

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 25.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JUNE 25, 1936.

FIVE CENTS PER COPY

Legion Completes Plans For Mammoth July 4 Celebration

With all plans complete with the exception of the midway attractions, bids for which were received Monday, the American Legion is set for its two-day celebration July 3 and 4 and prepared to give several hundred visitors one of the biggest attractions ever staged here.

The bombardment gets under way Friday afternoon, July 3, at 1 o'clock when Hereford and Friona tangle in a baseball game. This will be followed immediately by the first rodeo performance near the ball park. A single admission charge covers both events which will take up a greater part of the day.

Regular Rodeo Event.
All the regular rodeo events will be featured, with local and rodeo cowboys competing for cash prizes in such events as bronc riding, calf roping, bulldogging, wild

MANY ATTRACTIONS TO FILL TWO-DAY PROGRAM AT PARK

cow milking, brahma steer riding and the like. Legionnaires contracted with the largest rodeo that could be brought to this section in order to give the fans the most for their money.

The first day's events will be climaxed at 9 o'clock Friday night with a dance at the Pitman Grain Company. The floor, the largest in Hereford, is being sanded and treated to make it as fine a dance floor as anyone could desire. The festivities will last until the small morning hours.

Crammed With Action.
Saturday will be crammed with action, and naturally the largest crowd is anticipated on the final day. At 9 a. m. the day's entertainment gets going with the

daytime display of fireworks, the first of two such displays that will consume about \$500 worth of explosives. The second display, a night affair that will be one of the most colorful events ever staged here, will begin at 8 o'clock. Both displays will be held in the Hereford state park near the Main Street entrance.

At 10 o'clock the scene will shift to Renfro Airport, a half mile south of town on 25-Mile Avenue, where half a dozen planes will stage a two-hour air circus. Events included in this phase of the entertainment are flying stunts conducted according to Department of Commerce regulations, bomb dropping contest, in which pilots will drop two-pound sacks of flour at a ground target; shirt tail race, which lends comedy to

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Irelands Move Motor Company Into New Home

PARTNERSHIP DISSOLVED; BEAVERS BROTHERS TO OPERATE GARAGE

E. S. Ireland has announced the dissolving of the partnership of Ireland-Beavers Motor Co. and the formation of two new companies here. Mr. Ireland, with his son, Woodrow, have formed the Ireland Motor Company for the sales and service of Dodge and Plymouth cars, while R. H. and L. M. Beavers have organized the Beavers Brothers garage.

The firm of Ireland-Beavers had operated at 301 East Third Street for the past five years. The Dodge-Plymouth house has been moved to 819 Main Street, in the building formerly occupied by Streu Hardware, and the Beavers Brothers garage will remain in the old location. The partnership was dissolved by mutual consent, it was announced, since Mr. Ireland and Woodrow were interested primarily in the sale of automobiles and the Beavers in repair work. By dividing the company, each will have considerably greater space in which to carry on their work.

The new location of the motor company is being remodeled for modernization and to meet the needs of the company. The show window cases were removed to make room for automobile show windows and the interior of the building is being repainted and remodeled. The rear of the building will accommodate a service department for their own makes of cars. Moving started Monday and was virtually completed today, with service interrupted. Equipment for the service department has not arrived.

A formal opening of the motor company is planned within a short time, Mr. Ireland stated, although the date has not been set definitely. Several new cars will be on hand for the opening.

LIONS WILL INITIATE NEW OFFICERS TONIGHT

The Hereford Lion's Club will initiate its new officers tonight at a ladies' night banquet at the First Presbyterian church. There was no luncheon of the club yesterday. The banquet will start at 8:30 o'clock.

Officers to be installed are Ralph Smith, boss lion; Alex O. Thompson, vice president; John McLean, secretary-treasurer; Glenn Weir, tall twister; Ray Conaway, lion tamer, and Arch Foster, and Bill Davis, directors. The out-going boss lion, Dave Alexander, will preside over the event.

Mrs. Oriand Wilson and children left last Wednesday for Clovis where they joined Mr. Wilson to make their home. Mr. Wilson was employed in the Corner Drug Store while here and will be with one of the bus companies in Clovis.

Band Members Brand Visit To Centennial As "Greatest Trip"

SPEND 3 DAYS PLAYING CONCERTS AND SEEING SIGHTS

Enthusiastically branding it as the greatest trip they had ever taken, the Hereford High School band returned last Thursday night from the Texas Centennial Exposition at Dallas, where they spent three days playing concerts and "taking in the show".

A large crowd welcomed the musicians upon their return. The two South Plains busses pulled into town at 9:30 o'clock, with horns going full blast. Other automobiles joined in, and as the busses came to a halt before the Norton Motor Company on Main Street to discharge their load of weary youngsters, parents and spectators gathered around, and for several minutes traffic on the street was at a standstill.

A Wonderful Trip.
"It was a wonderful trip for everyone of us," Director Ralph Smith stated after returning from Slaton, where he went immediately following his return from Dallas.

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PLAYERS LINE UP FOR TILTS WITH FRIONA

BY HOMER FOX

The gang has been working out the past week for the Third and Fourth of July battle with Friona, and it looks like our boys are liable to scalp that bunch of crutches before the above date. The line up looks like this at the present time:

Chief Bateman, pitcher and general boss; Flash Morgan, pitcher, short and tree setter; Nasty Clayton, catcher, track man, actor and pitcher; Onias Carroll, pitcher, fire fighter, outfielder, infielder, and water meter reading sonof-a-gun; Bull Marcum (cant pitch a lick) third baseman, outfielder and ladies man.

Ox Emmons, second baseman, first baseman, lambastest, big footedest bird on the team; Earl Wood, first baseman, champion griper and top strikeout on the club; Tommy McCollum, pitcher, third baseman, football coach and outfielder; H. A. Close, catcher, second baseman, outfielder and pill-roller; Buddy Witherspoon, pitcher, third baseman, outfielder and battery runnerdowner.

Homer Thompson, catcher and football player (he boots the ball all over the lot); Dick Rountree, pitcher, catcher, convention goer and pipe cutter; Chuck Hussey, second baseman, gentleman farmer and best bunter in the club (got hit on the head the last time; then old Tubby Robinson—this boy can do anything—pitch first

(Continued on page four)

Report Gives Insight Into Erosion Plan

SHOW HOW DISTRICTS WORK FOR BACKING OF GOVERNMENT

A complete report covering the meeting of soil conservation bodies with representatives of the 14 wind erosion districts of the Panhandle, held in Amarillo June 9, which may have considerable bearing on the fight against dust storms in the future, has been made by the counties by the erosion districts' executive committee.

The preliminary report was made to Dallam, Hartley, Oldham, Deaf Smith, Farmer, Castro, Randall, Sherman, Moore, Hansford, Ochiltree, Lipscomb, Hemphill and Roberts counties. In it the following facts and plans made at the meeting were given:

"The Federal Land Bank representative advised that a policy of extension of obligations to worthy and cooperating land owners would be followed, even to the extent of advancing funds for payment of delinquent taxes in the areas covered by legally constituted Wind Erosion Districts. We consider this of vital and far

(Continued on page three)

Death Follows Birth of Twins

Mrs. Hilda Wilhelm, 33, of Nazareth, passed away Sunday afternoon at the Dimmitt hospital, following the birth of twin daughters, which occurred last Thursday. Funeral rites were conducted at 8 o'clock Tuesday morning at the Nazareth Catholic church, conducted by Rev. Father Alphonse Rock. Interment was in the Nazareth cemetery.

Mrs. Wilhelm became the wife of A. J. Wilhelm in 1921. She was born on August 19, 1902, in Minnesota, and removed to Castro county with her parents in 1909. She was a member of the Catholic Church.

Survivors include her husband and six children, Donald, 12; Winifred, 9; Alta May, 6; Laurene, 4, and the twins; her parents, Mr. and Mrs. T. J. Dirks of Fredricksburg; a sister, Mrs. Jim Splawn of Stanley, New Mexico, and three brothers, Henry and Ted Dirks of Fredricksburg, and Harry Dirks of Mercedes.

WHEAT FARMERS' MEETING IS CALLED BY J. D. LOVE

A meeting of wheat farmers of Deaf Smith county "who are interested in procuring the dollar per acre 'plop-up' money on wheat land, as the new agricultural program provides they may and as is being procured in other counties in this state," according to J. D. Love, has been called by Mr. Love.

The meeting will be held in the district court room Saturday afternoon at 3 o'clock, "at which time an effort will be made to perfect plans whereby these farmers may procure this 'plop-up' money" to which Mr. Love feels they are justly due.

10 GUESTS TO STAR THEATRE LISTED IN CLASSIFIED ADS

Ten persons in the Hereford area will be guests of Manager John Roberts this week end at the Star Theatre to see Al Jolson and Sybil Jason in their latest and finest picture, "The Singing Kid," which shows Sunday and Monday.

These persons' names appear in the classified section of this issue of the Brand. Read the classified ads carefully. If your name is one of the 10, call at the Star Theatre for your guests tickets. The names were selected at random from Brand subscribers. The classified ads bring you luck in more ways than one. Through them you find what you want and wish to sell or trade, at very little cost. Read them regularly.

AROUND TOWN

Sights and Faces Seen

The Brand, City:
The old fashioned high school girl that used to wear dresses during the summer months raised some girls that are now wearing slacks in the summer time.

A Reader.
Wanted: An overshoe to match the one we have here at the office. It was found some years ago and brought in, but never claimed. It isn't doing any one any good as it is, so if the owner will bring the mate we'll use 'em next winter.

Now Barney Hicks refuses to keep the Brand force in smoking tobacco. He wanted us to try out his new pipe tobacco, but not to make a habit of smoking it, he said.

Fred E. Wortham, former editor of the Castro County News at Dimmitt, has moved to Dumas to become editor of the Moore County News. Fred gave Dimmitt a fine little newspaper, and several people of that community have expressed regret at his going, but at

(Continued on page seven)

Canyon Golfers Invade Sunday

Canyon golfers, about 25 or 30 strong, will invade the city courses here Sunday afternoon to test the strength of local players in the first later-city match of the season between the two clubs here.

Canyon has a bunch of good golfers, leaders of the local players announced, as they issued a call for a large number of shot makers to be on hand to provide competition for all the visitors. Play will start at about 1 o'clock Sunday afternoon and will be match play over the 18-hole route.

HERE'S NEW WAY FOR CHILDREN TO KEEP COOL

The city commissioners have solved the problem "where to take your children to cool off on hot days!" The answer is: Take them to Lake Park for a good shower.

A sprinkling system was installed in the park this week and tried out for the first time yesterday. It is a movable con track which elevates the water about 10 feet and then sends it down on the heads of the youngsters through four sprinklers. It will be moved about from time to time on the grass of the park, where children in bathing suits may romp and play.

Also, it will be conveniently located near shade trees so the mothers may relax and watch their children at play. The sprinkler will be run only from 3 to 5 o'clock each afternoon, and will accommodate about a hundred youngsters at one time.

Wilburn Closes Work Here Soon

TO PREACH FINAL SERMON AT CHURCH OF CHRIST SUNDAY

Evangelist James O. Wilburn who has worked with the Church of Christ here since December 1, is to preach his final sermons here next Sunday. He is to preach a special sermon at the night service on "The Life of Christ." This sermon is unusual in that every word of it is quoted from the Bible by memory and presented without comment. He is to begin a meeting Tuesday night at Franklin, and will be engaged in revival meetings until September, after which he is to locate with the Church of Christ at Fullerton, California. Mrs. Wilburn and James R. will remain here until September.

Although his successor has not been definitely selected, church leaders expect to have a minister on the field immediately to carry on the work. A gospel meeting will likely be scheduled for the early fall. The church has a building recently completed and paid for and an extensive program is being carried on in home missionary and benevolent work. Plans for the future work of the church are being formulated by church leaders.

Wilhelm Rites Held At Tulia

Funeral services were conducted late last week at Tulia for Mrs. Ben Wilhelm, 34, of Sumnerfield, who passed away Monday, June 15, at a Marlin sanitarium. The services were conducted at the First Methodist church by Rev. Merl Weathers of Plainview, assisted by the Tulia pastor.

Mrs. Wilhelm, born Grace Bell on January 18, 1902, became the wife of Ben E. Wilhelm December 18, 1921. Mr. and Mrs. Wilhelm moved to the Sumnerfield community from Amarillo about three years ago. She was a member of the Methodist Church since childhood and was a talented teacher and singer. The high tribute paid by Rev. Weathers, a close friend for many years, and the beautiful floral offering marked the final services.

MASONS WILL INSTALL NEW OFFICERS TONIGHT

Installation ceremonies for new officers of the Hereford Masonic Lodge will be held at the lodge at 8:30 tonight.

Elective officers to be installed are Mac Wamble, Worshipful Master; E. E. Perkins, Senior Warden; Ed Boggess, Junior Warden; Egbert Brady, secretary; M. E. Robertson, treasurer, and G. M. Sages, Tyler. Appointive officers will be announced and installed.

LET'S START NOW, IS APPEAL OF WIND EROSION COMMITTEE

Let's start now! With those words County Judge Mal Stewart and the commissioners court inaugurated the work of the Deaf Smith Wind Erosion district. Farmers were urged to:

Report the neighboring land that is bare or merely covered by thistles that will turn loose next spring and assist in getting the land to blowing, to the Wind Erosion Committee in order that the necessary steps may be taken at this time to protect this land from blowing next spring.

"It is certainly not our desire to work a hardship on any land owner in this county," the committee said, "but we realize that the interest of the county and the interest of the individual farmer who is properly caring for his land, must be protected."

TAX VALUATIONS ARE VIRTUALLY UNCHANGED

Valuations for city taxation remained virtually the same as last year after the city board of equalization met last week, with the exception of the valuation of automobiles, which were placed on a graduated scale that gave them a slightly higher rating than last year. The scale is approximately 50 per cent of the actual value, however.

The board of equalization meets again next Monday and Tuesday for hearings on valuations, after which the tax rate for the coming year will be set. Monday will be given over to the hearing of local residents and Tuesday to non-resident owners of local property.

James F. Hacker of Indianapolis, Indiana, arrived Sunday to visit his brother, J. F. Hacker, in the home of Mrs. Hazel Sparks.

Estimates On Irrigated Wheat As High As 50 Bushels to Acre

Over \$2,000 for 70 acres of wheat! That was the estimate by J. R. McDonald as he looked up from work on a tractor and propped his foot on a wheel. And it was made possible through the expenditure of \$252 for electric power with which to give the wheat three irrigations. Otherwise, instead of being rippling acres of grain, almost ready for the binder, it would have been a barren field, endangered by the threat of blowing, he calculated.

Three irrigation wells pump life-giving water into banked ditches which carry it out to 400 acres on the McDonald farm three miles north of Hereford on 25-Mile avenue. Four men, Mr. McDonald, Mack Short, and his two sons, George and Charley, handle the work regularly, with additional hands added on occasion. They are real farmers who stay on the job and make it their profession. That is what you have to do with an irrigation farm—You've got to stay with it.

any other business; you can't expect the farm to take care of itself.

Neighbors have estimated that McDonald will harvest 50 bushels to the acre, by Mr. McDonald, the estimate is more conservative. Whatever the yield, however, it will not be long until he is certain about the figures, for he expects to start binding in a week. There is no guess work about the beauty of the fields, and the fact that without the water, he would have had little or no wheat. Early in March the wheat had dried back until the ground was almost bare, but when he started irrigating it came out rapidly. As a result it did no blowing and suffered no damage from neighboring fields that did blow.

The remaining 330 irrigated acres are planted in oats, barley, maize, alfalfa and hedges. It is not raised for the market. Mr. McDonald said, "All we are trying to do here is raise enough feed for our livestock." They have 200 head of registered Here-

ford cattle on the McDonald ranch north of Bushland which are sold for breeding purposes. In addition, there are several milk cows, four horses and 21 hogs on the local place.

Mr. McDonald just wouldn't be a dry land farmer in this country. That's all there is to it. Irrigation is the only thing here, he said, because there are too many failures otherwise. He believes it is possible for every farm in the shallow water belt to have a well to every 40 acres without interfering with the effectiveness of neighboring wells. His father, D. L. McDonald, started irrigation on the local farm in 1911, and watched the process improve from the huge gasoline motor to the oil motor and finally last year to the efficient, clean electric pump, and watched efficiency improve from a one-man job of caring for the pumping plant to the present time of pressing a button to secure thousands of gallons of cool, sparkling life fluid.

Messenger News

BY ESTELLE WILLIAMS
 Dick and Wylie Barnes of Tucuman, N. M., visited in the W. A. Whitson home Wednesday.
 Oscar Easley of Hereford was at his ranch here Sunday.
 Mr. and Mrs. S. M. Williams, and Estelle were dinner guests in the Whitson home Sunday.
 Alta Williams was in Hereford Saturday.
 Frank Knabe and Mrs. J. E. Jones were Hereford shoppers on Monday.
 J. A. Williams has returned to his home at Cameron, N. M., after spending a week with his parents here.
 Tom and Raymond Annen of Nazareth visited their sister, Mrs. Dollie Whitson and family, Sunday.
 L. M. Williams and B. E. Holder were in Hereford Friday.
 Mr. and Mrs. B. E. Holder and two children of Ranger arrived Friday to spend a few days with her parents, Mr. and Mrs. L. M. Williams and family.
 John Linnen visited relatives at Nazareth Sunday night.
 J. W. Kirby of Hereford and G. W. Burks of Tulla were here Sunday on business.

COURTHOUSE RECORDS

Quit Claim Deed.
 David C. Thompson, Jackson county, Missouri, to J. M. Murchison, lots 1 to 15, inclusive, block 2, and W part block 1, DeAtley's sub-division of DeAtley's addition.
Warranty Deeds.
 R. H. Jackson and wife to Naoma E. Reddock, N 1/2 section 8, block K-7.
 United Saving Bank of Detroit to H. D. Calpepper, lot 4, block 15, Whitehead addition.
Sheriff's Deed.
 L. Baskin et al to First State Bank, lots 16 and 17, block 19, and lots 18 and 19, original town.
Trustee's Deed.
 Guy Edwards and wife to Federal Farm Mortgage Corporation, 110 acres out of NW corner, section 92, block K-3.
Marriage License.
 H. F. Powers and Louise Hunter, June 22.
Miss Katherine Acker, daughter of Mr. and Mrs. C. C. Acker, returned home Monday evening from a visit with her aunt, Mrs. Glen Weber, in Brownfield.

Black

BY MRS. TOM PRESLEY
 D. R. Bennett went to San Angelo this week to attend the funeral of his father, who died suddenly and unexpectedly.
 Coon Nelson of Bonham visited his sister, Mrs. Bert Barnett, last week.
 Erwin Welch is visiting his brother, Tom, at Canadian.
 Mr. and Mrs. Cecil Vandiver have moved to the Deaton place.
 Porter Elmore visited the H. Elmore home Tuesday and Wednesday. His little daughter, Camille, is spending her vacation here.
 Mrs. Etie Melugin of Hereford visited Mrs. Elmore Thursday.
 The social club met with Mrs. Dave Galloway this week, with eight members and one visitor; Mrs. Melugin, present. A program was given by Meses. Mary Johnson and Prudis Black, followed by refreshments of ice cream and cake served to all.
 Mrs. Manuel Haws is visiting her father in Dallas this week and attending the Centennial. She was accompanied by Mr. and Mrs. Homer Johnson of Friona.
 Miss Leona Blair was called to the bedside of a sick friend in Amarillo Tuesday.
 Mr. and Mrs. John Vines entertained with a birthday dinner Sunday for their son, J. W. There were 21 guests present.
 Mr. and Mrs. Wilson Vines visited at Black Monday.
 Mr. and Mrs. Jim Black were Canyon visitors Sunday.
 Mr. and Mrs. T. L. Welch visited their daughter, Juanita, in Hereford Wednesday night.
 Mr. and Mrs. Bill Edelson made a business trip to Plainview last week end.
 Miss Ruth Lookingbill of Summerfield spent Saturday night in the home of her brother, Frank Lookingbill.
 Mr. and Mrs. Frank Lookingbill spent Sunday with his parents in Summerfield.
 Leon and Ervin Welch of Canadian spent a night recently in the T. L. Welch home.
 Mr. and Mrs. Everett Baer are visiting in Borger.
 Mrs. McCrate and family spent Sunday in Texico.

Ward News Notes

BY MRS. GEORGE SUGGS
 A number attended singing here Sunday.
 Virginia Lusk of Oklahoma City is spending the summer with her grand mother, Mrs. Montgomery.
 Mrs. Ernest Selinger left for Kansas Tuesday to visit her children.
 Mrs. Drake of Amarillo visited Mrs. Montgomery Thursday night.
 Teddie Higgins is visiting his grand parents, Mr. and Mrs. John Higgins.
 Sherm Williams of Amarillo was in this community Sunday.
 Bob Higgins and boys were in Amarillo one day last week.
 Mr. and Mrs. Sam Hutson of Littlefield spent Wednesday night in the Jack Hutson home.
 Mrs. Gardner and Joe Bob spent Wednesday night in the Bill Hutson home.
 Jim Lipscomb was a Canyon visitor Monday.
 Sonny Harris of Hereford attended Sunday school here.
 Mr. and Mrs. B. A. Reddell and Walter Fincher of Tulla spent Sunday in the George Suggs home.

making publication of this citation once each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be holden at the Court House thereof, in Hereford, Texas, on the first Monday in August A. D. 1936, the same being the 3rd day of August A. D. 1936, then and there to answer a petition filed in said Court on the 17th day of May A. D. 1934, in a suit, numbered on the docket of said Court No. 2169, wherein the United Fidelity Life Insurance Company, a corporation, is Plaintiff, and J. H. Williams, Jr., is Defendant, and a brief statement of plaintiff's cause of action, being as follows:
 Suit for balance owing in Certificate No. 285 issued by City of Hereford to Jordan Construction Company on August 24, 1928, in sum of \$72.10 for improving Sampson Avenue abutting Lot No. Seven, Block No. 19, of Town of Hereford, levying special assessment against said property for same, and default having been made in payment, balance has been declared due and suit filed for collection thereof, with reasonable attorney's fee and costs of suit, with foreclosure of the lien against said property, same having been duly transferred to the plaintiff herein, such special

assessment being levied against said property under ordinance duly passed June 16, 1928, and as personal liability against defendant, being declared to be a first and paramount lien upon said property, said improvements being duly completed and accepted by said City on August 24, 1928, in full compliance with contract entered into with said City and all proceedings of said City, plaintiff praying for judgment on balance due, with reasonable attorney's fees of \$50.00 and costs of suit, as provided for in said certificate

and proceedings, as well as foreclosure of special assessment lien against said property, and for general and special relief.
 Herein fail-not but have before said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.
 Given under my hand and seal of said Court, at office in Hereford, Texas, on this 23rd day of June, A. D. 1936.
 (SEAL) L. H. FOSTER,
 Clerk, District Court Deaf Smith County, Texas. 25-4

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KLEENEX 2 for 25c	13c	ST-37 SOLUTION \$1.00 value	79c
KRUSCHEN SALTS 70c value			59c
CRAZY CRYSTALS \$1.00 value			89c
WINE CARDUI \$1.00 value			89c
MILK OF MAGNESIA 1 quart			59c
IPANA TOOTH PASTE 50c value			39c
MILK OF MAGNESIA TOOTH PASTE 50c value			39c
LISTERINE 75c value	69c	SYRUP PEPSIN \$1.20 value	98c
Bayer's Aspirin 75c Value	69c	SYRUP PEPSIN 60c value	49c
PAR SHAVING CREAM 50c value			39c
PINE SHAVING CREAM 35c Value			29c
RED ARROW SHAVING LOTION 50c value			39c
DR. WEST'S TOOTH PASTE 25c value			19c
CASHMERE BOUQUET HAND LOTION And SOAP, 60c value			39c
HIND'S LOTION 50c value			39c
CHAMBERLAIN'S HAND LOTION 50c value			39c

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 A Sure Preparation for Killing All Kinds of Weeds.
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SODA FOUNTAIN SPECIALS
 SERVING BORDEN'S QUALITY ICE CREAM

Delicious Butter Scotch SUNDAY 12c	Large Malted MILK 10c
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ICE CREAM
 ALL FLAVORS
 15c Pint Quart 25c

FRUIT SUNDAYES
 EXTRA LARGE WITH WAFERS
 15c 15c 15c

Friona News

GERALDINE M'FARLAND
 Farmer County Soil Conservation committee called two meetings to explain the soil conservation program, one Monday night, June 15, at Oklahoma Lane, the other at Friona June 16, at 8:30 p. m. Methods of planting under the program were discussed. Each farmer has a list of crops and yield per acre of crops harvested on the farm they are now working for 1934-1935. Each has to fill out an information blank before the work can be completed.
 Senior Girl Scouts met Tuesday, June 16. They made trails and followed them. Five scouts and two lieutenants were present. Each girl is to get three new members. Meetings will be held Saturday afternoon instead of on Tuesday.
 Annual vacation church school opens the morning of June 29, and all children are invited to attend. This school is sponsored by the Congregational, Baptist and Methodist Churches and will be held in the Baptist church.
 Union service will be held in the Baptist church Sunday, June 28, with Rev. Moore doing the preaching.
 Meses. R. H. Kinsley and J. R. Roden were in Amarillo Monday.
 Judge E. F. Lokey of Farwell was here last Wednesday.
 Mrs. J. M. W. Alexander left last week for Dallas where she will attend the Centennial and visit relatives.
 Reeve Guyer departed last week for Salida, Colorado, where he will drive a truck for his brother, W. H. Guyer.
 Mary Belle Slagle of Panhandle is visiting Mr. and Mrs. Roy Slagle here.
 Mr. and Mrs. E. M. Osborn of Hope, Arkansas, are visiting their sons, Claude and Sloan Osborn.
 Mr. and Mrs. Jesse Osborn and girls, Norma Lee and Mary Sue, of Muleshoe, spent Sunday in the home of M. C. Osborn.
 Frank Truitt and Paul Spring spent the week end at the Centennial.
 Mrs. W. W. Campbell of Merkel is visiting her daughter, Mrs. J. G. McFarland.
 Esther Jordan was a dinner and afternoon guest of Charlene McFarland Sunday.
 Don, small son of Mr. and Mrs. J. C. Jordan, is confined to his bed with an attack of appendicitis.

Card of Thanks.
 We wish to express our appreciation for the love and sympathy of our many friends in our sorrow and bereavement. Also for the many floral offerings.
 Ben Wilhelm
 Mrs. Pannie Bell
 Mr. and Mrs. Joe Callaway
 Glad and Tom

Visit The New Home of Dodge-Plymouth SALES and SERVICE

Now At 319 Main Street — In Old Streu Hardware Company Building

The new home of the IRELAND MOTOR COMPANY (successors to Ireland-Beavers Motor Company for the sales and service of Dodge and Plymouth automobiles) is now open under the management of E. S. Ireland and son, Woodrow Ireland . . . Building remodeled and modernized . . . Centrally and conveniently located . . . Greater sales space.

Watch for Formal Opening Date

PLYMOUTH BUILDS GREAT CARS

—at which all the people of the Hereford Area will be our guests to inspect several new models of the new Dodge and Plymouth . . . but we don't want you to wait until then before visiting our new location . . . Pay us that visit this week end, and then come back for the opening.

DRIVE THE FINEST CAR IN THE LOW-PRICE RANGE!

No automobile for anything like the price offers the comfort and style, the economical driving and safety of the Dodge. For your own satisfaction, do not buy until you have given it a trial . . . And in the price range of the Plymouth, there is no car to compare with it . . . Here are the greatest "twins" in the automobile field.

SALES AND SERVICE
 We shall have a completely newly equipped service department specializing in the servicing of these cars.

Save Money—in Gas..Oil..Upkeep

Goodyear GREATEST NAME IN RUBBER
 We shall continue to handle Good Year tires and tubes to give you, still greater driving safety and add to our service to our customers.

Ireland Motor COMPANY

Dodge-Plymouth Sales-Service
 319 Main Street - Hereford, Texas

Region Compl

(Continued from page 1)
 At noon Saturday another feat will attract attention. This is the old fashioned barbecue dinner that will be served in Hereford state park at the Main Street bridge. There will be sufficient barbecued beef for everyone, and some of the trimmings will be served. Another baseball contest between Hereford and El Paso and polo finals will again occupy the

afternoon, with the night prospects for a second dance at 9 o'clock.
 Featured on the rodeo program will be the personal appearance of Red Myrick, famous prize horse rider formerly with Stroma's rodeo troupe, and his educated wonder horse. They will be featured during each day's performance. Small admission charges for each event will be all the expense attached to the entire entertainment.

Report Gives

(Continued from page one)

emphasizing the importance of this territory.

"The time for compliance on the part of the farmer under the 20 cents an acre grant for wind erosion control work was extended from June 10 to July 1, thereby giving many farmers an opportunity to fully comply with the condition of the grant."

"The Emergency Crop Loan program has been advanced, whereby the \$200 wheat loan has been made immediately available without waiting until July 1."

"Your committee has requested that the \$200 maximum crop loan be raised to the sum of \$500 and become available at the earliest practicable date. In this connection, your committee has endeavored to make it entirely clear that the necessity of the Panhandle area requires the maximum to be raised to \$500 in order to properly develop the soil conservation program."

"Your committee has been assured by H. H. Bennett, head of the Soil Conservation Service, that much progress is being made upon the proposed plan, submitted by the districts, and that on or before July 1 he expects to submit final proposals to the committee in connection with the soil conservation developments in the 14 counties."

"Your committee has been assured by the Works Progress Administration that it stands ready to receive applications from your district and invites the submission of soil conservation projects for consideration. We have been assured that every effort will be put forth to expediate consideration and approval of these applications, if, as and when received."

"The governing body in the district will be afforded the opportunity of passing upon any program sought to be inaugurated by the Resettlement Administration in accordance with terms of the memorandum. The conditions of the loans being made by the RA will in the main conform to the established practice, as determined by the districts."

"The Extension Service complied with its (the committee's) request for extended time to qualify for the balance of the 20 cent emergency wind control grant. Your committee was definitely assured by officials in Washington that the Extension Service will be pleased to cooperate fully with the state agencies and that the governing bodies of the Wind Erosion Conservation Districts may reasonably expect such cooperation, in practice as well as in theory."

"Under the domestic Allotment and Soil Conservation Act of 1936, special benefits will inure to farmers participating in the program, in accordance with the plan now being administered by the Extension Service. Your committee has endeavored to make the benefits under this act available as a basis of credit, but the plan has not been completed in detail."

"The various administrative agencies of the Federal Government in Washington and elsewhere have evidenced a serious concern on behalf of the Texas Conservation Districts and are apparently thoroughly mindful of the far reaching elements incident to the plan of soil conservation under the Texas Enabling Act."

"The recognition already obtained leads to the conclusion that the plan of administration is dependable, comprehensible and practicable. It enables the people of the given district to carry out a plan of action with full assurance that they may reasonably expect to participate in a practicable soil conservation program, suitable to all local conditions and enjoy the benefits that flow therefrom."

The report was signed by Noel McDade, chairman, W. M. Stewart, Wilson Cowen, John E. Hill and J. O. Guleke, the executive committee.

First Presbyterian Church.

Service at First Presbyterian church Sunday, conducted by the pastor. Morning worship at 11. Evening services on church lawn at 7:30. This service will be short.

Sunday school each Sunday at 9:45. Christian Endeavor meets Tuesday nights.

Mrs. W. M. Emmons, who has been visiting her mother in German for three weeks, returned last Thursday. Mr. Emmons went for her a few days before they returned.

Band Members

(Continued from page one)

las. "It was a real treat, since many of the members would have had no chance to attend the Centennial otherwise. There were no mishaps, and all were well behaved. Some didn't know how to get about in Dallas—even how to pay their street car fare—but it didn't take them long to learn. Those making their first band trip were initiated by having to shine shoes for the others at night."

The group left here early Sunday morning and arrived in Dallas at 8 o'clock Sunday night. The girls stayed at Ursuline Academy and the boys at J. L. Long High School. They were located about three miles from the exposition grounds and did not have to go into Dallas, although most of them made the trip during off hours.

Played Several Concerts.

They first converged upon the exposition at 8:30 o'clock Monday morning, which was spent in sight-seeing. Their first concert was from 5 until 6 o'clock Monday afternoon at the Plaza. Monday night they played before a crowd of about 3,000 for the free act given on the Cavalcade set and received the plaudits of the actors as being the first band to play their act without a previous rehearsal.

They went out again Tuesday morning to continue their tour of the interesting exhibitions, giving another hour concert at the Plaza at 3 o'clock that afternoon. From 7:30 until 8 Tuesday night they played in the Amphitheatre and opened the Folk Festival at 5:15, taking part in the program on which appeared dancers and singers from over the entire nation.

Wednesday at 1 o'clock the band played another hour concert at the Plaza and again from 7 until 8:15 at the Amphitheatre, after which they opened the Folk Festival for the second straight night.

Miss Viva Mae Thomas, who accompanied the band and drew "chalk talk" pictures to fit some of the tunes, was one of the centers of attraction. Mr. Smith said that several out-of-state visitors asked for copies of pictures and

Among others she presented a descendant of David Crockett her drawing of the Alamo.

The band heard Jan Garber and other noted American orchestras as well as orchestras from Mexico and South America. They were most impressed, Smith said, with the "Black Forest" production.

Some also visited the Dallas zoo and others took a swim in White Rock Lake.

Mrs. Oscar Easley and son, Jimmie, and Mrs. W. C. Pitman spent last week end in Amarillo, the guests of Mr. and Mrs. Hal Bruner.

Frankly, We're Overjoyed

With the reception, the interest shown by local farmers, and the work accomplished by the new

18-28 Oliver Hart-Parr Tractor

However, it really was no more than should have been expected, for the new 18-28 does the same work, accomplishes the same purpose of the larger, more expensive tractors at less cost and lower upkeep. Here are some of the reasons for its popularity:

VALVE-IN-HEAD MOTOR That's where the Power is created—by the exploding fuel in the four cylinders, all timed properly.

COOLING New type cooling system keeps all parts at the same temperature—a variance of less than five to seven degrees over motor

TRANSMISSION A single disc dry clutch transmits surplus of created power to the highly efficient gear train that turns it finally into traction.

AND Weight properly distributed; stripped for action—no surplus weight; only 112 inches long; shorter turning radius; easy to handle and easy to ride; automotive controls; pulley and tractor clutches are independent units

Arrange to See One of Our Demonstrations!

M. D. WOMBLE, IMPLEMENTS

STAR THEATRE

Always 10° Cooler Inside!

Thurs. - Fri. 10¢ Bargain Matinee 15¢ 1:30 to 3:00 Watch for the Change in Programs Effective July 5th

I MARRIED A DOCTOR

From the most powerful novel ever penned by Sinclair Lewis.



PAT O'BRIEN JOSEPHINE HUTCHINSON ROSS ALEXANDER GUY KIBBE LOUISE FAZENDA

Saturday Only 10¢ EVERY ONE! 10¢ WESTERN ACTION by PETER B. KYNE

THEY SMILED AS THEY CAME INTO THE DARKENED THEATRE. "GODFATHERS"

PLUS CARTOON and SERIAL

Hot - Hot - Hot

On some of your mid-summer needs to keep your temperature down... hot on price but cool in comfort.

Ice Cream Freezers Electric Fans — Water Coolers Thermos Jugs and Bottles

Nothing adds so much pleasure to a cool lawn as do our comfortable, low priced LAWN CHAIRS

Another special that fits exactly with your picnic plans is the new "Extra Utility" Table

When not in use it can be folded into an extremely small size, easily moved and attractive.

EXTRA SPECIAL PRICE on one new gas Electrolux while it's here!

KELVINATOR

The word that means cool, fresh food, beverages and ice... The latest in summer home comfort and protection... See it today!

STREU HARDWARE CO.

"Let's go on a Picnic" — FOOD —



FRESH CORN Dozen	40¢	LEMONS Sunkist, dozen	29¢	ORANGES, Sunkist Dozen	23¢
APPLES 3 dozen	29¢	CANTALOUPE Each	7 1/2¢	SPUDS New reds, 10 pounds	31¢
GRAPEFRUIT 6 for	25¢	ONIONS No. 1 white, 3 pounds	10¢	PLUMS Large California, dozen	8¢

Fine MEATS at fair prices

Fryers Dressed and drawn	each 50c
Steak Loh, T-Bone	lb 16c
Roast Chuck Cuts, Kansas Corn Fed Beef	lb 17c
Oleomargarine	lb 17c
Sliced Bacon Sugar Cured, Cello Wrapped	lb 25c
Bacon Squares Smoked	lb 16c
Salt Pork For Seasoning	lb 14c
Round Steak Round Bone	lb 20c
FRESH FISH	lb 22c

VIENNA SAUSAGE Libby's, can	9¢	GELATINE Marvin Brand, all flavors, pkg	5¢
POTTED MEAT Libby's, 2 cans	9¢	STARCH Limit (1 pkg free) 2 pkgs	18¢
PINEAPPLE JUICE Libby's, 3 cans	25¢	TOMATO JUICE Libby's, 3 tall cans	23¢
FRUIT COCKTAIL Libby's, No. 1 can	15¢	SPAGHETTI Libby's, No. 2 can	10¢
ORANGE JUICE Libby's, No. 1 tall can	13¢	PRUNES 50-60 size, 2 pounds	15¢
OLIVES, Libby's Extra large ripe, No. 1 tall can	15¢	RICE KRISPIES Kellogg's, package	9¢
MUSTARD Libby's, 9-ounce jar	10¢	MUFFETS Package	9¢
COOKIES 12-ounce package	15¢	PEANUT BUTTER Beechnut, large size	17¢
TEA, Lipton's 1/2 lb can	21¢	TOILET SOAP (1 bar free) Trilby, for the bath, 3 for	25¢
1 Ice Tea Glass FREE with 1/4 lb can		TEA Bright and Early, 1/4-lb pkg	10¢
2 Ice Tea Glasses FREE with 1/2 lb can		GRAPEJUICE Church's, pint bottle	15¢
RITZ Rich buttered wafer, 1-lb pkg	21¢	PICKLES, Full Value Sour or dill, quart jar	15¢
CRACKERS Premium Flake, 2 lb pkg	29¢	MARSHMALLOWS Angelus, 1-lb cello pkg	19¢
TUNA Eatwell, can	15¢	SANDWICH SPREAD Delfia, can	10¢
NAPKINS 80 count buffet, pkg	10¢	PAPER PLATES Dozen	10¢
MALT Blue Ribbon, 3-pound can	57¢	CORNED BEEF Swift's, can	19¢
SUGAR Saturday only, limit 10 pounds	50¢	SALAD DRESSING Excell, quart jar	25¢
CATSUP Beech-Nut, large bottle	19¢		

PRICES GOOD FRIDAY, SATURDAY ON MEATS **FURR FOOD** PRICES GOOD FRIDAY, SATURDAY AND MONDAY

Crisco

3-POUND Can 55¢

Ask for details of FREE Trips To the Centennial!

SHORTENING

MRS. TUCKER'S 8-Pound Carton

87c

JEWEL

POTATO CHIPS

20c Package 17 1/2¢

10c Package 9¢

WHITE KING

GRANULATED SOAP Large Box

30c

Flour

PACKARD'S BEST

24-POUND Sack 74¢

48-POUND Sack \$1 38

LIMIT

SOCIETY

MRS. ADRIAN ODOM, Society Editor Phone 447-W

MRS. EMMETT MILBURN ENTERTAINS GROUP

Mrs. Emmett Milburn entertained a group of friends with a bridge party last Friday afternoon at her home on East Third Street. After the games the high score prize was awarded to Mrs. Grant Fuller. An ice course was served to Meses R. R. Willis, Nelson McWright, Fuller, Adria Odom, Lee Morgan, Sherman Morgan, Charles Brooks, O. C. Holt, J. T. Gilbreath, Jr., Ralph Roden; Miss Katherine Slimp of Los Angeles, and Miss Lillie Morgan of Hugoton, Kansas.

"Centennial Feet" is an expression coined by members of the high school band, to illustrate the ache in their "dogs" after walking about the Centennial grounds in Dallas for three days.



PEOPLE MAKE THE TELEPHONE SYSTEM

Poles and wires and switchboards alone don't make a telephone system. You've got to have people.

You've got to have men and women and children that want to talk to each other. You've got to have operators sitting night and day before the switchboards. You need to have linemen willing to go out when the lines are down, and work with a 40-mile gale lashing sleet and snow into their faces.

It's folks that make a telephone system. When you figure out why service is better than it used to be, you find it's just people at work... men working problems out on American Telephone & Telegraph Company's staff, and inventors in Bell Laboratories, and the like.

The goal of the people who work for the Bell System is to furnish the people who use telephones with a service that is fast, and clear, and moderate in its cost to the user.

SOUTHWESTERN BELL TELEPHONE COMPANY

MISS MARIAN HILL BRIDE OF LEMORE HILL

Miss Marian Hill of Canyon became the bride of Mr. Lemore Hill of Amarillo in an impressive garden wedding at the home of the bride's parents, President and Mrs. J. A. Hill, of WTSTC, Canyon, Tuesday night, June 16. The groom is the son of Mr. and Mrs. J. E. Hill of Amarillo. Dr. C. C. Grimes of the Polk Street Methodist church, Amarillo, read the double ring ceremony. The procession was led by the groom's brother, Junior Hill, and Jo Ann Hill, the bride's niece, Margaret Esther Hill of Amarillo and Evelyn Shanklin of Pampa were bridesmaids. Ushers were Don Bowie, Wichita Falls, and Harold Shanklin, Channing. Keler Muse of Hereford was best man.

The couple will make their home in Amarillo. Attending from Hereford were Meses Clay Ridgway, A. M. Jones, C. F. Kerr and Betty Rose Kerr.

CHRISTIAN ENDEAVOR TO HAVE SILVER TEA

The Christian Endeavor Society of the First Christian church will hold a silver tea on the lawn of the church Thursday night, July 2, from 8 to 10 o'clock. Members and friends of the church and society are invited. A program that is worth while is being arranged. The proceeds of the tea will go to help meet expenses of delegates to the summer conference.

FATHER OF MRS. GEORGE VERY SERIOUSLY ILL

Mrs. L. N. George returned the first of the week from Panhandle where she has been at the bedside of her father, P. W. Smith, who is seriously ill. Mr. Smith is a real pioneer of the Panhandle, having lived in this section for the past 50 years. Clarendon was the family home for the past 13 years but because of his illness, Mr. Smith has been at the home of a daughter in Panhandle. Little hope is held for his recovery.

ENDEAVOR MEETS AT BAIRD RANCH

The Christian Endeavor of the First Christian church held vesper services Tuesday night at the Baird ranch near Jumbo. After the program, in which Bob Baird was leader, the society enjoyed a steak fry. Sixteen members attended. The program next Tuesday will be held at Gem Lake, Amarillo.

MRS. M. L. STEEL HONORS GRAND DAUGHTER

Mrs. M. L. Steel entertained her grand daughter, Ann Steele, of Fort Sumner, New Mexico, with a party Tuesday night at her home on East Third Street. A picnic dinner was served on the lawn, after which games were played and stories told. Attending were Betty Lou Thompson, Rue Wilson, Eleanor Wilson, Alice Rehrens of Dallas, John Estes, Clifford Estes, Jimmie Easley, Billy Davis and the honoree.

TOWNSEND CLUB

Dr. Banham of Amarillo will lecture here next Tuesday evening at 8:30 o'clock in the district court room. He will tell of the new developments of the Townsend club plan. Everyone invited.

Ball Game

(Continued from page one)

base, second base, outfield, hit 'em a mile, and has the heaviest hands on the club; J. M. Posey, pitcher, outfielder, first baseman, golfer and never gripes? Maxx!!!; Ralph Smith, pitcher, shortstop, outfielder and horn-tootin' go-getter; Jess Russell, pitcher, catcher, first baseman, short, outfielder and a first class gas-meter-reader; Chas. Sowell, outfielder and holds the record for getting put out between third and home; Ellis Wilson, short, outfielder and steer rider; Otis Foster, outfielder and hurdler-hitter—he won't hit one unless it is four feet over his head. Ted Young hasn't been out yet, but when the kids start shooting firecrackers he can't take it—he is pitcher, catcher, third baseman and golfer. Roy Onstead, first baseman, outfielder and mystery hitter—he doesn't know himself why he does it, but he does. Earl Phillips, outfielder and home run hitter—he hit one two years ago. Glenn Witherspoon, outfielder and spark hunter. Willard Witherspoon, outfielder and car wrecker. Adrian Odom, pitcher and infelder—I guess he hasn't caught one in outfield yet. Arlie Dean, pitcher, first baseman and wheat raiser? Cecil Walker, first baseman and slugger—maybe. Clay Angelo, first baseman—would be a good third baseman if he could throw to first, but he can't throw to first cause he can't catch the ball at third. Roger Corbett, outfielder and champion donkey ball player. Chas. Paddock, mayor, and the best slider we have. Jack Wayland, can't play a lick, but the best Lion rooster in town. Loerwald, pitcher and pitcher, and doesn't make him any difference who it is—most willing fellow we have. Hal Kester, pitcher and shortstop and outfielder; Chas. (Possum) Bennett, catcher, hitter and fisherman; Fat Curtsinger, pitcher, first baseman and weed chopper; Pearl Singletary, pitcher, outfielder, hitter and lawn mower.

Can't possibly think of all the boys, but there must be at least 400 more ball players here, and half of them at least are pitchers and still they say we need a pitcher. Just come on, Friona, and if we can get Chas. Carroll to umpire you won't have a chance—unless you kill him before the game is over.

J. Fincher of Abilene visited Sunday with his cousin, Mrs. Edna Fincher.

ROAD NOTICE TO NON-RESIDENT LAND OWNERS

THE STATE OF TEXAS, County of Deaf Smith ss. We, the undersigned Jury of Freeholders, citizens of said Deaf Smith County, Texas, duly appointed by the Commissioners' Court of Deaf Smith County, Texas, at its June Term, 1936, to view and establish a first class road from 100 feet in width from a point in Section 84 on the South boundary of Deaf Smith County, Texas, to Hereford, Texas, entering city limits of Hereford, Texas, at a point on 25-Mile Avenue, and having been duly sworn as the law directs, hereby give notice that we will on the 27th day of July, 1936, assemble at court house in Hereford, Texas, and thence proceed to survey, locate, view, mark out and establish said road, beginning at the Northwest corner of Section 110, block M-7, Deaf Smith County, Texas. Thence East along North line of said section 110, a distance of 50 feet; thence South to a point, said point being 50 feet East of the southwest corner of said section 110; thence South a distance of 3607.15 feet to the beginning of a curve to left with radius of 1382.5 feet; thence along said curve a distance of 1086.3 feet; thence South 44 degrees and 54 minutes east a distance of 17,457.37 feet to a point in Section No. 84, block M-7, and on the south boundary line of Deaf Smith County; thence West along said boundary line a distance of 141.2 feet; thence North 44 degrees 54 minutes West a distance of 17,357.75 feet to beginning of a curve to right with radius of 1482.5 feet; thence along said curve a distance of 1164.52 feet; Thence North 3607.15 feet to point in North boundary line section 112 block M-7, said point being 50 feet west of southwest corner of section 110, block M-7; thence North to point in North boundary line of Section 111, block M-7, to the Northwest corner Section 110, the place of beginning. All of the above land lying and being wholly located and situated in Deaf Smith County, Texas. Said road as above described takes a portion out of sections 84, 85, 91, 92, 108, 109, 110, 111 and 112 block M-7, Deaf Smith County, Texas.

And we do hereby notify O. G. Hill, Martha Martin, G. H. Martin, Blain Poff, Blanche Poff, Empire Mortgage Company, a corporation, Van Welliver, Brent Welliver, Charlot Welliver, J. B. Stoker, Minnie B. Stoker, Emma Jones, Ida Helm, Myrtle Spelman, John Welliver, D. K. Morris, J. P. Gattlin, S. B. Edwards, J. F. Ward, Alice Ward, T. F. Major, executor of the estate of G. C. Major, deceased, and Margerette Heberer and Charles F. Heberer, J. J. Perkins, Phoebe A. Morris and Mrs. D. K. Morris and The Federal Land Bank of Houston, Houston, Texas, a corporation, and the Land Bank Commissioner and any and all persons owning lands through which said road may run that we will at the same time proceed to assess the damages incidental to the opening and establishment of said road, when they may, either in person or by agent or attorney, present to us a written statement of the amount of damages, if any, claimed by them. Witness our hands this 23rd day of June A. D. 1936. A. T. FRYE, ALFRED MAY, JEFF ROBERSON, N. G. ELLISTON, C. R. SMITH, Jurors of View.

Mr. and Mrs. Henry Sherman of Los Angeles returned home Monday after a week's visit with their parents, Mr. and Mrs. O. E. Sherman and Mr. and Mrs. John Haberer.

Mr. and Mrs. Fred Patton Chicago arrived last Friday upon their vacation with relatives here, and with Mrs. Patton's parents, Mr. and Mrs. Smith LaRoy, in Portales, N. M.

Silver Tea

Given By Christian Endeavor
Of First Presbyterian Church
Friday, July 2
8 to 10 P. M. On Church Lawn
Interesting Program
Members and Friends Cordially Invited
Proceeds for Summer Conference

COME TO PENNEY'S WHITE FAIR

VALUES THAT MAY NEVER BE REPEATED—SO STOCK UP!
WHITE GOODS
AND HUNDREDS OF KINDRED ITEMS AT PRICES THAT MAKE HISTORY!

Pay Cash... Pay Less At **PENNEY'S**

Tested for Wear 81" x 99" Nation Wide
SHEETS
84¢

Thoroughly tested for washability and long wear by laboratories, hotels and countless American homes. Smooth finish! Strong selvages! Nation Wide Cases, 42"x36".....23¢

FEATURE!
36-Inch Bleached MUSLIN
6½¢ YARD

FLOUR SACKS
8¢

Handkerchiefs.
2" each
Stock up! White cotton, bleached, 11¢ by 11¢.

Belle Isle PILLOW CASES
10¢

Fine Longcloth
15¢ yard
For fine linens and baby wear. 26 inches wide.

Durable muslin nicely finished. An extremely low price for this quality. Popular 65" by 36" size.

A Few "Hand Picked" Values!

SHEETING 9-4 Nation Wide, bleached, yard	34¢	PILLOW TUBING 36-inch, Nation Wide, yard	21¢
RONDO CAMBRIC 80 square print, yard	19¢	DRESS PRINTS, 36-Inch Fast colors, yard	8½¢
WASH CLOTHS Assorted pastel colors, each	4¢	BLISTER SHEERS Color for every taste, yard	29¢
PRINTED BATISTE, 36-Inch For cool summer dresses, yard	15¢	DRAPERY DAMASK, 50-Inch Bright Jacquard patterns, yard	49¢
HANDKERCHIEF LINEN Assorted colors, yard	59¢	ALL SILK CREPE Good, durable quality, yard	49¢

39" Unbleached MUSLIN
9c yd.

BATH TOWELS
Great value of the Season
15¢

BEDSPREADS
An Unusually Fine Bargain!
69¢

Our famous Belle Isle brand A-9 favorites for white summer sheets and mattress covers.

Very absorbent and so low priced! Popular size—22 by 42 inches. Striped colored borders.

Cotton crinkle in smart stripes to freshen your bedroom! Washes well. 80 by 105 inches.

"Where Savings Are Greatest"

PENNEY'S

J. C. PENNEY COMPANY, Incorporated
HEREFORD TEXAS

SHOE FAIR

CONTINUING PENNEY'S NATIONAL SHOE EVENT—AN EVENT IN WHICH WE ARE ENJOYING RECORD SALES!

Tailored White Patent SANDALS Unusual Cut-out Uppers! \$1.98	White Cloth & Arrabuk SANDALS Be cool and comfortable! \$1.19
---	--

Patent leather is tops for smartness! Sandals allow freedom and coolness! Well styled—wear these with any costume!

T-strap sandals with popular square toe and heel. Wear white with any color this year. Very easy to clean, too! Leather sole.

As a special offering we are listing below three groups of Shoes—Every Shoe is an OUTSTANDING VALUE!

1 Group CHILDREN'S SHOES ♦ T. Straps ♦ Oxfords ♦ Shoes 94c	1 Group CHILDREN'S WHITE SHOES ♦ Straps ♦ Pumps ♦ Oxfords \$1.37	1 Group LADIES' AND CHILDREN'S SANDALS Odd Sizes 63c
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Women's Arch Support OXFORDS
"Cynthia" Means Quality!
\$3.49

Walking can be pleasure in summer—if your feet are comfortable! They will be—in Cynthia! White calf, high heel.

Announcement

We take this method of announcing the division of the firm known as Ireland-Beavers Motor Co., and of wishing E. S. Ireland and Son every success in their new association.

Henceforth, we shall operate a general garage and repair shop, with special attention given:

**MOTOR RECONDITIONING, REBORING, ETC.
FENDER AND BODY REFINISHING WORK
TOP AND GLASS REPLACEMENT
HYDRAULIC BRAKES
WASHING AND LUBRICATION**

The Slogan, "Our Work Stands Up! We Make It" Is Still In Effect.

Beavers Brothers Garage

301 East Third Street. Phone 363

PENNEY'S

J. C. PENNEY COMPANY, Incorporated
HEREFORD, TEXAS

Mrs. D. C. Williams returned home Sunday after spending the winter in St. Louis with her daughter, Mrs. T. W. Graham. Mr. and Mrs. Graham accompanied her here to spend several days. Mrs. Williams makes her home with her daughter, Mrs. E. L. Occa-naugher.

Mrs. M. Y. Galloway and daughter, Ann, of Amarillo spent the week end with Mrs. Beth B. Holman, Mr. Galloway driving over for them Sunday afternoon.

Mrs. R. G. Slak and grand-daughter, Viola Phillips, spent the past week in Tucuman with her daughter, Mrs. W. Frank Ball and family.

Dawn Items

BY MARGARET BOWERS
There was a good attendance at Sunday school last Sunday.
Mr. and Mrs. O. J. Lady and children of Tulsa visited the W. P. Caraway home Sunday.
Mrs. Joe Greer and children spent the week end in Hereford.
Mrs. Otis Hedrick visited her mother, Mrs. Calloway, in Hereford Saturday.
Mr. and Mrs. A. J. Seymour and family of Amarillo visited in the Seymour home here Sunday.
Mary Jo Greer, Royce Underwood and Obed Caraway spent Sunday at the Ray Bowers home.
Mrs. H. H. Miller and Inez were in Canyon Wednesday.
Jack London of Hereford visited in the Walter London home last week.
Mrs. J. C. Greer visited the Carl Putman home Wednesday.
Miss Allene Cayaway is visiting her grand mother at Ranger.
Dawn study club met with Mrs. H. H. Miller Tuesday. The club will not meet again until September.
Grover and Clifford Dudley of Amarillo visited the Seymour home Saturday night.
The young people's Sunday school class had a party at the school house Saturday night. The evening was spent playing games.
Mrs. Lester Galley, Charles and Orval Gidley and Carrie Beth Putman are attending the Bible school at Hereford.
Regis Warren who is staying at the W. P. Caraway home, visited home folks in Amarillo Sunday.

ASSEMBLY OF GOD CHURCH

"A place with a welcome." One block north of the high school, W. A. McCann, Pastor
Sunday school, 9:45 a. m., Owen Neel, superintendent.
Devotional worship, 11 a. m.
Christ's Ambassadors, 7 p. m.
Evangelistic service, 8 p. m.
Prayer meeting Tuesday, 8 p. m.
Bible Study, Friday, 8 p. m.

Miss Eloyse Pitman spent the week end in Amarillo with her friend, Miss Dorothy Taylor.

Mr. and Mrs. E. E. Fridley and daughter, Ursalee, left Thursday night of last week for Arnett, Oklahoma, in response to a message that Mrs. L. F. Meeker, mother of Mrs. Fridley, was seriously ill. Mrs. Meeker died Friday night. The Fridleys returned home Monday morning.

Jumbo News

BY MRS. ULLMAN HUNTER
Mr. and Mrs. C. D. Plackert spent Sunday in Olton with Mr. and Mrs. Pete Hicks.
Mr. and Mrs. John Alexander of Shullsburg, Wisconsin, have been visiting in the Metcalf home. They were enroute home from the Centennial.
Mr. and Mrs. Virgil M. Bradley of Abilene have been visiting her sister, Mrs. Clem Gilliam. Mr. and Mrs. J. P. Wood and Earl were week end guests with the Gilliams.
Mmes. Sam and Ullman Hunter attended the Rural Women's Missionary Society at Dimmitt last Thursday.
Miss Maurine Wilder returned to Canyon last week, where she will make preparations to attend school.
Mr. and Mrs. Wayne Carthel were in Plainview last week.
Mr. and Mrs. Dewey Owens of Dimmitt have moved into the Beck house. He is working on the Stevens farm.
Bruce Hunter went to Bovina Friday and drove back some cows and calves for W. A. Hunter.
Members of the young people's Sunday school class picnicked at Jumbo lake Saturday night. Games and good eats were enjoyed by Lucille, Billie and Wayne Dyer, J. B. and Virginia Cocanougher, Juanita and Chub Pinckert, Bill Hacker, John Hardy Wood, Lawrence and Pauline Matthews, Arval Pierce, Rachel, Addison, Ullman and Virgie Hunter.
Doctor Matthews of Muleshoe spent the week end in the L. A. Matthews home.
Tom Gunnells of Dimmitt was in this community Wednesday.
Mr. and Mrs. H. E. Barnes went to Dawn Sunday afternoon.
Robert Thannisch of Dickens spent Saturday night in the Barnes home.
Fluis Nunn spent the week end in Hereford.
The fathers and daughters had their annual picnic Sunday night. Those enjoying the occasion were Press, Lucille and Billie Dyer, Cy and Pauline Andrews, Johnnie Florine, Virginia and Dorothy Stork, Doctor, Arthur and Pauline Matthews, Ullman, Phyllis, Frances and Virgie Hunter.
Mr. and Mrs. C. I. Beck and children of Lubbock visited with Mrs. Oxford Sunday. Horace Beck, who is in the Navy, is home on his first furlough, accompanied them here.
J. J. Wilder and Mmes. Clem Gilliam and Ullman Hunter, held election at this place Saturday to determine whether or not Castro county should create and incorporate a wind erosion district. It carried in this box 13 to 2.
Mr. and Mrs. Bill Hargett and Mrs. Jessie McGinnis spent Sunday with Mr. and Mrs. Pete Hicks of Olton.

line to a point in the South boundary line of said Survey No. 89; THENCE West with the South boundary line of said Survey, 652.52 varas, to the place of beginning;

Also the following portion of Survey No. 110, Block M-7, the same being 9 acres, more or less, described as BEGINNING at the SE corner of said Survey 110, which is also the SW corner of said Survey No. 89, Block M-7, according to the said re-survey made by the said G. R. Jowell; THENCE N with the E boundary line of said Survey 110, 952.75 varas to a point in the middle of the said E boundary line of said survey; THENCE W parallel with the S boundary line of said Survey No. 110, 44.55 varas to a point; THENCE S parallel with the E boundary line of said Survey 110 952.75 varas to a point in S boundary line of said survey; THENCE E 44.55 varas to the place of beginning;

as said vendor's lien and deed of trust lien existed on the 26th day of May, 1928, and to me as Sheriff directed and delivered, I will proceed to sell, between the hours of 10 o'clock A. M., and 4 o'clock P. M., on the 7th day of July, 1936, being the first Tuesday of said month, at the Court House door of said Deaf Smith County, Texas, said above described real estate, levied upon as the property of the defendant, W. I. Valentine on the 9th day of June, 1936, at 10:30 o'clock, A. M., to satisfy said judgment in the sum of

\$15,055.15, with interest thereon at the rate of 10 per cent per annum from May 15, 1936, and costs of suit.
day of June, A. D. 1936.
MRS. J. B. MILLER, Sheriff,
of Deaf Smith County, Texas,
By J. M. Murchison,
Deputy.

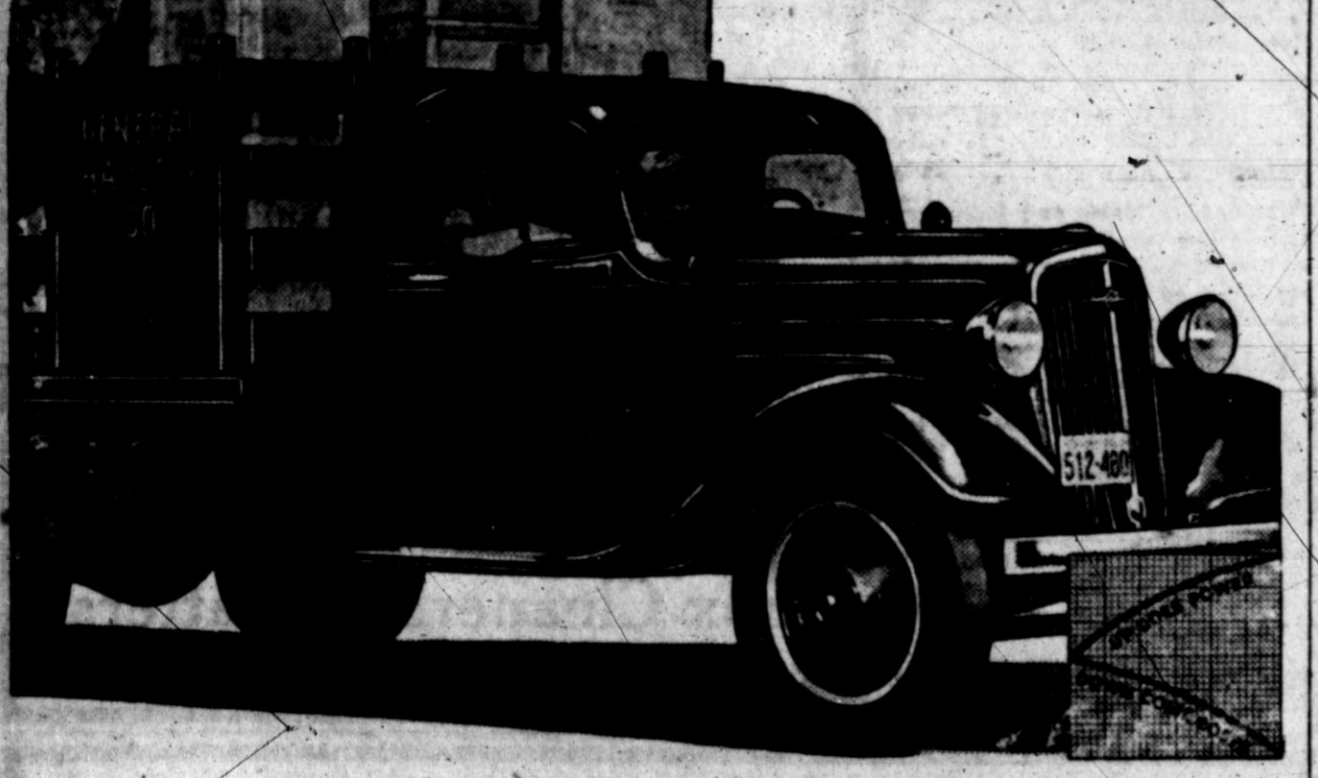
Health Service
MANOLOGY CHIROPRACTIC
COLON IRRIGATION MINERAL BATHS
Dr. R. E. Perkins
710 N. Main St.

You Are Invited—
**AMERICAN LEGION
Celebration
JULY 3-4**
In Improved State Park
HEREFORD, TEXAS

COME TO HEREFORD! All events will be held in the new Hereford State Park, dedicated last July 4th. Join the throngs who will enjoy the thrills of an old fashioned celebration. MEET YOUR FRIENDS HERE!

2-Big Days-2
Bigger and Better **RODEO**
IMPORTED—OUTSIDE COMPETITION INVITED
BASEBALL—Hereford Vs Friona
BARBECUE—Noon Saturday
\$500.00 Worth of FIREWORKS
CONCESSIONS—TWO DANCES
Many Other Attractions

CHEVROLET TRUCKS



NOWHERE ELSE IN THE WORLD
will you find a truck with all these features at such low prices

NEW PERFECTED HYDRAULIC BRAKES
always equalized for quick, unswerving, "straight line" stops

NEW FULL-TRIMMED DE LUXE CAB
with clear-vision instrument panel for safe control

NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE
with increased horsepower, increased torque, greater economy in gas and oil

FULL-FLOATING REAR AXLE
with barrel type wheel bearings on 1 1/4-ton models

Nowhere else in the world will you find trucks that will give you such great pulling power at such low prices as the new 1936 Chevrolets! Nowhere else in the world will you find trucks that are so extremely economical for all-round duty!

And nowhere else in the world will you find trucks with such outstanding performance, comfort and safety features as a High-Compression Valve-in-Head Engine, New Perfected Hydraulic Brakes, Full-Floating Rear Axle and new Full-Trimmed De Luxe Cab, at Chevrolet's remarkably low prices!

See these trucks . . . have a thorough demonstration . . . and you will know that they're the right trucks for you!

CHEVROLET MOTOR CO., DETROIT, MICH.

GENERAL MOTORS INSTALLMENT PLAN—MONTHLY PAYMENTS TO SUIT YOUR PURSE

\$360 AND UP. List price of the half-ton chassis at Flint, Michigan. Special equipment extra. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice.

Brumley Chevrolet Company
HEREFORD, TEXAS

NOTICE OF SHERIFF'S SALE

THE STATE OF TEXAS
COUNTY OF DEAF SMITH

By virtue of an Order of Sale issued out of the District Court of Potter County, Texas, 108th Judicial District, on the 6th day of June, 1936, in the case of West Texas Mortgage Loan Company, a corporation, Plaintiff, vs. W. I. Valentine, C. R. Garner and R. C. Ware, composing the co-partnership of C. R. Garner & Company, J. W. Rockwell and Henry M. Rockwell, Executors under the will of J. M. Rockwell, deceased, doing business as Rockwell Bros. & Co., and National Stockyards National Bank, Defendants, No. 12,390 on the docket of said Court, on a judgment rendered in said Court on the 15th day of May, 1936, in favor of said West Texas Mortgage Loan Company and against the defendant W. I. Valentine for the sum of FIFTEEN THOUSAND FIFTY-FIVE and 15-100 (15,055.15) DOLLARS, with interest thereon from date at the rate of 10% per annum, and costs of suit, with a foreclosure of its vendor's lien and deed of trust lien as against all of said defendants on the following described real estate situated in the County of Deaf Smith and State of Texas, to-wit:

Part of Survey No. 89, Block M-7, containing 110.13 acres, more or less, described as follows:

BEGINNING at the SW corner of said Survey No. 89, as re-surveyed on June 9, 1907, by G. R. Jowell, County Surveyor of Deaf Smith County, Texas, as shown by the corrected field notes made in accordance with said re-survey, as shown by record in Vol. 3, page 68, Deaf Smith County Field Note Records; THENCE North with the West boundary line of said Survey 89, 952.75 varas to a point in the middle of said West boundary line of said survey; THENCE East 652.52 varas to a point, the NW corner of Beale B. Crackel's 311.7 acre tract as shown by deed to her by Claude Benton as Sheriff of Deaf Smith County, Texas, which is of record in Book 56, at page 390, Deed Records of Deaf Smith County, Texas; THENCE South 952.75 varas with the said Beale B. Crackel's West boundary

WHY NOT DO THAT FLOOR TOMORROW?



● A little work and the old cuts, scratches and worn spots will be gone and you will have a bright new floor ready to walk on in a few hours. All you need is a brush and a can of Lowe Brothers Neptunite Varnish Stain. It stains and varnishes at the same time. Many beautiful natural wood shades to choose from.

R. H. KEMP
Lumber Company
Phone 44. Hereford, Texas

TEXACO ONE STOP SERVICE
and all your motoring needs are taken care of. That's the type of service we feature here. Gas, oil, water, tire and battery service, greasing, washing—for these needs you'll find us quick, willing and helpful. Drive in before you start your trip.

Texas Service Station
Visit Us for Texaco Service

"Show me a field I can't plow"

THIS expression, often heard from an owner of the new Case Model "L" Tractor, shows the absolute confidence he has in his tractor's ability.

The tractor backs him up on it, too. Light and compact, it weighs but a trifle more than three draft horses—no excess weight to be pulled around. More power is available for useful and profitable work.

Other advantages include a fast, irreversible steering gear which relieves the operator of shocks and jerks from the front wheels . . . hand operated clutch within reach from the ground or tractor seat . . . handy controls easily worked . . . swinging drawbar for easy steering and making short turns with full loads . . . practically automatic lubrication.

Come in—see and decide for yourself that the many advantages offered in this new tractor and in the smaller Model "C" as well as in many other Case farm machines are just what you need to make your farm work easier and more profitable.

CASE

C. A. SKELTON
HEREFORD, TEXAS
FULL LINE OF CASE QUALITY FARM MACHINES

Who's Your Banker?

?

All business, large or small, needs permanent, dependable banking connections. We offer just that; plus cooperation and friendly service in every way to every business man wise enough to take advantage of our expert facilities and counsel.

Safety Deposit Boxes-Savings Dept.

First State Bank

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 29

MRS. SETH B. HOLMAN Publisher and Manager
ADRIAN ODOM 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.

SPANISH WAR VETS TO COME HERE

Spanish War veterans of the Amarillo camp and perhaps those of the Lubbock camp will gather in Hereford's state park late in July. They accepted the invitation of F. M. Kester, who put over one nice bit of boosting for the local playground. The event may be outstanding in that should Lubbock accept the invitation to join hands with the Amarillo camp, the local session will be the first district convention of this group in the Panhandle.

We should bend every effort to make the all-day session here a real affair. It is not solely a task for the Chamber of Commerce; it is one to which all Hereford should subscribe.

We have the facilities to care for such conventions and gatherings; we have more than the average small city to offer visitors. We should seek to bring them here and to make friends.

Dimmitt News

By EMILY McLEAN
Mr. and Mrs. H. T. Batchelder of Canyon spent the week end in the H. P. Clemmons home.
Mr. and Mrs. Meade Halle and Harold Gladman are home from California.
Sandle Youts of Shawnee, Oklahoma, is here this week.
Jack Cowser of Abilene visited the Mark Cowser home Thursday night. Miss Jo Cowser returned home with him.
Miss Lois Mae Cox is visiting in San Benito.
Mrs. Roy Stafford is very ill with septic sore throat.
Mrs. Rose McLean and Emily visited in Clovis Wednesday.
Mrs. R. B. Boren and Jack have returned from California.
Mrs. E. D. Ashcraft and sons were in Boyina Wednesday, Leo remaining for a short visit there.
Mark Cowser and W. G. Baxter left Sunday on a fishing trip to Colorado.

Sid Parks of Clovis visited in the home of his parents, Mr. and Mrs. E. S. Parks, Sunday.

Collie Benton, former citizen of Dimmitt, is very ill in the hospital at Albuquerque, N. M.

Mrs. Brashears and Sarah were in Hereford Sunday evening.

Fred Wortham and family left Friday for Dumas where he will have charge of a paper. Vernon Frost will continue with the paper here until a new editor arrives.

Mrs. J. R. Hastings and Jay were in Springlake Sunday.

Boughton Hardin of Canyon, Geo. Graham and Clyde Hancock were in Dimmitt Wednesday.

Mr. and Mrs. C. E. McCullum and Mrs. Douglas were in Amarillo Tuesday.

Rev. J. W. Ware is teaching a BTU study course at the Baptist church in Tulla.

Epworth League met Monday night for a council meeting. Miss Emily McLean was elected president, Tina Mae Wright vice president, Pauline Rothwell secretary-treasurer. Refreshments were served to the 25 present.

Mr. and Mrs. Jack Gregory were here from Floydada Sunday.

Mr. and Mrs. McLean of Friona were here Sunday.

Mrs. Tom Hanks was here from Amarillo over the week end.

Mrs. Swain Burkett is here from Henrietta.

Eddie Kimbell was in Turkey over the week end.

Mack Headley of Fort Worth is visiting his brother, Arthur.

LaVerne Hull of Lubbock is visiting her sister, Mrs. Lester Cooper and family.

Lullea Scarborough was a children's visitor last week end.

Mrs. Bert Slay is home from a visit with her sister in Dallas.

Miss Fay Dell McCuan visited in Clovis last week.

Charlie Harris was here from Lubbock Sunday.

Mr. and Mrs. B. McLean were in Friona Sunday.

Travis Matthews and Frank Barber were here Sunday.

Bill Easter and family were in Amarillo Sunday.

Miss Mourine Jackson of Kress is visiting Mrs. A. G. Jackson.

Miss Maxine Skipworth visited in Kress last week.

Miss Lorene Conner of Canyon visited her parents, Mr. and Mrs. O. L. Conner recently.

Misses Vera Lee and Oleta Elliston, their sister and her husband, Mr. and Mrs. J. W. Flynn, of Wichita Falls have returned from a tour of New Mexico, Arizona, California, Nevada, Idaho, Wyoming and Colorado, visiting points of interest in each state. They also visited Catalina Islands, Hollywood and San Francisco. En route they visited many relatives and friends.

Daniel News

BY PAULINE MOORE
H. F. Moore, Seymour, Mrs. Jim Hudegans, Plainview, spent from Friday until Monday in the W. R. A. D. and J. S. Moore homes.
J. S. Finney, Kress, spent the week end with his daughter, Mrs. A. D. Moore.

Messrs. and Mmes. Elmer Womble, R. Campbell and McCraw spent Sunday in the O. J. Grabbe home at Plainview.

Chaperoned by Mrs. John Boling, teacher, the senior Sunday school class picnicked Sunday.

Mr. Tomlinson of Cisco has been visiting his sons, Floyd, Sheldon and Herschel.

Geo. Truett and family of Olton spent last week end with Mr. and Mrs. Joe Moore.

Mr. and Mrs. Armstrong of Amarillo visited the J. S. Moore home Saturday afternoon.

Mr. and Mrs. E. T. Allred were in Memphis last week.

Mmes. Seldon Tomlinson and Marcelle Lauder are visiting in Cisco with relatives.

Several families from this community shopped in Hereford last Saturday.

Floyd Tomlinson and family attended a show in Canyon Friday.

Mark Strickland of Van Alstyne visited the Tomlinsons Tuesday.

TO WHOM IT MAY CONCERN:

Notice is hereby given that Tornado Policies, Nos. 416602 to 416-603 inclusive, of the National Fire Insurance Company of Hartford, Conn., requiring for their validity the countersignature of a duly authorized and licensed agent, have been lost. Since these policies have not been regularly countersigned, or issued, which fact the undersigned local agent hereby publicly affirms; or accounted for, or any premium received thereunder by this Company, they will be valueless and void in the hands of whomever they may fall and any claim thereunder would be illegal and fraudulent. If found they should be returned to the Home Office of the Company at Hartford, Conn. No claim of any nature purporting to be based upon them will be recognized by the Company. The public will please take notice accordingly.

NATIONAL FIRE INSURANCE CO. of Hartford, Conn.
McLean, Insurance Agency, Local Agent, at Hereford, Texas. 24-3

14 MODERNIZATION NOTES ARE ISSUED HERE BY FHA

Federal Housing Administration had issued 14 modernization notes valued at \$18,916 in Deaf Smith county through April 30, it was announced by H. P. Drought, state director of the National Emergency Council for Texas. For the entire state, 33,829 modernization notes valued at \$11,108,322.16 had been issued.

It was estimated that through the Federal Housing Administration some 30,000 Texas property owners have been enabled to obtain loans required to repair, improve or modernize their property while more than 2,000 families have been enabled to finance the building or purchase of homes.

Sakellaridis, Soft Fiber.

Sakellaridis is soft, silky, long-staple fiber and normally is liked a prime favorite with the manufacturers of fine laces, fine lawns and ladies' fine handkerchiefs. It is 1 1/2 inches long, compared with one inch for American upland middling and with two inches for American sea island—the last named being the only competitor sakellaridis has had since the mysterious Jean Sakellaridis first produced and named the plant in the early years of the present century.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, June 23, 1905.)

"Our Anchor buggies, both rubber and steel tires, are built for durability," said the ad of D. R. Gass and Son.

C. L. Davis, C. B. Oxendine and H. H. Hawkins were members of a recently organized land company here.

In their recent road trip, the Hereford baseball team lost one and won one in a two game series at Channing, and split the same way at Dahart.

The editor feared no contradiction in his statement that Deaf Smith and Castro counties would produce more oats than any two counties in the Panhandle.

Amarillo was assured the installation of a flour mill capable of turning out at least 100 barrels of flour, and 1000 bushels of meal daily.

Ira Aten and family were here from Imperial, California.

A. H. Elliston was in Louis-

ville, Kentucky, attending the old soldiers' reunion.

Rat Jowell was here from Globe, Arizona, where he was busy developing a mine.

Sam Bratton, Lewis Turrentine, Misses Jessie Wright and Sina Hodges were in Clarendon to take teachers examination.

Machinery was set and all Hereford lacked having electric lights furnished by Tucker and Jacobsen was installation of poles and cables to distribute the current.

(From The Hereford Brand, June 25, 1915.)

"Free ice water for the crowd" featured the big July Fourth picnic to be held here. Speaking and other attractions were included.

A big union meeting under direction of Rev. J. Frank Norris of Fort Worth was under way at the big tabernacle. Record crowds were attending each service.

The calf crop in this region was being sold at around \$30 per head, with the demand and supply good.

Tierra Blanca Creek was a very popular fishing resort, people coming from all directions for a day or week vacation period to enjoy the sport.

B. M. Harrison had been elected superintendent of the Hereford schools, Lin Fetsch, principal; F. P. Wilson, Latin; Miss Gray, history; Miss Wilson, English; Miss Price, seventh grade; Mrs. Geo. Garrison, sixth; Miss Meda Woodburn, fifth; Miss Waldine Wilson, fourth; Miss Mary Gallagher, third; Mrs. Fertsch, second; Mrs. Garretson, first; Miss George, domestic science; B. P. Castele, manual training.

Emancipation Day was a very tame affair in Hereford and Deaf Smith county, here being none of the colored brethren here to celebrate the occasion.

O. G. Hill and Chas. Williams were buying cattle in the Lubbock country.

HEAR AL JOILSON IN "THE SINGING KID"

Here is an Al Joilson picture that departs from the beaten path. A gay combination of gags, musical comedy, drama and romance, flavored with a girl-decorated backstage theatre spectacle, it has those qualities that will please.

It opens with Joilson singing a number of his hits of other years on stage and screen. The backstage atmosphere is embellished by Jack Durant and Frank Mitchell, knockabout comedy duo, and is highlighted by a musical chase featuring the Yacht Club boys and Joilson. After this talented group has the whole town dancing to its rhythm, Joilson winds up with a performance of his mammy music.

Joilson is the traditional Al that people like to see and hear.

The comedy provided by the Yacht Club boys, Horton and Jenkins, is chock full of fun. The romance and drama involving Joilson and Beverly Roberts is intriguing. The majority of songs, apart from the semi-spiritual Joilson-Winfred Shaw scene, are lively and catchy. Novelty in every phase is the tune to which the show spins. As such it is unique entertainment. Don't fail to see Al Joilson in his latest and best to date, "The Singing Kid," Sunday and Monday at the Star.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries of July 25, 1936:

FOR STATE SENATOR, 31 District:
CURTIS DOUGLASS
CLINT C. SMALL
(Re-election)

FOR STATE REPRESENTATIVE, 123rd District:
G. H. (Jack) LITTLE
HERMAN WRIGHT

FOR DISTRICT ATTORNEY:
JAMES W. WITHERSPON
(Re-election)
PERRY T. BROWN

FOR COUNTY JUDGE AND EX-OFFICIO SUPERINTENDENT COUNTY SCHOOLS:
EARL W. WILSON
H. V. HENNING
T. P. MCCOLLISTER

FOR SHERIFF, TAX ASSESSOR AND COLLECTOR:
J. C. ALLRED
J. O. NEWELL
H. M. (Mack) BEACH

FOR COUNTY COMMISSIONER, Precinct No. 1:
JIM CARROLL
P. J. (Jack) ROSE
(Re-election)
S. O. WILSON

FOR COUNTY COMMISSIONER, Precinct No. 2:
T. W. ROBERSON
(Re-election)

FOR COUNTY COMMISSIONER, Precinct No. 3:
H. D. CULPEPPER
Re-election

FOR COUNTY COMMISSIONER, Precinct No. 4:
ERNEST T. (Dick) ALLRED

FOR COUNTY AND DISTRICT CLERK:
L. H. FOSTER

FOR COUNTY TREASURER:
MRS. BESSIE L. SMITH
(Re-election)
MRS. NONA JOWELL

FOR HIDE AND ANIMAL INSPECTOR:
J. WALK BRADLEY
(Re-election)

Progressive News

BY OLIVE PERKINS
Irma Jane and Zorita Chloe Jackson of Weinert are visiting their aunt, Mrs. Petty.

Mr. and Mrs. Harold Donovan, who were called here by the death of their father, Carl Donovan, left for Fargo, Okla., Thursday.

Mr. and Mrs. Hunter, Miss Louise Hunter and Frank Powers of Miami, N. M., called in the Hershey home Sunday.

Friends and relatives have received announcements of the marriage of O. E. Boyer and Miss Lilla Short at Vega April 25. They are at home in San Pedro, Calif. Miss Short was primary teacher here the past two years. Mr. Boyer is the son of Mrs. O. E. Boyer and was driver of the school bus last year.

Mmes. Ray Hershey and D. Y. Edwards entertained at a miscellaneous shower Friday afternoon for Miss Louise Hunter in the Hershey home. The afternoon was spent socially. Miss Ira Jean Ricketts gave a reading, Little Mary, Catherine and Pearl Edwards and Roalce Powelson presented the gifts to Miss Hunter. Ice cream and cake were served to Miss Hunter, Mrs. Hunter, Miss Aldyth Botsford, Mmes. Geo. Millard, R. E. Cottoingham, Arch Conklin, Owen Neel, Jim Park, Ira Ricketts, C. P. Caldwell, Lynn Powelson, C. C. Bowman, Misses Augusta Gregory, Ira Jean Ricketts, Eunice Caldwell, Virginia Bowman and Olive Perkins.

C. C. and William Bowman were in Amarillo Monday.

Miss Idalee Price left this morning for her home in Amarillo after spending several days here with Mrs. Dow Mercer and other friends. Mrs. Price is a former Hereford resident and has many friends here.

Mrs. Gladys Woody, who has been visiting her mother, Mrs. Oscar Vaughn, returned to her home in Colorado Springs Sunday.

Want Ads

For Sale or Trade

FOR SALE: Wheat land, 110 acres, close in. A. H. Elliston. 1f

FOR RENT: 210 acres for rent. Want land summer tilled for

FOR SALE OR TRADE: 13 tourist cabins, store building and duplex, 25 foot front on 10th street, 300 square feet, free of debt. Trade for land or other property. Peak-Posey & Co., 322 Eakle Building, Amarillo. 23-3c

FOR SALE
One of the choice modern six room homes of Hereford. Beautiful lawn and shade trees, two blocks from high school. In government loan. Will sell at great sacrifice or trade for livestock. This is a real home.
616 East Fourth Street.
RAY BARBER
OWNER

FOR SALE: Sorghum seed. Farmer's Associated Elevators, Black Texas. 1c

FOR SALE: 50 Buff Orpington pullets, 16 weeks old, 75c each. Inquire at Roy's Produce. 1c

FOR SALE: Bulk garden seeds; garden plants such as tomatoes, cabbage, sweet potatoes, etc. Free shipment of onion plants. Hereford

FOR SALE: Niece milk-fed fryers, good size, J. F. Ward, telephone 250-W. 1c

FOR SALE: Six room house, 75 foot lot, good well and wind mill. Bargain for cash, or will trade for stock. J. W. Alexander, phone 43, or write Box 324, Hereford, Texas. 25-3c

FOR SALE: Flower seeds, Dahlia and Gladiol, flower plants such as pansies, snapdragons, salvia, etc. Hereford Floral Co. 18-1fc

FOR SALE: Sudan seed, \$1.75 per hundred pounds. 2 1/2 miles north of Progressive school. W. P. Caldwell. 25-3p

FOR SALE: Flower seeds, Dahlia and Gladiol, flower plants such as pansies, snapdragons, salvia, etc. Hereford Floral Co. 18-1fc

FOR SALE: Niece milk-fed fryers, good size, J. F. Ward, telephone 250-W. 1c

FOR SALE: Six room house, 75 foot lot, good well and wind mill. Bargain for cash, or will trade for stock. J. W. Alexander, phone 43, or write Box 324, Hereford, Texas. 25-3c

wheat. Land located two miles east of Hereford. Tom Carter. 1p
FOR RENT: 1,600 acres, nine miles southeast of Friona, to rent for wheat. Carry government program if taken immediately. Also 600 acres in western part of Deaf Smith for rent. Address Elmer F. Sansom, Plainview, Texas. 25-3c

FOR RENT: Furnished apartment 506 Jackson. 21-1f
Mrs. H. G. Behrends. 1c

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

E. T. Brooks. 1c

WANTED: Plowing 100 acres with deep furrow drill and planting sorghum for feed. Land now

ready. Jas. F. Slaton. 1p

WANTED: Reliable man wanted to call on farmers in Deaf Smith county. Steady work, good pay. No experience or capital needed. Write today. McNeas Co., Dept. 8, Freeport, Illinois. 1p

WANTED: Custom work, listing, one-waying or what have you? Also will engage for broadcast binding later. Drop card to Frank Follart, Rt. 4, Hereford. 25-3p

WANTED TO EXCHANGE: Coleman gasoline range for natural gas range. Phone or see Mrs. Doyle Rose. 25-3p

Lost and Found

Mrs. J. D. Bourn. 1c

LOST: From car, June 10, in or near Hereford, Boston screw tail bull dog, crippled in right hind foot. Answers to the name "Duke." Valued as boy's pet. Notify Fred Brownlee, Glenrio, N. M. 25-4p

4th of July SPECIALS BEGINS THURSDAY, JUNE 25, ENDS FRIDAY, JULY 3

Get "Prettied-up" for the 4th and that vacation trip with these Specials. We are putting them on for you.

Two \$4.00 Permanents for	\$5.00
Two \$3.00 Permanents for	\$4.00
Two \$1.50 Permanents for	\$2.00

(The \$1.50 permanents are to be given at the same time.)

Hot Oil Treatment 75c
Facials, good ones 50c

Ask Kate, at the desk, about her red-hot July 4th special for \$1.25

The Mode Beauty Shop
Phone 107 Kate Sindt

Completely Remodeled

Boy O Boy we are all fixed up for sure—Splinter Fired new floor—wall cases and everything—and all speckled up with a complete line of good old

WILSON BROTHERS HABERDASHERY

YOU SHOULD SEE THAT NEW BUNCH OF TIES!

We are better equipped than ever to do your cleaning and we want a lot of it to cover us up. Folks, ring the bell off this old phone.

PHONE 111

The Man's Shop
Fox Cleaners & Hatters
HOMER FOX In by 3—Out by 6

We Are Hungry FOR YOUR TRADE AT DAWN AND BLACK!

OUR PRICES THE BEST — STORAGE IF DESIRED — CASH ADVANCED ON YOUR WHEAT — QUICK UNLOADING

MAY WE SERVE YOU?

Farmer's Associated Elevators Bonded Elevators

TEXAS Centennial
DALLAS, TEXAS
1936



JUNE 6
NOVEMBER 29

Ride The Train

FAST—
SAFE—
COMFORTABLE—

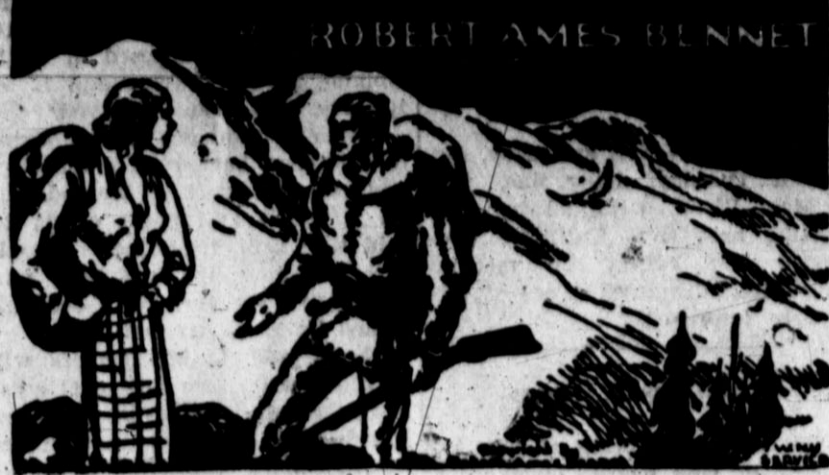
Round Trip Fares
As Low As
\$7.95

Liberal Stop-Over
Privileges

For Complete Details
Call

J. E. BEYER
Agent
Hereford, Texas
Or Write
T. B. GALLAHER
General Passenger Agent
Amarillo, Texas

CAUGHT IN THE WILD



(Continued from last week)

"What's more important—His feeling or Alan's guidance—if anything happens to Alan. Make some excuse.

Mr. Ramill got to his feet and limped beside her down to the stream bank. Huxby stood with his moose gaze fixed upon Garth, who was tying willow ribs on the gunwale of his canoe frame with

Calotabs
For Bilelessness, Sour Stomach, Flatulence, Nausea and Sick Headache, due to Constipation.

rawhide thongs. The millionaire spoke in a casual tone: "How long will it take to put on the birch bark?"

"We'll use the moose hides, sir. They weigh more but will be much stronger. You might ask Huxby to chop down a birch and cut it into five-foot lengths. We'll have to split the wood to make paddles."

"So?" Mr. Ramill turned to his prospective son-in-law. "You may as well return the pistol to me, Vivian. It will hamper your chopping, and as we're now to be in a canoe, its weight will not bother me."

Huxby sat motionless, taken aback. Before he could think of an excuse to refuse, he met Garth's coolly inquiring gaze. He turned away and drew the pistol from inside his tattered coat and then handed it to Ramill.

Another day saw the canoe completed. The cow and bull hides, gunned and sewn together, formed the cover, hair side in. The result was a craft large enough for the party but shorter and broader than the average canoe.

At Garth's suggestion, Lillith had begun tanning the calfskin. Ramill tended the smudge-fire. After cutting the birch billets, Huxby had at first sat around brooding. Then, suddenly he went off up the brook. He did not come back until after the canoe was finished. But he brought the abandoned blanket.

Garth was beginning to shape into paddles the slabs of wood that he had rived from the birch billets. He glanced from the blanket to the clouds overhead, and from them to Lillith's tattered shirt.

"Not half bad, Huxby. That blanket will soon be needed. Too splendid a sunrise this morning. We're in for a storm. Miss Ramill,

that calf skin is cured enough for you to wear. Make a skirt of it."

"How about Vivian's shoes?" she asked. "He's walking on his uppers."

"He's welcome to my old moccasins. They may last out our portages."

Though Huxby's ears reddened, he accepted the castoff footgear of the man from whom he had sought to blink a claim worth at least a million dollars.

When Garth launched the canoe he fastened it to the bank with a line made from the trimmings of the moose hides. For anchor he used the wolf-skin knapsack with its weight of platinum alloy.

"May as well make it useful," he met Huxby's look of moody protest. "You are to have the bow seat, and so can continue to guard my 60 per cent, along with—"

A clap of thunder and the swish of a wild gust through the birch tops checked Garth's banter. He spoke a quick order: "Leanto the blanket on that knoll between the trees, front this way."

A glance at the ourushing black clouds of the thunderstorm sent even Huxby rushing to help the others. While they tied the upper corners of the blanket with hawhide thongs and weighted the back edge with logs, Garth pulled the canoe ashore and placed it bottom up over the smoke racks.

When, three hours later, the crashing thunderstorm passed over and the heavy downpour of rain ceased, all the party were wet from the drip through the blanket. But the fire still smoldered and the half-smoked meat was dry under the canoe.

"Had you been used to canoeing," Garth said, "we need not have lost all this time. But you will get enough drenchings later on. Wring out the blanket and fetch the meat."

He launched the canoe again, unaided, and directed the others to their places. All had to kneel, facing the narrower prow of the double-stemmed craft. First came Huxby, with his wolfskin treasure bag for knee-pad, Lillith knelt on the front part of the lengthwise folded blanket. Her father had the end of the blanket behind her. At the wobble of the unsteady craft, he squatted back on his heels and clutched the gunwales.

The others held to willow branches while Garth loaded in the meat behind his own place. He stepped aboard, and began to send the canoe gliding out into the swamp stream.

A paddle lay beside each of the others. Lillith was the first to dip hers overboard. At a murmured word from her, Huxby followed suit. Both of them had done a bit of amateur canoeing at the fashionable beaches. They were able to start in at once and help a little. But two days passed before Mr. Ramill gained enough balance and assurance to rise on his knees and try stroking his paddle.

Even after this, Garth had to bear the brunt of the heavy work. Much of the time the others were forced to stop off, get the cramps out of their knees, or rest their arms.

Had work been the only consideration, he would as soon have done it all. There were, however, reasons for more speed than he could make alone with the heavily loaded skin-covered craft. The summer was now far along. The days were rapidly shortening, the nights becoming colder and darker.

Delay would mean a serious chance of being caught in early autumn blizzards. Even Lillith Ramill might not be able to survive an all-day drive of sleet. Such a storm would undoubtedly kill her father and, not improbably, Huxby also. Persistent use of the paddles would continue the toughening of the three chechahocs.

On the third day Lillith attempted to keep stroke with him. She paddled until so exhausted that she broke down and wept.

They had twice camped on muskeg. The third afternoon brought them to broken ridges where the stream dashed through a gorge. So far as could be seen, the rapids looked easy to shoot. But Garth said it was a portage.

He slung a pack from his tump-line and took the canoe on his shoulders. The total load was a full two hundred and fifty pounds. At sight of it, the others took on all the rest of the meat and equipment. For miles Garth led them up and down rocky slopes, and through brush and bogs. Twice they skirted sheer falls that showed why he had taken to the land.

At last, below the lower fall, he launched the canoe in the eddy of a deep pool. The others sank down on the bank, outspent. He built a fire and boiled tea for them. They expected to camp overnight. He ordered them back into the canoe.

"Can't chance waiting here. May be too foggy to see tomorrow," he explained. "Sit flat in the bottom and keep your paddles inboard."

They understood when a few strokes of his paddle brought the canoe to the foot of the pool. For a long two miles they crouched low in the bottom while the frail



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craft glanced down the foaming, swirling torrent of white water. At the foot of the rapids, he headed it alongside a bit of gravelly beach and helped Mr. Ramill and Lillith ashore. When he remarked that there was gold in the gravel, Huxby nearly upset the canoe in his haste to get out and look.

"Gold! Why didn't we bring the gold pan?"

Garth laughed and stretched out on the dry grass above the gravel. "Gallant gentleman, your lady is building the fire."

"Don't mind him, Vivian," Lillith chimed in on the banter. "You can use the cup for panning. I need only the pot to boil Alan's tea."

Huxby glanced sidelong at Garth and hastened to help the girl. Her father has flattened out beside Garth. With a yawn Garth stretched up his arms and let them fall. The left one came down across the millionaire's body. The back of the hand felt a jump under the leather coat. Huxby had not again gained possession of the pistol.

The chechahocs had now experienced the different phases of canoeing—days of paddling through muskeg, a portage and the running of rapids. But all proved to be no more than a mild sample of the difficulties and hardships that followed. In the next two weeks three more rapids had to be shot and two very hard portages made. Between times, the canoe was paddled interminably through the meandering channels that twisted and looped and split off in blind leads.

(Continued next week)

Mr. and Mrs. D. T. Webb and children of Colorado are visiting her parents, Mr. and Mrs. C. T. Reese.

Marvin Morrison was in Amarillo Wednesday.

Geraldine Canaba is the victim of a broken leg.

Mrs. Helen Burks and Mrs. Canaba were in Hereford Thursday of last week.

Mrs. Jones was a Hereford visitor last Friday.

Miss Katie Fields of Lubbock is visiting in the home of her sister, Mrs. Mary Steen.

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Easter Items

BY LOUISE FRYE

Rev. Armstrong preached here at the morning and evening hours last Sunday.

Gaytha Wilson of Pampa spent this week with Louise Frye.

Messrs. and Mmes. J. S. Smith and W. A. Epperson visited the Harvey Smith home at Big Square Sunday.

Patsy Ruth Sanders spent Saturday night with Sue and Billy Jean Woolery.

Mrs. M. L. Carter has been on the sick list the past week.

Mmes. J. S. Smith, George Chambliss and daughter visited the E. M. Allen home Friday.

E. W. Kinney of Amarillo and Mr. Mankouske of Sioux City, Iowa, spent Monday night in the C. W. Frye home.

In memory of their father, E. T. Woodburn, a family reunion was held Father's Day at the Carl Frye home. W. R. Woodburn of Dimmitt, J. D. of Claude, Estes of Lockney, Miss Mattie of Hereford, Mrs. Belle Betts of Clovis, N. M., and Mrs. Meda Frye of Easter were the brothers and sisters present. Mrs. O. O. Squires of Fort Worth, and E. R. Woodburn of the National Soldiers home, Kansas, could not be present. Others enjoying the

Card of Thanks

We wish to express our thanks to the good people of Hereford for the kindness shown us following the loss of our home by fire, and for the many nice things given us, and also to the fire department boys for their work. Thanks ever so much.

Mr. and Mrs. D. C. Crawford and Family.

Charles Ferguson, son of Mr. and Mrs. C. C. Ferguson, left last Wednesday for Los Angeles, where he will attend the University of Southern California, doing work on his Master's Degree and studying voice.

Mrs. C. Fallwell of Friona was shopping in Hereford Saturday.

day were J. D. Cross, a son-in-law, Clovis; Messrs. and Mmes. Mason Neely and family, Clovis; Dewey Watson and daughter, of Dimmitt; Gerydelle Woodburn and daughter, and Wilbur Cobb of Claude; W. A. Black and daughter, Canyon; E. C. Cayton and Hortense Woodburn, Amarillo; V. E. Betts, Clovis; Mr. Davis and Pat Woodburn, Lockney; Lon Woodburn, Gyles Tate, Dimmitt; Gaytha Wilson, Pampa; Carl, Louise, Caroline, Carlie Rae Frye, Charles and Patricia Frye, all of Easter.



RED MYRICK AND WONDER HORSE will be featured on the two day rodeo attraction of the American Legion July 3 and 4 at Hereford State Park. Myrick was formerly with Stroud's rodeo troupe. The educated horse is owned by the Steffen Ice Cream Company. The saddle used in this exhibition is reputed to have cost \$1,000.

Wyche Items

BY PEGGY VALENTINE

Rev. Roy Patterson delivered an inspiring message to members of the Wyche Sunday school at the morning and evening services last Sunday.

Mrs. Duran is visiting her brother, D. R. Carmichael.

Mr. and Mrs. D. R. Carmichael were in Dimmitt Sunday.

Loys and D. R. Carmichael were in Hereford Monday.

Misses Peggy and Lorene Valentine accompanied Mrs. B. W. Elliston and Ivagene to Palo Duro Canyon Sunday. They met other friends and relatives in Canyon and spent the day in the canyons, under guidance of Burl Elliston.

DuBois Walker, Mrs. Walker and Mrs. J. W. Dickerson were in Hereford Monday.

Shopping in Hereford Monday were the Dock Robersons, Ben McBrayers, DuBois Walkers, Louie Olsons, N. G. Ellistons, Messrs. and Mmes. George Gandy, R. C. Valentine and the triplets.

H. B. Elliston was injured last week when a horse threw him. His injuries were not serious.

Bernice Elliston is visiting relatives in Amarillo.

Mr. and Mrs. R. C. Valentine went fishing Saturday.

There will be an agricultural meeting at the school house the first Thursday night in July. All are invited.

Mrs. H. B. Elliston was in Hereford Monday.

H. B. and H. W. Elliston and their families, and Billy Townsend attended Sabbath school and young people's meeting in Hereford Saturday.

Mr. and Mrs. Roy Patterson spent

Sunday in the J. W. Dickerson home.

C. E. Davis is in Iowa Park on business.

SINCE 1898

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Prairie Dairie
PHONE 666

Frio News Items

BY MRS. W. A. SPRINGER

Mrs. Etta Randall of Chillicothe came last Tuesday for a ten-day visit in the home of Mr. and Mrs. T. L. Sparkman. Mrs. Randall is an aunt of Mr. Sparkman.

Mr. and Mrs. W. A. Springer, George Albert and Mary Lois, and Virgie Lee Sparks attended the singing in Lubbock Sunday.

Mr. and Mrs. Erick Williams and Mrs. Williams of Floydada spent the week end in the D. H. Allman home.

Mr. and Mrs. T. L. Sparkman, Mrs. Etta Randall picnicked in the Palo Duro canyons last Sunday.

Miss Virgie Lee Sparks of Hereford spent the week end with Mary Lois Springer.

J. E. Springer and children, Mrs. Cora Tims attended church in Hereford Sunday, and took dinner with Mr. and Mrs. Andrew Gilliam at Wyche.

Summerfield News

MRS. ASA ATCHLEY

Wiley Nance and family of Lockney visited the J. A. Noland home this week end.

Mr. and Mrs. Cecil Lookingbill of Amarillo spent Sunday in the Lloyd Lookingbill home.

Mrs. R. D. Lance visited the S. Miles home near Hereford Sunday.

About an inch of moisture fell on June 15.

Several attended a surprise party given by Mrs. R. D. Lance honoring Mr. and Mrs. Jack Streun Tuesday night. Games were played and refreshments served.

J. W. Vines, Ossie Crosse, Mr. and Mrs. W. A. Vines and daughter attended a birthday dinner in the Vines home at Black Monday.

Bill Edelman was in Friona Tuesday night.

Jack Streun and family left Thursday for Pearl, Ill., to make their home.

J. E. Norton of Floydada is spending the summer with his cousin, Mrs. Bill Edelman.

W. A. Vines was in Unbarger Friday as relief operator.

J. R. Oglesby and family were in Tulla over the week end visiting Mr. and Mrs. C. J. Caraway.

Miss Ruth Atchley spent last week with Genevieve Orr at Hereford.

Raymond Cross of Friona is visiting his sister, Mrs. W. A. Vines.

Mr. Ashley and daughters are visiting the Guy Hamm home.

Shorty Lee and family spent the week at Westway.

Mr. and Mrs. W. Edelman of Springlake visited here this week.

Mr. and Mrs. Geo. Gandy of Wheeler visited the J. R. Oglesby home last week.

Oswa Stagner and wife of Hereford spent Sunday in the B. E. Roberson home.

L. J. Clark of Canyon spent the week end at home here.

Mr. and Mrs. J. C. Hicks of Hereford took dinner in the Jake Roberson home Sunday.

Ercel Young and family of Hereford spent Sunday in the Alton Lookingbill home.

Mrs. R. D. Lance spent Friday in Hereford.

Alton Lookingbill and family spent Monday in the H. C. Jackson home at Bovina.

Mr. and Mrs. J. B. Oglesby were at Wyche Thursday night.

Sunday is church day and you are invited to attend here.

Several from here attended the funeral of Mrs. Ben Wilhelms at Tulla Tuesday, including Messrs. and Mmes. O. B., B. E. and R. C. Roberson, Mrs. Ray Johnson, Miss Beatrice Lawrence, Ruby Thompson, Kathleen Wade, J. B. Noland and Harry Lookingbill.

Mr. and Mrs. B. E. and Mrs. R. C. Roberson were in Amarillo last week.

Two new Sunday school teachers are Miss Gertrude Atchley, cradle roll, and Mrs. Asa Atchley,



IS THE STORK KNOCKING AT YOUR DOOR?

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And now the new MOORNE offers these additional features:

- Cross rolled electrically heat treated discs and super alloy discs—the most nearly self-proof discs made.
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- One Ocean Liner type bearing at end of gang tabs all the end through.
- The highest draft Wheatland Plows that cut plowing costs tremendously—and do better work.

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YELLOW DENT CORN SEED
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Last Saturday:
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Bulk
Garden Seed
West Texas Feed & Seed

PERSONALS

Mr. and Mrs. Charles Brooks were in Amarillo Tuesday night. Homer Fox was a business visitor in Amarillo Monday afternoon. Miss Ruth Conkright left Wednesday for a visit in Chicago. Mrs. Oscar Campbell of Crosbyton is visiting in the Ace Campbell home. Mrs. S. P. Rosson and niece, Miss Josephine Fitzgerald, were in Amarillo Wednesday. Bulk fly spray. Bring your can. \$1.50 per gallon. West Texas Feed and Seed. William Weatherby, Jr., of Hubbard has been visiting his sister, Mrs. Adrian Odum. Strange sight: "Potato Joe" Battering, the Iowa potato country's gift to Deaf Smith county, buying potatoes! John Goodwin and daughter, Marguarite, have been visiting their relatives, Mrs. J. J. Clayton and family.


Mrs. C. E. Birkmyer and children of Amarillo are visiting her parents, Mr. and Mrs. E. B. Black. Mr. and Mrs. O. T. Williams and children returned Tuesday from an 11-day trip to Dallas, Galveston and intermediate points. Mrs. Ed Johnson returned Tuesday from Albuquerque, New Mexico, where she has been visiting her mother. Miss Mary Nell Goodloe of San Bernardino, California, arrived today to visit her uncle, Dow Mercer and Mrs. Mercer.

Mrs. Ines F. Drake of Borger visited her friends, Mrs. N. G. Vogele and Mrs. W. J. Montgomery, the past week. Mr. and Mrs. Jim Clark returned home Monday night from Dallas, where they were called by the death of Robert Leach, Jr., a nephew of Mr. Clark. Mrs. Gertrude Brotherton left Saturday night for a vacation trip which will include Dallas, Houston and Galveston. She will visit her sister while in Dallas and take in the Centennial.

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JUMBO DOUBLE DIP	THREE DIPS THREE TOPS	13¢	
Frozen Fudge 9¢ Sundae	MALTED MILK, SO RICH AND THICK ..	13¢	
	"TASTY"	ICE CREAM CONES	
	ICE CREAM, ANY FLAVOR, QUART	25¢	

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Wesson Oil Special		OXYDOL	9¢
1 MILKER		Small box	11¢
1 PINT WESSON OIL	39¢	SOAP	13¢
	ALL FOR	P. and G., 2 bas	17¢
		TAMALES	25¢
		Rattiff's, large can	17¢
		SOAP	23¢
		Camay, 3 bars	10¢
CANDY		SPINACH	25¢
Hershey's, plain or nut, 3 bars	10¢	3 cans	17¢
JAR LIDS	10¢	PEACHES	23¢
Kerr or Crown, dozen	15¢	Heavy syrup, No. 2 1/2 can	23¢
MUSTARD	15¢	CORN FLAKES	10¢
Quart jar	35¢	Miller's, 2 boxes	25¢
OLIVES	35¢	POTTED MEAT	25¢
Quart	19¢	3 cans	17¢
PEAS	19¢	SPINACH	15¢
No. 2 can, 2 for	25¢	No. 2 can, 3 for	17¢
CORN	25¢	PICKLES	17¢
No. 2 can, 3 for	25¢	Quart	17¢
TOMATOES	25¢	CRACKERS	15¢
No. 2 can, 3 for	5¢	2-pound box	15¢
PORK AND BEANS	5¢	RICE	17¢
Can	10¢	Bulk, 2 pounds	17¢
TOMATO JUICE	10¢	BEANS	23¢
Giant can	25¢	Mexican, 4 pounds	26¢
BEANS	25¢	PEAS	25¢
Mexican Style, medium can, 3 for	59¢	Kuner's, 2 cans	26¢
HONEY	59¢	COFFEE	25¢
Half gallon	14¢	Maxwell House, 3 lbs 75¢, lb	25¢
YAMS	14¢	JAM	25¢
No. 2 can	25¢	2-pound jar	25¢
BODY POLISH	25¢	BEANS	25¢
Phillips "66", 50c size	9¢	No. 2 green, 3 cans	19¢
MARSHMALLOWS	9¢	BAKING POWDER	13¢
Pound 17¢, half pound	53¢	K. C., 25c size	10¢
SUGAR	25¢	SALAD DRESSING, Brookfield	23¢
10-pound paper bag		Quart jar 34¢, 1g glass 25¢, med	
PRUNES		TEA	
Gallon		Worth's quarter pound	
		PEANUT BUTTER	
		Quart	

GREAT WEST FLOUR
24 Pounds 80c
48 Pounds \$1.55
SNOWDRIFT
3-POUND Can 57¢
6-POUND Can \$1.13

Fruits and Vegetables

SPUDS	29¢	APPLES	25¢
New red, 10 pounds	10¢	Small size, 3 dozen	6 1/2¢
ONIONS	25¢	TOMATOES	15¢
New Bermudas, 5 pounds	29¢	Pound	
GRAPEFRUIT		PEPPERS	
6 for		Fresh Bells, pound	
LEMONS			
Sunklet, dozen			

PIGGLY WIGGLY
ALL OVER THE WORLD
FRANK GYLES, Manager PHONE 51 BUY AT HOME

CHECK YOUR NEEDS SALE!
Drugs .. Toiletries ..

MINERAL OIL Russian, Full Pint	47¢	75¢ Fitch Dandruff Remover Shampoo 49¢
CAMAY Beauty Soap	3 for 14¢	
HAND LOTION Cream of Almonds, 4-oz.	31¢	Violezed Milk of Magnesia FULL PINT 31¢
35¢ LIFEBOUY Shaving Cream	24¢	
Aspirin 5-Grain 100's	31¢	Modess "Certain-Safe" Sanitary Napkins 12 in Box 18¢
Suppositories Glycerine	19¢	
25¢ Ex-Lax Chocolate Laxative	19¢	40¢ Fletcher's Castoria 29¢
Hair Oil 4-oz. Bottle	29¢	
Lifebuoy Soap 3 Bars	17¢	50¢ Ipana Tooth Paste 33¢
Cod Liver Oil Full Pint	59¢	
25¢ Mavis Talcum Powder	18¢	Hydrogen Peroxide FULL PINT 23¢
10c Powder Puffs 2 for	11¢	
Milk of Magnesia Tooth Paste	2 for 37¢	
Tooth Brush Santaloc, Sterident	33¢	
25¢ J. and J. Baby Powder	19¢	
Malted Milk Fisher or Glaxo, 1 lb.	49¢	
50¢ Mulsified Shampoo	37¢	
Willson Goggles American Made	29¢	
25¢ Feenamint Lemaitre Gum	18¢	
Shampoo Egg and Oil, 4-oz.	37¢	
Mouth Wash Oral, Full Pint	49¢	
50¢ Hind's Honey & Almond Cream	39¢	
50¢ Iodent Tooth Paste	33¢	
Tooth Paste Oral Quality	2 for 27¢	
Alarm Clock Waterbury "Progress"	97¢	
Lavender Lotion Mary Lath, 4-oz. Size	35¢	
Bath Brush Long Handle Style	39¢	
60¢ Neet Dishbrush	44¢	
Baby Pants Fresh Liner Rubber	7¢	
Cold Cream Perfection, 4-oz. Size	33¢	
Sponges & Chamels Combination	49¢	
Sandwich Toaster Electric, Holds 1 Sandwich	19¢	
Glass Marbles 100 in Box, Assorted	23¢	

Walgreen System Drug Store