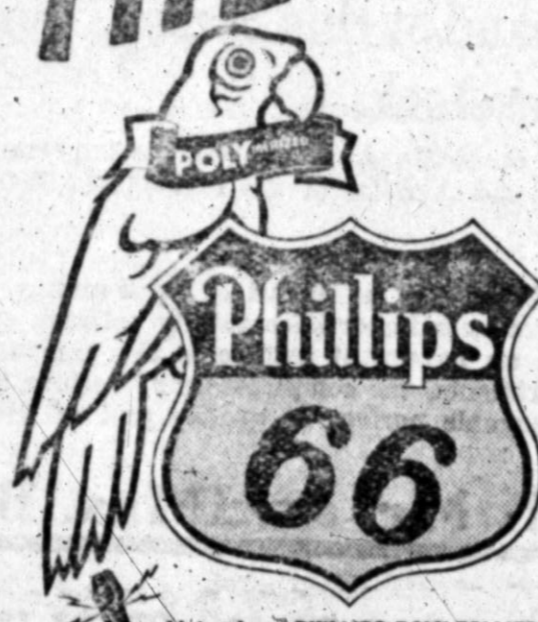
Why should you follow the leader, when it's Buick again!

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR
Norton Motor Co.
HEREFORD, TEXAS



THE CHOKES ON YOU

-it drains your gas tank 5 to 15 times faster than normal



Watch out for this pickpocket! The choke is guilty, say automotive scientists, of stealing your mileage and your money. In laboratory and road tests, they have actually measured your loss and proved that every time you pull out the choke, the gasoline consumption of your motor is increased five to fifteen times. This explains why Phillips 66 Poly Gas gives such amazing economy. Being higher test, it requires the least possible choke. And it is higher test without higher price, because Phillips is the world's largest producer of natural high test gasoline. Cool days... warm days... snowy or rainy days... in any weather you get remarkable economy

with this 100% custom-tailored gasoline. Besides, every gallon has the extra energy units supplied by the patented POLYmerization process. So if you want more pep and power, want faster response to the throttle, extra speed and added mileage—the gasoline you want is Phillips 66 Poly Gas. It costs nothing extra and it's easy to get. Just keep an eye out for the Orange and Black 66 Shield. Stop... fill up... and your very first trial tankful will prove there is a difference. CHANGE YOUR OIL... NOW! Drain and refill with Phillips 66 Motor Oil... for summer lubrication. Because it is the finest lubricant refined by Phillips, we recommend it as "the world's finest oil for your motor."

Phill-up with Phillips for Greater Mileage

Mrs. M. L. Steele and Mrs. H. H. Hawkins were Amarillo visitors Friday.
Roy Shuck of Bellview, New Mexico, was a visitor in Hereford last Friday.

Jumbo News

BY MRS. ULLMAN HUNTER
Mr. and Mrs. Clem Gilliam attended the meat show in Lubbock last week.
Mr. Tuttle of Oklahoma City, and Mr. Elmore of Clarendon were in this community Saturday.
Several attended the League meet in Dimmitt Friday and Saturday. Jumbo won several second places, and Dorothy Stork won first in the 50-yard dash.
Mrs. Sam Hunter visited her sister, Mrs. Harry Smith, of the Easter community Wednesday.
Misses Kitty Oxford and Maurine Wilder of Flagg spent the week end at home.
Sam and Ullman Hunter and Finis Nunn were in Amarillo Monday.
Mr. and Mrs. Wilburn Axe have returned to their home in the eastern part of the community. Mrs. Axe has been teaching in Norton, New Mexico.
Mrs. Ullman Hunter attended Zone meeting of the missionary societies in Hereford Wednesday.
Wheat in this community will profit much from the two light snows that have recently fallen.
Mrs. Sam Hunter and brother, Frank Allen of Easter, were in Amarillo Thursday.
Misses L. A. Matthews, Clem Gilliam and Ullman Hunter held school election here Saturday. E. C. Wilson, C. E. Leisure and Sam Hunter were elected school trustees, and F. L. Pinckert elected for precinct trustee, Joe Hastings, trustee-at-large.
L. A. Matthews and Johnnie Stork were in Fort Worth Friday.
Mr. and Mrs. Addison Hunter spent Sunday with her parents, Mr. and Mrs. E. C. Burks, of Arney.

were in Canyon and Hereford last Wednesday.
Misses Thomas and Posey spent Thursday night in Hereford.
Several from this community shopped in Hereford Saturday.
Little Johnnie Lee McBroon sang Jesus Bids Us Shine last

Sunday night as an added feature to the little folks BYPU program, give and directed by Mrs. Dave Moore.
Mr. and Mrs. Ervin Shugart were in Amarillo Friday.
Another good snow fell here Saturday night and Sunday.



CHICKS MEAN PROFIT

—Every poultry raiser knows that it pays him well to buy baby chicks of quality. Loss percentages are low and chicks grow faster on less feed. Merit Chick Starter is just the right feed to give you these chicks of quality—sturdy, healthier, fast growing chicks. Just try a sack of MERIT CHICK STARTER today!

MERIT
EGG MASH Means More Eggs
West Texas Feed & Seed
PHONE 355

10% Reduction IN CITY WATER RATES Effective May 1 Bills

The City of Hereford offers a 10 per cent reduction in water bills during the summer months, effective on May 1st bills, to encourage the use of water for the purpose of raising flowers and gardens, and to keep lawns and trees beautiful. The reduction is effective on all bills, cutting the minimum rate from \$1.50 to \$1.35.

| | Regular Rate | With Discount |
|---------------------|--------------|---------------|
| First 2,000 gallons | \$1.50 | \$1.35 |
| Next 3,000 gallons | .25M | .22½M |
| Next 5,000 gallons | .15M | .13½M |
| Next 10,000 gallons | .13M | .117 M |
| Next 11,000 gallons | .11M | .099 M |
| Dver 30,000 gallons | .09M | .081 M |

Raise Flowers KEEP LAWNS BEAUTIFUL

The outside or exterior view of your home is just as important as the interior. If home has a nice lawn, flowers and trees it is worth a lot more money, when it comes to selling a place. Make your home more beautiful with a green lawn and flowers—it will make you and your home town proud.

City of Hereford
CITY COMMISSION



STARTING SA THE POPU Entire Stock DRASTIC

A Statement of The Facts

We are not compelled to sacrifice this good stock of merchandise at any such enormous loss as we are taking, but we know that it is good business to do so. We know that next Spring when our customers come to this store they do not expect to buy the merchandise that they looked at this Spring. For that reason we must sell at least one-half of this fine stock.

Our policy is to provide our patrons every year with the newest that can be obtained. We stress the importance of drastically reduced prices, it should be borne in mind that these prices are quoted on merchandise of the POPULAR STORE and offered to you at what you might call the very brink of the season.

This sale is different from the ordinary because it is intensive value-giving on quality merchandise. It is an event which in economic importance totally eclipses all other sales we have ever attempted. While values are an important feature in this campaign—yet of equal merit and interest are the broad assortments, the completeness of various lines and the fact that all merchandise presented is reasonable, perfect in quality and of utmost desirability.

Signed: Mr. and Mrs. BAER

STORE CLOSED THURSDAY
AND FRIDAY

Men's Shirts - Shorts

The fine make and careful construction of these garments makes them a real value at only 19¢. Stock up now for months to come!

19c

WE HAVE SLASHED THE PRICES OF

Dress Shirts

Don't let these unusual low prices fool you! By actual comparison, we're showing the greatest shirt value for men and young men in the country today!

\$1.75 Value 98c **\$1.50 Value 89c**

TOO GOOD TO PASS UP!

MEN'S WORK SHOES

REGULAR \$1.98 VALUE
The BEST BARGAIN ever, and one that will stand the hardships of real wear. Men, why not take advantage of this low sale price? Sizes for all.

\$1.29

Look! Children's
Anklets

9c per
pair

DRESS SUITS

FOR
Men and Young Men

This group of suits opens the door of economy for the men and young men of this community. Instead of being \$18.50 as usual, we have made an extra concession and marked them to sell at only \$14.50. Every suit is expertly tailored and right up to the minute in style. So cancel every engagement and make up your mind to be here before it is too late!

\$18.50 VALUE
\$14.50

Men's DRESS HATS

Here you can choose from the Season's smartest styles, Good Quality Hats at a very low price!

\$2.25 Value
\$1.69

MEN'S AND BOYS' OXFORDS
\$2.75 VALUE
A bargain worth coming many miles to obtain as the savings are more unbelievable in this group of boys' and men's dress Oxfords—all new styles.
\$1.98

No
Refunds
All
Sales
Final!

Low Prices Wh College Camp

Our reputation for authentic styles
When you select your dress here
son's best styles, personally selc
Up to \$27.50



Are appea
ceived at
youthful d
drastically

\$12

\$

Popu
Here

Store Closed Th
To Mark Down Price



9 o'clock

SATURDAY

When we open our doors to the public Saturday, every item will be on sale at a small fraction of its real worth.

In order to create a friendly feeling, we are going to give you an extra treat. As you enter the store you will receive a coupon good for 5 cents in trade with a purchase of \$2.00 or more from any department in the store.

We are giving out 200 of these coupons, one to each adult, so on hand, folks, as these coupons are just as good as Uncle Sam's money in our cash register.

SATURDAY APRIL 10th HERFORD STORE'S Will Be Offered At REDUCTIONS!

Thursday and Friday
 on Every Item In Stock

Specials

SATURDAY Men's Socks

Here's a bargain! About thirty dozen men's socks offered at only 5¢ per pair. Limit four pairs to each customer. Be here early—they won't last long at this price!

5c Per Pair

Limit, 4 Pairs to Customer

SATURDAY Ladies' Dresses

When the doors open Saturday, we will sell about fifty wool dresses, regular \$3.98 values, at only 98¢. Limit one dress to each customer.

98c

Limit One to Customer



SUITS AND COATS FOR SPRING

This event presents a great number of Coats and Suits of good style for all occasions. Each garment is most authentic, not only in style, but in fabric and shade as well—it will be well worth your while to come in and make your selections while the style and size range is complete!

\$19.75 Value

For

\$9.50

\$12.75 Value

For

\$6.50

WANTED!

30 Experienced Sales-people At Once!
 Apply at Store

Smart Foot Wear For Women

TO \$3.45 VALUES

These charming shoes cannot fail to impress one with their smart appearance, varied models, suede and kid; black, grays, tan; all sizes.



\$1.98

WASH DRESSES

Specially Priced

VALUES TO \$2.95

Buy your summer's supply of Wash Dresses now while garments like these are to be had for so little—fast colors!

98c

WOMEN'S AND MISSES'

Smart Sweaters

VALUES TO \$5.95

Just the thing for the chilly days indoors or out, or for sports wear, are these stylish sweaters—new and different models—new weaves—serviceably constructed.

98c

LADIES' HOUSE DRESSES

\$1.00 VALUE

Low priced dresses are not unusual, but fast color wash dresses at a really low price are hard to find. Full size throughout—short sleeves—plain colors.

49c

SILK SLIPS

\$1.00 VALUE

This is an exceptionally fine group of tailored slips. Their bias cut and full length makes them most desirable.

79c

Profit
 Is No Object
 Now!

LUGGAGE

—Here is a remarkable value in metal Suit Cases but we warn you they will go fast, so buy early. Extra well made for long service; reinforced corners.

\$3.75 Value
 Now Only

\$2.98

Doors Open At 9 A. M.

Prices Sliced Drastically!

Dresses for every hour of a well dressed day! Glimmering Silks, Crepes, Prints! Come in and see for yourself the smart styling, clever trim and fine tailoring.

VALUES TO \$6.95

\$2.98

NEW SILK DRESSES

Yes, you bet it's going to pay you well to be here Saturday when we open our doors. We are going to place on sale a group of silk dresses bought to sell up to \$4.95 at only \$1.98

VALUES TO \$4.95

\$1.98

NEW SPRING DRESSES

This entire collection is distinguished by styles that are as notable for their beauty as for their youthfulness that bespeak the latest style tendencies of the hour.

VALUES TO \$10.00

\$4.95



Mean A Big Saving

Dresses

did in this showing. those from the season of the last week.

2.50

THE GIRL DUATE

up of dresses just re- They have a very real individuality—at prices for this sale!

\$16.75 Values

.50



THE
 Store
 rd, Texas

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

T. E. L. CLASS HAS MEETING

T. E. L. class of the First Baptist church held its regular social meeting Thursday afternoon at the home of Mrs. Cecil Guseman. Prayer was led by Mrs. S. L. Walsor. Knitting and conversation furnished entertainment. Refreshments were served to Misses Si Orr, Mack Beach, W. A. Long, W. I. Valentine, W. H. Miller, S. L. Walsor and the hostesses.

Mr. and Mrs. John Haberer returned last week from a two weeks visit spent in North Bend, Dodge county, Nebraska, visiting relatives. Mr. and Mrs. Haberer made the trip overland, and visited relatives enroute.

HEREFORD LODGE
NO. 849, A. F. & A. M.
Stated Meetings Each Second Monday Night of Month. School of instruction each Thursday Night. Visitors Are Welcome.
M. D. WOMBLE, W. M.
EGBERT BRADLY, Secretary

JUNIOR BAY VIEW CLUB STUDIES FRANCE

The Junior Bay View club met in regular session Thursday evening at the home of Mrs. T. E. Seigler, with Miss Rhita Jean Sullivan as hostess. Continuing the Travel Study Course, as outlined by the yearbooks, a program of unusual interest was enjoyed. After a short business meeting, Miss Fern Carlisle, leader, introduced the program subject and told interesting facts about France, its government, industries and size. Miss Gwendolyn Spradley conducted an imaginary tour through France. She told of Paris, with its many famous buildings, works of art and cathedrals. She described the small country of Monaco, noted for Monte Carlo; the many vineyards, and spoke of the fishing industry, the small farms and the democratic peasant.

Refreshments were served to Fern Carlisle, Ruth Conkright, Dorothy Conkright, Edna LaFayette, Mary Fraser, Eloyse Pitman, Eva Pitman, Gwendolyn Spradley, Ina Mae Gilbreath, Margaret Witherspoon and the hostess.

BAY VIEW CLUB HAS DISCUSSION ON DEMOCRACY

The Crisis of Democracy was the theme for discussion at the meeting of the Bay View club held Thursday afternoon in the club rooms at the court house. Mrs. John Coffee, leader, discussed The Political Philosophy of Germany. She said in part: "The dominant political philosophy of Germany before the war was avowedly anti-democratic and offered a square challenge to the Anglo-Saxon principle. More than 125 years ago Mirabeau, the great French orator, at the commencement of the revolution said, 'War is the national industry of Prussia.' Napoleon remarked that 'Prussia was hatched from a cannon ball,' and before the Franco-Prussian war of 1870, the French military attaché wrote his government that 'Other countries possessed an army, but in Prussia the army possessed the country'."

Mrs. Paul Mathers read a paper on Some Effects of the War on the American Idea. Mrs. Mathers also discussed Some Changes in America Today as a Result of the World War.

Mrs. H. L. Broadwell gave a postponed number, Poems of Texas. She quoted an authority as saying: "T. S. is the only country young enough and sure enough of herself to laugh at herself and still be proud of her poetic achievements." Mrs. Broadwell discussed New Voices of the Southwest, and illustrated her talk with appropriate bits of verse.

BIRDE IS HONORED AT SHOWER

Mrs. Forest Milton, the former Mrs. Annie Mae Johnson, was named honoree at a delightful miscellaneous shower on Wednesday of last week when a group of friends entertained at the home of Mrs. M. M. Palmer. Hostesses were Misses R. E. McCullough, Edna Norton, J. B. Noland, Bill Edelman, Russell Whitehead and E. M. Palmer. Decorations of pink and white predominated in the entertaining rooms, where a seat of honor emphasized the color theme in decorations and designated the bride's place. Mrs. B. M. Wiltshire sang two appropriate numbers, accompanied by Mrs. Sherman Morgan.

The shower was introduced when the honor guest was presented a book entitled, Love Is the Cause of It All, and told to read aloud its message. The book revealed clever rhymes which disclosed the location of hidden gifts and finally led to the dining table where an attractive array of gifts surrounded a beautiful Easter lily.

Those attending were Misses E. J. Hudson, B. M. Wiltshire, R. E. Perkins, Vera Witherspoon, Florence McClellan, Ralph Sears, Joe Huckert, Sherman Morgan, Ky Lawrence, Susie Paris, Buddy Witherspoon, M. L. Steele, Arthur Thompson, Roy Thompson, Elcanor Hudspeth, W. J. Stanford, Tom Carroll and Miss Anna K. Birdsey. Those sending gifts were Misses E. B. Black, Willard Witherspoon, J. C. McCracken, J. H. Head, Dow Mercer, Lee Kendall, Glenn Weir, J. M. Miller, Edwin Mank, Louis Woodward, Seth B. Holman, Paul Foster, Cecil Guseman, H. G. Conkright, A. A. Foster, Kate Sindi, John Patton, J. H. Pitman, Tom McCollum, Alton Fraser, S. P. Rosson, Misses Vida Hicks, Ruby Hagar, Jean Morgan, Opal Cawthon, Vondel Brooks, Eloyse Pitman, Frances Higgins, and Streu Hardware Co.

MRS. ALTON FRASER LUNCHEON CLUB HOSTESS

Wednesday Luncheon club was entertained with a lovely bridge luncheon Wednesday of last week at the home of Mrs. Alton Fraser. Sweet peas and other spring like suggestions furnished the attractive decorations. The centerpiece for the table was a blue bowl of pink sweet peas and fern. Tallies and other appointments carried out a blue and pink color motif. High score went to Mrs. Jack Wayland.

Special guests for the occasion were Mrs. John Wayland of Amarillo, and Mrs. Colby Conkright. Members present were Misses J. C. McCracken, B. M. Wiltshire, W. L. Davis, C. C. Rockwell, Oscar Easley, Jack Wayland and the hostess.

GAMES PARTY ENTERTAINS BAPTIST GROUP

Members of the adult B. S. U. were entertained Thursday evening with a games party at the Baptist church. Sixteen members were present and refreshments were served after an evening of fun, when old fashioned games were enjoyed. Those present were Messrs. and Misses C. H. Carl, G. P. Owen, Matt Gilliland, J. B. Harlin, Otto Masie, H. J. Roberson, N. E. Savage and W. A. Long.

Friona News

BY JOYCE LANDRUM

Miss Martha Slagle was brought home from a Lubbock hospital Monday by her parents, Mr. and Mrs. Roy Slagle. She recently underwent an operation and is gradually recovering.

Miss Bessie Burton of Lubbock was a week end guest of Miss Lucille Routh.

Mrs. Mac McLean of Lubbock was a visitor here Wednesday. Chester Sheets was in Farwell Tuesday.

Walter Goven of Floydada was a guest of J. L. Landrum Tuesday night.

P. L. and Ralph New, John Stanford and Seldon Warren were in Farwell Tuesday.

Mr. and Mrs. Glen Davis of White Deer visited here Monday. They formerly taught in Friona schools.

Mr. and Mrs. Jack Masie of Clovis visited here Thursday.

R. L. Willard left for Melrose, N. M. Tuesday where he will remain for some time.

Misses Florene, Francis and Ellen Key were in Clovis Friday.

Earl Reasley of Clovis visited friends here Saturday.

Floyd Johnson was here from Amarillo Saturday and Sunday.

H. Gilreth of Malheur was here Sunday.

Mr. and Mrs. D. Knight were in Clovis Friday.

O. C. Jones was a visitor in Amarillo Wednesday.

Obie Sheets was a business visitor in Amarillo Tuesday.

F. W. Reeve, F. J. Crawford and Carl Maurer were in Farwell Monday.

Joe Maches was here from Portales, N. M. Monday.

Byron Shugletary of Pleasant Hill was in Friona Tuesday.

Dewey Ferguson was here from Clovis Wednesday.

J. L. Landrum went to Amarillo on business Monday.

Marvin Reis of Amarillo is

Dimmitt News

BY EMILY McLEAN

Dimmitt received .27 inch rain Saturday night and Sunday.

Miss Vera Byrnes is improving from a recent nervous breakdown.

Miss Edna Lee Biggs of Portales is visiting here this week.

Mrs. G. L. Willis returned Friday from a visit with her daughter in California.

Mr. and Mrs. Ed West were in Borger over the week end.

Mr. and Mrs. Tom Hanks went to Friona Sunday.

A. H. Hutchens, who has been ill two weeks, is reported better.

Mr. and Mrs. Perry Graham left Sunday for Marlow, Okla., on business.

Chas. McLean of Friona, and Bruce McLean were in Amarillo Saturday.

Inter-scholastic League meet was held Friday and Saturday. Dimmitt and Nazareth received most of the honors.

Arthur Ray, former resident of Dimmitt, of late years residing in

spending the week here with his family.

Leslie Ford and Wiley Wayde Camp were in Hereford Saturday.

Miss Cleo Coxy of Floydada, who has been visiting in Mountain View, N. M., returned to Friona Monday.

Tucumcari, was buried in Dimmitt Cemetery Thursday.

Mrs. Etta Brashears and Sarah were in Plainview Saturday.

I. B. Hays of Springlake is seriously ill with pneumonia in the hospital here. He is reported to be some better.

Miss Vera Byrnes is improving from a recent nervous breakdown.

Miss Edna Lee Biggs of Portales is visiting here this week.

Mmes. Woodson Brown and Jack Miller and baby are visiting in Fort Worth.

Miss Marylyn Miller of Dallas is here visiting her father, Dr. Mayes Miller.

Ben Hill of Clarendon was in Dimmitt last week.

M. B. Buchanan of Friona visited here Saturday.

Miss Pauline Winders of Flagg is in Amarillo where she underwent an operation Wednesday.

How Will Your Garden Grow?

It's easy to have a garden and lawn that will win the praises of neighbors and friends if you have good garden tools. Be successful this year—come in here and get a garden outfit that will make gardening a pleasure. We carry the finest kind of tools and our prices are always reasonable.

GARDEN TOOLS FOR EVERY NEED

GRASS SEED and CLOVER Vigoro Fertilizer Copperas

STREU HARDWARE CO.
HEREFORD, TEXAS

CAR WASHING

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

TEXAS SERVICE STATION
GLENN SNYDER. PHONE 440

"Tune In" see the new LEONARD ELECTRIC

WITH THE *Master Dial*

that lets you control the operation of your LEONARD to secure lowest operating cost

90¢ a week BUYS YOU A LEONARD

RADIO 5 NEWEST MARVEL Focused Tone PERFECT TONE!



G-E BATTERY SETS For the Farm

In all styles, models and prices, and with the purchase of any G-E battery set you can buy a genuine **Wincharger** For Only **\$15**

Liberal ALLOWANCE FOR YOUR OLD GLASS TUBE SET

G-E THE RADIO OF 1937! \$109.50

McConnell Electric Co.
Phone 789 G-E RADIO DEALER 303 N. Main St.

CLOSE DRUG STORE

MONEY SAVING BARGAINS WEEKLY — OUR PRICES SPEAK FOR THEMSELVES — FRIDAY AND SATURDAY

| | | | |
|---|------------|---------------------------------|-----|
| FITCH SHAMPOO 75c Size | 44¢ | IPANA TOOTH Paste | 37¢ |
| ANACIN TABLETS 75c Size | 51¢ | CASTORIA FLETCHER'S Regular 40c | 29¢ |
| ITALIAN BALM 60c Size | 49¢ | BAYER'S ASPIRIN Regular 75c | 59¢ |
| FREE 25 "COVERED WAGON" TRAILERS EACH WITH FORD V-8 SEDAN with Camay 4 Cakes | 25¢ | KOTEX 12's Regular 25c Value | 19¢ |
| VICK'S NOSE DROPS Regular 30c | 20¢ | KLEENEX 500 Sheets | 29¢ |
| 55c Lady Esther FACE POWDER Box | 37¢ | KITCHEN TOWELS Roll | 12¢ |

We Meet All Advertised Prices — Never Knowingly Undersold!

BIGGEST VITAMIN VALUE 80 CAPSULES VITAMINS A and D 79¢

| | | | |
|---------------------------------|-----|--|-----|
| COLGATE'S SOAP 5 bars | 23¢ | COD LIVER OIL PINT Bottle | 59¢ |
| JERGEN'S 50c HAND Lotion | 37¢ | HALIVER OIL 50 Capsules | 79¢ |
| KRANK'S BALM 50c Size | 44¢ | TOILET TISSUE 6 Rolls | 25¢ |
| BLACK DRAUGHT Reg. 26c | 19¢ | ZONITE KILLS ONION BREATH \$1.00 ZONITE 89¢ 60c ZONITE—49¢ 30c ZONITE—24¢ | |
| KRUSCHEN'S Salts Reg. 70c | 49¢ | NYSEPTOL MOUTH Wash, pint | 39¢ |
| MINERAL OIL Quart | 69¢ | DR. WEST'S TOOTH Brush | 39¢ |
| PHILLIP'S MILK OF MAGNESIA, 50c | 37¢ | PALMOLIVE SOAP 5- Bars | 23¢ |
| 35c SIZE AROMATIC CASCARA | 17¢ | SHOE WHITE NYAL 25c size | 19¢ |
| | | CASTOR OIL 25c Size | 14¢ |

ALWAYS — QUALITY MERCHANDISE SERVED AT OUR SODA FOUNTAIN

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

PARADE OF HOSTESSES ENTERTAIN

Two lovely bridge parties were held among this week's social affairs when Meses. Frank Lucas, Mont Baker and J. J. Clark entertained Tuesday at the home of Mrs. Lucas.

Rainbow-hued spring blossoms in redwood bowls decorated the house. An old-fashioned bouquet of rose-pink snapdragons centered the dining table. A spring color motif of pink and green was carried out in all of the appointments of the affair.

At the morning party prizes were won by Mrs. Glenn Snyder, Mrs. Nelson McRight, second high; and the traveling prize went to Mrs. F. H. Oberholzer.

Morning guests included Meses. Mac Womble, Glenn Snyder, John Coffee, O. C. Holt, J. T. Gilbreath, W. J. Smith, Frances McLean, Nelson McRight, Cecil Gussman, Criss Refro, C. F. Moore, Ben Weir, Tom Carter, Paul Mathers, A. A. Foster, Colby Conkright, Ralph Smith, John Benfro, Boyd London, Homer Henslee, Dow Mercer, F. H. Oberholzer and Miss Lillie Hostettler.

At the afternoon party high score prize was awarded Mrs. C. C. Acker, second high to Mrs. H. K. Fox, and Mrs. C. H. Dyar won the traveling prize.

MUSIC STUDY CLUB HAS AMERICAN MUSIC PROGRAM

Especially enjoyable was the program on American Sacred Music given at the meeting of the Music Study club Monday afternoon at the home of Mrs. Wiley Roberson. Mrs. H. H. Hawkins was leader of the program.

Mmes. S. P. Rosson and Wiley Roberson sang a vocal duet, Why Should He Love Me So, a beautiful old hymn. Mrs. B. M. Wiltshire sang Rosebuds, by March. She was accompanied by Mrs. J. C. McCracken. Meses. Carl Mountz and B. M. Wiltshire sang O Divine Redeemer, by Gounod, with Mrs. McCracken at the piano. Morning Invocation, by Dudley Buck, was presented by a club chorus composed of Meses. O. T. Williams, S. P. Rosson, J. E. Beyer, J. B. Jones, Wiley Roberson, C. C. Acker, A. C. Thompson, H. L. Broadwell and A. O. Thompson. Mrs. Glenn Snyder was accompanist.

PASTORS SAY "THANK YOU"

At a recent meeting of the Pastors' Association, Secretary H. M. Redford was authorized to say through these pages to the Brand and business men that the pastors appreciate the attention directed toward the churches during Easter season through the beautiful page advertisement.

It is the belief of the pastors that church attendance during Easter was considerably increased by reason of this service.

BAND-ORCHESTRA PARENTS ORGANIZATION MEETS

New officers were elected at the meeting of the Band and Orchestra Parents Organization held on Tuesday night at the high school. Officers chosen were Harold Close, president; Mrs. O. T. Williams, vice president; Mrs. Fred Millard, recording secretary; Mrs. Jim Higgins, corresponding secretary; F. L. Lucas, treasurer, and Mrs. R. E. McCullough, reporter.

Plans were made for a bake sale and tag day to be held on April 17, with Mrs. S. L. Eastley and Mrs. Walter Danlap in charge of arrangements.

Plans concerning the transportation of the band to the Band and Orchestra Contest to be held in Pampa April 22-24 were discussed. Those having cars who will make the trip should notify Mrs. Lee Conklin. Each band student will be expected to pay \$2 for transportation.

LONE STAR STUDY CLUB ENTERTAINS HUSBANDS

Formal and informal parties at the club house are becoming increasingly popular. Among the latest was the dinner bridge and 42 party given Thursday night by members of the Lone Star Study club honoring their husbands. Informality marked the setting for the occasion, and attractive appointments for the affair were in keeping with the spring season. A lovely blue hydrangea as a centerpiece for the table furnished the keynote for the entire color scheme of the party. Tall candles in a deeper shade of blue burned at either end of the table. At four o'clock the date, April 1, was featured in accessories for the games. A flaming log fire in the fireplace added a cheery note to the spring-like atmosphere.

Prizes in the games were won by Owen Stagner and Mrs. R. G. Blue. Those in charge of the arrangements were Mrs. Elmo Lawton, Mrs. R. G. Blue and Mrs. Joe Kendall. Present were Meses. and Meses. James Alldridge, Tom Carter, R. G. Blue, Jack Grady, Jim Higgins, Roy Jowell, Elmo Lawton, Earl Phillips, A. R. Posey, Ralph Smith, Robert Thompson, E. W. Young, Ralph White, C. F. Moore, Joe Kendall, Owen Stagner, and Mrs. Harold Close.

TUESDAY DINNER CLUB ENJOYS PARTY

An enjoyable dinner bridge party was given at the home of Mr. and Mrs. Jack Wayland Wednesday evening of last week, entertaining members and guests of the Tuesday dinner club. A floral spring motif was carried out in decorations. Vari-colored, sweet peas in harmonizing bowls adorned the tables. Other appointments added seasonal suggestions. A feature of the menu was individual bricks of cream with the words "April Fool" written across each served in dainty pink frosting. Following the dinner, high score in the games was won by Mrs. Alton Fraser for the ladies and J. A. Pitman carried off the prize for the men.

MRS. GEORGE SUGGS ENTERTAINS CLUB

Mrs. George Suggs entertained the L. A. E. club at her home Tuesday afternoon. Mrs. Jim Lipscomb, president, conducted the business meeting. The program on Leadership opened with a discussion on Are the Best Educated the Best Teachers? by Mrs. Bill Hutson. A very interesting parliamentary drill was conducted by Mrs. Bob Higgins.

Members present were Meses. Jim Higgins, Bob Hutson, Wiley Roberson, Robert Vigil, Bob Higgins, T. P. McCollister, Jim Lipscomb, Jack Hutson, Arlie Dean and the hostess.

ST. ANTHONY'S SCHOOL MISSIONARY CRUSADERS

Introducing a new type of missionary endeavor, the Missionary Crusaders of St. Anthony's school voted at the meeting last Friday to be regular listeners to the program of church music broadcast over station WOAI, San Antonio, each Sunday afternoon at 5 o'clock.

Members will meet each Sunday afternoon at that time and listen together. Members present last Sunday were Agnes Albracht, Loreta Beazer, Anthony Hoffman, Josephine Hoffman, Anthony Jesko, and Marion Kuper.

DONALD ROBERSON HAS BIRTHDAY PARTY

Donald Roberson celebrated his eleventh birthday at the home of his parents, Mr. and Mrs. Wiley Roberson, Monday evening. From 6 to 8 o'clock guests played games and enjoyed contests. Refreshments were served and a large birthday cake topped with 11 candles was a feature of interest.

Those present were Virginia Ann Dillehay, Geraldine Kendall, Ruth Temple Hastings, Wanda Jean Whitaker, Margaret Olson, Eleanor Wilson, Rue Wilson, Thurman Williamson, David Neal Beavers, Jack Thorns, C. J. Lance and the honoree.

TEACHERS AND OFFICERS MEET

Teachers and officers of the primary department of the Baptist Sunday school met at the home of Mrs. Lilburn Ray Thursday for their regular monthly business meeting.

Refreshments were served and a large enjoyed at the noon hour. Plans for the work of the organization were discussed in the afternoon. Present were Meses. C. J. Mountz, Phil Radovich, T. W. Roberson, C. T. Gussman and J. W. Hicks.

Mrs. Jack Roberson spent Tuesday in Amarillo.

VIRGINIA RUTH LYONS CELEBRATES BIRTHDAY

Little Miss Virginia Ruth Lyons celebrated her seventh birthday with an enjoyable party at the home of her parents, Mr. and Mrs. E. P. Lyons, Wednesday afternoon, March 31. A variety of games and contests directed by Miss Eloyse Pitman furnished entertainment. Favors were bright colored balloons and caps.

The decorated birthday cake topped with seven lighted candles formed the centerpiece for the table. Interest centered around cutting the cake by the honoree and unwrapping many attractive gift packages.

Those enjoying the happy occasion were Cornelia Ann Bateman, Barbara Ann Burney, Bobby Hicks, James Higgins, Barbara Oris Gilbreath, Fayton Ramey, Cecelia Guseman, Mary Estelle LeGrand, Betty Wilson, Pat Wilson, La Verne Beece, Joan Thorns, Georgia Faye McConnell, Christine Virginia Smith, Freddie Close, Bobby Jennings, Bessie Frances Caraway, Joe Lyons and the honoree. The hostess was assisted by Mrs. James Wilson.

MR. AND MRS. CLAUDE OSBORN OF FRONA WERE SHOPPING IN TOWN TUESDAY

Mr. and Mrs. Claude Osborn of Friona were shopping in town Tuesday.

JUNIOR PIONEER CHORUS ON PROGRAM AT CANYON

Members of the Junior Pioneer Chorus are scheduled to appear on the program at the annual convention of the Seventh District Texas Federation of Women's Clubs to be held in Canyon Thursday and Friday. The chorus, composed of ten girls, all members of the Junior Pioneer Club, under the direction of Mrs. Margaret Schroeter, will sing two numbers on the convention program, accompanied by Mrs. C. H. Dyar.

At Thursday's luncheon honoring junior clubs of the district the chorus will sing Bolero, by Farzo. In the choral contests Friday afternoon the chorus will sing Giannina Mia, by Rudolf Friml. This number is an Italian street song and will be sung in costume. In 1934-35 the chorus won first place at district conventions. Last year they tied for honors with the Junior Choral group from Groom.

Chorus members include Elizabeth Brumley, Virginia Woodford, Marie Cogdell, Nora Alice Ray, Virginia Miller, Gussie Edelman, Lueta Borden, Ardelle Morgan, Bessie Patterson and Ruby Thompson.

JUNIOR PIONEER CLUB HAS ELECTION OF OFFICERS

At the business session of the Junior Pioneer Study Club meeting held Tuesday evening at the home of Mrs. R. R. Wills, officers for the next year were chosen. Marie Roden is the new president. Others chosen are Gussie Edelman, vice president; Virginia Miller, secretary; Margaret Schroeter, corresponding secretary, Nora Alice Ray, treasurer; Marguerite Newell, parliamentarian, and Ardelle Morgan, reporter.

The club voted to continue their meetings through the summer months and the time of meeting was changed from 7:30 to 8 o'clock. The new study program was discussed and plans were made for the club chorus to take part on the program at the Seventh District Convention held in Canyon this week.

The interesting program, with Bessie Patterson as leader, had for its central theme The Child. Margaret Schroeter gave an amusing and engaging talk on The Child as a Social Investment. This article was a review of an article, I Have Six More Lives to Live, by Louis Cook in the American Magazine for October, 1933. Bessie Patterson discussed Mental Development.

KINOZELIAN CLASS GETS A-1 RATING

The Kinozelian Sunday school class of the First Baptist church held their monthly business meeting at the home of Mrs. L. L. Womble Friday afternoon, March 30. Following the business session their pictures were made for publication in the Adult and Young People Magazine. The picture will appear because they attained the Standard of Excellence and are now rated as an A-1 class. Attending were Meses. Ab Posey, Williams, Womble, Stagner, E. Martin, Young, Johnson, Hicks, A. Martin, Manning, Phillips, Biggs, Strange, Daniel, Perkins, Calloway, Allred and Richardson.

CELEBRATES 77th BIRTHDAY

A group of friends entertained in the home of Mrs. Anthony Redder last Thursday afternoon, honoring her on her 77th birthday. Chatting and exchanging experiences furnished diversion for the afternoon.

Refreshments were served to Mrs. Charles Slutz of Vega, Meses. Joe Gaetz, Mary Hellman, Frank Wilda and Agnes Cardinal.

Jonnie Estes was an Amarillo visitor Sunday.



BIG BARGAINS

| | |
|--|--|
| <p>Bananas 10c DOZEN</p> <p>Spuds 29c NO. 1 WHITE, 10 POUNDS</p> <p>LETTUCE NICE Heads 5c</p> <p>SOAP P and G 10 Giant bars 35c</p> <p>CRACKERS PREMIUM FLAKE N. B. C., 2-lb box 29c</p> <p>PRUNES ITALIAN No. 10 can 29c</p> <p>Shortening SWIFT'S JEWEL 8-15 carton \$1.09, 4-lb carton 55c</p> <p>SOAP WHITE KING, Granulated Large Package 29c</p> <p>KRAUT CURTIS No. 2 can 7 1/2c</p> <p>COCOA HERSHEY'S 2-pound can 22c</p> <p>CORN FLAKES Miller's, large pkg 9c</p> <p>POPPED WHEAT Miller's, large pkg 10c</p> <p>COFFEE Gold n Light, 1-lb pkg 21c</p> <p>COFFEE Schilling's, 1-lb can 26c</p> <p>COFFEE Break O' Morn, 1-lb pkg 17c</p> <p>OXYDOL Large size 19c, small size 8c</p> <p>CHIPSO Large size 19c, small size 8c</p> <p>CAMAY 3 bars 17c</p> <p>TOILET TISSUE Charmin, 4-roll box 25c</p> <p>SALAD DRESSING Relish Spread, Bestyett, quart jar 29c</p> <p>BABY FOOD Libby's, 3 cans 25c</p> <p>PICKLES Whole sour or dill, quart jar 15c</p> <p>Sweet or Sweet Mixed, quart 25c</p> | <p style="text-align: center;">- FLOUR -</p> <p>Packard's Seafoam 48-POUND SACK \$1.63</p> <p>Packard's Best 48-POUND SACK \$1.83</p> <p>RITZ N. B. C., 1-lb pkg 23c</p> <p>CANDY BARS All 5c bars, 3 bars 10c</p> <p>CHEWING GUM 3 pkgs 10c</p> <p>RICE Fancy Blue Rose, 2 lbs 10c</p> <p>APRICOTS Rosedale, in sugar syrup, No. 2 1/2 can 17c</p> <p>PINEAPPLE JUICE Libby's, 3 cans for 25c</p> <p>PRUNES Everfresh, in syrup, No. 2 1/2 can 12c</p> <p>GRAPEFRUIT JUICE Omito, No. 2 cans, 3 cans 25c</p> <p>CORN, Libby's Fancy Country Gentleman, 17-oz can 14c</p> <p>CORN Rosedale, whole kernel, No. 2 can 16c</p> <p>PEAS, Glen Valley, No. 4 sleyed, Early June, No. 2 can, 2 for 21c</p> <p>SPAGHETTI Libby's, 16-oz can 9c</p> <p>PEACHES CHOICE EVAPORATED 2-pound bag 27c</p> <p>APRICOTS CHOICE EVAPORATED 2-pound bag 31c</p> <p>PRUNES 50-60 SIZE, CHOICE Evaporated, 2-pound bag 19c</p> <p>CORN ROXVILLE FIELD 3 cans 25c</p> <p>TOMATOES NO. 2 CAN 3 for 23c</p> <p>SPINACH STANDARD No. 2 can, 3 for 25c</p> <p>Green Beans CUT, STANDARD No. 2 can, 3 for 25c</p> |
|--|--|

RIB ROAST lb. 12c

STAMPED BEEF

STEAK lb. 15c

SEVEN BONE

BACON lb. 18c

SUGAR-CURED SQUARES

CHEESE lb. 19c

FULL CREAM

SUGAR

10-POUND BAG

LIMIT **49c**

LIMA BEANS

2 POUNDS

17c

MEAT AND PRODUCE PRICES GOOD FRIDAY AND SATURDAY

FURR FOOD

GROCERY PRICES GOOD ALL WEEK

Ladies—
Quit
Darning!





**Wilson Bros.
Buffer Hose**

—for men are reinforced with extra plies of smooth tough fibered yarn at heel and toe that give Miles and Miles of Extra wear and stop your sock worries.

All Colors - All Sizes

IN
SOCKS and ANKLETS

FOX

Cleaners and Hatters

Authorized Dri-Sheen Cleaners

THE MAN'S SHOP

PHONE 111

Hereford WOW Will Attend State Session

Hereford delegates to the Head Camp convention at the Woodmen of the World life insurance association at Abilene on April 15-17 were looking forward today to

one of the greatest meetings yet held in this jurisdiction. Local delegates are E. E. Fridley, financial secretary, and Geo. S. McConnell, advisor lieutenant, will leave here Wednesday. Reports from the convention city indicate a record attendance is expected. Practically all camps in Texas will be represented, according to R. G. Quisenberry, head consul of the jurisdiction.

AN EXTRA ROOM? TRY A WANT AD!

Lomax Baby Is First Born Here In 1937

Elizabeth Ann Lomax, Deaf Smith county's first 1937 baby, gained continued prominence with the current issue of The Magnolia-gram, Dallas. The article read: "Elizabeth Ann Lomax, daughter of Mr. and Mrs. J. R. Lomax, entered this world at 12:20 a. m., January 3, 1937.

"All the fuss was just because Elizabeth Ann was the first baby born in Deaf Smith county this year. And W. J. Smith, Magnolia agent at Hereford, was one of the chief nosemakers. He had offered a bassinet for the first arrival, with the result that there was a spirited race between several storks in competition for the prize."

Knights of Columbus.

Members and prospective members of the Knights of Columbus held a meeting Monday evening at the Catholic school. John Albracht, Grand Knight, and Ed Loerwald, deputy, were elected delegates to the state convention of Knights of Columbus, to be held in May at Mineral Wells. Joe Hoffman and Frank Huckert were elected alternates. An arrangement committee was appointed for a dinner to be given April 25. Those who will serve on the committee are Frank Eberle, Frank Wilde, M. H. Koelzer, Carl Luke and John Hofbauer.

Miss Ruth Stapleton of Canyon, who teaches in the Tulla public schools, accompanied Miss Mary Broadwell home for a visit with Mrs. H. L. Broadwell last week. Miss Broadwell also teaches in Tulla.

IMPOUND NOTICE

Impounded: One brown mule and one black horse. Unless claimed by lawful owners, will be sold according to law, to the highest bidder at Public Auction at the City Barn, 3:30 p. m., April 15. WALLACE C. COX, City Marshal.

PANHANDLE MUTUAL HAIL INSURANCE COMPANY of AMARILLO Insure Your Crops Against HAIL E. E. FRIDLEY, Agent

It pays to sterilize . . . dishes, silver, and glasses with Hot water



With a Westinghouse Automatic Electric water heater, just turn the faucet and you have this "too hot to touch" steaming water . . . For a limited time we are offering a very liberal trade-in allowance on your present water heater . . . All prices on water heaters include installation costs.

Texas-New Mexico Utilities Co.

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 27.

HEREFORD, HIGH SCHOOL, THURSDAY, APRIL 8, 1937.

PAGE 55.

Desperados Win Seniors Celebrate

The Desperados won another hard fought victory over the R. L. Yearlings on Thursday afternoon, April 1. In case you are in doubt as to who the Desperados and R. L. Yearlings are, they are the two teams of younger girls that are being coached by four of the better players of the girls' basketball team. The Desperados are the ones coached by Gertrude Wilson and Mary Turrentine, and the R. L. Yearlings are coached by Nora Jean Russell and Evelyn Lovelady.

This hard fought battle resulted in a victory of 29 to 22 for the young Desperados. The starting line-ups were: Desperados, Jackson, Hyde, Shreve, Clayton, Frye, Watts; R. L. Yearlings, Hacker, Roberson, Crawford, Prolock, Sparks, Shuggard. Subs were, Desperados, Hill, Ewton, Higgins, Reed, Wilson and Burdine; R. L. Yearlings, Rutherford, Owens, Cockrell, Davis, France and Clayton.

All of the youngsters show surprising progress and may eventually develop into good basketball players.

This was the second of a series of six games for the teams. A silver basket ball is to be awarded to the best guard and the best forward in the last game. Everyone is invited to attend the games.

TWO GAMES TO BE PLAYED

It will be the biggest game of the year! Be sure to see it! For only one nickel you can see the best and toughest game of the year. Friday night, April 9, the Junior class, with eight main string players, will play the other three classes in a basketball game that will be really good. In addition, the two teams of younger girls will play a game. Two games for only a nickel! The money will be used to send the Home Ec girls to the state rally. Part of the money will be reserved to buy two silver basketballs to present to the best forward and the best guard of the new girls in their last game, which will be held later.

These two games will be played in the high school gym at 8 o'clock. Don't miss the best games of the year at only five cents per person!

Bill Stanford was making a terrible noise in his corner, when Miss Crawford said something about it, he said: "Well, I wasn't talking to anybody; I was just talking to myself!" (We used to think that he was somebody; now we wonder.)

Not only was April 1, 1937, April Fool's Day, but also Senior Kid Day. Very early in the morning the commotion began and ended with a weiner roast and show that evening. Every kind of kid dress imaginable was represented; there were little Shirley Temples, Tom Sawyers, sissies and bullies. With the "kids" were dolls, dogs, rabbits, tops and the ever-present suckers.

The Seniors endured the first two morning classes; then it was time to give the assembly program, which proved to be much fun for every Senior. Lunch time came. All of the "kids" walked to the City Lake Park. There they ate lunch and took pictures (and got sun burned). One o'clock hurried on so the little troop of Seniors trotted back toward the school, well fed and content. The evening soon passed, and at four o'clock some of the Seniors went to the show since there was a reduction from 25 to 10 cents for Seniors.

The mothers had planned a weiner roast for 6 o'clock. The group, with its sponsors, hurried to the OCC park and enjoyed such games as little white house, drop the handkerchief, flying Dutchman, and last but not least, golf. The Seniors were served roasted weiners, potato chips, pickles, marshmallows and soda pop. After this fun, the remainder of the kids who had not attended the show in the afternoon saw the show Banjo on My Knee; it was thoroughly enjoyed by all. The class would like to thank Mr. Roberts for his reduction in price for this special occasion and also, the mothers for such splendid entertainment. April 1 was a day that will go down in history in the Seniors' minds and one that will never be forgotten.

CANYON BAND VISITS SCHOOL

The W. T. S. C. Band of Canyon, directed by Mr. C. E. Strain, entertained the student body, faculty and several visitors with a most interesting program Friday, April 2. Some of the selections were: March, Dallas, Turkish March, Barber of Seville; Duet, by the Harman brothers; In a Persian Market, Slick Slide; cornet solo by the director, and Alma Mater.

Six members of the band were former students of Hereford. Did you ever see a sorrier looking group than those Seniors the day after Kid Day?

LONGFELLOW CAKE

Many students do not seem to know just how to use reference books in the library. The following might prove helpful to students in the way in which material should be used:

Recipe:

2 pages from the Americana
1 column from the World Book
A pinch of seasoning from Longfellow's poem, The Psalm of Life.
Enough from The Life of Longfellow to make a stiff batter.
1 teaspoon of quotations from Hoyt's Cyclopaedia of Practical Quotations.
1 cup or two from The Encyclopedia Britannica, on the life of Longfellow.

Method:

The pages from the Americana, The World Book, and from The Britannica cream together well, add alternately with passages from the Life of Longfellow, and seasoning from The Psalm of Life, and last the quotation. Organize in an efficient way, pour on a clean sheet of theme paper, in well organized paragraphs, and in tidy and fluent handwriting, spend several hours concentrating on this and the result will be a well prepared paper, or theme, and a lesson learned on your part.

King.

1 cup of information from Payne's History of American Literature.
1 teaspoon of quotations from The Arrow and the Song.

Method.

Cream together well and spread evenly on the top and the sides of the cake, for a delicious and wholesome use of your leisure time.

SENIOR CLASS PORTRAYS CHILDREN

Thursday morning, April 1, the Senior class presented an unusual but interesting program to the student body. The program was composed of the whole of the Senior class. The theme of the program was a representation of child life at school.

The curtain rose, somewhat disconcerting in the middle of an announcement, to reveal groups of children on the stage playing at marbles, sand piles, blocks, tinker toys and dolls.

The main numbers on the program, a reading, School Days, by Virginia Carlyle; a song, School Days (not same as above), by Gladys Lewis, Irene Knox and Bill Stanford, and a skipping rope dance by Frances Borden and Mary Ann Baird, were interspersed

Junior-Senior Banquet Friday

The Junior class of 1937 entertained the Seniors of 1937 with a "heavenly" banquet in the Baptist church, Friday, April 2.

Throughout the banquet hall and the tables, the zodiac theme was used. A striking background for the orchestra was formed by an artificial sky, stars and moon included. The tables had blue stars and orange half moons generously sprinkled over their white cloths, star-gazers parading the tables, and blue lights, supplemented by candles, lent a realistic moonlight cast to the setting. Place cards were miniature scrolls with the birthday and zodiac sign of the occupant printed upon the scrolls. When unrolled, they disclosed brief horoscopes of each person. Menus and programs were printed in gold on large blue stars.

Miss Mary Jane Morgan, toastmistress, presided over the banquet and proved her ready and charming wit by revealing the "deep dark secrets" of faculty and students.

An interesting program accompanied the "eats". Following the invocation given by Mr. C. H. Dillehay, Glenn Ricketts gave a welcome address to the Seniors. The following numbers formed a clever "floor show" composed of musical numbers, tap dances, and a reading. Vocal selections were given by Chilton Foster, Karl Shirley and Dean Dunlap, a trio, with Troy Womble accompanying, Mary Ann Baird and Bill Stanford, Edith Jackson, Lois Standifer and Minnie Dea Smith. Virginia Carlyle and Edith Jackson furnished accompaniment. Norma Jean Foster, Orrella Hill and Mathanette Ewton gave two tap numbers, with Miss Lucia Borden at the piano, and a clever reading, "The Psalm of School Life," was given by Viola Phillips. Alva Barber gave a response to the Junior welcome, and Karl Shirley extended the deep appreciation and gratitude to the Junior mothers for their work in making the banquet possible.

The Junior-Senior banquet is an annual affair, participated in this year by over 100 students and faculty members.

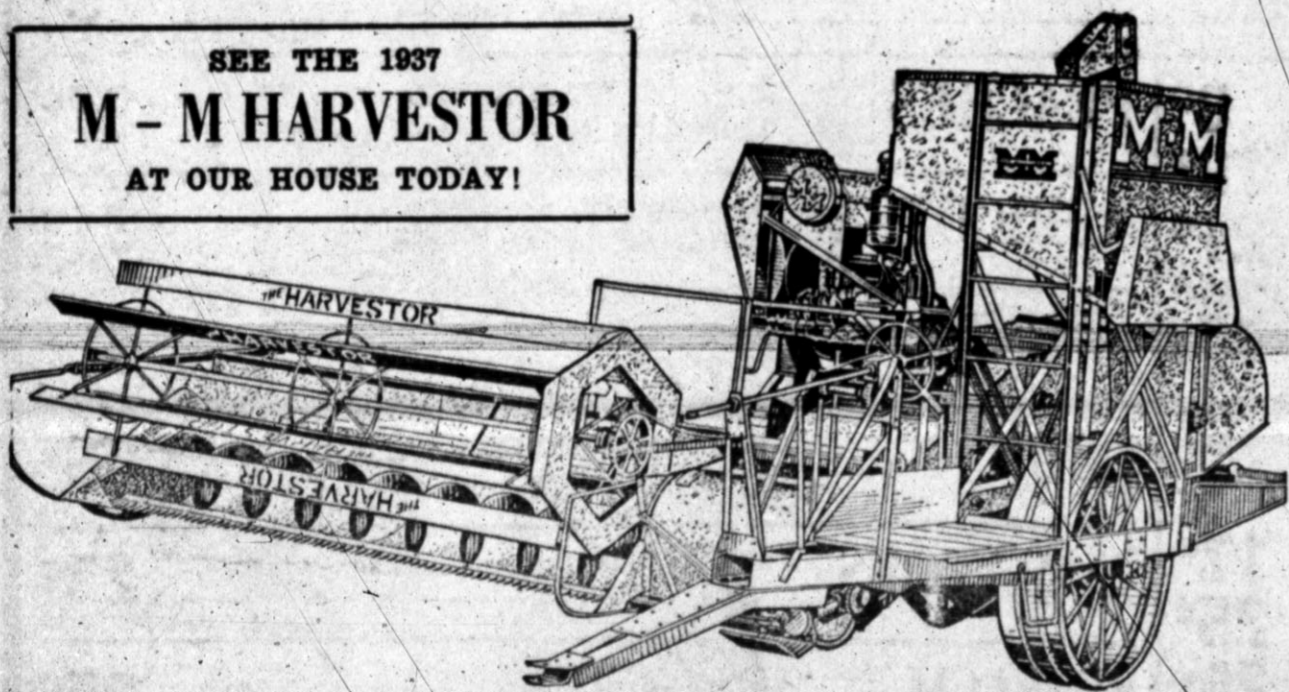
with little events and affairs of the children. At the end of the program, all of the children lined up as in the days of yore, and sang, Good Morning to You, led by Bill Stanford.

The whole program was very interesting and effective, and it well portrayed the little children at school.

The Record of The Famous HARVESTOR

First made in 1930, and sold since 1933, was the first practical light weight, high capacity combine for all crops in practically all territories. The 12-foot Harvester is the most popular in its class—a complete sell-out in 1934—in 1935 the biggest seller of all combines, and again a complete sell-out. In 1936, increased production, yet again during the 1936 harvest the factory couldn't meet the demand and again the BIGGEST SELLER in its class.

SEE THE 1937 M - M HARVESTOR AT OUR HOUSE TODAY!



Proved-Approved-Improved

For several years the HARVESTOR definitely proved its superiority in every way. In 1936, considered the toughest harvest in more than 20 years, it was the biggest seller. In heavy crops, down grains, light stands and practically every kind of crops, the HARVESTOR did a superior job of getting, threshing, separating and cleaning all the crop, and at a lower cost. One-third gallon of fuel or less, per acre in the 12-foot HARVESTOR is common. Owners can use speeds to meet the needs of crops, and conditions to always assure the fastest, cleanest, low-cost harvesting.

The 1937, the famous 12-foot HARVESTOR, offers many new improvements, including a high-up platform for two-man operation, or one man can handle both tractor and Harvester.

GREATER SEPARATING AREA

You get more effective separating area in the HARVESTOR because the cylinder is 31 inches wide and the racks are 32 inches wide. This delivers a full rack-width stream of straw from the cylinder, right up at the front of the racks. The loss of separating area is eliminated in the HARVESTOR.

PLACE YOUR ORDER NOW

Already many farmers have placed their order for the new M-M Harvester—to be sure of a delivery—for the demand will be great on the HARVESTOR this year. They are wise because they refuse to take chances of harvesting their crop at just the right time.

Davis-McCracken

MINNEAPOLIS-MOLINE IMPLEMENTS

Vega News

BY CORRESPONDENT

Mrs. C. L. Morris and daughter, Shirley Jean visited Mrs. Chas. Silver at Memphis Monday.

Some \$63,000 worth of wheat allotment checks have been received by County Agent Ted Alexander for distribution to Oldham county farmers.

Chas. Robinson of Taft, Calif., former Vega boy, is visiting his parents, Mr. and Mrs. Ray Robinson.

Honoring Mrs. Buck Voyle, a pink and blue shower was given Tuesday afternoon at the home of Mrs. Bob Cotton, with Mrs. C. A. Trueitt, co-hostess.

Mrs. Merle Morgan visited her mother in Memphis last week. Joe Shields was here from Amarillo Tuesday.

Boys and girls debating teams debated in Canyon Tuesday. The girls were defeated, the boys won. Byron Gist was in Vega from Amarillo Wednesday.

Mr. and Mrs. Everett Wiseman honored their daughter, Evelyn, with a party on her 13th birthday last Wednesday evening at their home near Vega, with 28 present.

Mrs. Roy Harrell and Bernice were in Amarillo Thursday.

The Methodist meeting closed Sunday night. Seven joined by baptism, one by letter, three babies were dedicated at the morning service.

Mr. and Mrs. Earl Steward were Amarillo visitors Thursday. Misses J. T. Newberg and J. T. Shelton attended the PTA conference at Perryton this week.

R. W. Armstrong was moved to his home here Sunday from an Amarillo hospital where he underwent a major operation.

Mr. and Mrs. Clark Jnips of Amarillo visited the W. A. Jump home Sunday.

Tutley Garner and son John, were here from Amarillo Wednesday.

Mrs. J. W. McKendree is in Allanreed at the bedside of her mother who is seriously ill.

Misses J. M. Burns and Bessie

Martin of Grand Junction, Colo., are visiting the Jack Roberson home this week.

H. G. Ariz and Glenn were in Hereford Thursday night.

Mr. and Mrs. Chas. Gault and

Mrs. C. R. Gault are visiting in Cordell, Okla. The latter will make an extended visit there.

Mr. and Mrs. Wess Collins of Higgins visited here last week-end.

About half an inch of moisture

fell Saturday night and Sunday. Mr. and Mrs. Fern Helwig of Fritch visited the J. L. Watkins home over Sunday.

Try First to Buy in Hereford.

How to get more answers when you Telephone



To avoid wasting your call...and inconveniencing the person you are calling... try to wait about a minute before you hang up. You'll get more answers!



Help yourself to better service...be slow to hang up when calling...be quick to answer when called.



STAFF MEMBERS
Editor-in-Chief - Mary Turrentine
Assistant Editor - Thama Cawthon
Business Manager - Jack Barber
Assistant Business Manager - Chilton Foster.

WHAT ABOUT YOU?

Hereford High School has been entertaining some visitors lately. Most of these visitors have been students of Hereford, and the school always extends a warm welcome to such visitors.

These would be good examples to follow, it seems. They are examples of young people who have not given up when the going became a bit difficult, but they have forced ahead in spite of trials.

LAUGHS

Varian J. Fuller says that the future emphatic tense of study is: I shall do study, etc. (In case you didn't know it, then there is no such tense, Varian J.)

BE A HERO

At activity period Tuesday, March 30, the Edwards quartet sang. This quartet is composed of Norma Lee, Pearl, Calvin and Orval Edwards, all children. They sang two songs, Look Up and Smile, and Swing Wide Ye Golden Gates.

Washington was preparing to be a hero when he told his father the truth about cutting down the cherry tree. We should be above the ordinary and do not be satisfied until that goal is attained.

HY CONFERENCE TO BE HELD

Are you going to the H-Y Conference? That is the question being asked the boys. The annual Older Boys Conference will open Friday, April 9, at three o'clock and last through Sunday noon.

There will be plenty of entertainment during the conference, and the main event along the line of entertainment will be a boy and girl social Saturday night at the high school.

DEBATORS GO TO CANYON

Wednesday evening, March 31, Viola Phillips and Elyse Wilkins, county debaters, were accompanied by Miss Crawford to a debate with the Canyon debaters at the Canyon High School.

COUNCIL HAS NEW PLAN

The Student Council has divided into three different committees, English, Social Science and Science. The purpose of these committees is to make weekly reports to be submitted to the Council for approval and to be typed and then placed on the bulletin board in the library for the use of the students.

This group was formed for the purpose of creating more interest on the part of the student body of Hereford High School, and intensify its knowledge. If the students have any suggestions of any particular information that they think will be interesting they are requested to turn this information to any member of the Student Council.

F. H. A. CLUB RAISES MONEY

The F. H. A. Club has a busy month of April ahead of them. You can depend on these girls to plan ways to make money. It looks as if Hereford High School will be able to send several Home Economics students to the Texas State Rally.

April 16, the club is serving a banquet for the F. F. A. club. April 25-26, the club is sponsoring the show, Captain Courage, starring Freddie Bartholomew and Spencer Tracy.

SENIOR DOINGS

Now that graduation is drawing near, seniors are, as usual, exceedingly busy (or think they are). Seniors this year are patting themselves on the back for their accomplishments. They have ordered their invitations, started practice for the senior play, given the senior assembly program, enjoyed senior kid day, and made extensive plans for the graduation programs.

SEEN ABOUT SCHOOL

Lois Waincott, smallest girl in high school, nearly running over Charles Wilson. Billy Smith and other Senior boys in rompers. Some Seniors working surprisingly like children.

A sort of harassed look on the faces of the Juniors. Hungry looks on students' faces when they smell the home cooking during school hours. Mr. Wilson laughing at the actions of the new basketball recruits.

Ruth Atchley refusing to referee a basketball game. We thought she liked basketball. Mary Turrentine happy because she has caught up in typing. She had been behind ever since the last basketball tournament.

GUESS WHO?

The persons described last week were Gertrude Wilson, pep leader and basketball girl, and L. A. Ricketts, H-Y secretary and basketball boy.

Girl: She is rather tall, thin, is rather light complexioned, has a few freckles, and a very patient disposition despite the fact that she has lovely red hair. This Senior is a member of the Girls' H-Y, Student Council, and the pep club. She is very popular. Guess who?

Boy: He is tall, blonde, with pretty, large, blue eyes and a light complexion. He would make a good Huckleberry Finn, and can be taken to mean his barefoot exhibition, grassburrs, and all on Senior Kid Day! He has played football, belongs to the F. F. A. club, is an arrowhead, belongs to the H-Y, and can really sing tenor. He is also popular with everyone. Guess who?

Bippus Items

BY RUTH REESE
C. V. Griggs was in Kansas City last week marketing a carload of sheep. C. T. and Milton Reese were in Hereford Tuesday. About two inches of snow fell here Monday of last week.

Johnnie Jones, who has been in a CCC camp at Silver City, N. M., was home last week for a short stay. Marvin Morrison and Bill Flippen marketed hogs in Amarillo Wednesday. Mr. Steen was in Hereford last Thursday.

Messenger News.

BY MRS. J. N. MESSENGER
Sunday's good snow will do much for the wheat, following as it did the snows of last week.

Orylle Smith and wife of Topeka, Okla., visited his uncle, J. L. Smith and family last week. Heril Smith returned from a month's stay in Oklahoma.

Mrs. Mae Abbott of Bovina was a visitor in the home of her parents, Mr. and Mrs. J. N. Messenger, two days last week. Mr. Messenger is in poor health.

Geo. C. Messenger finished his sedan last week, it yielding much more than he expected.

Miss Marie Smith entertained the young folks at an April fool's party. Games were played and refreshments were served.

Mr. Mercer and Ralph Evans have moved from the Panning place to Elcin Green's ranch.

M. B. Moore and son, Troy, were in Erma Friday afternoon on their way to business.

Card of Thanks.
We wish to thank each and every one who helped in any way to make things brighter for us during the recent illness in our home. The food, flowers, kind deeds and words were all greatly appreciated. Mr. and Mrs. C. E. Robinson and Family. W. W. Laceywell of Bellview, New Mexico, was in Hereford on business Friday of last week.

Advertisement for Purina Chick Startena. Features a large image of a chick in a feed bucket. Text: 'You can raise 50 CHICKS like these with 100 lbs. of STARTENA! 2 lbs. of STARTENA per CHICK for 6 WEEKS - THAT'S ALL! 100 LBS. Net PURINA CHICK STARTENA (COMPLETE ALL-MASH) Fortified With PURA-TENE. Packard Milling Company. A HOME INSTITUTION'

MODERN FEATURES Make Modern Cars

Four vertical columns of text describing Chevrolet features: 'You Need Chevrolet's New High-Compression Valve-in-Head Engine', 'You Need Chevrolet's New All-Silent All-Steel Body', 'You Need Chevrolet's Perfected Hydraulic Brakes', 'You Need Chevrolet's Improved Gliding Knee-Action Ride*'. Each column includes a small circular image of a car part or a driver.

Bottom section of the Chevrolet advertisement. Text: 'You get all these features at lowest cost only in CHEVROLET. Brumley-Woodford Motor Company Hereford, Texas. THE ONLY COMPLETE CAR - PRICED SO LOW'.

Advertisement for First State Bank. Text: 'Helping Little Business Grow Up. The First State Bank has helped many little businesses in Hereford grow up. Standing ever ready to extend its helpful offices, it has become the "right hand man" of the executives of many successful enterprises. Why not find out just how this bank can help you make your business grow. First State Bank'.

STAR THEATRE HEREFORD

THURSDAY — FRIDAY

You Can BANK On These
NIGHTS For Your Own
"REASONS"

BEAUTIFUL UNTAMED! Ready to Give Her Heart
to the First Man to Find Her!

ROMANCE AND ACTION!

THE JUNGLE PRINCESS

with
DOROTHY LAMOUR
RAY MILLAND



SATURDAY

KIDDIES 10¢ BOX OFFICE OPENS 12:00 O'CLOCK NOON ADULTS 15¢

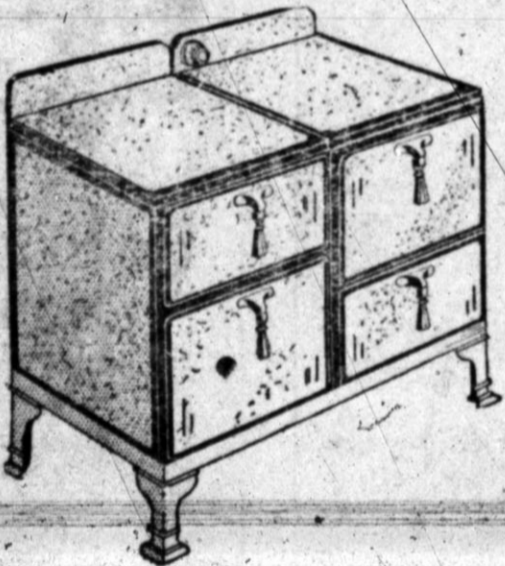
HE BEAT HIS MEN TO THE PUNCH
AND HIS WOMEN TO THE KISS!

Buck JONES

Empty
Saddles



Star Gas Range



For convenience, economy and genuine satisfaction in cooking, use the attractive New Star Gas Range.

They are smart in design, with new improved burners, insulated oven and automatic lighter.

Dress up the witcher with a New Star Gas Range. Baking will be a lot easier and more economical, and all the family will enjoy the meals more if you use this new gas range.

Liberal Trade-In On Your Old Gas Range Will
Be Allowed When You Buy a New
STAR GAS RANGE!

E. B. Black Co.

1937 — FURNITURE — UNDERTAKING — 1937

PERSONALS

W. Burch of Tulla was a business visitor Tuesday.

Mr. and Mrs. Mal Stewart and Melvina visited Miss Mildred Stewart at Canyon Saturday.

Fred H. Oberthier of Clovis, district manager of the Texas-New Mexico Utilities, was a business caller here Tuesday afternoon.

STAR THEATRE

Tues. — Wed.

BARGAIN DAYS
10¢ Matinee—Night 15¢

70 MINUTES OF
DELIGHTFUL
ENTERTAINMENT!
—a treat for every man,
woman and child!



The History Of Motion Pictures In COLOR

Really Starts With This PICTURE!

James Oliver Curwood's story of Two-Fisted Battle in the Logging Country of the Great Northwest.

Here you'll find no wishy-washy plot!

For you who want EXCITEMENT and DESPERATE ADVENTURE in which romance is interwoven... for you who want the LURE and THRILL of the GREAT OUTDOORS... here's a story to speed red-blood and make pulses pound.

Story of the unleashed Northland where the best and the worst in humanity meet and make the law according to the dictates of their own primitive emotions.

There's blood-tingling romance when... during the heat of battle... a great love comes to this lone woman who ruled with an iron hand in the land of strong men.



GOD'S COUNTRY AND THE WOMAN

WITH
GEO. BRENT
BEVERLY
ROBERTS

DAVID McLANE - ROBERT BERRY
ALAN HALE - Joseph King - B. Brandt



MID-NITE PREVUE SAT. NITE

STAR

MID-NITE PREVUE SAT. NITE

SUNDAY — MONDAY

Lions To Assist In Dawn Program On Friday Night

Byron Campbell and his parents, Mr. and Mrs. Bob Campbell, of Wildorado, were honor guests at the regular noon luncheon of the Hereford Lions Club Wednesday.

Byron Campbell, 4-H club boy who took fourth place with a baby beef calf at Amarillo, expressed his appreciation to members of the club for their activities in purchasing the calf.

"It made me feel good," he said in a sincere manner, "to know that home-town people were bidding on my calf. It also caused me to get more money, and I want to thank every one of you."

Ernest Scheihagen was presented in a Soursophone solo, accompanied at the piano by Miss Betty Sue Henslee. The number proved extremely popular, and through hearty applause club members expressed their appreciation.

John Patton and Bill Smith were appointed on an entertainment committee to get up a special program for the Dawn community Friday night.

Harold Close made a report on the proposed soft ball field, and asked assistance of interested parties over the county.

Mrs. Burl Witherspoon is visiting in the Vern Witherspoon home this week.

Don Taylor of Pampa was a week end visitor in the J. H. Pitman home.

J. B. Elliston left Tuesday for points in New Mexico, where he plans to collect Indian relics.

Mrs. Herb Sindt and Miss Ruth Lookingbill left Saturday for Hot Springs, New Mexico, where they will spend their vacations.

Mrs. Faye Montgomery of Amarillo spent last week end here with her son, Bill, and her parents, Mr. and Mrs. J. W. Alexander. Mrs. Alexander is a patient in the hospital and is reported improving now.

Used Car Lot Established By Ireland

A modern, caliche surfaced used car lot was this week completed here by the Ireland Motor Company. The lot is located just north of the Star Theatre.

In addition to the surface, the lot has also been improved by a large entrance gate on the southwest corner of the lot. Mr. Ireland says he believes the lot will enable customers to more carefully inspect used cars.

Dr. M. V. Cobb spent the week end at Granbury, Texas, where he attended the Texas State Naturopathy association meeting.

Geraldine Patterson, daughter of Mr. and Mrs. Elmer Patterson, who has been quite ill, is now much improved.

George McConnell of the McConnell Electric Company, was in Amarillo Tuesday attending to business.

Operation of Rural

(Continued from page one)

ing plant and other reasonable methods are adopted.

The lines will be located on the roads where the people sign service agreements, and it is the purpose of the project to run lines where the most people show a willingness and desire to cooperate in the movement.

Become Local Property.

The rural electrification lines and facilities will become the property of the people who become users. In other words, it is a cooperative movement with the people owning the lines, facilities, etc., all of which are mortgaged to the government at a low interest rate, and with long time payments. The project will redeem the notes and pay itself out of debt over a period of years, at which time it will continue to be the property of the people who are users, in accordance with the present set-up. No person can become a cooperator unless he is a user of electricity from the lines. When the lines are paid for the property will have a potential value of three or four times its actual cost, and will belong

exclusively to the cooperative, and the wholesale rate will be the total cost of electricity to the user at that time.

Sees Bright Future.

In my judgment this is the greatest thing that has ever come to this community, in that the people in the rural areas will enjoy the modern conveniences, and it will increase the desirability of rural life by attracting many outside people, which in turn will increase land values greatly, and will bring many new people to our community who will be supporters of the City of Hereford and should develop this community in a stable, permanent and attractive future.

Sufferers of STOMACH ULCERS HYPERACIDITY

DEFINITE RELIEF OR
MONEY BACK

SEE WILLARD TREATMENT has brought prompt, definite relief to thousands of cases of Stomach Ulcers, Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. SOLD OUT 15 DAYS TRIAL. For complete information, read 'Willard's Message of Relief.' Ask for 15—free—

CITY DRUG STORE

We Know You Want Top Quality
AT PRICES WITHIN YOUR REACH

FLOUR

PACKARD'S Seafoam 48 Pound Sack \$1.69



1-Lb Can 22¢
3-Lb Can 59¢
6-Lb Can \$1.18

MAXWELL HOUSE COFFEE



1-Lb Can 29¢
3-Lb Can 85¢



2 Packages 29¢
1 Bowl FREE



Medium Size 23¢



Large Package 31¢

OLIVES Bulk, Ripe 20¢
Quart

SYRUP Stayley's 64¢
Gallon

SARDINES No. 1 Tall Can 25¢
3 for

BLACKBERRIES Brimfull, No. 2 can, 2 for 25¢
3 cans

LIME 25¢
3 cans

TOMATO JUICE Swift's, 3-cans 23¢

TUNA FISH Premium, 2 cans 25¢

FIG PRESERVES Half gallon can 49¢

POTTED MEAT 3 cans 10¢

CANDY All Bars 10¢
3 for

MUSTARD QUART 12¢
Jar

PEAS Early June 10¢
No. 2 can

VIENNA SAUSAGE 15¢
2 cans

PEANUT BUTTER 29¢
Quart jar

SALAD DRESSING 25¢
Worth's, quart

PINEAPPLE Broken slice, No. 2 1/2 can 19¢

TOILET TISSUE Fort Howard, 3 rolls 19¢

ONE PACKAGE SHREDDED WHEAT 25¢
One Package Krumbles (One Drinking Glass FREE)

EXTRACT 8-Ounce Vanilla 15¢
Bottle

SPINACH No. 2 can 25¢
3 for

CORN No. 2 can 25¢
3 for

Fruits and Vegetables

ONIONS New Crop White Bermudas, 2 lbs 15¢

APPLES Winesaps, dozen 19¢

CARROTS 3 bunches 10¢

BANANAS Medium size fruit, dozen 15¢

APPLES, SMALL WINEAPS, PECK 35¢

NEW SPUDS 4 pounds 25¢

TURNIPS Bulk, 3 pounds 10¢

SPUDS No. 1 Colorados, 10 pounds 29¢

LETTUCE Head 5¢

PIGGY WIGGLY

ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81.

BUY AT HOME