

TEXAS CENTENNIAL EDITION



Centennial Edition
Section One

The Hereford Brand

Centennial Edition
18 Pages

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 18.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 7, 1936.

FIVE CENTS PER COPY

Several Thousand To Celebrate Centennial Day Here Friday

Graduation Week To Start May 15

AROUND TOWN

Sights and Faces Seen

Andrey Daniel has not learned how to spell "strawberries."

Arch Foster seen emptying his shoes while riding along Third Street at the court house.

The Chocolate Shop has a new, attractive Frigidaire sign put in last week.

The new Ford sign is also helping to light up Main Street.

R. L. Bailey, new manager of the Phillips station on East Third has one of the finest collections of arrow heads, Indian knives and scraping rocks, old bullets, and even an old hornets' nest. The Indian relics were gathered by himself and boys around lakes near Hereford.

Along with all the other relics brought into Hereford for Centennial Day exhibition is an old gun owned by Carl Cockrell. It belonged to his uncle, who was killed in the Civil War. It is 85 years old, of an old London make, and the barrel contains about \$125 worth of silver.

The Arthur Thompson Service Station has its ladies' compartment fixed up as nice or nicer than a home. It has a fairly large lobby, with the rest-room to one side. The lobby is dressed up with new linoleum, attractive wicker furniture, a full length mirror and has a screen door. The walls and trimmings are painted in an attractive yellow and green scheme. It looks more like a theatre room than the accepted filling station compartment.

N. C. Vogele is two presidents. He is head of the poultry association and the county Republican organization, whatever it is.

Joe Bailey Elliston is expected home from Prescott, Arizona, in a few days.

Both C. H. Whitehead and E. B. Black put faith in the sound of a locomotive whistle as an indication of rain.

RURAL SCHOOL PROGRAM FIRST; THREE EVENTS FOR LOCAL SENIORS

Hereford High School and rural schools of Deaf Smith county will honor their seniors over a period of one week, beginning May 15, as graduation exercises bring an end to their school careers in the divisions from which they graduate.

The rural school seventh grade graduation exercises will come on Friday, May 15, as the first of these events. A joint program for all rural graduates in the county will be held at the First Baptist church at 8 o'clock.

Rural School Program. Mrs. A. J. Schroeter will play.

(Continued on last page)

Glee Clubs To Give Operetta

THE GHOST OF LOLLYPOP PRESENTED NEXT THURSDAY

The Ghost of Lollypop Bay, an operetta, will be presented next Thursday night by the high school glee clubs under the direction of Miss Theima McKenna. The curtain rises at 8:15 o'clock.

Mystery, comedy, ghosts, negroes, dialogue and singing are all combined in the comic operetta written by Charles Wakefield Cadman. Both the boys and girls glee clubs take part in the presentation.

The setting of the story is a girls summer school camp on Lollypop Bay. Among the leading characters are Mary Ann Baird, Jerry Howell, Gaytha Wilson, Jean Snyder, Mary Tiesel, R. A. Daniel, Bill Stanford, James Bell and Irene Knox.

An admission of 10 and 20 cents will be charged, with reserved seats at no extra cost going to those who made the earliest reservations. Tickets may be obtained from members of the glee club. Proceeds will go to pay for glee club music for the year, and if possible to help pay expenses of the winners in the Panhandle music festival at the Tri-State music festival at Dallas.

Tree Planting To Stop May 12

Tree planting on the soil conservation demonstration tract west of Hereford will be brought to a close for the season on May 12. Approximately 20,000 have been set out.

Additional tree sites have been prepared, but due to the blowing hazard of nearby fields they cannot be planted at this time and by the time the fields are improved, the planting season will be over, it was explained. Therefore, the planting will be stopped until next year.

Federation to Meet

The Deaf Smith County Federation will meet in its regular quarterly meeting at a covered dish luncheon at the Presbyterian church May 14, at 12 o'clock noon.

Centennial Day Program

- 9:30 A. M.—Opening program, bandstand at intersection of Third and Main Streets, Judge Mal Stewart, master of ceremonies. Invocation, J. C. Thorns. Welcome, C. H. Dillehay, superintendent Hereford schools. Concert, high school band, civic chorus, junior high school chorus, the Miller family, old-time quartet.
- 10:00 A. M.—Old Fiddlers Contest, bandstand, S. O. Wilson in charge. Rural School Contest, stock pavilion, Mrs. O. G. Hill in charge.
- 11:30 A. M.—Grand Historical Parade, forming at Mothers Park, route along Main Street to City Park, Ray Conaway in charge. Band concert down town while parade forming.
- 12:30 P. M.—Chuck Wagon Dinner at Hereford City Park, with J. C. Parker, O. G. Hill, H. G. Conkright, Charley Williams, J. A. Pitman and others in charge. Served by American Legion, Plate, 25c.
- 2:00 P. M.—Formal program, stock pavilion, Mrs. B. F. Guthrie in charge. Ralph Smith Orchestra, introduction of County Woodul Centennial essay contest winners and presentation of prizes, reading of winning essays. Plains Philosophy, Mrs. B. F. Guthrie. Address by Bishop E. Cecil Seaman of Amarillo. High school glee club. Skit, Pioneer Home Life.
- 3:30 P. M.—Half hour intermission.
- 4:00 P. M.—Pageant, development of early Texas missions, St. Anthony's school.
- 7:30 P. M.—Folk Festival, stock pavilion. Folk singing, dancing games and other features, honoring pioneers. Seating space available for spectators. Small admission.

Rites Held Here For W. H. Finks

Funeral services were held Tuesday afternoon at 3 o'clock at Black's funeral parlor for W. H. (Uncle Ned) Finks, 61, who passed away at the home of Mrs. W. J. Montgomery, where he made his home, Sunday afternoon. The rites were conducted by Rev. Coleman Campbell, pastor of the First Baptist church at Bluff Dale.

Interment was to be made in Montgomery, Missouri, the home of a daughter, Mrs. Pauletta Tomck. Mr. and Mrs. Tomck drove to Hereford for the services.

Mr. Finks was born at Centralia, Missouri, on March 29, 1857. He is survived by a son, Freddie, of Middletown, Missouri, the daughter, Mrs. Tomck, two brothers and one sister.

Hereford Band Awarded Trip To Centennial

The Hereford High School Band ranked as one of the two leading musical organizations in the Class B division of the North Texas School Band and Orchestra Association music festival in Amarillo last week end, received as an award a trip to the Texas Centennial exposition in Dallas this summer.

The Hereford band tied with the Vernon High School for first place in the music contest held

(Continued on last page)

County GOP Has Convention Here

The county Republican convention was held Tuesday afternoon at 3 o'clock at the county court house. A delegate to the state convention and permanent officers were selected. Eight members of the county party were present.

Frank Givan was elected delegate to the state convention in Fort Worth on May 26, and Hugh Exum of Amarillo was named alternate. Norman C. Vogele was elected permanent chairman for the next two years, and E. L. Donner was named permanent secretary.

Mrs. J. R. Hastings of Dimmitt, and her daughter, Mrs. Millicent Davis, were here Friday.

Colorful Texas Character Supplied Name for County

By Miss Eunice Rutherford

In a corner of the old Episcopal churchyard at Richmond, Texas, placed to command a view of the site of old Fort Bend on the Brazos River, is a monument erected by the State of Texas. Under its arched top is a bust showing the strong, rugged features of a frontiersman. Beneath the bust is the name Erastus (Deaf) Smith. Then follows biographical data and the final inscription: "So valiant and trustworthy was he that all names sink into insignificance before the simple name 'Deaf Smith.'"

The man so honored by the state in his adoption was the man to whom Deaf Smith county owes its name.

His history is fragmentary. Born in New York in 1787, he came to Texas when 30 years of age, left soon, but returned in 1821, making his headquarters at Texas. Here a large Mexican population gave him opportunity to know well the character, traits and customs of these people, a fact which rendered his later service to the Texan army invaluable. In 1825 he piloted DeWitt's group of colonists to their temporary settlement at Gonzales. When Austin's army was organized, he was one of the first to enlist, and was assigned to scout duty. In the storming of Bexar he marched at the head of Johnson's command and was wounded at that time. When the army was re-organized under General Sam Houston in March, 1835, Smith was assigned to the cavalry corps and made chief scout for the army. Among other distinctive services, he captured a courier with important dispatches for Santa Anna.

On the morning of April 21, he was detailed by Houston to destroy the bridge over the San Jacinto River at Vince's Bayou. In a speech made 20 years later, Houston said that Smith performed the service with absolute ability to his orders. He declared further his judgment of its high importance since it cut off all means of escape for either army leaving no alternative but victory or death. Houston pointed out that if after his defeat Santa Anna had escaped and joined his reserve force of 4,000 men on the Brazos, the victory of San Jacinto might not have been conclusive and that Anglo-Saxon civilization might still have hung in the balance. Smith fought gallantly at San Jacinto and later was sent to overtake Filisola and deliver to him orders from Santa Anna to retreat from Texas soil.

His handicap of serious deafness only strengthened for Smith the qualities of watchfulness and observation. He was a trusted guide and scout, a skilled sharpshooter, and a valiant soldier. He died at Richmond, in Fort Bend county, November 30, 1837. It has been said of him: "Glorious San Jacinto presented no greater hero than Deaf Smith."

Old Settlers Will Be Honored Guests

The Hereford area will celebrate Centennial Day here tomorrow! Hundreds of visitors from a radius of 50 miles are expected to be here for the day of interesting events and displays that will occupy their time from 9:30 in the morning until late tomorrow night.

Hereford citizens, behind the mammoth event almost to the man, are prepared to join in the welcome of the visitors and show them the biggest show of this nature ever staged here. Some of them have spent many hours working on the different events. They have announced that every phase of the celebration is ready to click on schedule and there will be no hitches.

Eastern Area Gets a Heavy Rain Sunday

It is a celebration for everyone in the entire territory, but the old settlers of this section of the Panhandle will be guests of honor. It is to commemorate them as well as the 100 years of Texas freedom from Mexico that the event is to be of an historical nature, dealing mainly with the early days and development of this area.

From over the entire area visitors will come. Folk from Vega, Adrian, Umbarger, Dawn, Ford, Messenger, Westway, Daniel, Bippus, Black, Ward, Frio, Jumbo, Easter, Walcott, Friona, Dimmitt, Hart, Nazareth, Farwell, Summerfield, Bovina and Bellview, Grady, Broadview and Hollene, New Mexico, and other points will mix and mingle on the streets, at the chuck wagon dinner at the stock pavilion, and St. Anthony's Catholic school where all in-door events will be staged.

Every event will be a feature for it will cover a distinct phase of the celebration. In addition to the regular program, there will be numerous attractions down

SQUARE DANCE

An old fashion square dance honoring the pioneers has been added to the Centennial Day program. It will be staged at the Pitman Grain Company immediately following the night program at the stock pavilion, thereby getting underway at about 10 o'clock. Dances of yesteryear, featuring the square dance, will be enjoyed. The old timers are especially urged to attend. Cecil Walker will have charge of this portion of the program. A charge of 25 cents per person will be made.

C. L. Benge, 18, Taken by Death On Last Friday

C. L. Benge, 18-year-old son of Mr. and Mrs. Charlie Benge, and member of a pioneer Hereford family, passed away last Friday at the Deaf Smith county hospital, following a three-day illness of pneumonia.

Funeral services were held Saturday afternoon at 3 o'clock at St. Anthony's church, conducted by Father Mathias. Interment was made in the Catholic cemetery. Active pallbearers were John Schneider, Frances Hellman, Charlie Albracht, Gene Albracht, Dick Hagar and Carroll Hagar.

C. L. was born here on December 16, 1916. His father, a native of Oklahoma, and his mother, a native of Hall county, Texas, came here to make their home a number of years before his birth and that of a sister and two brothers.

Survivors include the parents, one sister, Lottie Benge, and two brothers, Ralph and Williams.

DAWN COMMUNITY IS IN CENTER OF HEAVIEST PRECIPITATION

Although missing Hereford completely, heavy showers covered the eastern section of the Hereford area Sunday night. The rain was accompanied by a brilliant electrical display over the entire area.

The downpour apparently was centered around the Dawn community, where the precipitation was variously estimated at from one and one-half to three inches. It extended within three miles of Hereford. To the east the moisture area included Umbarger with about an inch and a half and on to Canyon, where the rainfall was lighter.

Wildorado was in the edge of the heavier fall to the north. Vega and Amarillo received only light showers. In the northern section of the county it extended west to Ford, which was said to have received about an inch.

Covering the area included above completely, the downpour extended south through the Jumbo community, where farmers estimated it an inch or better. With this section already promising better wheat prospects than other parts of the Hereford area, the rain virtually assured many of the farmers of about an average yield.

Duane Orr of Lubbock spent the week end with his parents, Mr. and Mrs. J. S. Orr.

ORDER OF MARCH GIVEN FOR GRAND PARADE

Parading the historical steps in the development of this section before hundreds of Centennial Day visitors, the grandest parade ever prepared here will march down Main Street at 11:30 o'clock Friday morning.

The parade will form at Mother's Park, march down Main Street to First, thence east to Sampson and north to the court house, where it will disband, parade manager Ray Coneway announced definitely Wednesday. The parade will not go to the City Park because of the necessity of crossing the railroad.

Coneway also announced that all automobile traffic will be prohibited on Main Street between First and Fourth during the morning and also during the afternoon if the size of the downtown crowd during the program at the stock pavilion warrants.

Houston Celebrates.
Houston's Centennial celebrations opened in March, and will extend through August. During the period ending with April 21 the port city commemorated the Battle of San Jacinto, the celebration in-

cluded banquets, pageants, concerts, dedication ceremonies and the San Jacinto Day celebration at the battleground on April 21. On August 30 the city will celebrate the one hundredth anniversary of its founding with appropriate ceremonies.

School News

SENIOR CLASS NIGHT

The seniors are making preparations for the class night program to be given May 21, and the commencement program to be given May 22. They are practicing their speeches, solos, quartets, both vocal and instrumental, and the songs, poems and other parts are being planned. The students are looking forward in the future for the class prophecy, consulting their lawyers about their will, and striving to bring back old memories of bygone school days for a class history. Every preparation is being made for those last days of high school.

PEP CLUB ELECTS

The pep club met Thursday night, April 30, to elect new officers, sponsor and to amend the constitution. Mary Ann Baird was elected president, Virginia Lee Hussey, vice president, Viola Phillips secretary and treasurer. Thama Cawthon reporter, and Lena Ivey sergeant at arms. It was voted, and the secretary cast a vote for entire club, to keep our present sponsor, Miss Neville Wrenn.

All girls interested in joining the pep squad are requested to see some pep girl this school year. The squad is working for 60 members next year. New members are subject to the rigid laws of the constitution and they must be able to participate in all pep club activities. New suits are to be purchased next year and each girl will be expected to buy her own suit. These suits will be inexpensive and may be worn on different occasions. All girls are invited and cordially welcomed.

SOPHOMORE CLASS

The sophomores met Wednesday, April 29, and the party, which was to have been given by an individual, was called off.

The sophomore boys beat the freshmen for the second time last Thursday, 38-20.

SENIOR CLASS

The seniors had a special class meeting May 1 to set a date for the annual Junior-Senior picnic. They decided to have the picnic at six o'clock Wednesday at the state park. Senior Pioneer Day was also decided to be on the same day, May 6. The seniors are going to dress in cowboy costume for the eventful day, in keeping with the Texas Centennial. Representatives of the class attended an entertainment given for them by Wayland College at Plainview Tuesday evening at 7 o'clock. The Baptist ladies of Hereford provided transportation for the class.

Palo Duro Park Preparing For Greatest Year

With the opening of spring picnicking weather, hundreds of car loads of people are visiting the Palo Duro State Park each week. The attendance so far this spring has greatly surpassed that of last spring. 65,000 people visited the Palo Duro Park during 1935, and it is anticipated that fully 100,000 people will visit the park in 1936.

One CCC company is located at the Park, with work mapped out for two years in advance. Four rock cabins are finished and fully equipped, and another double cabin is nearly completed. It is planned to construct 20 additional rock cabins in the Park, and 125 picnicking units are constructed along the eight mile drive on the floor of the canyon, so that thousands of people may be accommodated at one time with the greatest of comfort. The 15,500-acre park is rapidly assuming shape for a great gathering center for Northwest Texas.

The first big gathering of the year comes early in May, when several hundred Boy Scouts will camp in the park for three days. Other large gatherings are being planned during the summer.

The National Park Service calls the Palo Duro the greatest Regional Park in the Southwest, and everything constructed must be according to the high standards of this organization.

A paved highway from Canyon, and hard surfaced roads in the park make this playground accessible to the people of this section throughout the year. The entrance to the park is 12 miles east of the museum of the Panhandle - Plains Historical Society, another great attraction to the people of Northwest Texas.

Pains In Arms, Hands-Couldn't Rest At Night

Can Do All Her Work Now and Feels Fine After Taking Williams R. U. X. Compound.

Mrs. Ivan Yargus, Belknap, Iowa, writes the following letter about her remarkable improvement after suffering for 20 years.

"I had such pains in my back, shoulders, neck, arms, and hands that I couldn't rest at night. I couldn't raise my arms to comb my hair and felt like life wasn't worth living.

"While looking over the paper one day I saw an ad for Williams' R. U. X. Compound. I got a bottle, and after taking two doses the pain began to leave. I have taken this medicine now for a little over two weeks and feel like living again. I can do all my work now, where before I had to have help."

Follow Mrs. Yargus' example. Don't suffer torturing muscular rheumatic pains of the arms, legs, shoulders and body any longer without trying Williams' R. U. X. Compound. Being a liquid—highly concentrated, already dissolved—it starts to work almost immediately. It is not just something to "rub on" but Williams' R. U. X. Compound works from the "inside out."

WILLIAMS' R. U. X. COMPOUND'S PAIN RELIEVING ingredients are absorbed into the blood and carried to sore, inflamed muscles and parts, giving a feeling of ease and comfort which is a blessing to sufferers. Try WILLIAMS' R. U. X. COMPOUND TODAY. The first bottle of Williams

R. U. X. Compound must produce results or money back. For sale at the CLOSE DRUG STORE.

To Reproduce Naval Academy.

Part of the Navy's exhibit at the Texas Centennial Exposition, which opens in Dallas June 6, will be a reproduction to scale of the entire U. S. Naval Academy at Annapolis. Commander James M. Lewis, in charge of the exhibit, said this is the first time the Naval Academy has ever been reproduced in miniature.

To Display Old Diplomas.

Diplomas from educational institutions in the early days of Texas are being sought by Prof. Herbert Gambrell for the historical exhibit in the million dollar State of Texas building at the Texas Centennial Exposition.

Cabeza De Vaca.

The first white man to traverse Texas, the Centennial celebration state, was Cabeza de Vaca, sole survivor of a Spanish expedition aiming at the conquest of Florida and who spent six years in crossing it from east to west.

Exposition To Be Air-Cooled

The Texas Centennial Exposition will be the first air-conditioned World's Fair in history.

"For the first time, an exposition has been designed and is being built with the comfort of its visitors primarily in mind," said William A. Webb, general manager of the \$25,000,000 show which opens in Dallas June 6.

More than \$1,000,000 is being spent to provide fresh, cool air throughout every major building. The temperature and humidity of the atmosphere will be kept constant over more than 10 acres of floor space in 29 buildings. This is 60 per cent of our floor space. The air over all other floor space will be changed completely every eight minutes or less, thus lowering the temperature ten degrees or more and insuring fresh, clean air at all times.

Air conditioning engineers said 6,000,000 gallons of water will be used daily in cooling the atmosphere at the Dallas exposition. As an economy measure, this water will be used over and over again, only enough being added to take care of evaporation.

Texas Paul Revere.

Matthew Caldwell became known as the "Paul Revere of Texas" when he rode 48 miles summoning early colonists to the aid of the town of Gonzales just before the first battle of the Texas revolution against Mexico was fought there October 2, 1835. Gonzales opened the Centennial year observance last November with a celebration in commemoration of the battle.

Attracts Fishermen.

Port Aransas, deep sea fishing center on the Gulf coast near Corpus Christi, annually attracts thousands of fishermen from all parts of the nation. Many world renowned sport fishermen visit there each summer to fish for tarpon, silver Kings of the Gulf, which are landed in large numbers each season. Port Aransas plans its Texas Tarpon Rodeo on June 18 to 21 as a Centennial year attraction.

SHERIFF'S SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By Virtue of an Order of Sale Issued out of the Honorable District Court of Wichita County, on the 30th day of April, 1936, by the Clerk thereof, in the case of North Texas Federal Savings and Loan Association, a corporation versus W. F. Karr, personally and as community survivor and administrator of the Community estate of Lizzie L. Karr, Case No. 2362-B, and to me, as Sheriff directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY IN JUNE A. D. 1936, it being the 2nd day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

All of Lot No. 3, Brittain's Sub-division of Block 73 of the Town of Hereford and additions in Deaf Smith County, Texas.

Levied on as the property of W. F. Karr, personally, and as community survivor and administrator of the Community estate of Lizzie L. Karr to satisfy a Judgment amounting to \$1,761.29 in favor of the North Texas Federal Savings and Loan Association, a corporation and cost of suit.

Given under my hand, this 4th day of May, A. D. 1936.

MRS. J. B. MILLER, Sheriff, Deaf Smith County Texas. By J. O. Newell, Deputy. 18-3

IMPROVE HEALTH BY REPORTING ILLNESSES

In speaking about epidemics, Dr. John W. Brown, state health officer, stated that if doctors, nurses, householders and others would report the occurrence of any communicable disease immediately to the local health officers that many epidemics could be prevented or greatly curtailed.

The control of preventable diseases depends upon the perfect reporting of all cases. It is necessary to secure information as to when and where cases occur before the proper steps for the control of these cases can be taken. Every epidemic starts with one

case and the doctors engaged in protecting the public health are interested in locating this first case to prevent its spread to others. Some of the contagious diseases are quarantinable. This is not done to punish the persons involved for having the disease, but to protect the well. The quarantine sign is not a disgrace but a badge of good citizenship, as it shows that household is trying to protect others from contracting a contagious disease.

Messrs. F. M. Kester and son, Clifford, Arthur Thompson and Urin Streu left Sunday morning for a week's trip to points in Colorado.

Welcome Visitors

Hereford's New Home of Ice Cream and Cold Drinks

THE BIG-DIP
SERVING BORDEN'S ICE CREAM IN Cone Or Dish

2 Big Dips 5c

Bottled Drinks of All Kinds Kept Ice Cold

Also Announcing Removal of **Brown's Produce**

To Corner of 4th and Main—Across from Star Theatre Bring Us Your Cream, Poultry, Eggs and Hides

The BIG-DIP

Ice Cream and Cold Drinks

4th at Main Across from Star Theatre

CENTENNIAL DAY VISITORS

YOU ARE AS WELCOME AS THE RAIN—WHAT MORE CAN WE SAY?

R. H. Kemp Lumber Co.

GRANT A. FULLER, Manager

We Join In Honoring the Old Settlers

And Extending to All Centennial Day Visitors A Hearty

Welcome

To Hereford FRIDAY, MAY 8th, 1936

Moore Independent Oil Co.

Horse Racing To Reach New High

Horsing in the Panhandle is expected to reach a new high in all respects at Amarillo May 8-16.

Ever since the Tri-State Fair commenced staging horse races in Amarillo each succeeding meeting has surpassed the previous ones in the matter of attendance and the quality of thoroughbreds entered.

That this spring's meeting will surpass even last fall's sensational success is seen in the early swamping of the stable office for stall space and the fact that for three days during the races the West Texas Chamber of Commerce will convene in its annual session.

Mason King, the Tri-State director of racing, announced last Saturday that over 300 stalls already had been reserved by horse owners. Ninety per cent of these reservations are for thoroughbred, registered running horses.

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

WELCOME TO YOUR Centennial Day Celebration

FRIDAY, MAY 8, 1936

It is with great pleasure Deaf Smith County extends a welcome to people from surrounding counties as well as its own people to this memorial event. We pay homage to the old-timers who led the way for the development and progress we now enjoy.

Deaf Smith County

CENTENNIAL DAY—HEREFORD
Commemorating A Great Occasion

Welcome Visitors

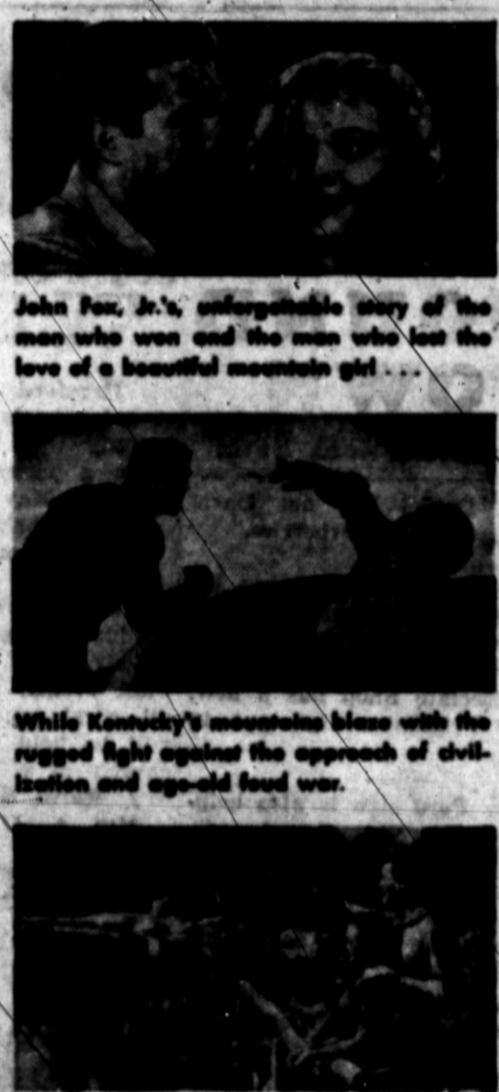
We join in greeting you and hoping that you will enjoy this occasion, given for you and in honor of the old settlers of this area. We invite you to make this your headquarters, now as during the harvest season!

■■■■■

Pitman Grain Co.

STAR THEATRE HEREFORD
SUNDAY — MONDAY
Midnight Preview Saturday Night.

The first outdoor action romance ever filmed in Color!



John Fox, Jr.'s unforgettable story of the man who won and the man who lost the love of a beautiful mountain girl...

While Kentucky's mountains bloom with the rugged fight against the approach of civilization and age-old feud war.

Filmed in NATURAL COLOR, 10,000 feet above the world, bringing nature's own wonderland to the screen!

SYLVIA SIDNEY FRED MACMURRAY HENRY FONDA

"THE TRAIL OF THE LONESOME PINE"

with Fred Stone, Nigel Bruce, Bughie Bond, Robert Barrer, Spunky McFarland, Fuzzy Knight. Actually filmed outdoors. Technicolor. Directed by Henry Hathaway. A Walter Wanger Production. A Paramount Picture.

THE MOST IMPORTANT PICTURE YOU WILL SEE THIS YEAR!

New Ice Cream Parlor Opened

Fred Brown last week end opened a new ice cream and cold drink place in the building formerly occupied by the Cockrell second hand store at the corner of Fourth and Main Streets, where he also moved his produce company.

The building was completely remodeled for this purpose and a partition raised to divide the two enterprises. The front was painted silver. In the ice cream parlor was placed a cream counter, cold drink container, back-bar and seats. It was named "The Big Dip." Borden's ice cream is being served in cones and dishes.

Jumbo News

BY MRS. ULLMAN HUNTER

The north side of Castro county met at Jumbo Tuesday to discuss the new farm program. A basketball game followed, the new playing the boys. The latter won the game.

Rev. J. R. Sharp of Canyon ate dinner in the M. L. Simpson home Thursday.

Mrs. Cannon of Littlefield, Mrs. Squires of Lubbock and Mrs. KY Higgins of Hereford visited Mrs. J. J. Wilder during the week.

The school trustees held their regular meeting Friday night.

Miss Pauline Matthews spent the week end at home.

Mr. and Mrs. J. J. Wilder spent Sunday in the Hurst home at Canyon.

Rev. Armstrong filled his regular appointment here Sunday. Friends of Mrs. Armstrong will be glad to know of her speedy recovery and her return home from Lubbock Sunday.

Sammie Lane Hunter spent the week with Mr. and Mrs. E. M. Allen of Easter.

Misses Thompson and Simmons left Saturday for Canyon.

Mr. and Mrs. C. D. Pinckert honored the young people with a party Saturday night.

Mr. and Mrs. Bill Hargott of Hereford visited in the Kring home Thursday.

W. M. Adams returned from Oklahoma Saturday night.

Buddy Spencer of Ford visited in this community over the week end.

The 4-H club boys were defeated by the men in a baseball game Sunday afternoon.

Homer Barnes and E. D. Wilmoth made a business trip to Crosby county Monday.

Mr. and Mrs. Wilford Taylor of Embarger called in the F. L. Pinckert home Tuesday night.

Mr. and Mrs. Flins Hunter spent Sunday in the L. O. Norman home at Arney.

The Jumbo demonstration club met Tuesday in an all day program for the purpose of trimming feathers for a down quilt. Misses: Carthel, Wilder, Simpson, Leasure, Flins, Carrol, Sam and Ullman Hunter attended.

The school boys went to Arney Friday to play soft ball. Arney won by two points.

Mr. and Mrs. Ullman Hunter spent Sunday with Mr. and Mrs. James Cox of Dimmitt.

School trustees met in regular session Friday night.

Mrs. H. C. Baird and children, Bob and Mary Ann, and Mrs. Seth E. Holman were in Canyon Sunday to visit Mr. and Mrs. Harvey Cash and family. Mr. Cash is a brother of Mrs. Baird and Holman.

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

...

CLINT C. SMALL SEEKS RE-ELECTION TO SENATE

Senator Clint C. Small, of Amarillo, in Hereford to announce his candidacy for re-election to the Texas senate, checked on the results of his tax rebate law which already has resulted in the return of \$12,254.77 to Deaf Smith County.

The money is used in soil erosion work in six Panhandle counties.

"The bill is my pet," he told county officials here. "If it isn't providing substantial aid, I want to know why."

The senator's candidacy for re-election comes as a result of urgent requests all over the 26 counties in the 81st Senatorial District. He had announced his intention of retiring from public life at the expiration of his present term in the senate.

Widely known as the State's most ardent conservationist, his policy of befriending the little fellow has combined with his campaign against monopolies to make him a leader in the Legislature. As author of the erosion tax refund bill and practically all oil and gas legislation, he is looked upon as the outstanding legislator in Austin.

Senator Small's career of public service began in 1912 when he became county attorney of Collingsworth County. He began the practice of law at Wellington in

1911 after graduating from Texas University.

He later was county judge in Collingsworth County, a position relinquished by his father in 1903, after serving five straight terms. The Small family, coming to Texas from Alabama, settled on a homestead near Wellington in 1891. From the little rock cabin built by his father, Clint Small has since risen to within the shadows of the Texas White House. He twice was a candidate for governor.

His tax refund bill, returning 35 cents of the 62 cents paid into the state treasury, has returned more than \$5,000 in Deaf Smith, Oldham, Hartley, Dallam, Sherman and Moore counties. Oldham's return of \$6,500 has been used in listing, terracing, and surveying eroded farmlands.

Mrs. Bessie Smith, Deaf Smith treasurer, said the rebate had been used in establishing the county's set-up for handling government erosion work.

Since the law remains in effect another year, it will double the amount already returned, Senator Small said. It does not effect the tax money paid the state to be applied to school and pension funds.

In asking re-election to the Senate, Senator Small pledged his efforts to raising funds with which to pay the state pension.

"A sales tax will be the last resort," he declared.

Documents To Be Shown at Dallas

Guarded night and day by detachments of United States soldiers and marines, some of the most precious documents in the archives of the United States will be on exhibition in the Federal building at the Texas Centennial Exposition during the coming summer.

On display in specially constructed glass cases will be the Louisiana Purchase Treaty of 1803, the Florida Purchase Treaty of 1819, and the joint resolution of Congress of 1845 annexing the Republic of Texas to the Union. Diplomatic correspondence between the United States and the Republic of Texas and the historic report on the "Condition of Texas" made to President Andrew Jackson by Henry N. Moritt in 1836 will also be on exhibition.

"The United States government exhibit at the Texas Centennial Exposition will be valued at more than \$25,000,000," says E. H. Burdick, Federal exhibits director.

"The historical documents, of course, are priceless but there will also be shown the United States Post Office Department's collection of stamps, which will leave Washington for the first time. It contains specimens of

every United States stamp ever issued, stamps of the Confederacy and as nearly as possible all the stamps issued by foreign governments. It is worth some \$10,000,000.


"The United States Navy will display some \$100,000 worth of models of war vessels each about 17 feet long. Scientists from the Smithsonian Institution will reconstruct prehistoric animals during the entire progress of the Exposition which commences June 6. The National Advisory Committee of Aeronautics will install a 10-foot wind tunnel to demonstrate the flight conditions with model planes. A census machine will register estimated births and deaths throughout the United States from hour to hour."

Six hundred United States infantrymen, sailors and marines

will be encamped on the Exposition grounds from June 6 to November 29.

Mrs. Paul Wright Barnett of Pampa spent the week end here visiting relatives.

Don't Scratch



Use BROWN'S LOTION for ITCH, Tetter, Bad Foot Odors, Mosquito and Chigger Bites, Athlete's Foot, Ringworm, Impetigo, Poison Ivy, etc.
40c and \$1.00.
Firm bottle sold with money back guarantee at
CLOSE Drug Store



WELCOME' PIONEERS AND VISITORS

Come to our Centennial Celebration on Friday, May 8, and while in town come in to see us. We will be most happy to have you visit our shop and let us show you our line of Cosmetics.

The Mode Beauty Shop

KATE SINDT

Welcome to Hereford, Friday May 8th.!!!

Centennial Day Celebration

and Penney's Great Maytime Cotton Carnival!

EXTRA SALES PEOPLE TO SERVE YOU!

BATH TOWELS
Fine quality, solid colors, stripes. 22 by 44. **15c**

LEGION BLADES
Save on Shaves
25c - 25c
Blades of fine
steel, guaranteed
clean shaves,
shave 100 times
before you need a
new one.



Boys' Athletic Shirts, Shorts
15c

Shorts are of fast color broadcloth, yoke front, elastic side panels. Shirts are of fine quality Swiss ribbed cotton. Boys'!

Men's Super Big Mac OVERALLS
Sanforized Shrank!
98c

They'll take the hardest kind of wear! Parva buckles... long lasting, comfortable. Extra sizes no extra cost! Boys', 79c.

BATH TOWELS
Warp/stripes designs. Past colors. 22 by 44. **15c**

See Our Window Display of Balios, Antiques, Etc.

Remember the time and make your arrangements now to spend the day in Hereford with the thousands of other visitors for this great day. Make our store your headquarters on this day of days—celebrating the event by getting your share of the bargains that we have prepared for you. Penney's Annual Maytime Cotton Carnival provides you with this great opportunity. We have prepared for this great events months ago with timely purchases which means savings to you in all Departments throughout the store. Shop at Penney's and save the difference and celebrate with the thousands of others who have found that it pays to shop here.

Bangkok Toys... They're Co-o-l

STRAW HATS

There's a Style Especially for You

98c - \$1.98

Light as the proverbial feather... cool as the well known cucumber! Advance styles set up by leading fashion experts, with a variety of models to choose from! Whites and light blends, plain and fancy bands! They're smart! Other Bangkok Toys, 98c

'CLOSE-OUT'
75 Pairs Ladies **WHITE DRESS SHOES**
\$1.00 pr.

Misses' Pure Zephyr SWIM SUITS
With Over-Shirts
\$1.98

Suits with dash and color and superb fit. New Guna Neck! Adjustable shoulder straps! Smart appliques. 8 to 16.

Boys' Pure Worsted BATHING SUITS
Styled right!
98c

Solid color trunks with contrasting color tops in stripes—appliance. White webbed belt. Sizes 8 to 12.

SPECIAL!
Men's Dress Straws
49c

Buy What You Need NOW—Use Our Lay-Away-Plan

WASH CLOTHS
Popular size, 12 in. sq. Solid colors, borders! **5c**

Rayon Taffeta SLIPS
Shadow Panel
49c

Good-looking chalk finish taffeta... V or straight top styles... Lace trimmed or tailored. 32 to 40.

Mother's Day FEATURES

Lest We Forget!
MAY 10th IS MOTHER'S DAY!

You can find just the gift she will like here!

Whether it may be a nice pair of hose, a new frock, a purse or just anything you may fancy, shop our store for a real practical gift and save the difference. Our stock is complete and affords you many remembrances for Mother's Day—and for less!

SHOP AT PENNEY'S and SAVE the Difference!

SPRING ANKLETS
New Patterns
15c pr.

For both women and children! Mercuroized or rayon plated. Sizes 5 to 10.

Men's White Summer SLACKS
—they'll wash
98c

You can't have too many pairs of white slacks and twills... they're good for any occasion! They're Guaranteed!

Value! Men's All Wool BATHING SUITS
Speed Cut!
\$1.49

Pure worsted, tightly knitted suits... in solid colors. Speed cut suits made for easy swimming comfort.

Crape Romance Prints Combine Smartly with FLAT CREPE
39c

Make your own this spring! All rayon, soft finish, washable.

Penney's Own Glen Row FROCKS
\$2.98

They're made to strict standards of fit and length! White and pastel crepes—prints. 12 to 52.

Stay Cool and Fresh! WASH FROCKS
98c

Dainty, crisp sheers in subtle prints and smart colors. Rayon and Malabar vat prints. 14-6

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

HEREFORD, TEXAS

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

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

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

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.

1836-1936

For 100 years the State of Texas has marched forward, leaving behind after violence the motherhood of a people that oppressed, patterning its history after those colonies to the east and eventually becoming a part of that sisterhood of states from whence came many of its heroes to enter into adventure and battle in a new, colorful land.

For 100 years Texas has grown, developing its natural resources and multiplying its wealth and population. It has overcome catastrophe and cast aside those who would plunder and exploit. It came in 100 years, to the place where it can commemorate a century of freedom by staging not only a Centennial celebration, but one of the greatest of world fairs that will attract millions of visitors from many states and several nations. That, Texas has done in 100 years.

The stage can be set and decked with roses and brightly colored flowers in wild profusion until it appears to be one of perfection. But behind that setting will remain the ugliness and bewildering mass of stage props and pulleys and ropes. There is no need of painting Texas' picture like that. All has not been progress; all people have not planned for the betterment of the Lone Star State; all difficulties have not been met fairly and squarely, and all problems have not been solved.

But Texas has come a long way in 100 years from that undeveloped territory that detached itself from Mexican rule. Even as we celebrate and boast of the great and the good among us, we should face squarely the years ahead. What will Texas be in the year 2036? How will our children's children celebrate 200 years of Texas liberty? For what monument are we laying a foundation? While we enter wholeheartedly into a memorial occasion, and without putting a damper on that celebration, we must realize that as consuming as the past is, even more important are the years ahead.

Today we face a problem greater than revolution—rapid evolution! Texas has not brought its government, its schools, its program of safety, its soil and resource conservation, its care for the old and unfortunate and other phases of civilized cooperation along as rapidly as its business and social development for the individual. These are the things that are to come, and it is by starting now to work these things out in an advanced and cultured manner that we may construct that foundation upon which may be created a greater monument to the next 100 years.

Tomorrow Deaf Smith County and surrounding sections will join in a festive reunion to honor those who contributed to at least a portion of the past century by playing a part in bringing this section to its present high position. It is a noble and worthy thing to do, and every contribution to its success will live in the hearts of those who take part. Yet the greatest commemoration we can give those old-timers is to pledge at this time that Texas will continue to move forward.

"MAKE ME A TEXAN"

It is easy enough for Texans to understand why visitors from other states can be greatly impressed with the magnitude of Texas, its wealth of great natural resources, its diversified climate, its unique and romantic history and its productive spirit. It is an everyday occurrence for Texans to hear visitors praise the type of hospitality that is so typically "Texas," lauding the warm geniality and genuine friendliness that has been a natural characteristic of Texas for many years.

Texas is blessed with a meritorious characteristics that is by no means general. The same quality of hospitality found in Texas is not a principle as commonplace among all states of the Union as the English language. It is a natural talent existing where the same characteristic is as much a part of its residents as the ability to read and write. It isn't a hereditary quality but more like a requisite to being a Texan.

Texans are no judges of their own popularity. The ability to pass on the merits of Texas belongs to visitors from other states and it is a cross-section of their opinion that puts Texas either on one side of the ledger or the other.

An interesting incident happened recently that exemplifies the fact that Texas has a certain effect upon residents of other states that should make Texans feel a bit proud.

An Easterner, after a recent visit to Texas, returned to his home and immediately wrote a letter to Governor James V. Allred. "I have been through almost every state, but never have I seen the like of Texas," he wrote. "The people seem so different, too. Strangers greet you warmly and make you feel at home. Texas hospitality cannot be equaled. Is there any way by which I can become a Texan? I know this request is unusual, but I hope it is possible."

The writer went on to say that he wished residents of his own state could "see how Texans are" so that they might be inspired to the point of following such a splendid example.

Such an incident is rather unusual, perhaps—not an everyday occurrence at all, but it is significant insofar as the point is concerned. That is to say, Texas is rich in fullness of hospitality in keeping with the physical size of the state. It should mean as much to Texans as its resources; its geographical magnitude and its romantic background.

Conservative estimates on the number of guests expected to attend the Texas Centennial Central Exposition at Dallas, which opens June 6 and closes November 29, have concurred on 12,000,000.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, May 5, 1905.)

Over at Arney, J. B. Storm was busy planting 30 acres of cotton, and the correspondent opined that cotton raising on the Plains was no longer an experiment, but a sure thing.

The Northwest Texas Press Association was to meet in Hereford August 11 and 12.

"...will be adequate for Hereford till she is a city of 6,000" the editor remarked in referring to new light machinery just received by Tucker and Jacobsen for immediate installation here. From \$6,000 to \$7,000 was to be expended.

"The recent session of the legislature made itself ridiculously conspicuous by its many mistakes," was the opinion of the editor. It seems from further reading that its chief error was in the fact that members of the body believed they were entitled to a salary of \$1,000 a year, and an amendment was to come so that the people might agree or disagree with them.

A physician had hurried out to see C. R. Smith, manager of the Escarbada division of the XIT ranch, who was reported seriously ill. H. G. Tucker was up after an attack by measles.

The cattle trail through the Spade and Long S pastures had been reopened and cattlemen to the south again had easy access to Hereford as a shipping point.

Hereford had again walloped Canyon in a baseball game, and it was believed the Hereford nine would have to leave the Panhandle to find interesting competition.

The town of Jerico, north of Amarillo, was thrown into considerable excitement by the discovery of what was believed to be natural gas.

An Olton visitor remarked that during a 12-hour visit in Dimmitt, nine-tenths of the population in sight were actively engaged in reading the Hereford Brand.

(From The Hereford Brand, May 7, 1915.)

Mmes. Gibson, Thornbury and Elliott; Misses Belle and Mattie Woodburn, Mabel Betts, Clyde, Grace and Ima Wilson, Susie Lackey; Messrs. Elmer Dameron, Earl Wilson, Jerry Burkhalter, Casteel and Buford Farmer had walked to Summerfield and were entertained at the Lawrence Johnson home. They rode home on a good, solid railroad train.

Roscoe Davidson had written in from Roswell, expressing his appreciation of the

Hereford Brand as a dandy little newspaper.

Even then, China and Japan were making faces at each other, only in 1915 China was threatening to lick the everlasting tar out of the sons of Nippon.

A killing frost had visited this area the night of May 6.

Carl Cockrell, official vulcanizer at the Hereford Garage, was having a time up Anthony, Kansas way, but longed for the time when he might return to the green pastures of the Hereford region.

Born to Mr. and Mrs. J. W. Beck, boy; W. H. Russell, boy; I. S. Harrison, boy; J. H. Miller, boy; R. G. Clennin, girl.

The senior class of HHS had a picnic. A hay wagon was used to transport the class and faculty to Sulphur Park.

Fox Mercantile Co. stepped out with a big, fat double-page ad, listing many bargains including 10 yards of calico for 40 cents.

The editor doubted that in all Texas there existed a prettier lawn than that surrounding the court house. Grass and trees were prime, and the county was proud of this beauty spot.

Hereford Musicians Carry Off Many Festival Honors

Hereford musicians and speakers returned home last week-end with dozens of place prizes and honors from the 22nd annual festival of the North Texas School Band and Orchestra Association held in Amarillo. Twenty-seven bands and orchestras and over 200 soloists were entered in the numerous events.

The junior high school band returned with one of the biggest band honors: having tied with Sam Houston ward school of Pampa for first place in the Class E band contest. Herbert Boardman led the individual contestants, he having been selected as among eight chosen to attend the national contests. He won first place and was ranked "highly superior" in the baritone and bass contests. John Estes, 10 year old, gained a rating of highly superior in the 15, 16 and 17 year old division.

Thursday's Results. Most of the contests were held Thursday, with Hereford entries gaining distinction as follows: Palmer Norton was second in the cornet solo contest; Roy Hastings, third in trombone; Clifford Estes, second, baritone, and Dennis Lomas, second, alto saxophone.

Hereford contestants ranked superior included: Harold Close, B-flat clarinet; Thurman Williamson, trumpet; Jean France, trombone; Donald Henslee, baritone; John Estes, bass; Billy Angelo, alto; French horn; Clifford Estes, baritone; Wanda Jean France, B-flat clarinet, and Donald McCullough, trumpet. Thursday night Clifford Estes and Boardman appeared on the public program given at the municipal auditorium.

Also held Thursday were the contests of the voice department, with Hereford entries finishing as follows: Solo for 6 year old girls, Barbara Ann Burney, first with grade of 95; solo for 9 year old boys, Donald Roberson, first, with 93; solo for 12 year old girls, Nadene Newell, fourth with 93; solo for 11 year old boys, Bobby Jennings, second with 95, solo for 14 year old girls, Lois Standifer, second with 95; solo for 15 year old girls, Irene Knox, second with 90, and LaVada Cox, fifth with 85; solo for 16 year old girls, La Nelle Scheibagen, first with 84, and vocal ensembles, high school girls sextette, Hereford second to Amarillo with grade of 90.

Speaking events and parade contests were held Saturday. In the former, Virginia Eberle was ranked highly superior and Ann Louise Frye was ranked good in the high school girls division, and Roger Brumley was ranked excellent, and Bob Baird and Billy Patton good in the division for boys 16 to 18 and over. Hereford finished second to Vernon in the Class B division of the marching contest at Butler field Saturday afternoon, the event which concluded the festival.

Hereford's lone winner in the violin department carried the colors of the school well. She was Hertha Bear, who captured honors in the solo contest for 14 year old musicians with a grade of 90.

B. C. Donald In Hospital.

B. C. Donald, brother of Mrs. Wiley Roberson, is in the veterans hospital at Albuquerque, New Mexico, as the result of a serious leg injury received about six months ago while on his ranch at Astec, New Mexico. He lived for several years with Mr. and Mrs. Roberson on their farm west of Hereford, leaving here in 1932.

R. T. Roden Return.

Mr. and Mrs. R. T. Roden returned to Hereford Monday from Friona, where they have made their home since the first of the year. Mr. Roden returns as assistant manager of the Corner Drug Store. He was with the City Drug in Friona.

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

For District Attorney: JAMES W. WITHERSPOON
(Re-Election)
PERRY T. BROWN

For County Judge and Ex-Officio Superintendent County Schools: EARL W. WILSON
H. V. HENNEN

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 BRADLY
(Re-Election)

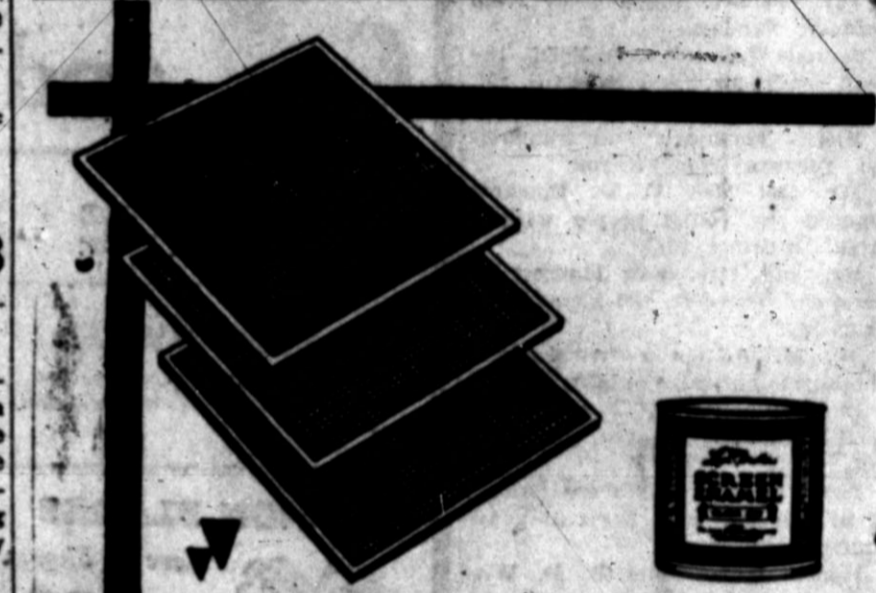
Welcome!
Plenty of Free
ICE WATER
Visit Us and Have a
GOLD POP
Eveready
Lunch

Mr. Ike Crosthwait and Mrs. Buford Crosthwait will leave on Thursday for San Bernardino, California. Mrs. Crosthwait will join her husband there where they will make their home.
W. J. Shannon of Taylor county, a brother-in-law to J. P. Wood, and Mr. Shannon's son, Urban, and wife of Amarillo spent last Sunday in the Wood home in South Hereford.

New Club Cafe
WELCOMES ALL
Pioneers and Visitors
EATS—DRINKS
ETHEL MAYE HENSON, Proprietor

**HONORING
OLD TIMERS—VISITORS**
We welcome you to Hereford and hope you have a
...good time at our Centennial Day Celebration....

Magnolia Petroleum Co.
W. J. (Bill) SMITH, Agent.



**DON'T LET YOUR
SCREENS RUST AWAY!**
Keep your screens well painted with LOWE BROTHERS SCREEN ENAMEL and they'll always stay as bright and new as the day you bought them.
Just try a can of this glossy enamel before you install your screens this year. You'll like the way it brushes on. For it doesn't run, or clog the meshes of the screens. And it dries in practically no time at all!
SCREEN ENAMEL protects both wire and frame alike from rust and decay. Use it every year or two, and you won't have a new set of screens to buy for a long, long time.

R. H. Kemp Lumber Co.
Phone 44

**Postoffice Ice Cream
Stand**
Two Doors South of Postoffice
We handle Hereford Creamery Ice Cream, made from fresh, sweet cream every day.
WELCOME OLD TIMERS AND VISITORS!
Come in and eat ice cream.
H. SPRATT

Dedicated to the Pioneer
The Texas Centennial Edition of the Hereford Brand has been dedicated to the pioneer. Not only by ourselves, but by those merchants and business men who have made such a splendid edition possible. It is to them we and you owe the credit for this memorial, this splendid tribute. We urge you to look closely and by examining these pages get acquainted with those who have your wellbeing at heart. We invite you to save this copy as a souvenir of a great day, an enjoyable occasion. And to the voice of all the others, we add ours.

Welcome Visitors
Your Home Newspaper
The Hereford Brand

One-Minute

(Continued from page three)

J. O. Newell migrated to Silverton with his parents from Rockwall county. He clerked for the J. G. Callen's Mercantile store for several years and later bought the business. Mr. Newell began as deputy sheriff here in January, 1905, where he is still employed.

A. O. (Alex) Thompson hit Hereford in a covered wagon in 1902, and probably the first thing he did was tell a joke about the trip. At least, he still has a tall yarn about the journey. He came from Gainesville. Engaged in the abstract business, he knows of no place he had rather be.

Judge C. F. Kerr came to the Panhandle in 1902 and located in Castro county. He taught school in Dimmitt, made up of students from three counties, Bailey, Castro and Lamb. He was a pioneer teacher in West Texas and organized many rural schools near Dimmitt. He served as county judge of Castro county from 1906 to 1904 and again from 1912 to 1916.

Clarence Smith and family of Modena, Missouri, arrived in January, 1905. He became postmaster here in 1907 and served until 1914. The children who came with the parents were Leslie (deceased), W. J. and Ralph.

Walter and Boyd London came here with their parents from Ardmore, Oklahoma. Mrs. Boyd London and Mrs. Criss Benfro, sisters, came here from Gainesville in 1902.

Burford Farmer came here in 1901 with his parents from Greer county, Oklahoma. Mr. Farmer has spent most of his life here and is now engaged in the grocery business.

Russell, Jim and Will Carroll arrived from Newport, Tennessee. Russell arrived 35 years ago, Jim and Will coming a little later. The Carroll brothers, Russell and Will have been mostly engaged as concrete contractors, while Jim was usually engaged in the hotel business and part time in the cop business. The boys are also pioneers here.

E. H. Fullwood and family arrived from Waco and settled in the Paines county in 1891, and came to Hereford in 1899. Mr. Fullwood first engaged in the dairy business. Robert A. (Bob) is the only one here besides his parents. He is owner and operator of the Fullwood Battery and Electric Station.

J. H. Wilson and family arrived in 1898 from Collin county, and engaged in stock farming and meat market business. The children are Bob, who lives here; Hans, (Mrs. Lewis, Ada, Oklahoma), Mrs. Cy Deener of Amarillo, and Miss Floyd Wilson, Ada, Oklahoma.

HORSE RACES



MAY 8-16

(Excluding Sunday)

5 BIG DAYS OF THRILLS

AMARILLO

New Tri-State Track

300 of the South's finest horses—90 per cent registered thoroughbreds! Legal certificate wagering! Admission to grandstand 50c!

POST TIME, 2 P. M.

WEST TEXAS Chamber of Commerce HANDICAP Wednesday, May 13th, in honor of convention visitors, \$500.00 purse.

TRI-STATE FAIR AND RACING ASSN.



"FATHER OF TEXAS"

Stephen F. Austin, the peaceful farmer and lawyer who established his father's American colony in Texas, is revered by history for the wisdom of his leadership in the crisis of a century ago.

John L. Wilson and family arrived in Amarillo in 1900 and later moved to Hereford and engaged in stock farming and is now located in the western part of the county. The children who reside here are Earl W., Mrs. Ruby Gilbreath, Mrs. Clyde Estes. Those living away from here are Mrs. Nell Morgan, Adrian; Paul of Stratford, Mrs. Frances Steele of Fort Sumner, N. M.; Mrs. Grace Casteels, Atlanta, Georgia; John L. Jr., Vega; Homer, Rawlins, Wyoming, and Mrs. Imogene Rice of Walters, Oklahoma.

Dr. G. F. LeGrand and family arrived in 1902 from Graham. He is now one of the oldest active practitioners of medicine in West Texas. The children that are here are Louise and George.

Charles Hodges came from Grayson county in 1897. He was an early stock farmer.

Mrs. Lela Murchison was one of the first to start the move on Deaf Smith county. She came here in 1896 from Palo Pinto county with her parents, Mr. and Mrs. G. R. Jewell, Sr.

G. R. Jewell, Jr., sheriff of Deaf Smith county from 1898 to 1900. He declined to exemplify his experiences.

No pioneer affair would be complete without Mrs. Cal Walker, and children, Cecil and Mrs. Byron McCord. Mrs. McCord was the first white child born in the county, and Mr. and Mrs. Walker were the first to marry in the county. The ceremony took place in 1890, about 10 miles west of town.

E. M. Cox is another of the earliest settlers. He'll be here Friday, he said, and declined to provide additional information.

Among the ex-sheriffs who still make Hereford their home is E. W. Baird. He served as peace officer from 1910 to 1916. He hailed from Grayson county 50 years ago.

Artie Daniel is a Cooke county native who left his home in 1902 to come here with his two sisters, Mrs. Allen Bell and Mrs. W. H. Russell.

Judge John P. Slaton got his title by serving as a special officer for the county and district some years ago. He is a native of Montague county.

J. Walker Brady dates his residence here as far back as 1897, when he was a T-Ancor puncher. He is now hide and animal inspector and one of the section's picturesque characters.

Judge W. H. Russell came from Paris, Texas, in 1902, and has practiced law since his arrival.

George Guinn moved farther west from Chillicothe after having come to Texas from Illinois and Tennessee. He tells of his arrival in Fort Worth when it was a tent city and saw the first train ever to run into Fort Worth, the Texas & Pacific.

E. B. Black and family came from Cleburne in 1902. Mr. Black came in advance of his family, however, and built a home. He entered the furniture business soon after his arrival and now operates the second oldest firm in Hereford.

Mrs. L. R. Bradley, Troy Womble, W. T. Womble, Mrs. W. T. Smith, Mrs. W. B. Phillips and M. D. Womble came to Hereford with their parents, Mr. and Mrs. J. C. Womble, in 1901, coming from Tennessee. Mrs. Bradley tells of ranching experiences and fine whiteface stock, but Troy is known as a wheat farmer and the builder, or rather digger, of Hereford's first residence.

A. W. Grogg, Deaf Smith's oldest citizen at 90 years, came to Hereford with his family from Northern Indiana in 1907. He is known as the park planner and builder, being responsible for Hereford's most attractive park.

W. C. Russell and family came from Wyandotte county, Kansas, in 1905. Mr. Russell has farmed continuously since that time on his farm 10 miles north of town.

Mack Beach has been here since 1891, arriving with his parents from Grayson county. He is a former county tax assessor.

Cliff and Jonnie Estes, Mrs. Carl Gilliland and Mrs. Walker Nicks are Deaf Smith pioneers, coming here in 1891.

George Muse came to Hereford from Hill county in 1892. He served as commissioner for the county during the building of the court house, and is now president of the First National Bank.

Allen Bell came from near Austin in 1894. He first engaged as a bank clerk but now is a sheep rancher.

Mrs. John B. Miller came here from Stratford in 1902.

Oscar Vaughn is also from Stratford. He arrived with his parents, the L. W. Vaughns, in 1902.

Mr. and Mrs. W. B. Green struck Castro county in 1901 and later moved to Hereford. Children who still reside here are Mrs. Walter Easter, Mrs. Richard Dixon, Mrs. Henry Lomas and Joe Green.

Mr. and Mrs. D. Crawford came here in 1903 from the Indian Territory of Oklahoma.

J. Wallace Robinson came with his parents from Gainesville in 1901. He has been a meat chopper since 1910.

Walter Dunlap came here from Wichita Falls "early enough in life to go to school."

J. H. Weems was one of the old XIT cowboys, coming here from Coryell county in 1889.

FORMER LOCAL WOMAN PERISHES IN FLAMES

Mrs. Bert Walton, Sr., 62, former Hereford resident, perished in the flames which destroyed her home at Thomas, near Clayton, New Mexico, Sunday of last week. It was learned here yesterday. Funeral services were held at Thomas.

The Waltons left Hereford in 1930. Mr. Walton died about six weeks ago of heart failure. Survivors include three children.

Tom Carter's residence in this county dates back as far as 1887. He remembered "way back when" he lived with his parents, Mr. and Mrs. E. Carter, on Frio draw.

Mrs. G. A. Stambaugh came here in 1899 with her husband from Limestone county. George V. was born here.

Mr. and Mrs. W. M. Cogdell left Limestone county to come to Hereford in 1900.

COLORFUL STAMPS ADVERTISE TEXAS

Thousands of pieces of mail, moving out of Texas, soon will carry gaily colored sticker-stamps to call the attention of friends and business associates of Texans outside of the state to Texas and its Centennial celebrations.

The stamps in sheet and booklet form are being distributed by the department of publicity for Texas Centennial Celebrations, Dallas, as part of its work of advertising the state and the Centennial. They are available to anyone who asks for them and will agree to use them on mail going to other states.

Miss Mary Shackelford of Austin visited last week end with her sister, Mrs. Edna Fincher.

Mrs. J. B. Elliston of Canyon visited the A. H. Elliston home Monday.

FOR MOTHER'S DAY ASSORTED POTTED PLANTS and CUT FLOWERS AT REASONABLE PRICES Hereford Floral Company

WELCOME TO HEREFORD! CENTENNIAL DAY CELEBRATIONS from your Cash Buyers of Cream, Poultry, Eggs and Hides Agent for Purina Poultry and Dairy Feeds Hereford Poultry and Egg Co.

Mr. and Mrs. N. C. Vogele were Canyon visitors Sunday.

J. W. Parr of Friona was a Hereford business visitor Tuesday morning.

Babe Russell left Friday for Los Angeles where he plans to work.

Mr. and Mrs. Jimmie Witherspoon left Monday for Dalhart where they will stay six weeks.

This is your BEST year to... GO PLACES! Summerize FOR SAFE SUMMER DRIVING! What a summer this promises to be for motoring! Visit your friendly Magnolia Dealer now for SUMMERIZE SERVICE and be sure that your car is ready for any trip you want to take. SUMMERIZE Service means a complete change-over from dirty winter lubricants to the correct grade of summer Mobiloil, Mobilgrease and Mobilgas. Follow the lead of thousands of wise motorists—SUMMERIZE—for safe summer driving!

CENTENNIAL SPECIALS Help Us Celebrate Hereford's Centennial Day

Free! Hot Dogs ALL DAY SATURDAY

Bananas Yellow Ripe 10¢ Dozen SATURDAY ONLY

Soda Pop TWO FOR 5¢ ALL DAY SATURDAY

FINE MEATS BACON Sliced Sugar-Cured Pound 25¢ STEAK Fancy baby beef, pound 12¢ HAMBURGER Fresh ground, all meat, pound 10¢ POT ROAST 12¢ FANCY BABY BEEF, pound 12¢ CHEESE Full Cream, pound 15¢ BACON Dry Salt, best grade, pound 18¢ BOLOGNA And FRANKS, 2 pounds 25¢ OLEOMARGARINE Pound 15¢ PORK ROAST Shoulder cuts, pound 18¢ FRESH FISH — HOT BARBECUE

SUGAR 10 Lbs 49¢ COFFEE Schilling's, 1-lb can 28¢ SOAP P. & G., 5 giant bars 18¢ OXYDOL Large package 23¢ FLOUR SEAFOAM 48 Pounds \$1.30 CAMAY Toilet soap, bar 5¢ CORNED BEEF Swift's, square can 19¢ WHEAT KRISPIES Kellogg's, pkg 10¢ Shortening MRS. TUCKER'S 8-pound carton 95¢

FRESH PRODUCE PRICES GOOD FRIDAY-SATURDAY ONLY ORANGES Medium Size Dozen 15¢ LETTUCE Large head, 3 for 10¢ CELERY Nice and crisp 7 1/2¢ TOMATOES California red ripe 10¢ STRAWBERRIES Louisiana Aromas, pint box 11¢ LEMONS Sunkist, dozen 23¢ APPLES Large Rome Beauties, dozen 17¢ SPUDS 10 pounds 19¢ NEW SPUDS No. 1, 5 pounds 22¢

CATSUP Beech-Nut, large bottle 19¢ MACARONI Shell and Elbows, Beech-Nut, 16-oz pkg 15¢ RICE KRISPIES Kellogg's, pkg 10¢ SALMON Alaska pink, tall can 10¢ CHERRIES Red pitted, No. 2 can 10¢ TEA, Lipton's Yellow Label Orange Pekot, 1/2-lb. can 23¢ I large ice tea glass FREE with each purchase of 1/2 pound

LIBBY'S FINE FOODS VIENNA SAUSAGE Libby's, can 9¢ POTTED MEAT Libby's, can 4¢ RIPE OLIVES Libby's, pint can 15¢ BARTLETT PEARS Libby's, No. 2 1/2 can 19¢ BABY FOOD Libby's, 3 cans 25¢

PICKLES Whole, sour or dill, quart jar 15¢ CALUMET Baking Powder, 1-lb. can 22¢ WAX PAPER Cut Size, 2 rolls 15¢

PRICES GOOD FRIDAY, SATURDAY AND MONDAY FURR FOOD We Buy Cream, Eggs, Chickens, Hides and Fat Cattle.

CLEANING SPECIALS SANI-FLUSH Kills odors and germs, can 21¢ MELO Water softener and cleanser, pkg 9¢ HYPRO, Cleans Bleaches and whitens clothes, qt bottle 17¢

One-Minute Interviews With Old-Timers of Area

Carl Gilliland is still active in the practice of law and irrigation farming after 33 years in Hereford. He came from Clay county, Tennessee.

Vern, Rem and Hugh Witherspoon have been Hereford residents since 1900, coming here with their parents, Mr. and Mrs. W. A. Witherspoon, from Ellis county.

C. P. Arthur, former tax assessor, came here from Ellis county in 1902.

Mr. and Mrs. Steve Sanders left Stephens county in 1902 to take up residence here.

J. P. Roberson and family came here from Cleburne and have stayed. Children include Jack, Wiley, Obe, Miles, Clyde, Dock, Jeff, Mary Lou and Mrs. W. A. Smith.

Mrs. Matt Gilliland came to Deaf Smith county in 1896 with the W. B. Beach family from Grayson county.

Mr. and Mrs. W. B. Anthony sailed from Ennis in 1908. Mr. Anthony has retired from active building contracting, in which he helped to build Hereford. Mrs. C. C. Cox is the only one of the Anthony children who resides here.

H. G. Cookwright came to Hereford from Winchester, Kentucky, in 1907. He later married in Kentucky and brought his bride here. He has been a cattleman for many years. Two daughters, Ruth, who teaches in the local public school, and Nancy, a student at Baylor.

N. E. Gass came to Hereford with his parents from Rockwall county in 1898. He started in business here in his father's general store and has been actively interested in business and farming since that time. Beginning with that general store, the Gass family is the oldest in the line of business here.

Frank Axe and family date their residence in the Hereford area from 1903. They came from Itasca.

W. N. Elkins and family are among the oldest old timers, dating their residence here from 1887. Coming from Mitchell county, Mr. Elkins started here "punching cows for the '80 on the side" ranch."

B. C. Roberson and family, formerly of Johnson county, came here in 1901. Mr. Roberson has engaged in stock farming since that time.

C. B. (Charlie) Williams and family came from Hartford, Arkansas, in the early days. Mr. Williams was first interested in the cattle business and was connected with the Williams Bros. grocery store. He is now president of the First State Bank.

John and Charley Moseley are from McClellan county. Charles came here in 1898, and John arrived in 1906, purchasing and operating the old Northern Hotel for a number of years.

Ira Cochell came to Hereford in 1905 to enter Hereford Christian College, then under the presidency of Charles Q. Barton. He has been a farmer here for many years.

Mrs. C. Greer came here with her family in 1901 from Falls county. Her son, Joe Greer, is farming near Hereford.

J. K. Gray migrated to Hereford when he was about 16 years old, coming with the J. C. Womble family from Carroll county, Tennessee. He has been a stock farmer in the Westway community for many years.

J. H. Daniel and family are from Coryell county, coming here in 1903. Russell Daniel is the only son living here now.

J. T. McClain came to Deaf Smith county in 1902 with his parents, Mr. and Mrs. W. R. McClain.

W. B. Dameron and family came from Cooke county in 1900. Children residing here are Elmer, Travis, Francis and Mrs. A. M. Jones.

John Patton, Mrs. Ida Ricketts and Mrs. J. O. Newell came to the Plains from Stephens county with their parents in 1895. John's first job was as clerk in a grocery store where he worked for years.

Dow Mercer came here with his parents, Mr. and Mrs. L. D. Mercer, in 1890 from Johnson county. Dow has been agent for the Gulf Refining Co. since 1916. He claims that only two others remain with a continual residence equal to his. They are Mrs. Cal Walker and Vern Witherspoon.

Mrs. J. W. Hicks and family arrived here 31 years ago from Agnes. Mr. Hicks practiced medicine here until his death in 1931. Two children, E. B., and Vida also reside here.

Mrs. J. E. Gyles and family arrived here from Springfield, Mo., in 1905. Two sons, Frank and Wilson, are local business men. A daughter, Mrs. R. D. Cowan, lives in Aurora, Mo.

Frank Barber moved "higher up" in 1900 when he came to Hereford with his parents from Plainview, having previously migrated from Throckmorton county. In the insurance business now, Frank served as postmaster at Dimmitt from 1913 to 1917.

Carl Cockrell has been here 30 years, coming from Trenton, Mo., in 1906, and what's more, he intends to "stay here always."

Guy Smith is "still here and kicking," according to his own phrase. He came from Huntingdon, Tennessee.

Wallace Cox believes, he was the first boy born in Hereford, but he doesn't rely on his memory to verify the fact. He was born here in 1899.

C. C. Ferguson more or less reluctantly admits that he hails from Missouri, blowing in on this area in 1893.

E. H. (Extra) Norton pulled stakes at Quanah and brought his family to Hereford in 1899, qualifying as one of the real old timers. He admits having "nothing to complain about."

John Higgins and family are Cooke county folk who have resided here since 1891.

George Turrentine has lived in North Hereford since 1902, with the exception of a few years when he operated a farm in Arizona, but he "just had to come back." He is an Ellis county native.

And Mrs. E. W. Harrison hails from Ellis county.

W. R. Higgins moved in on Hereford in 1898, after forsaking Wilbarger county. He engaged in stock farming. He was married to Miss Ada Wood of Wood county, and their sons, Wesley, Altus and G. T. are local natives.

G. M. Suggs left Waco in 1905 and headed west. It didn't take long for him to establish his abstract business in Hereford. Later he engaged in farming north of town, but now he is retired from active business.



HAPPY LANDINGS!
This picturesque color of the old West is being vividly reflected in rodeos and cowboy romances from Fort Worth to El Paso and from Berger to Falfurias. Centennial visitors are witnessing the re-enactment of the most thrilling episode in American history, the "winning of the west."

Mrs. John Renfro is also from Huntingdon, Tenn., but John says he hails from the "show me" state.

Mr. and Mrs. W. A. Ricketts and sons, Claude and Ira, are listed among the old timers from Ellis county. Mr. Ricketts is a retired farmer and delights in caring for his chickens and cows.

J. L. Boydston and family are early arrivals from Dallas county. Jake and Mrs. B. R. Jennings, the two children, have not forsaken the home town.

Claude Higgins is just a fixture here, he says. He refuses to tell how long he has lived here, because this was his birthplace. Two sisters, Mrs. J. S. Orr and Mrs. Charles Hodges, are local residents, also, but Mrs. Eulah Rambo has forsaken the old home for Amarillo, and Ky is at Claude.

A. H. Elliston, another of Hereford's real old timers, arrived in Deaf Smith county back in the early days from Collin county. He was a member of the real estate firm of Graves & Elliston.

Also from Dallas county came John W. Robinson and family.

R. J. Kibbe filed on land here away back in 1891. He came with his family from Harrison county, Iowa.

J. H. Head and family arrived in the early days from Collin county. He is better known as ex-Mayor Head, having served in the official capacity back when Hereford was young.

C. R. Smith came with his parents to Deaf Smith from Milan county in 1890. First a cowboy, he later owned and operated a ranch of his own. He was with the Capitol Syndicate XII division from 1900 to 1906, and is now in the real estate business.

Mrs. J. D. Thompson came here with her family from Oklahoma in 1901. Two sons, Arthur and Ray, are still numbered among Hereford's citizens.

Mrs. Edith Hughes, with her parents, arrived in 1906 from Independence, Mo. At present she is recovering from a severe illness.

J. C. Allred arrived here with his parents, Mr. and Mrs. J. L. Allred from Vernon. They located 25 miles northeast of Hereford and engaged in stock farming. Mrs. Allred came here in 1902 with her parents, Mr. and Mrs. W. R. McClain.

D. W. Hawkins arrived here with his family in 1902 from Midlothian and took charge of the Hereford schools and graduated the first high school class of 1905-6. All classes were held in an old frame building where Central school building now stands. The first graduating class was composed of Earl Kibbe, Audry Argo, Sam Bratton, new Federal Judge of the 10th Circuit Court; Myrtle Witherspoon, Polly Hughes, Nellie Robinson, Pattie Estes, Leta Boone and Bessie Loy. The second class was composed of the following graduates: Vivian Rogers, Kitty Kellow, Nona Arthur, Ethel Graves, Engar Inman, Bertha Dameron, Glennis Coulson and Lee DeAtchley. Mr. Hawkins states that 1901 was known as loco year, but it did not have anything to do with the class as he graduated.

W. A. Callaway, native of Louisville, Kentucky, migrated to Fort Worth, then to Amarillo, 50 years ago before there was a town started there. Mr. Callaway has been a resident here about 20 years and was engaged in farming until a few years ago.

R. P. Brazil and family came here in 1898 from Waco, R. P. (Bob) says he was the first cylinder pressman in Hereford. He operated the press for Frank Vandenburg on The Hereford Reporter. He is now engaged in well drilling and served as city marshal from 1912-18.

W. J. Gilliland and family arrived in Castro county in 1903, then moved here in 1905 and engaged in stock farming until he and his wife moved to Hollywood, California. The children here are

Matthew, Mrs. Cecil Williams and Pink.

(Continued on page four)

Welcome Visitors



It takes a lot of energy to take in a celebration of any kind. In order to build and retain that energy

Eat More Bread!

Good, wholesome bread is the greatest energy builder for everyone at work or play—a year-round food!

HEREFORD BAKERY

Welcome to Hereford

Pioneers and Visitors

We take great pleasure in extending you best wishes for a joyous celebration, commemorating a noteworthy occasion and honoring a worthy group of citizens.

Beams & Marrs

Machinists

WELCOME PIONEERS

WHILE IN HEREFORD VISIT

Hudson's Grocery Store

AND TAKE HOME A

Pound of

Admiration Coffee

Pioneers! New Comers! Old and Young!

AFTER THE CENTENNIAL DAY CELEBRATION

CONSIDER A YEAR-ROUND CELEBRATION FOR HER!



Make Washday a Pleasure
The Modern Scientific Way

The day of the back-breaking rub board has been gone for some time in the modern home. The housewife who has passed the era of washday dread is indeed fortunate, but there are those who have not yet experienced the pleasure of a MAYTAG washday! Even those who no longer use the tub and wringer have not all been fortunate enough to own a new MAYTAG. Start her permanent holiday now!



Ordered By the Carload Because They're In Demand!

Not Only a Great Pleasure - but Safe

ELECTROLUX Replaces the Old Ice Box!



Just as the Maytag has removed the necessity of using the tub-rub board, so has the ELECTROLUX replaced the tasks of trying to keep food in a wooden ice box. It is safe because it protects food for a longer period—keeps it from spoiling. It is economical, operating at low cost and creating no repair expense—a tiny flame does the work. It is beautiful and clean. There really is no comparison between old methods and the ELECTROLUX!

When You Speak of Modern Refrigeration

you think of ELECTROLUX



— Welcome Pioneers and Visitors —

M. D. Womble, Implements

**Inside Dope On
The Men's
BURLESQUE
Bathing Beauty
and
STYLE SHOW
On the Stage
at the
STAR**

**Thursday-Friday
May 28 and 29**

**Arch Foster—
Looking for a wig to cover
up his high forehead**

**Adrian Odom—
Worried over his bow
legs.**

**Cliff Acker—
Holding out for more
money. Several truck companies
are bidding for his
services.**

**John Patton—
Going to Amarillo to get
his evening gown from a
tent and awning company.**

**Alex Thompson—
Is sure his batting average
will be increased 100
per cent when the ladies
see his figure.**

**IT WILL BE THE LAUGH
SENSATION OF THE
YEAR!**

Carl Spratt to School.

Carl Spratt returned to West Texas State Teachers College at Canyon Sunday after being out for two weeks following an automobile accident near Wildorado, in which he was injured. He has improved

daily since returning home from an Amarillo hospital, where he was confined for several days following the accident.

Miss Edith Childre of Amarillo visited her parents, Mr. and Mrs. E. B. Childre here this week end

WELCOME, OLD TIMERS

And Centennial Day Visitors—while in town, come in and visit with us and look at the

SPECIALS WE ARE OFFERING

VOGELE MILLINERY PARLOR

WELCOME PIONEERS AND VISITORS

Make This Your Headquarters Conveniently Located

Parmer's Grocery

Exclusive MONITE MOTH PROOF Cleaning STAMBAUGH COMPANY

Clothes & Shoes

For the Whole Family at

The Popular Store

Where Your

Go Farther

USEFUL GIFTS FOR THE GRADUATE It Will Pay You to Look Our Stock Over Before You Buy!

WELCOME Old Timers

To HEREFORD'S Greatest Celebration. Come one, come all, and help us make a success of this great event. Visit Our Store While You Are In

HEREFORD!

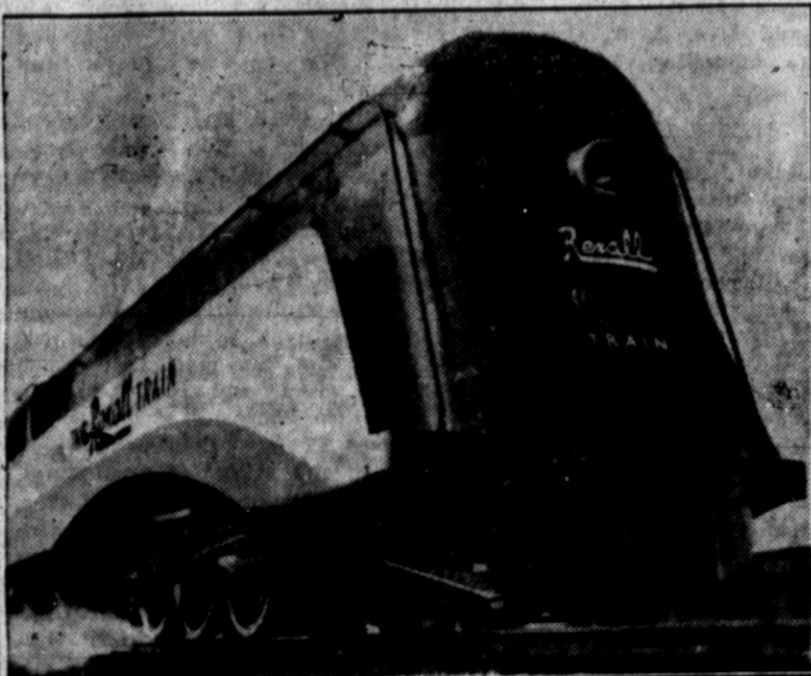
Texas Market and Grocery

Welcome Old Timers

DRIVE THE NEW FORD

HEREFORD MOTOR CO.

GIANT LOCOMOTIVE BREAKING RECORD ON 29,000-MILE TOUR



This 250-ton monster, built specially for the United Drug Company to haul its 12-car streamlined convention train on a 29,000-mile tour of the United States and Canada, will be the only locomotive used on the trip. In ordinary railroad practice, locomotives are changed frequently. Never has a single locomotive been called on for such an endurance tour in which it will meet every condition known to rail-roading.

SOCIETY

MRS. ADRIAN ODOM, Society Editor

Phone 447-W

McDowell, Dimmitt Music Clubs Entertained by Hereford Clubs

The Hereford Music Study club entertained the McDowell Music Club of Amarillo and the Dimmitt Music Club with a tea Monday afternoon at the home of Mrs. E. B. Black. The reception rooms were decorated in a profusion of purple iris and yellow tulips.

On entering, the guests registered and were presented with favors of miniature Texas maps with music symbols on them. Names of the guests and the year they became members of their clubs were written on the favors by Mrs. B. M. Wiltshire, who presided at the registration.

The receiving line consisted of past president, Mrs. C. J. Mountz, and the Seventh District president, Miss Mattie Mae Swisher. Past presidents are Mmes. G. A. F. Parker, J. P. Slaton, C. C. Ferguson, C. H. Dyar, W. E. Dameron, A. O. Thompson, R. P. Conaway and H. K. Fox.

The McDowell Music club was in charge of the program, arranged by Mrs. H. A. Waller and presided over by Mrs. P. L. Bottoms, president of the club. The program featured Dim Trails written by Mrs. Rose Jasper Nickell, who was honor guest of the McDowell club, with music by Hall Axtell, also a guest of the club. The number was sung by Mrs. M. W. West, accompanied by the Axtell trio. The song is to be used in the official Centennial song book.

Mrs. Waller gave a piano solo, Chopin's Ballad in A Flat, as the first number. Mrs. Arthur J. Martin sang Spring Fancy and A Blue Bird Song. A reading, Reconspice was given by Mrs. M. L. Fuller. The songs, My Love is a Fisherman and The Chrysanthemums, were sung by Mrs. E. C. Nelson, Jr.

Mrs. George Carns gave a piano solo, Bach's Gavotte in E Major. Robert Axtell played Spanish Dance on the violin, accompanied at the piano by Hall Axtell. Another vocal solo, Break of Day, was sung by Mrs. West.

Mrs. Nickell gave a short explanatory talk on her poem, Texas Heroes, and then read the poem. Then by request she gave a poem written to her mother last Mother's Day entitled, The Most Beautiful Thing in the World.

After the program the guests were invited into the dining room which was decorated to carry out the Centennial motif. The table was covered with a lace cloth and centered with a bowl of beautiful Texas Blue Bonnets. At one end of the table was placed a stand holding the six flags under which Texas was governed. Mrs. Parker presided at the punch bowl, assisted in the serving by Mmes. Fox and Thompson.

Guests included members of the McDowell Music Club and their guests, Mmes. W. S. Axtell, Bottoms, W. A. Glover, T. Roy Battelle, Nickell, C. E. Birkmeyer, Julia Waller, S. S. Siebel, H. A. Waller, West, Carns, Martin, Nelson, Fuller and Roberts, and Hall Axtell. Mmes. E. B. McWright, H. P. Clemons, T. A. Singer and Ozro Stevens of Dimmitt; Mmes. D. H. Alexander, M. D. Wombie and O. T. Williams of Hereford, and the Hereford high school glee club.

Mrs. V. T. Glenn of Vega was shopping in Hereford Saturday.

Mrs. Willis and daughter, Mrs. Chaud Morris, of Dimmitt shopped in Hereford Monday.

WARD CLUB INSTALLS NEW OFFICERS

Mrs. Jim Lipscomb was hostess to the La. Affiliatus Estudio club luncheon at Ward Tuesday. Centennial decorations were used and a program of Texas songs was rendered by Mrs. Sowell at the piano and Mrs. Roberson playing the guitar.

After the business meeting which closed the year's work, new officers were installed as follows: Mrs. Lipscomb, president; Mrs. Bill Hutson, vice president; Mrs. George Suggs, secretary - treasurer, and Mrs. Wiley Roberson, council member.

Those present included the new officers and Mmes. Jack Hutson, Bob Higgins, Jim Higgins, T. P. McCollister, Edgar Sowell, Arlie Deau and the hostess.

JUNIOR BAND MOTHERS TO ENTERTAIN GROUPS

The Junior Band Mothers are giving a picnic to entertain the children of the Junior band and their mothers and also members of the Junior class and their mothers. The picnic will be given Monday at the state park. The Junior Band Mothers association is furnishing all the refreshments.

Want Ads

*or Sale or Trade

FOR SALE OR TRADE: 1930 Packard sedan, in exceptional condition. Will trade for Whiteface cattle. Woodrow Ireland. 15-1c

FOR SALE: Hand picked maize seed, first year from certified, raised as 4-H club project, at \$1.50 per hundred. Anderson Acre, on F. J. Axe farm, eight miles south, three east of Hereford. 18-3p

FOR SALE: Bulk garden seeds; garden plants such as tomatoes, cabbage, sweet potatoes, etc. Fresh shipment of onion plants. Hereford Floral Co. 18-1c

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

FOR SALE OR TRADE: One-way plow. See C. R. Lady, 18 miles NE of Hereford. 1p

FOR SALE: Windmill tower, supply tank and stock tank. Mrs. J. D. Thompson. 1p

WANTED TO EXCHANGE: 12 head of registered Hereford cattle for other cattle. Also good herd bull. J. D. Love. 1p

Wanted

WANTED: Steel folding bed. Phone 785-W. 17-1c

SALESMAN WANTED: Man wanted for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today. Rawleigh Co., Dept. TRB-352-SAZ, Memphis, Tenn. 1p

WANTED: Two men with light cars to assist manager on rural routes. Pay and car allowance arranged at interview. See R. L. Gordon, at Modern Tourist Camp, 7 to 8 p. m. 1p

WANTED: Experienced salesman familiar with Electrical Appliances, furniture and stores to operate in Hereford on a Guarantee and Commission basis. Splendid opportunity for advancement for

Hospital Notes

Births. To Mr. and Mrs. Floyd West, boy, born Sunday, 7 pounds, 3 ounces; mother and son doing fine.

Hospital. Ellis Coombs, admitted Wednesday morning for minor operation, doing very nicely.

Mrs. Noel Andrews, admitted Tuesday for major operation, doing nicely.

Mrs. A. C. Hawks, admitted Wednesday morning for medical treatment.

Mrs. B. F. Meeks of Friona, doing nicely, probably to be released Saturday.

First Presbyterian Church.

Mother's Day will be fittingly celebrated at the First Presbyterian church Sunday. Pastor J. C. Thorns will preach on Men's Mothers. Special music. As part of the service favorite hymns of mothers will be sung.

Evening worship at 8. Sunday school, 9:45 a. m. C. E. at 7.

Prayer meeting Wednesday at 8. Special to Pass Hereford.

An unusual train moving over the Santa Fe lines west from Amarillo will be through Hereford early next Tuesday morning. It is the Rexall convention special, a deluxe streamlined train consisting of 12 Pullman cars and an oil-burning steam locomotive. It is on a 29,000 mile coast-to-coast journey lasting six months. It will not stop here.

MRS. BEN M'BRAYER WYCHE CLUB HOSTESS

Mrs. Ben McBrayer was hostess to the Wyche ladies club at her home Tuesday, April 28. The purpose of the meeting was the election of officers. Mrs. Louie Olson was elected president, Mrs. McBrayer vice president, Mrs. Dock Roberson secretary-treasurer, and Mrs. Ira Ott reporter.

A committee was appointed to arrange the program for the remainder of the year. This being Centennial year, the club will study Texas at one meeting each month. After a short business meeting, the members worked on tea towels for the hostess.

Refreshments of lemonade and cake were served to Mmes. Fred Henry, Olson, Ott, Roberson, Robertson, Saxon, Gilliam, Love, a new member, Mrs. Valentine, and the hostess.

right party. Address box 428, Hereford, Texas. 17-3c THE NEXT 10 young people who enroll in this school can do so on unearned terms of tuition. You can also earn your board and room. Write for information. Fleming Business College, 808 1/2 Polk St., Amarillo, Tex. 52

For Rents

FOR RENT: Small house, couple without children preferred. Can earn rent in exchange for housework. See Jack Grady at Consumers' Fuel Ass'n. 1p

FOR RENT: Furnished house in desirable location. Mrs. A. B. Schultz. 1p

FOR RENT: 160 acre improved farm. See J. D. Hurlford on R. R. Jackson farm, two miles north of Hereford on 25-Mile Avenue. 1p

Lost and Found

LOST: Spare tire rack, tire, tube and Ford wheel, size 5.25x18. See or call John P. Robinson. 1p

LOST: Red and black spotted sow pig. J. C. Morrison, 3 miles south of Hereford. 1p

Welcome Centennial Day Visitors

And Old and New Customers of This Vicinity

We are now located at our new home at 910 25-Mile Ave.

Better equipped to serve you with five Maytag washers and a 44-inch mangle for all kinds of finish work. Our prices are right. Give us a trial.

Free Pick Up and Delivery Anywhere in City Limits PHONE 77

SAVAGE Helpy - Self Laundry

ELLIS COOMBS HAS A MINOR OPERATION

Ellis Coombs, service manager of the Brumley Chevrolet Company, was reported doing very nicely Wednesday afternoon at the Deaf Smith county hospital where he underwent a minor operation Wednesday morning.

An abscess under his left arm was opened. It was brought about by blood poisoning which followed a scratch on his left hand about two weeks ago.

ATTEND FUNERAL RITES FOR MRS. TOM SHEPARD

George E. Shepard and sons, F. L. and Dave, Mrs. Dave Shepard and daughter, motored to Franklin, Nebraska, to attend the funeral of Mr. Shepard's daughter-in-law, Mrs. Tom Shepard, who passed away April 19. The service took place April 22.

Mr. and Mrs. Tom Shepard left here for Nebraska in 1924. She was the daughter of Mr. and Mrs. Hacker of near Dimmitt and was well known here. The Shepards returned home last week.

Huge Memorial Shaft.

The huge San Jacinto memorial, topping the height of the Washington monument, will be started during Centennial year on the San Jacinto battlefield near Houston. It is planned to build the structure 564 feet high and to install elevators which will carry passengers to an observation platform 90 feet from the top.



SEEKS RETURN Senator Clint C. Small, who is seeking again his return to the Texas Senate, was represented here last week to make his formal announcement to people of this section.

COMMUNITY GATHERINGS

Explanations of the new farm program have been started in Deaf Smith county, with County Agent Alex R. Bateman visiting different communities to address farmers. The first such meeting was held Tuesday night at Messenger, where the largest crowd ever has there assembled.

Another meeting will be held at Ford Monday night, and the third will be conducted Tuesday night at Wyche. Meetings also are being planned at Dawn, Rippos and Sims within a few days, but definite dates have not been set.

Pioneers You Are WELCOME

To Hereford and to the use of our store as your headquarters while attending the Old Settlers - Centennial Day Celebration in Hereford, May 8. Visit our fountain and cool off with one of our delicious fountain specials.

FREE TICKETS

To see and inspect the Rexall Streamlined Convention Train, may be had for the asking at our store. This train is to be in Amarillo on May 10-11, for your inspection. Don't miss this opportunity to see the most up to date and best equipped train in the world.

Corner Drug Store

Sale - Sale



Never before have we had a more beautiful selection of dresses assembled together, for the thrifty lady shoppers.

For Friday and Saturday we have just unpacked hundreds of lovely fast color wash frocks, Mary Dean, Sunny Sue and Nellie Don, in prints, voiles and batiste swiss. \$1.95 Or Two for \$2.00

Stock up for the Summer days to come, sizes 12 to 48.

Buy Mother a, Make Dresser voile for Mother's Day! \$1.95 \$2.95 \$3.95 and \$5.95

Beautiful chiffon suits and dresses for the discriminating types, exclusive styles \$14.75 Buy your vacation clothes now.

Just unpacked new White Sax de Pearl Bags

A welcome to the pioneers on Centennial Day!

Try a pair of our extra good hose 79c

FASHION DRESS SHOPPE

Black

By MRS. H. L. McLEAN Mrs. Cecil Vandiver and baby returned from a week's visit with relatives at Wichita Falls Friday. Mr. and Mrs. Tom Bartholoma of

Canyon visited the Howard Elmore home last week. Margot McLean went to Amarillo Friday with Friona high school band to take part in the Music Festival. Mrs. I. S. Bartlett and family visited her sister, Mrs. Taylor, in Hereford Saturday. She was

accompanied home by her mother, Mrs. Cooper for an extended visit. Bud Elmore returned from Hobbs Saturday. Miss Lois Presley spent the week end in Lubbock with Mrs. Gee in interest of home ec work. Robert Wylie, J. W. Bennett, Lee Roy Price, Geraldine Hinds, Frances Hicks, Winnie Joe Bennett, members of the freshman and sophomore classes of Friona spent Saturday at Palo Duro Canyons, also visiting the museum. They attended the show in Hereford on their return home. Mrs. Tom Frost of Friona spent the week end with Mrs. Henry McLean.

Arlene Hartley is visiting his mother in Bowie this week. Mr. and Mrs. R. E. Barnett spent the week end in Vernon with relatives. They were accompanied home by their daughter, Mrs. Ernest Newell. Social club ladies entertained their husbands at the community club house with an 8 o'clock dinner Friday night. After the table was set the husbands were invited to the school building to witness an Irish wedding, where Mrs. McLean acted as officiating minister. Mrs. George Wylie was the bride, Mrs. Jim Black, groom, Mrs. Ray Price ring bearer, Mrs. T. L. Welch flower girl, Mrs. Ray Bennett bridesmaid and Mrs. A. B. Hinds' best man. The wedding march was played by Mrs. Jess Hinds. The old boys seemed to enjoy it very much. They then assembled at the dinner table where a delicious meal was served to Messrs. and Mmes. W. H. Price, Geo. Wylie, W. L. Johnson, Ray Bennett, Verner Melugin, T. L. Welch, Jim Black, H. L. McLean, Roy Price, Tom Presley, Jess Hinds Howard Elmore, A. B. Hinds.

Messenger News

BY ESTELLE WILLIAMS Dick Barnes of Tucumcari, N. M., was in this community Friday. Mr. and Mrs. J. R. Overstreet was an Amarillo visitor Saturday.

P. C. Short, Bob Finch and daughter, Peggy, called at the L. M. Williams home Sunday. Hereford shoppers Saturday were Mr. Adrian, Quince and Hobby Williams, W. A. Whitson and family, C. T. Reese and family, Frank Knabe and family, Mrs. J. E. Jones, J. T. Gulun, Mr. and Mrs. Fred Collett.

Miss Estelle Williams was a dinner guests in the W. A. Whitson home Friday. G. A. Burks of Tulsa was at his ranch here one day last week. Clinton and Vernon Hudgsons and Wilson Wylie left recently for Hobbs, N. M., to work in the oil fields.

Bippus Items

BY RUTH REESE Shoppers in Hereford Saturday were Mr. and Mrs. C. V. Griggs, Mrs. Morrison and son, Marvin, Mr. and Mrs. C. T. Reese and children, Mr. and Mrs. E. Burks and son, Billie, Mr. and Mrs. Bippus and son, Herbert, Mr. and Mrs. Bill Whittaker and children, Mr. Harris and Miss Davis, Mr. and Mrs. Osborn and son, Chester, Mrs. Jones and Mrs. Canaba. Z. J. Steen is on the sick list this week. Mr. Bippus and Herbert, and Mr. Harris visited the C. T. Reese home Sunday night. Bud Morrison and his mother are visiting relatives at Chillicothe. Jack and Hugh Fortenberry made a trip to Hereford Wednesday. Mr. and Mrs. J. T. Reese visited his parents, Mr. and Mrs. C. T. Reese, Tuesday.

Progressive News

BY OLIVE PERKINS Miss Edith Childree of Amarillo spent the week end with her parents, Mr. and Mrs. Ed Childree. Mr. and Mrs. Clarence Botta visited in the Owen Neel home Sunday. Miss Eunice Caldwell and Mrs. Jeff Roberson are visiting relatives at Brownfield. We are pleased to know that the faucet that releases spring rains is still in working order. Probably the reason it is so gentle in our community at first is because it has become rusty after being out of use for such a long time. Perhaps the blowing fields and tumble weeds have helped to choke it. The little sprinkles may make it easier to work in the future—we hope so.

Mrs. Ira Ricketts left for Bellview, New Mexico, Saturday afternoon to help care for her new grandson in the home of Mr. and Mrs. Archie Daugherty. Mrs. Ray Hershey attended a quilting party at the home of Mrs. George Conklin in Hereford Friday. Mr. and Mrs. F. H. Oberthier of Hereford called in the Perkins home Sunday afternoon. Mr. and Mrs. C. F. Caldwell spent Sunday with Mr. and Mrs. Lee Kendall at Summerfield.

Westway Items

(BY WILMA SKYPALA) Mrs. Earl Myers of Plainview spent the week end in the J. A. Roe home. Miss Nellie Jo Shreve of Hereford spent the week end with Miss Mary Turrentine. L. H. Roe of Canadian spent Sunday with his parents, Mr. and Mrs. J. A. Roe. Miss Wilma Skypala of Hereford Miss Pauline Fangman of Messenger took dinner Sunday in the V. Skypala home. Miss Gladys Gore, Wanda Downs, Nannette Little, Vest, Mae Landers and Gwendolyn Hyde spent Saturday night with Miss Betty Tom. Tom Vaughn and family spent Sunday in the home of Mrs. A. B. Schulz home in Hereford. J. W. Schulz of Hereford spent Sunday with Duane Vaughn. Jack Weaver and Mr. Dodson returned Sunday from Austin, where they attended the Inter-scholastic League meet. Leon Hartman was unable to return with them on account of illness. G. C. Hartman left Saturday night for Austin to be with Leon until he is able to come home. Mr. and Mrs. B. A. Dodson, Max Dodson and Nadine Johnson of Olton spent Tuesday night in the Dodson home here. G. W. Wilson and family spent Sunday in the Walter Nix home at Hereford. Paul Authar and family and Mrs. Josephine Skypala of Umbarger visited Sunday afternoon in the V. Skypala home here.

Wyche Items

BY PEGGY VALENTINE J. D. Love and family spent Saturday in Amarillo. A surprise birthday party was given Dock Roberson Wednesday night. Forty-two was played and lemonade and cake were served. Gordon Gold and family spent Sunday in the DuBos Walker home. R. W. Elliston and Ivagene were in Amarillo Monday. Mrs. Bertha Larson, O. Larson, Ingram Larson of Adrian visited the Louis Olsons Sunday. Wyche pupils attended the singing in Canyon Friday; afterwards visiting the museum, had lunch on the creek and then went to Palo Duro Canyon. Misses Peggy Valentine, Ivagene Elliston and Alma Henry, Mmes. J. W. Dickerson, DuBols Walker, Louie Olson, Messrs. Walker, Valentine, and H. B. Elliston attended the singing in Canyon Sunday. Mrs. E. C. Hewitt is home from a visit with her daughter, Mrs. Jaco, of Artesia, N. M. Mrs. J. W. Dickerson returned last week from Amarillo where she spent the past few months. A canned goods shower was given Mr. and Mrs. Roy Patterson at the Louie Olson home Monday night. Misses Lucille Hughes, Lucille Park, Lorene Valentine, Alma Henry and Peggy Valentine, Mmes. J. W. Dickerson, DuBols Walker, George Roberson, Edgar Sowell, Roy Patterson, Jim McBrayer, J. D. Love; Messrs. Dickerson, Walker, Love, McBrayer, Sowell and Patterson, the host and hostess, were present. The Lions Club of Hereford will sponsor a program at the school house tonight. School will dismiss Friday that students may attend the celebration in Hereford. Club met with Mrs. Ben McBrayer Tuesday. The afternoon was spent embroidering dish towels. Lemonade and cake was served Mmes. Louie Olson, E. C. Valentine, B. Saxon, Ira Ott, George Roberson, Andrew Gilliam, Henry and Dock Roberson. Mr. and Mrs. Zimmer of Beeville spent Saturday in the J. Paetzold home. Mrs. J. Paetzold and Billy are visiting her mother at Kingfisher, Oklahoma. J. C. McLain of Hart and S. C. Hutcherson of Plainview were business visitors here Monday.

Messrs. and Mmes. W. J. Smith, Reed Williams, Jim Lipcomb, Paul Foster and Mrs. C. O. Wilkins of Adrian motored to Pampa Sunday to attend the American Legion and Auxiliary convention. The national president, Mrs. Melville Mucklestone, of Chicago, was the principal speaker. Mrs. B. T. Bell, who has been visiting her daughter, Mrs. Harvey Cash of Canyon during the past winter, arrived Sunday afternoon to spend the week with her daughter, Mrs. E. S. Ireland and family. Mrs. Bell is a real pioneer of this section and will attend the Old Settlers Day here Friday.

Welcome To Hereford Centennial Day Visitors

—We extend to you a hearty welcome to this celebration given in your honor. We also extend an invitation while in Hereford to

Visit Our Plant

—If you have not inspected this plant, you will find it interesting and well worth your time to learn of the process used in the modern manufacture of flour. You will learn why PACKARD'S PRODUCTS are making a big name for themselves.

Home of PACKARD'S BEST FLOUR PURINA FEEDS BLUE DOT FEEDS

Packard Milling Company

MOTHERS

Don't let your child go to school with a Head Full of Cold. BROWN'S NOSE OPENS will open the nasal passage. Apply as directed, and breathe freely within 20 minutes. Price \$1.00. Sold and guaranteed by: CLOSE DRUG STORE

They're Here....

Collegiate and Stevens

HATS

For Spring or Summer



—See the new felts for men and boys. They are styled in all light, modern shades and in narrow and wide brims. This new stock just arrived.

\$1.50 TO \$3.50

White Linen CAPS

IN ALL SIZES

25c

EACH

WELCOME

Old Timers and Visitors

—Centennial Day is your celebration, but we handle the celebrated Wilson Brothers line of haberdashery at popular prices.

Complete Outfitters for Men.

The Man's Shop Fox Cleaners & Hatters

HOMER FOX

We Meet All Advertised Prices.

PHONE 444

Good Health

Means a Greater Enjoyment of Life

We welcome you to Hereford on Centennial Day and hope the celebration is not ruined for you by defective teeth. Have them examined regularly as assurance of protection for your health.



Only the highest grade materials and the latest approved methods are used in this office. We consider the patient's well being first. The work is guaranteed—and the cost is low.

We Tell You the Cost Before We Do the Work!

Dr. B. M. Wiltshire, Dentist

First Stairway South of Star Theatre Office Hours 9 a. m. to 6 p. m.

WELCOME OLD TIMERS—VISITORS

All of Hereford is ready to help you enjoy yourself tomorrow. We have tried to fill the day full of interesting things for your pleasure. White in town, visit our shop and let us show you the new line of JEAN COUE Cosmetics. We heartily recommend them and they are sold on a money-back guarantee.

Experts in Every Branch of Beauty Culture

Bobbie's Beauty Salon

PHONE 26

Local Stable To Run at Amarillo

Two horses from the Tom Sanders stable here will be entered in the Tri-State Fair racing meet at Amarillo May 8 to 16, Mr. Sanders has announced.

Ray King, a distance horse, will run the mile and a quarter route and Escape, a two-year-old filly, will go into the two-year-old claiming class. Mr. Sanders has faith in both entries, expecting them to make good showings.

Miss Ethel Rice left for Pampa last Friday where she went to attend a conference and luncheon of her sorority, the Delta Kappa Gamma. She returned home Sunday evening.

"You be the Judge and Jury too!"

TEST

TERRAPLANE

against the best any other low priced car can do!

Drive as many of the other low priced cars as you care to... particularly the other three leading "makes." Then take a "Discovery Drive" in a Terraplane.

You will find very little difference in price for the model you want... but a big difference in what you get for what you pay.

JUDGE STYLE—Terraplane against the other three, with the only 1936 design that is entirely new.

CHECK SIZE AND ROOM—Full 115-inch wheelbase in Terraplane... up to 3 inches more than the others. And 145 cubic feet of inside space... more head room, leg room, seating room.

TEST EASE OF HANDLING—Something brand new here... Tru-Line Steering and Radial Safety Control, patent applied for. Exclusive in Terraplane.

TRY RIDING COMFORT—Terraplane's Rhythmic Ride, against the ride you get in any other low priced car.

CHECK PERFORMANCE—88 or 100 horsepower in a Terraplane... 3 to 9 more

than any of the other three leaders. More power per ton, and smoothness no other low priced car approaches.

TEST BRAKES—Terraplane is the only low priced car with latest, finest hydraulics, and a separate safety braking system operating from the same brake pedal if ever needed. Plus a third braking system from the easy handling parking brake.

MEASURE SAFETY—Only Terraplane, of the leading four, has a body all of steel with solid, seamless steel roof.

COMPARE ECONOMY—Terraplane averaged 23.95 miles per gallon in the Los Angeles-Yosemite Economy Run, with 3 passengers and baggage—with no coasting.

CONSIDER RUGGEDNESS—We'll show you owner records of 125,000, 150,000 miles and up. Ask any other low priced car to match them.

Just come in and say, "Show me." We'll back Terraplane... every time.

E. D. FOX, Terraplane Dealer

88 or 100 H.P. ... 115-inch wheelbase

\$595

and up for De Luxe Models, f. o. b. Detroit. Standard group of accessories extra.

SAVE... with the new HUDSON-C. I. T. 6% Budget Plan... very low monthly payments

Fox Motor Company

HEREFORD

TEXAS

MADE BY HUDSON—TERRAPLANE, 888 AND UP; HUDSON, 812, 878 AND UP; HUDSON SUPER STRAIGHT ENGINE, 898 AND UP, F. O. B. DETROIT

Try the Hereford merchants before

Oil Field Tours.
Centennial year visitors in East Texas may make a tour of the famous East Texas oil field, accompanied by guides whose services will be furnished without charge by the Kilgore chamber of commerce. They will see a forest of 20,000 oil derricks, many refineries and other places of interest.

Welcome CENTENNIAL DAY Visitors

It is with sincere appreciation for Old-Timers of Deaf Smith and surrounding counties that we greet you to YOUR celebration.

A. O. Thompson Abstract Company

WELCOME TO HEREFORD Old Timers and Visitors!

CENTENNIAL DAY, FRIDAY, MAY 8, 1936

A great occasion has been prepared in your honor, and we are anxious to do our part in helping you enjoy it to the fullest. Call on us at any time for finer fruits and vegetables.

FULLER'S FRESHER FRUITS AND VEGETABLES



Brooks' DRUGS

PHONE 99 HEREFORD TEXAS

WELCOME VISITORS!

To Hereford's Old Settlers Centennial Celebration. Come One, Come All—Let's Make This Our Biggest Celebration, An All-Day Affair!

We Offer the Following DEEP CUT DRUG SPECIALS for THURSDAY, FRIDAY AND SATURDAY STOCK UP AT THESE LOW PRICES!

50c PHILLIP'S Milk of Magnesia 12-oz. Size .33c	50c Tooth Paste 33c
\$1.00 Mar-O-Oil Shampoo 14-oz. Size .67c	ASPIRIN 100 in Bottle .33c
	EX-LAX 25c (Wholesale Laxative) 19c
	POND'S 35c Creams .25c

Blue Feather Double Edge RAZOR BLADES 50c-59c

WALNUT HEPATICA 43c
TOOTH PASTE 2 tubes 29c
SYRUP OF PEPSIN 47c
SALTED MILK 49c

GARMENT BAGS 12c

Brownsville To Dedicate Port

The story of transportation in Texas from the days of the crumpled ox-cart and the small river steamers to the modern ocean liner and superspeed train and airplane will be told in parade and pageant at Brownsville May 14-16 when the Nation's newest seaport is dedicated.

The celebration is planned as an outstanding Centennial year event.

Brownsville was the main port of export for the Confederacy's cotton during the latter days of the Civil War. The fantastic, semi-oriental city of Bagdad grew up mushroomlike at the mouth of the Rio Grande as a clearing house through which smugglers operated and hundreds of foreign boats rode at anchor in the Gulf of Mexico waiting for cotton. Bagdad now is but a memory.

The glory of those days of commerce will be revived in Brownsville's greatest celebration in the 100 years of its existence.

Vice President John N. Garner, who as congressman for 30 years from the Brownsville district, was an important factor in making the port possible, has been invited as a guest of honor. Others invited are Senators Tom Connally and Morris Sheppard, Governor James V. Allred and officials of Mexico.

The three day celebration will be featured by pageants, parades, the dedication program, a bull-fight in her sister city of Matamoros, and other colorful events.

The port of Brownsville practically is a man-made port. There is a \$3,000,000 development at the outer pass, or Brazos de Santiago, financed by the federal government and which includes huge jetties extending a mile into the Gulf and a channel 28 feet deep through the pass. A channel 17 miles long comes across what was dry land to "Bring the Sea to Brownsville" where a turning basin has been constructed.

Mrs. C. O. Wilkins and baby daughter of Adrian spent the week end here with Mr. and Mrs. Homer Henslee.



Tex. Centennial Exposition officials originally intended to have 48 Rangerettes on hostess duty when the \$25,000,000 World's Fair opens in Dallas June 6. When they found one of those selected came from Washington, D. C., they included Mexico to make an even 50. Now, not to overlook Canada, they have appointed Grace Louise Bailey, daughter of a Dallas publisher and born in Ojibwa, Ontario, near Windsor, making a total of 51.

Lions Hear of Progress Made In Peace Move

Bishop Robert E. Lucey, D. D., of Amarillo gave the Hereford Lions club an interesting and informative talk yesterday at noon on International Relations, bringing out the growth of interest in America in peace during the past 20 years.

Most people have not taken particular interest in international relations, he stated, because of the high sounding and involved subject, yet none is more important. However, during the last few years we have been taking a greater interest and the public is being informed and is forming sound opinions on what the United States should do to keep the peace.

A plain-spoken, forceful speaker, Bishop Lucey pointed to 1916 when "we thought Americans could travel wherever they pleased, regardless of conditions and nations that molested them should have to answer to us." Twenty years later, he pointed out, a resolution was introduced to prevent the shipment of arms and munitions to belligerent nations, and making Americans who travel on belligerent ships do so at their own risk. "This was not howled down, as was a similar resolution in 1916, but it passed blithely," he said, "voicing the opinion of the people. In 20 years we came more to our senses, determined not to drag 120 millions into war for the sake of a handful. The American people are in revolt against the use of arms to kill women and children. We want to stay out of the dirty business."

However, Bishop Lucey said it is impossible to be a decent citizen and say "I will not enter any war". War of defense is ethical and moral, he stated. The unjust aggressor nation can be repelled just as the individual. "I am not a pacifist, but I do believe in peace, but not at any price," he stated.

Using words frequently spoken by the President, Bishop Lucey concluded "we're on the way. We are beginning to realize that there is a limit to freedom of the seas and the rights of neutrals to trade with belligerents in the matter of munitions." He pointed out that a recent questionnaire showed that three out of every six persons favor an embargo on all trade with belligerents, two out of six favor an embargo on munitions only, and only one out of six favors no restrictions whatever.

He discussed at length the administration bill introduced at the present session to prohibit the shipment of arms, only a normal shipment of raw materials and travel and trade with belligerents at their own risk. He pointed out that the bill was withdrawn

Canadian

election year rather than because of public opinion.

However, he attacked that section of the bill which called for the treating of all belligerents equally. There is no such thing as absolute neutrality in the face of crime, especially international crime, he stated. "We must take a stand against the one waging an unjust war of aggression. I believe the heart of America is fine and fair and will see a difference between defense and offense. If we see a difference, we should favor only the nation on defense. We should not help an unjust aggressor," he asserted.

In conclusion Bishop Lucey remarked: "Our people are making progress, reading and forming opinions on international relations and learning that what goes on in the rest of the world does interest us. We are studying and have a real desire for peace."

To Record Hourly Growth of U. S.

Hourly growth in the population of the United States will be recorded by the United States Department of Commerce in an exhibit at the Texas Centennial Exposition, to open in Dallas June 6. Births, as recorded in reports of the Federal Census Bureau, will be reported on an electrical census machine in the Federal building at the Exposition.

To Model Beauty Spots.

Scenic wonders of American national parks will be displayed for visitors to the Texas Centennial Exposition by the United States Department of the Interior. Murals and colored models of the most beautiful spots in the parks will be shown, as will a 16-foot model of the capitol building in Washington.

To Display Papers.

A feature of Houston's Centennial celebration will be the opening of a museum of historic documents and relics in the Houston public library. The museum, opened early in April, will remain open throughout the Centennial year.

Allis - Chalmers

The Best Buy In Tractors



only \$747 STEEL WHEELS
only \$925 AIR TIRES

Full Two-Plow and Three-Plow All - Purpose Tractors

REMOVABLE CYLINDER SLEEVE
INSERT VALVE SEATS
FOUR-SPEED TRANSMISSION
QUICK DETACHABLE PLANTING and CULTIVATING EQUIPMENT

Superfex Oil Refrigerators AND Stewart-Warner Electric Refrigerators

Welcome Old Settlers!

Peveley & Seed IMPLEMENT CO.

Welcome Visitors

We invite you to visit us during Centennial Day; Make this your headquarters and inspect the new Chevrolet and Oldsmobile—the automobiles of the Century!

Brumley Chevrolet Co.

Your CHEVROLET DEALER announces THE MOST AMAZING USED CAR VALUES

SAVE \$50 to \$75

- '35 MASTER CHEVROLET COUPE—Looks and runs like a new car. It is in perfect condition. If you desire to travel in style and comfort, buy this car. A bargain at \$475
- '33 MASTER CHEVROLET COUPE—This car is ready to go, has six-ply tires all around, runs smooth and in excellent condition. Priced to sell at \$325
- '31 CHEVROLET SEDAN—SIX WHEELS—This car has a complete motor overhaul, new paint job, good tires, would make a nice family car \$240
- '29 PONTIAC COACH—SIX WHEELS—You will be surprised how silent this motor operates, uses no unnecessary oil, body tight, four new tires, water heater, electric windshield wiper, nice, roomy trunk \$175
- '31 CHEVROLET SEDAN—New paint job and car looks nice, lots of miles in this car. Will take \$150
- '29 CHEVROLET COUPES—THREE OF Them—Come and look these cars over; will take for two of them a piece \$60
- '29 DODGE SEDAN—Here is some good transportation with new paint, for \$125
- '35 LONG WHEEL BASE TRUCK—Complete motor overhaul.
- '35 LONG WHEEL BASE, Dual Wheels, Overload Springs.
- '34 LONG WHEEL BASE, Dual Wheels, Overload Springs.

VISIT US FOR BETTER VALUES—TODAY!

Brumley Chevrolet Co.

HEREFORD, TEXAS



Whitman's CHOCOLATES for MOTHER'S DAY

Her favorite confections... here direct from the makers... in a rich variety of beautifully decorated packages. Call in and make your selection NOW.

SEND A MOTHER'S DAY CARD!
TAKE HOME A QUART OF "TASTY" ICE CREAM—Many Delicious Flavors. 25c

WELCOME To Hereford Centennial Day Visitors

You always receive a Welcome and Better Barber Service at

Star Barber Shop

J. F. Stewart, Manager

To Start Brick Work On School

Additions to Central School are expected to get above the ground next week. The pouring of concrete on the east wing was completed yesterday and work on the west wing was going on. The laying of brick was expected to be started this week end or the first of next week.

Work will go forward rapidly until the walls are completed, and then inside work will be started, along with other remodeling and repair work to be done on the building proper.

Mrs. Leaton Branson of Canyon is visiting her grandmother, Mrs. A. H. Elliston.

Mrs. R. O. Douglas of Springdale, Arkansas, is visiting her sister, Mrs. J. C. Cummins.

VEGA STARTS SEASON RIGHT

BY HOMER FOX

Well, they have started it again! Vega came down with a bunch of kids and poured it on us again like they used to—9 to 3—and a nice looking bunch of kids they are. Lisle Godwin and Buck McNabb brought the kids and Lisle is the same to Vega baseball that Washington is to the U. S. No joking, though we have plenty of ball players in and around Hereford to make the surrounding towns sit up and take notice.

Couple of new boys out in this game that looks plenty good, Morgan on second and Marcum on third, and I understand there are several more figuring on coming out. Why can't we get together and organize a town club? Just a few old boys to get out and push things and we could have a ball club to be proud of and to look at. Tsh, Tsh! nine ball players out there entertaining a visiting club, two bats, couple of old balls worn out last year, and suits! Boy, if that wasn't a combination. Golf knickers, overalls, coveralls, Firemen's suits, union suits and what have you. One old boy had on boots and not a horse in sight. Anyway, as many ball players and ball fans as we have, these old boys should have some equipment, and it can be done if the bunch will get together.

Loerwald pitched for Hereford and went all the way, while Vega used two chumpers. Loerwald did a nice job for the first time out and say, that old Dutch boy can hit 'em a country mile every time he steps to the plate. Deb Knox did a nice job of catching but was a little wild throwing to the second. Someone said his arm was weak—maybe it is, but he threw two over center field just the same. Son Woods finally hit one to first base and thought the game was over.

HEREFORD CIVIC CHORUS MEETS THURSDAY NIGHT

The Hereford Civic Chorus will meet Thursday night at 8 o'clock at the First Methodist church to complete preparations for their Centennial Day activities and to prepare for the baccalaureate services Sunday, May 17.

All members of the chorus are urged to be present and to bring their choir libraries.

E. A. Johnson arrived home from Thermopolis, Wyoming, late last week. He and Mrs. Johnson are old timers here and will be present at the Centennial Day celebration.

Rural School

(Continued from page one)

the processional, followed by the invocation by Rev. B. N. Shepherd. A massed chorus of all schools will sing Texas, Our Texas, All Through the Night, and The Eyes of Texas. Mrs. A. C. Thompson will give a violin solo, preceding the graduation address, to be given by J. D. Wilson, deputy state school superintendent. The program will be concluded by the presentation of diplomas and the benediction.

On Sunday night, May 17, the first of three public events for the Hereford High School seniors will be given at the high school auditorium promptly at 8:15 o'clock. This is the baccalaureate sermon, which will be given by Rev. J. C. Thorns, pastor of the First Presbyterian church. Special music will be furnished by the Hereford Civic Chorus.

Senior Class Night. Senior class night will be held at the auditorium, also beginning promptly at 8:15 o'clock Thursday night, May 21. At this time the class will prophesy and poem will be read. The program also will consist of group songs, vocal solo, bass, quartet, senior class orchestra and talks.

The graduation events will be climaxed Friday night, May 22, with commencement exercises, again at the auditorium at 8:15 o'clock. This will be a Centennial program, featuring the theme Mirabeau B. Lamar and Education. The program will consist of the annual talks by honor students, George Conklin, valedictorian, and Mary Virginia Eberle, salutatorian; a dramatic sketch, portraying an incident in Lamar's work for education; special music, and presentation of diplomas.

The general public is invited to attend all events given for the graduates.

Announce Birth of Twins.

Mr. and Mrs. R. H. Williams of Austin, Nevada, announce the birth of twins, a daughter, Mary Lois, and a son, Richard Lee. The girl weighed six pounds and the boy seven. They are in the Austin hospital and the mother and children are doing nicely. Mr. Williams is the son of Mrs. E. J. Williams of 612 11th Street, Hereford.

Hereford Band

(Continued from page one)

Saturday with a superior ranking, and both bands received trips to the Centennial. The award will place the Hereford band as the official Centennial band during the four or six days it is in Dallas. All expenses will be paid while in the Centennial city.

Fourteen members of the Hereford band played in the massed band concert given Friday night. Also taking part were 195 musicians selected from 17 bands.

In other divisions, the junior high school band was ranked highly superior, and the high school orchestra received a superior ranking. In duets, Bill Stanford and Billy Smith, clarinetists, were ranked excellent; Clifford Estes and Donald Henslee, baritone, superior, and Lois Cockrell and Wanda Jean Reed, clarinetists, excellent. Individual results are given elsewhere in this issue.

Several Thousand

(Continued from page one)

town. Heading this list will be displays of old-time souvenirs and relics. Numerous items of interest have been secured, from guns of a period a century past to pictures, old handiwork and furniture.

Starts at 9:30 A. M.

The celebration will get under way at 9:30 a. m., and from then on there will be something doing in one or two centers. The opening will be held at the intersection of Third and Main Streets, where a bandstand is to be erected for this purpose. Rev. J. C. Thorns, pastor of the First Presbyterian church, will give the invocation, and C. H. Dillehay, superintendent of Hereford public schools will welcome the visitors.

The short opening ceremony will be followed by entertainment from the band stand by the high school band, the civic chorus, junior high school chorus, the Miller trio and an old-time quartet. Judge Mal Stewart will act as master of ceremonies.

Following the opening program, the crowd will split, many remaining at the bandstand to enjoy the old fiddlers contest and others going to the stock judging pavilion for the rural school contest, which will consist of skits prepared by the schools without direction from the Centennial Day committee. Early entrants included Messenger, Westway, Summerfield and Walcott. These events start at 10 o'clock.

Parade Moved Up.

The historical parade has been moved up to 11:30 a. m., coming before the chuck wagon dinner. It will start at Mothers Park and conclude at City Park, where the serving of the dinner will start immediately after the close of the parade. Headed by a characterization of Deaf Smith, the hero of the Texas Revolution for whom this county is named, the parade will depict in floats the start and development of civilization of this area, step by step, and ending with a prediction of what the future holds. In the parade will also appear many of the old timers on horseback. The band will not enter the parade. Because the cowboy and the music instruments do not mix, the musicians will play a concert in town while the parade is forming but will not take an actual part, it has been announced.

At the close of the parade comes the chuck wagon dinner, which is one of the outstanding features that marks a rebirth of the old days during this celebration. Because of its nature, plans of the

dinner are not included here but may be found elsewhere in this issue.

Bishop Seaman Speaks.

The afternoon formal program will get under way at the stock pavilion at 2:00 o'clock. Although featuring as the principal speaker of the day, Bishop E. Cecil Seaman of Amarillo, who is one of the outstanding speakers in the Panhandle and who does the celebration honor by lending his presence, the formal program also will have other features of interest. They include entertainment by the high school glee club and Ralph Smith's orchestra, the introduction of county winners of the Woodul historical essay contest, presentation of prizes and the reading of the prize-winning essays, and a skit depicting pioneer home life.

Following a short intermission for the changing of scenes, which will give the visitors an opportunity to relax and rest after the formal session, a pageant depicting the development of Texas mis-

sions and the part they played in the early history of the state will be presented by children of St. Anthony's.

Following another interlude, the folk festival will get under way at the pavilion at 7:30 o'clock, the closing feature of the day's program. It will consist of folk dancing, stinging and games, along with other entertainment features. With the exception of the chuck wagon dinner, this will be the only feature for which an admission

charge will be made. It will be a small charge for spectators, who will be as interested in the event as are the participants themselves.

AVON FACE POWDER
Special, two for \$1.49
Night Shading
Mrs. Paul W. Wadsworth
Representative


Welcome, Visitors to De Luxe Cafe

HOME OF SIZZLING STEAKS
Good Coffee

Close Drug Store

PHONE 13

Home of 60c Purchase Plan



JUMBO
Ice Cream Soda
Any Flavor
10c

LIME FREEZE
For Real Hot Days
10c

Real Rich MALTED MILKS
10c

PIONEER SUNDAE
Delicious
10c

VISIT OUR STORE WHERE IT'S ALWAYS CLEAN AND COOL

Martha Washington Candies

in **FANCY Mother's Day Boxes**

85c To \$2.00 L.B.



VISIT OUR STORE AND SELECT HER PACKAGE NOW

GIBSON'S MOTHER'S DAY CARDS and MOTTOS

Old Pioneers WELCOME

Make Our Store Your Headquarters

HELP YOUR J.B.B.

Friend this week. Make a guess as to when our contest will close.

COMING NYALS Big 2 for 1 SALE

THURSDAY — FRIDAY — SATURDAY

WELCOME OLD SETTLERS

We have moved to the Cunningham Building

Cockrell's

Second Hand Store

WELCOME OLD SETTLERS

TO HEREFORD'S CENTENNIAL CELEBRATION MAY 8

Hill & Ricketts, Realtors

New C... ..



We've set our low prices even lower to persuade a lot of new customers to try this simple, time-and-money-saving way of shopping. Come in and let's get acquainted.

NO. 10 FRUITS	
PRUNES No. 10 can	25c
PEACHES No. 10 can	44c
APPLES No. 10 can	39c
APRICOTS No. 10 can	49c
GREENGAGE PLUMS No. 10 can	44c

BEANS Green, No. 2 cans, 3 for	25c
BAKING POWDER Calumet, pound can	24c
BABO 2 cans	13c
SPAGHETTI Van Camp's, 3 cans	23c
COCOA Bliss or Mother's, 2-lb can	15c
SOAP FLAKES Crystal White, 5-lb box	35c

Schilling Coffee

COFFEE Schilling's, pound	26c
---------------------------	-----

SOAP Crystal White, 3 bars	11c
PEAS Kumer's, tender garden, 2 cans	23c
RICE Comet, 2-lb box	17c
JELLO Ice Cream Powder, pkg	8c
CAKE FLOUR Swansdown, pkg	25c
RAISINS 4lb pkg	29c
CHERRIES Red pitted, 2 cans	23c
PINEAPPLE, Broken Slices Or Sliced, No. 2 cans, 2 for	29c
OATS Brimfull, pkg	17c
SHOE POLISH Oil Glow, all colors, bottle	11c
SYRUP Corn, light or dark, gallon	53c

SOAP Palmolive, 3 bars	15c
\$1.00 NAIL BRUSH for only 10c (to cover cost of handling) and two tops from 10c pkg Super Soda, 2 for	19c

TOILET TISSUE Fort Howard, 3 rolls	19c
CRACKERS 2-lb box	17c
FLOUR Seafoam, 48-lb sack	\$1.32
TEA Orange Pekoe, 1/4-lb	10c
PECANS Halves, pound	38c
GRAPE JUICE Quart 2 1/2, plastic	14c
SALAD DRESSING Worth's, quart jar	28c
CATSUP Heinz, bottle	21c

Fresh Fruits and Vegetables

LETTUCE Head	5c
SPUDS Fancy Idaho's, 15 lbs	49c
APPLES Winesaps, dozen	9c
TOMATOES Fancy California, pound	9c
BEANS Fresh, 2 lbs	15c
ORANGES Sunkist, sweet, juicy, dozen	19c
NEW SPUDS 5 lbs	22c
ONIONS White Bermudas, new crop, lb	3 1/2c

STRAWBERRIES Louisiana, 2 boxes	25c
STRAWBERRIES Texas, box	10c
BANANAS Large Yellow, ripe, lb	5 1/2c

MEATS

CHEESE Pound	19c
MINCED HAM Or BOLOGNA, pound	17c
ROAST BEEF Pound	17 1/2c
STEAK Loin, Round, T-Bone, lb	25c
BACON Sliced, pound	38c

PIGGLY WIGGLY

ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME

Published Every Thursday

Our Slogan—"More People—More Farms"

90th YEAR—NUMBER 18.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 7, 1936.

FIVE CENTS PER COPY

Chuck Wagon Dinner Will Be Feature of Celebration Here

Old Fiddlers Contest To Be Another Event

BOTH TO BE STAGED AT NOON IN HEREFORD CITY PARK

When visitors gather here Friday for the Centennial Day celebrations, one of the features to which they will be looking will be the chuck wagon dinner, which is to be staged at City Park at 12:30 o'clock.

This phase of the event is being sponsored and handled by local business men. It will come immediately following the historical parade, which is to end at

the park at 12:30 o'clock. Serving will start immediately.

Cowboy Grub.
The grub of the cowboy in the days when he worked from and back to the chuck wagon at meal time will be the order of the day, consisting of beef, beans and all the trimmings that go with such a meal.

It will be served rapidly and in order. While the plans and preparing of the meal is in the hands of a few men, the American Legion will tend to the serving. There will be little delay and plenty of time for everyone to be served, enjoy their meal, visit and then get to the stock pavilion in time for the formal afternoon program.

Able to Serve 1,000.
Plans have been made to serve 1,000 people. It is probable that this number will be on hand, and those in charge wanted the assurance that there would be enough grub for everyone. It will be plentiful, even though the highest number of people in the estimate are present.

In order to cover the cost of preparing such a feast and to eliminate those who are interested only in the meal, a charge of 25 cents per plate will be made for the dinner.

If more than sufficient proceeds to cover the cost of the dinner are received, the extra amount will be turned over to the Centennial committee to be applied to its permanent project.

Old Fiddlers Contest.
A big feature of the dinner will be the old fiddlers contest, one of the features of the entire day, which has been arranged to take place at City Park during the luncheon. All old fiddlers of the area will be on hand to compete for honors and for the right of furnishing the music for the folk festival which is to be held Friday night.

Those in charge of preparing the



HARVEST QUEEN
Harvest festivals throughout the State are proving interesting Centennial attractions. Violet Stalon, queen of the 1935 Jacksonville tomato show, displays the products which have brought Texas wide recognition.

Finnell Addresses 300 Farmers Here

Speaking before approximately the Hereford area in the district court room here Saturday afternoon, H. H. Finnell, head of the soil conservation service, discussed three things "the folks of this community are interested in, which are either directly or indirectly connected with the erosion problem."

Before entering a discussion of these points, he referred to the conservation program and its part in farming methods to save the land from erosion. "The first thing we recognize," he said, "is that each piece of land presents its own set of problems. In order for the successful treatment of these problems, we must meet the change in conditions from one season to another. It is impossible to have a fixed and systematic program that will give the best results from year to year. This is true, also, in conserving the natural resources in the soil."
Lists Three Points.

"Because we have to apply different methods, we have a number of phases in the program. It is easy for a person to get sidetracked on one idea; therefore, we must use a little caution to keep the whole problem in mind in order to get a better program in the end."

He listed the three points of his talk as the use of cover crops, getting poor land back into native grass and methods of predicting wheat production possibilities. "The first thing in the use of cover crops is to regain control of the unprotected land. How far has the blowing progressed? On land on which a crop was harvested in 1935, the fact that it does not have a crop this year will not cause as much concern as it would if it had had no crop for the past two years. The longer the soil is barren, the more susceptible it is to the effects of the wind."

He pointed out that some areas have reached a point where the summer crop must be sown solid or put in rows of grain sorghum. "To do so prevents the chance of getting wheat on the land in the fall," he stated. "While it is the safe thing to do in extreme cases, it should be given some thought. If there is no chance to save the soil in any other manner, then this is the best thing to do."
Discusses Methods.

If the crop last year renewed the supply of organic matter in the soil, then the chances are the soil is not loose enough to cause undue alarm as to the prospects of blowing next winter, he pointed out. He said strips of wide row plantings, in single or double rows, with intervening space, will give desirable results and also give the possibility of a wheat crop next fall.

He cautioned the farmers about the use of wide rows or strip planting. "If the land on the wind side is not cared for, there is the possibility of top soil filling up the rows," he stated. "If it is on the contour, however, this is all right." It is possible, by employing water conservation methods, to summer fallow with terraces and contour tillage and have better chances for getting in wheat next fall, he added.

In all methods, he pointed out, there is a degree of risk which must be taken into consideration when planning a conservation program. How far a person wants to go on conservation must be decided by the individual in accordance with the amount of protection he wants. "It may be necessary to pick out the fields which need protection and decide on a program for each plot, he said. Hummocked land presents the biggest problem. The first need is to get something on the land, regardless of what it is. After one gains control, then he can begin to plant it again on a basis of economic production. Some land, he pointed out, is either poor soil to start with or it was once good but has been badly damaged and no longer desirable for cultivation. It is usually left and forgotten by everyone except the unfortunate neighbor. This, however, is a relatively small percentage of the total area. It is often adjacent to farms where the owners are trying to get ahead. "This makes it important that we try to return that land back to grass."

Predicting Conditions.
He said that experimentation had not devised a sure method of accomplishing this, but it has found that native blue grama grass can be depended upon with some certainty. "If you have this grass, the method is simple," he stated. "You merely let it go to seed, cut it and rake it over the land you want back in grass."
He then turned to wheat growing for soil conservation. "If you have a wheat crop, leave enough of the stubble on the ground to prevent blowing next year," he stated. "If you have a failure, then it is necessary to put on another crop. Whatever can be



"SAVIOR OF TEXAS"
General Sam Houston, one of the most dynamic leaders in American history, is the object of wide veneration in this Centennial year. Thousands are making pilgrimage to his old Huntsville home.

done to eliminate the gaps in the succession of crops is important. The stubble is the best substitute for a native covering. Look to water conservation in order to have a more profitable production over a period of years. Anything you can do to prevent the waste of moisture not only is good for the pocketbook but also for the conservation of the soil.

Turning to his final point, the prediction of production possibilities; he pointed out four tests that will show the good or bad signs for a successful crop. They

are: July rainfall preceding planting, the amount of moisture stored in the soil at a depth of three feet at the time of planting; the amount of unrotted stubble, trash and straw incorporated into the soil at a depth of six inches, and the amount of nitrogen available in the soil at sowing time. He used a chart of experiments conducted over a period of 10 years to prove the importance of a favorable finding in each of these tests.

Mr. and Mrs. J. E. Hill returned Monday from Mineral Wells.

WELCOME VISITORS
We Offer You
New and Used Parts
Repair Work
And the New Van Norman
Boring Bar
HEREFORD Wrecking Co.

CARL'S CAFE
TRUCK DRIVERS HEADQUARTERS
Eats and Drinks
Old Timers
We Invite You to Visit Us

Recognize Entry of Local Essays

Deaf Smith county's entries in the Walter Woodul Historical Essay Contest have been officially received by the state department of publicity for the Texas Centennial at Dallas.

According to the official acceptance of the essays, they have been placed on file "until the proper time arrives for them to be turned over to the judges." The winners of the state contest will be announced after May 15.

Two entries, one from high school and the other from the elementary school, were entered in the state contest after being adjudged winners of the county contest. They will be announced tomorrow during Hereford's Centennial Day program, and the local winning essays will be read.

dinner are J. C. Parker, O. G. Hill, H. G. Conkwright, Charley Williams, J. A. Pitman and others. They have advertised the event widely over the entire area, and it will be one of the drawing cards of tomorrow's celebration. They have made all arrangements, including securing of food, preparing it and planning the manner in which it shall be served.

NEW TEXAS ROAD MAP COMPLETE IN DETAIL

A new Texas road map, commemorating the beauty and interest of Texas, has been issued by the Gulf Refining Co. to be distributed free by its 40,000 stations.

Besides charting the state highways and byways, the new map shows the state's principal cities in detail; describes its scenic attractions and principal points of interest to tourists and promotes safe and sane driving in an illustrated list of "Do's and Don'ts for Drivers." It is one of the most complete road maps of the state ever received by the Brand.

NATIONAL TOMATO SHOW IS PLANNED AT JACKSONVILLE

Jacksonville is completing preparations for the National Tomato show which will be given there May 31 through June 6 as part of the state-wide Centennial celebration.

Show officials, encouraged last year by entries made from as far away as Florida, are arranging to accommodate even more extensive exhibits this year. The event will have even greater recognition in the Court of the National Tomato Queen with princesses present from all states which grow tomatoes in commercial quantities. Governors of 25 states have been invited to name princesses to the pageant.

Mr. and Mrs. Lorraine Harris of Amarillo were guests of Mr. and Mrs. Chas. Brooks Sunday.

STAR THEATRE
Hereford, Texas
Tuesday Only
BARGAIN PRICES ALL DAY
10¢ BARGAIN SHOW 15¢

A BUZZARD OF VENDES
SNOWED UNDER
GEORGE BRENT
BEWINGE TOON
LOPPA GARDER
YANKS MILLS
LASSI SWANN

WED AGAIN!
The MURDER of Dr. Harrigan
Mignon G. Eberhart
RICARDO CORIEZ • MARY ASTOR
KAY LINAKER • JOHN FLORENCE

Mr.—200 Reasons.
Mrs.—100 Reasons.
Junior—100 Reasons.
All looking for a home —
Maybe you will be the one.

CHOOSE ROLLATOR REFRIGERATION
More Cold Than You'll Ever Need
NORGE
Rollator Refrigeration
Fullwood Battery & Electric Station

DOCTOR'S PRESCRIPTION WINS PRAISES OF MANY WEAK, RUN-DOWN PEOPLE

Four-Way Medicine Helps Build Rich, Red Blood, Tones Up the System, and Aids Elimination of Poisonous Waste Matter—Improved Formula Based on Prescription Used by Physician in His Private Practice Is Now Available at a Cost of Only a few Cents a Day.

A Boon to Many Sufferers

New hope of relief from those simple anemias of the hypochromic type which are so often accompanied by weakness, lack of ambition and "pep," loss of appetite, has been brought to many sufferers in (Name of Town) by the recent announcement that a doctor's prescription intended for these conditions is now available in this city and can be had at a cost of only a few cents a day. This preparation, known as Williams S. L. K. Formula, has won the enthusiastic approval of many sufferers who have tried it, and so confident are the distributors that it will benefit other users that they offer it on a guarantee that the first bottle must produce results or money back.

Works in Four Ways

Williams S. L. K. Formula is believed to be unique inasmuch as it does its work in four different ways. It contains a valuable mineral element which is necessary for building rich, red blood. It is a tonic for the system, and is a mild stomachic tonic. It also has a mild laxative and diuretic action, and thus aids in the elimination of poisonous waste matter. Many men and women feel "tired-out," worn-down and have little zest for work or play, simply because of poisons in their systems, due to insufficient activity of kidneys and bowels, and because they are deficient in the necessary elements for the production of red blood. In such cases Williams S. L. K. Formula seems to give particularly effective results. Many sufferers say that after taking only a few doses they "felt different," and as they continued with Williams S. L. K. Formula, life seemed to take on a new meaning for them.



Nearly everyone, both old and young, should have a good tonic now and then. Ask the druggist below to tell you all about Williams S. L. K. Formula and the remarkable offer which is being made to sufferers.

Relief Is Quick

If you feel weak, "run-down" nervous; if you seem to have lost your "grip" on things and your everyday tasks are a burden and a "grind," don't suffer another day without trying Williams S. L. K. Formula. You'll like its pleasant action, intended for quick benefits which many describe as a blessing to them. Being a liquid Williams S. L. K. Formula is easily assimilated and starts to work almost immediately. Only small doses are required. A teaspoonful, taken with water, makes the equivalent of a brimming glassful of tonic and system cleansing elements.

Make This Guaranteed Test

Get a bottle of Williams S. L. K. Formula today. Start taking it as directed and see for yourself what a wonderful aid this improved preparation can be, in helping to quickly dispel that tired-out, run-down feeling. See for yourself it doesn't give you a "whale of an appetite" and make you feel like a different person. Remember, Williams S. L. K. Formula is sold under a positive guarantee of money-back on the first bottle if you are not satisfied. Start taking Williams S. L. K. Formula at once. If it doesn't do all—even more than you expect, return the empty bottle to the druggist and the trial will cost you nothing.

CLOSE DRUG STORE

Centennial Day VISITORS

Welcome to Hereford for a Great Celebration and to

Thompson's Service Station

Third Street at Sampson

for MOBILE GAS and OIL GOODRICH TIRES WASHING - GREASING

PHONE 191

PLANT QUARANTINE FINDS BIGGEST JOB IN INSECTS

The Japanese beetle and gypsy moth were responsible for most of the violations of domestic plant quarantines in the year ended June 30, 1935. Plant quarantine inspectors of the United States Department of Agriculture at the principal railway terminals examined 1,600,000 package shipments and 1,000 carlot shipments of plants and plant material subject to Federal plant quarantines to determine whether they were properly certified as free from certain insect pests and plant diseases. They found and stopped 1,942 shipments—the largest number since 1932—in violation of the law. There were: Japanese beetle, 1,225; gypsy moth, 408; narcissus bulb pests, 149; white pine blister rust, 73; satin moth, 36; black stem rust, 30; Mexican fruit worm, 18; pink bollworm of cotton, 2; Dutch elm disease, 1.

Try First to Buy in Hereford going elsewhere to buy.

10-Gallon Straw



There have been straw hats and straw hats but it took the Texas Centennial Exposition, \$25,000,000 World's Fair opening in Dallas, June 6 to produce an authentic 10-gallon straw chapeau. Lucy Ann Snull demonstrates the hat, made at Laredo, Texas, of Texas straw.

Refinance Over 2 Millions Here

Refinancing debts through the Farm Credit Administration has saved Deaf Smith county farmers more than \$47,400 a year on interest alone, according to figures from the central office of the Farm Credit Administration in Washington.

Over \$2,019,000 of farm debts with interest rates that averaged seven per cent a year have been refinanced with long-term mortgage loans carrying interest rates of five per cent a year or less.

The figures show that the local National Farm Loan Association has been a big factor in making these long term mortgages available at low interest rates. The Association guarantees loans to the Federal land bank.

From May, 1933, when the Farm Credit Administration was organized, to the end of last year, 390 Deaf Smith county farmers obtained \$1,929,000 for the specific purpose of refinancing old debts. The Federal Land Bank made 213 first mortgage loans and the Land Bank Commissioner 364 loans.

Lonely Panta Arenas The nearest town to Panta Arenas on either side is 2,000 miles away. It is the southernmost city in the Western hemisphere.

YOU ARE ALWAYS Welcomed AT Powelson's SHOE SHOP All Types of Shoe Repair

Dawn Items

BY MARGARET BOWERS There was a good attendance at Sunday school.

Dawn teachers, Mr. and Mrs. Tandy Legge, Misses Crouch and Chambers had supper in the Lester Galley home Wednesday. Misses Crouch and Chambers spent the night there.

Otto Smith and family of Daniel spent Sunday in the L. A. Smith home.

Mr. and Mrs. H. H. Miller visited Mr. and Mrs. Bennett in Hereford Monday.

Mrs. W. J. Stewart was called to Byers to care for her sister, who is ill.

Miss Ruth Wolfe of Hereford spent Friday night with Miss Mary Chambers.

Mr. and Mrs. Ray Bowers and Doris Jean were in Amarillo last Thursday.

Mrs. Walter Galley and son

visited Mrs. Walter London in Hereford Thursday.

Dawn high school and seventh grade and their teacher, Mr. Legg, picnicked Friday evening.

Mr. and Mrs. H. H. Miller spent Sunday afternoon with their daughters in Canyon.

Dawn study club met with Mrs. Lester Galley April 21, with Mrs. A. T. Frye in charge of the program. Next meeting with Mrs. Tandy Legg May 5.

L. A. Smith and daughter, Sybil, were in Hereford Saturday.

The A. Frye children, who have been ill, are improving.

Ed Reynolds and family are moving to New Mexico. We regret to lose this family.

Mrs. Ray Bowers entertained at a party Saturday afternoon in honor of the birthday of Doris Jean. The afternoon was spent in games, followed by refreshments of cake and ice cream.

To Centennial Day Visitors

We welcome you to Hereford Friday, May 8, for a grand and glorious celebration. In the spirit of this occasion we pay special homage to the old timers who led in the pioneering of this great section of the Panhandle.

Merit Feeds

are the celebrated feeds for the production of better poultry. MERIT ALL-MASH STARTER gives them the proper start to live; MERIT GROWING MASH keeps them strong and healthy, and MERIT EGG MASH makes them better producers.

West Texas Feed & Seed

CENTENNIAL DAY VISITORS

WELCOME

Drive in and see us while you are in town and let us fill your car with Texaco Products.

Texas Service Station

A DATE

IN THE HISTORY OF HEREFORD

Celebration of Centennial Day FRIDAY, MAY 8, 1936

Observance of this day not only marks an outstanding celebration, but also the rounding out of a period in the development of this area. From the old-timers—the cowboy and the chuck wagon—this section has grown, along with the locomotive, the automobile and aviation, into a section of cattlemen and farmers, thriving young cities and progressive communities. This bank has kept stride with every improvement. Today it is aiding development that will make this country in years to come a better place to live. Thus, we are living up to the true purpose of a progressive banking institution by fostering progress and providing safety for the savings of our depositors.

Welcome Visitors



First National BANK

New Book Group Sent to Library

OF SPECIAL INTEREST TO TEXANS, LIVESTOCK RAISERS

A group of 22 books particularly interesting at this time to old timers and those interested in folklore are tales of the early days and in the livestock industry has been received by the Deaf Smith county library from the state library at Austin, Miss Lillie Hostetler, librarian, announced Monday.

These books have been loaned by the state to the local library on approval, Miss Hostetler stated, but if any of them prove of sufficient interest to the people of Deaf Smith county, they will be purchased for the local library.

The group is divided into two classes: The livestock industry and Ranching in Song and Story. The first includes Productive Husbandry—Sheep, by Coffee; Selection and Training of the Polo Pony, Cullum; Practical Home Tanning and Fur Dressing, Decker; Raising Beef Cattle on Farm and Range, Farley; History and Handbook of Hereford Cattle and Hereford Bull Index, Hazelton; The Spur Ranch, a study of the cattle industry of Texas, Holden; Range Beef Production in the 17 Western States, Hultz; Range Sheep and Wool in the 17 Western States, Part 1, Range Sheep, by Fred S. Hultz, and Part 2, Wool, by John A. Hill; Market Analysis of the Cattle Industry of Texas, Lewis; Peabody Museum of Natural History, Yale University, No. 1, The Evolution of the Horse Family, Lull; Famous Saddle Horses, Scharf; Making the Goat Dairy Pay, Smith; Beef Cattle, their Feeding and Management in the Corn Belt States, Snapp, and Historic Sketches of the Cattle Trade of the West and Southwest, McCoy.

The second class includes a Log of the Texas-California Cattle Train, 1854, by Bell; Pecos Bill, Brown; The Cowboy Sings, Clark; Songs of the Saddle; New and Old Cowboy songs with Original Variations, Klickman; A Cowman's Wife, Rak; Warpath and Cattle Trails, Collins; Drifting Cowboy, James and Memoirs of Old Western Trails in Texas Longhorn Days, Stroud.

Columbia Gets Rare Document. A document dated 1754 relating to the founding of Columbia university has been presented to that university.



Eat up distance, but not your bearings

Get alloyed oil . . . and you'll get the difference

Ask your wife. The least little heat makes smoke out of some of the oily substances she puts in her frying pan. They vanish double quick, while others stay put.

That's the sort of difference your hilliest hot-weather drive will show you in Germ Processed, the alloyed oil. Patented.

It not only stays up around "Full," but stays right up in every working surface of your engine. Yes, the pistons, cylinders, valve gear, and any types of bearings ever used, can really take in this alloyed oil. You might say they become lastingly, smoothly "oil-glazed."

And you can see that this added sleek oil-surfacing, together with the high-durability Germ Processed oil-film, easily doubles your guard against summer grief. Now when you want to go farthest fastest, get Conoco Germ Processed oil—the alloyed oil. Continental Oil Company.



CONOCO GERM PROCESSED OIL

Drive to Texas Centennial—this year's greatest show. Open June 6. For free marked maps write Conoco Travel Bureau, Denver, Colo.

We Extend a

WELCOME

To Centennial Day Visitors

As a part of the enterprise that goes to make up the City of Hereford, your host on Friday, May 8, we extend our greetings and urge you to make this your celebration. You'll find that we are keeping pace with the rapidly changing development of this section.

FOSTER TRUCK LINE

Texas Cities Of Today And Of 1841 Offer Great Contrast

Best Gauge of State's Growth

HOUSTON, AUSTIN, SAN ANTONIO PICTURED AS 'VILLAGES'

A comical contrast is afforded by Arthur Ikin's description of Texas "cities and towns" of 1841, in his Guide to Emigrants, published for the purpose of alluring English colonists to the Republic. Ikin, then England's consul to Texas, wrote graphically and, for the most part, accurately of the thriving country that had only a short time earlier gained its independence. A rare copy of his

little book is now in the Texas Collection of the University of Texas Library.

Houston, then as now, was one of the leading metropolises of Texas; at that time, however, when it was a bare five years old, it had a total population of about 5,000 persons. Austin, the capital, had a population of 1,200. All of the towns Ikin mentioned are still in existence today, though some of them, then quite small, have attained great prominence, while others have become mere villages. San Antonio de Bexar he pictures as a city of antiquity, with picturesque Spanish customs and fine churches.

"Towns and ports are already very numerous, and so rapidly enlarging that in a few months they will often suffice to render

a description obsolete," the Englishman wrote nearly 100 years ago. "Those of any real present importance may be soon enumerated.

"Between the Neches and Sabine rivers the principal towns are Nacogdoches and San Augustine; the former an ancient Spanish settlement, said once to have contained a population of 5,000, though at present there are not more than one-fifth that number; the latter is a very thriving place. Much of the fine country about these rivers is thickly settled. Jasper, Sabine, Milam and Beaumont are already towns of some note.

"Liberty, Anahuac and several other small but promising towns lie on the Trinity.

"The City of Houston, on Buffalo Bayou, was until within the last two years the capital of Texas. It is a populous and busy place, numbering, though scarcely five years old, more than 5,000 inhabitants. There are here several religious congregations; shops of every kind, daily and weekly newspapers, numerous professional men, theatre, race course, hotels, cafes, &c. Several steamers run between Galveston and this city, which will always be a great depot for the retail trade of the interior.

"Galveston, situated on the east end of Galveston Island, is the best port in Texas. Four years ago the city did not exist; at present it numbers between 4,000 and 5,000 inhabitants. Its houses are built of wood, but are very neatly painted, and often ornamented with colonnades, balconies and verandas. Vessels, drawing full 12 feet, can lay off the piers and the harbor is usually enlivened by a considerable mass of shipping, including the gallant little navy of the republic and large steamers from the port of New Orleans. Six or seven British

Work Starts on "Cavalcade of Texas"



The history of Texas, under the six flags which have flown over it from the days of the first Spaniards to the present, will be set forth in pomp and color in "The Cavalcade of Texas," an expansive pageant to be presented each night

during the Texas Centennial Exposition, which runs in Dallas from June 6 to Nov. 29. Above J. Mark Hamilton, director and expert on lore of the Southwest, and Jan Isabelle Fortune, well known magazine writer, confer over the script.

vessels entered here during the last winter. Galveston will, in a few years' time, be the busiest port immediately on the Gulf of Mexico. It is considered quite healthy. San Luis, at the other end of the island, offering nearly equal advantages in point of water and shelter, is also beginning to attract shipping, and from its vicinity to the produce of the Brazos, must continue to do so.

"On the Brazos, the most important towns are Washington, in a fine and healthy country; San Felipe, the oldest American town in Texas, and in the level country, Richmond, Columbia and Brasoria, from which much produce is exported.

"Velasco, at the mouth of the Brazos, would, had its bar been less shallow, have become the first port in Texas for foreign export. It has not a mean depth of more than six feet, varying, as do all the bars on the coast, a foot or two, as the wind blows on or off the land.

"The bar, though shifting, is very short, and the water inside is deep. It is believed that many of the Texian ports are capable of improvement, and the time is not far distant when the citizens will be able to command the requisite capital.

"The Colorado river washes the 'cities' of Austin, Bastrop, La Grange, Columbus and Matagorda. Austin is the present capital of Texas, and the seat of government. It is beautifully seated at the foot of the mountains.

"The city is about two years old, and although situated so far in the interior, it already numbers more than 1,200 inhabitants. It is bounded by romantic hills to the north, the river on the south and two creeks or rivulets on the east and west. The country around is equally fertile and healthy. There are quarries of good marble in the vicinity; and Austin, should it continue the capital, will doubtless one day be a very beautiful city. At present, however, having no settlements beyond, it is sometimes exposed to petty Indian depredations. Being considerably above the head of navigation, its chief commercial prospects depend on the diversion of the valuable Santa Fe trade through the ports of Texas, in the event of which it would be well placed as an entrepot.

"Matagorda, at the mouth of the Colorado, is a well-built town, containing between 1,000 and 2,000 inhabitants, and carrying on a considerable foreign trade. It is 45 miles from the bar which communicates between the bay, on which it is situated, and the sea. In this bay the water is always smooth and vessels which cross the bar can approach within about seven miles of the town.

"On the Navidad, Texas is a rapidly rising town. Steam boats run between it and Matagorda.

"On the Guadalupe, Gonzales and Victoria, old Spanish towns, but now chiefly inhabited by the Americans, are becoming places of some consequence. Victoria has 600 or 700 inhabitants, and much trade is carried on here with the Mexicans.

"On the San Antonio river, Bexar and Goliad deserve particular notice. The former was built upwards of a century ago, and once contained a population of 8,000. At present it does not quite number 2,000, of whom scarcely more than 100 are Anglo-Americans. Mexican manners and customs prevail here as much as in any part of the Mexican republic. The people are, however, perfectly contented under the new regime. The town is stone built; the walls of the houses are of great thickness and support flat terraaced roofs. The streets wind into a noble and spacious square or market place, where there is a fine church. There are also several old churches and

devious for the merchants of the Northern Mexican States and those of the United States; who here carry on a trade to the amount of three millions of dollars per annum.

"The means of communication throughout Texas are in general very easy. The natural roads in the upper country are good all the year round, and the traveller on horseback finds few impediments, save here and there the want of a bridge. The lower, or flat country is, during the winter months, in many parts scarcely passable. Throughout this part of Texas, however, the rivers are generally navigable for steam boats, numbers of which are already employed. Two railroads are also in progress."

ground, it was explained. Muddy rains are not at all uncommon "when the air up to great heights contains extensive clouds of dust. Such showers, colored with reddish dust, were accountable for most of the supposed showers of blood; that aroused superstitious fear in the old world.

"Electric storms" are also a result of dust in the air. The friction of dust against metals, wire fences and even the cows' horns charges them with electricity, the association said, so that their brush discharges are visible at night and administer shocks to persons touching them."

Try First to Buy in Hereford.

Health Service
MANOLOGY CHIROPRACTIC
COLON IRRIGATION MINERAL BATHS
Dr. R. E. Perkins
Phone 246. 710 N. Main St.

BUSINESS AND DIRECTORY PROFESSIONAL

THE CHOCOLATE SHOP
Fudge Luscious Sandwiches
Cold Drinks, Candies Magazines.

The title to your land is vital
Our Abstracts correctly reveal the title.
A. O. THOMPSON
ABSTRACT CO.
4 1/2 Per Cent Federal Farm Loans.

INSURANCE
JNO. H. PATTON
PHONE 59

DR. J. W. HENDRIX
Chiropractor and Masseuse
100 E Street—Just North of Mother's Park
Phone 341 for Appointments

HOGS
Please bring your hogs on Friday for Top Prices.
G. W. & H. L. Bramley
THE HEREFORD BRAND
JOB PRINTING

Spirella FOUNDATION
GARMENTS
Corsets, girdles, brassieres designed exclusively for you.
MRS. BESSIE DAVIS
410 Sampson Avenue

Since 1898
Hereford Insurance Agency
Ralph Barnett, Manager
303 Main Street
Consult us on all types of Insurance Bonds.



The Saga of Progress

Throughout the centuries man's progress, apart from the cultivation of the soil and the development of business, has been closely allied with the necessary institutions of finance and commercial exchange. It is upon these primary principles that this bank has been built—to help you individually to secure your funds and conduct your personal finances according to proven and prudent rules of success. To get acquainted with this better No account is too small or too large for our facilities.



WELCOME
Centennial Day Visitors

First State Bank

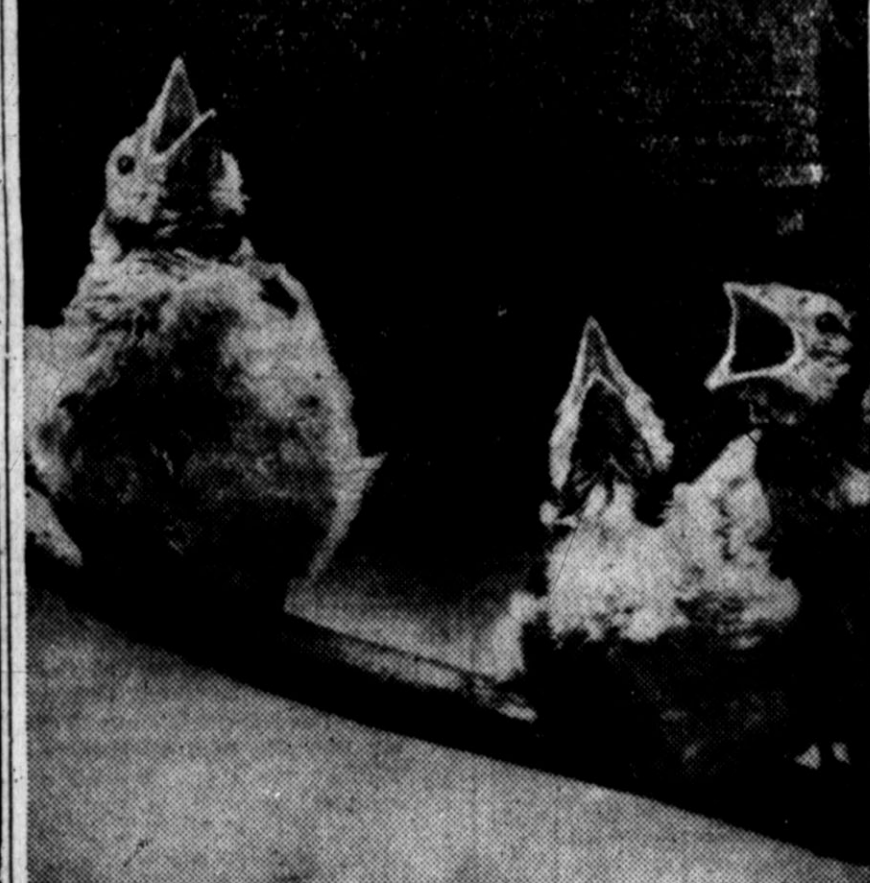
WELCOME VISITORS

to your Centennial Day celebration. While in Hereford, we invite you to visit with your

Case Dealer

C. A. SKELTON

Why Gulf is the Gas for May



Birds are nesting. It's Spring . . . and it's the time of year to use Spring gas. The average temperature is several degrees higher than it was in April, and unless you're using a gas specially refined for Spring driving you're throwing dimes and dollars away. Get That Good Gulf Gasoline. Because it's "Kept in Step with the Calendar"—all of it goes to work, none of it goes to waste. Pull up at the Sign of the Orange Disc and try a tankful—today.



WELCOME!

HEREFORD TAKES GREAT DELIGHT

In playing host to the hundreds of people of this area who have found this a desirable city in which to do business and to visit. Especially is the privilege of honoring the Old Settlers a delightful one. Centennial Day is your day—we invite you to enjoy it fully.

TO THOSE WHO PLANNED THIS EVENT!

It has taken valuable time and much thought and planning to make Centennial Day a success. To those who have given freely of their time, Hereford extends its congratulations for your unselfish spirit.

City of Hereford

Returns to Home Here.

Mrs. J. R. Koelzer has recently returned home from Kansas City, where she received treatment at the Thornton & Minor Clinic. She is greatly improved.

Mrs. W. F. Gillis returned Sunday from Littlefield.

Friona News

GERALDINE M'FARLAND

Senior day was observed by Friona high school seniors last Thursday. The class is composed of 24 seniors and all but a few attended the outing. The seniors left for Palo Duro Canyon at 6, and after an enjoyable day, went to Amarillo to attend a show.

A hobo hike was enjoyed by the seniors Friday evening. Ruth Reeve prominent member of the Junior class, planned the hike. All dressed as hobos and went from house to house until they begged enough to eat. They then tramped out of town and had a feast.

The sophomores and sponsors, Mr. and Mrs. J. T. Gee, visited Palo Duro Canyon Saturday and had a most pleasant time.

The Freshmen spent Saturday at Palo Duro. O. M. Stewart, superintendent, Mr. Moran, Miss Peterson and Miss Phillips accompanied them. They enjoyed a show in Hereford on their return.

Post-graduates of Friona high and invited ex-graduates went to Timber Creek Sunday and enjoyed climbing and exploring in Palo Duro park, and ate dinner. Later they went swimming. Stanley Williams, Mrs. Roy Slagle, Roy Slagle and Mrs. Fred Rogers accompanied the 27 boys and girls.

Friona high school band played in Amarillo Friday. This is the first year Friona has entered a band and we are proud of it. Mrs. Woodrow Montgomery is director. The band has been praised for its good work. The band furnished music for several basketball games last season.

Mrs. Gee, home ec teacher, took third year girls to Lubbock Friday to visit practice houses and the girls' dormitory.

Mrs. Howard-Ford received a number of wedding gifts at a shower in her home Friday. The entertainment was given by the YWC of the Methodist church.

The Friday bridge club met with Mrs. W. B. Clary May 1 and spent an enjoyable evening. Mrs. Bert Shackelford won high. A lovely luncheon was served.

Mr. and Mrs. Roy Slagle were in Amarillo Monday.

Ray Clements and Rayburn Collier left Saturday for East Texas on a fishing trip and to visit relatives.

Mr. and Mrs. Ralph Roden have gone to Hereford to make their home, where Mr. Roden will have charge of the Corner Drug Store.

Mrs. J. E. Stover is visiting relatives in San Antonio.

Chas. Baxter, wife and daughter of Elk City, Okla., are visiting the home of her father, F. S. Truitt.

Taylor Thurman left Saturday for his home in Los Angeles, after a visit here with his father, French Thurman and family.

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the 69th District Court of Deaf Smith County Texas, on the 5th day of May, A. D. 1936, by the Clerk thereof, on a judgment rendered on the 21st day of August, A. D. 1935, in favor of the plaintiff against the defendant, J. T. McDonald, with deficiency over and against defendants, J. N. and H. B. Jordan, and Wm. M. Hale, composing the partnership firm of the Jordan Construction Company, in Cause No. 2206, wherein The Real Estate Land Title and Trust Company, Trustee, is plaintiff, and J. T. McDonald and wife, Alberta E. McDonald; Claude Benton, and wife, Oona Lee Benton; Mrs. Florence McClellan, independent executrix of the Estate of Lillian Gabbert, deceased; and J. N. Jordan, Horace B. Jordan and Wm. M. Hale, a partnership, are defendants, upon the docket of said Court; and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in June, A. D. 1936, it being the 2nd day of June, 1936, at the Court House door of Deaf Smith County, in the City of Hereford, the following described property situated in Deaf Smith County, Texas, to-wit:

Lots No. Seven (7), Eight (8), and Nine (9), in Block No. Thirty-one (31) of the Original Town of Hereford, as shown by the maps or plats thereof of record in the Deed Records of Deaf Smith County, Texas, to which reference is here made.

Levied on this 5th day of May, A. D. 1936, as the property of the defendant, Claude Benton, to satisfy a judgment in the sum of \$516.36, principal, interest and reasonable attorney's fees owing on Certificates No. 67 and 68 for improving Lawton Avenue in City of Hereford abutting said property, decreeing a foreclosure of the special assessment and mechanic's liens thereon against each and all of the above named defendants.

Dated at Hereford, Texas, this 6th day of May, A. D. 1936. MRS. J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. O. Newell, Deputy.

Very Nice for Old Honus!



Recognize the gentleman in the center? He is none other than Honus Wagner, greatest shortstop in history and now coach of the Pittsburgh Pirate baseball team. The photograph was taken when Rangerette from the Texas Centennial Exposition opening in Dallas June 8, visited the team's San Antonio training camp.

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the 69th District Court of Deaf Smith County, Texas, on the 5th day of May A. D. 1936, by the Clerk thereof, on a judgment rendered on the 25th day of February, A. D. 1936, in favor of plaintiff against the defendants, Inez Stambaugh, a widow, with deficiency over and against J. N. and H. B. Jordan and Wm. M. Hale, composing the partnership firm of the Jordan Construction Company, in Cause No. 2197 upon the docket of said Court, wherein the Land Title Bank and Trust Company, Trustee, is plaintiff, and Mrs. Inez Stambaugh, a widow; Geo. V. Stambaugh, and J. N. Jordan, Horace B. Jordan and Wm. M. Hale, a partnership, are defendants; and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's sales, on the First Tuesday in June, A. D. 1936, it being the 2nd day of June, 1936, at the Court House door of Deaf Smith County, in the City of Hereford, the following described property situated in Deaf Smith County, Texas, to-wit:

Lots No. Seven (7), Eight (8), and Nine (9), in Block No. Thirty-one (31) of the Original Town of Hereford, as shown by the maps or plats thereof of record in the Deed Records of Deaf Smith County, Texas, to which reference is here made.

Levied on this 5th day of May, A. D. 1936, as the property of the defendants, Inez Stambaugh, and Geo. V. Stambaugh, to satisfy a judgment in the sum of \$414.06, principal interest and reasonable attorney's fees owing on Certificate No. 2 and mechanic's lien contract executed by defendant, Inez Stambaugh, for improving Third Street abutting said property, decreeing a foreclosure of the special assessment and mechanic's liens thereon against each and all of the above named defendants.

Dated at Hereford, Texas, this 5th day of May, A. D. 1936. MRS. J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. O. Newell, Deputy.

Annual Sale of Poppies May 23

Poppies will bloom in Hereford on Saturday, May 23, glowing on the coats of remembering Americans in honor of the World War dead. The women of Post 192 Unit of the American Legion Auxiliary will offer the poppies on the streets, giving everyone an opportunity to pay tribute to the war dead and to help the war's living victims with contributions given for the little red flower.

The American Legion poppy not only gives us a means of rendering personal tribute to the memory of those brave young men who sacrificed their lives for America, it also gives us a means of aiding



MOTHER'S DAY IS MAY 10TH

We suggest a present with a FUTURE... a modern 1936 Gas Range. Take Mother to the nearest gas appliance dealer, or your gas company—and let her choose the model that suits her best. Cooking with gas is cheap on the new low gas rate. The low gas rate recently fixed by the Railroad Commission of Texas, and put in effect by the company, is lower than the rate in 591 of other Texas Cities and Towns having gas service. Minimum bill also reduced!

West Texas Gas Co. Good Gas With Dependable Service

those who sacrificed but are still within reach of our help. From the annual wearing of the little flowers come benefits reaching into every corner of the country and touching the lives of thousands of unfortunate men, women and children.

The vast program of welfare and rehabilitation work carried out by the American Legion and Auxiliary draws its principal support from the poppy. The dimes, quarters and half dollars we drop into the coin boxes of the poppy workers supply the means for local, state and national activities for the benefit of disabled veterans and the families left in need through the death or disability of veterans. The Poppy Day contributions make aid available during the other 364 days of the year to those who are still paying in ready installments the war's bitter debt of suffering and privation.

When we pin on our poppies this year, there should come to us all a vision of the part we are playing in the effort to heal the nation's war wounds. We should look upon our poppies not only as flowers of memory for the dead but as flowers of hope for the living.

New Telegraph Manager.

Miss Rita Dingus of Guymon, Oklahoma, recently became manager of the Western Union office here, succeeding Mrs. Nellie Gillispie, who was transferred to Quitaque.

WELCOME, PIONEERS AND VISITORS

COME IN AND LET US SHOW YOU HOW

Kelvinator

MEETS THE 8 FUNDAMENTALS OF A TRULY MODERN REFRIGERATOR!

- 1-Is it good looking?
2-Has it the basic conveniences that make it easy to use?
3-Will it produce plenty of cubes and can they be removed conveniently?
4-Will it keep food at proper temperature?
5-It is economical to operate?
6-Will the service be dependable?
7-Is there a good manufacturer behind the product?
8-IS THE PRICE RIGHT?

ONLY KELVINATOR MEETS ALL 8 FUNDAMENTALS OF A TRULY MODERN REFRIGERATOR!

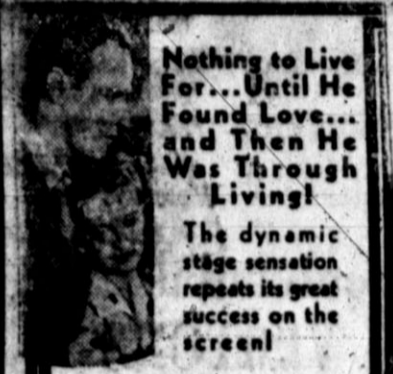
STREU HARDWARE CO. HOME OF SERVICE AND QUALITY.

BRAND NAME ALWAYS GET THE JOB DONE

STAR THEATRE HEREFORD MATINEE DAILY 1:45

Welcome Visitors!

Always a Good Show at the STAR! TODAY AND FRIDAY



Nothing to Live For... Until He Found Love... and Then He Was Through Living!

The dynamic stage sensation repeats its great success on the screen!

Belle HOWARD Belle HOWE

TRIFIED FOREST WINDICK FORAN

GOLD SEAL UNIT SHOW

Four units of guaranteed entertainment:

- No. 1-Petrified Forest.
No. 2-A Popeye Cartoon.
No. 3-King of the Islands, short.
No. 4-News reel.

Saturday Only 10c EVERY ONE! 10c



AUTRY The SAGEBRUSH TROUBADOUR with Champion

Sunday - Monday

Preview Saturday Hits



GORGEOUS in COLOR!

THE REMARKABLE STORY OF THE LIFE OF... COMES TO LIFE IN NATURAL COLORS!

TRAIL of the SOME DISIE

SILVIA SIDNEY HENRY FONDA FRED M. MURRAY

Welcome Old Settlers And Other Centennial Day Visitors

Get Ready for Summer

New Crush Straw Hats



A novelty waterproof hat—in several blocks of grays, tans and mixtures. Soft, may be crushed like felt and cleaned with soap and water. With appearance of felt but cool and comfortable as straw. Each—\$1.95

Nofade Shirts

The guaranteed fast color shirt, in all the latest patterns and colors, each—\$1.50 and \$1.95

Neckties to Match 49c 75c \$1.00

Summer CAPS

Big assortment of summer caps in white linens, and in plaids and colors—25c Each

Complete Line of White Shoes



Men's cool, comfortable shoes. Also obtainable in two tones and blacks, \$2.00 per pair

\$2.00 to \$5.00

Women's White Shoes for Dress Or Sport

Both dress and sport shoes for women are obtainable in ties, pumps and straps. The very latest. At, pair—

\$2.35 to \$5.00

New Beautiful Piece Good Patterns

SILK LINEN—The most popular material of the season, in attractive patterns, Per Yard 98c

TRIPLE SHEER PRINTED CREPES—A wanted material per yard 98c

SEARSUCKERS—Assorted colors, solid and in patterns, per yard, 48c and 50c

LINEN CRASH—A wanted material in plain cloths and fancy patterns per yard 59c

THE NEW JUNE M'CALL PATTERNS ON SALE HERE!

D. R. GASS and SON

Since 1898

FRIENDLY FLORESHEIM

SHOE DEALERS

Welcome To Hereford's TEXAS CENTINNIAL and PIONEER CELEBRATION

100 Years of Progress In Texas 30 Years of Progress In Hereford

Let's forget the past few years and look forward to that greater progress for Hereford, its neighboring towns and surrounding territory that is certain in the years to come.

Ireland - Beavers Motor Co.

Dodge-Plymouth

Sales-Service

TRY A WANT AD IN THE BRAND—RESULTS ARE USUALLY MOST EXCELLENT

A Weekend FOOD SALE!

Beans	3 cans 25c	Crackers	2-lb box 18c
Chuck Wagon		A-1	
Salmon	2 cans 24c	Peas	3 for 25c
Pink, Brimfall		Cypress, No. 2 can	

COCOA		BEETS	
2 Lbs	15c	Cut, No. 2 1/2 Can	10c

Apricots	25c pkg 19c	Tomatoes	3 for 25c
Dry		Wapoo, No. 2 can	
Peaches	25c pkg 19c	Tomato Juice	3 for 25c
Dry		C. H. B., Tall Can	

APPLES		SALAD DRESSING	
No. 10 Can	38c	Sun Spun, qt	33c

Corn	3 for 25c	Pecans	lb 35c
No. 2 Can		Large Halves	

LAUNDRY SOAP		BRAN FLAKES	
Red & White, 5 bars	18c	Red & White, pkg	9c

Pineapple	can 23c	Pork & Beans	4 for 25c
Red and White, Home Style, 2 1/2 can		White Swan, No. 1 Tall Can	
Prunes	3-lb pkg 15c		

FLAV-R-JELL		SUGAR	
3 Pkgs	14c	Powdered, 2 pkgs	15c

Beans	5 lbs for 23c	Washo	2 pkgs 43c
Plato		1 Guest Towel FREE	

Strawberries Louisiana 2 Boxes 25c

MEATS		Fruits - Vegetables	
Cheese	lb 19c	Oranges	2 doz 35c
Longhorn		Sunkist, Medium Size	
Oleomargarine	lb 17c	Lemons	doz 19c
Red Rose		Juicy Red Balls	
Bacon	lb 31c	Bananas	lb 5c
Armour's Sliced		Golden Ripe	
Roast	2 lbs 35c	Lettuce	head 4 1/2c
Beef		Large, Crisp	
Butter	lb 30c	Onions	lb 2 1/2c
Cream O' Plains		Dry, Nice Ones	
		Carrots	3 bunches 10c
		Mustard or Spinach	

Weir's Red and White Food Store

SOCIETY

MRS. ADRIAN ODOM, Society Editor Phone 447-W

REBEKAH LODGE ENTERTAINS PRESIDENT

Hereford Rebekah lodge met at the IOOF hall Saturday night at 8:30 o'clock to entertain their president, Mrs. Frances Thompson, of Corpus Christi. Traveling with Mrs. Thompson was Mrs. Wilson, also of Corpus Christi.

The president had charge of the meeting and she gave an instructive talk on phases of Rebekah work.

The Deputy Grand Master of the IOOF, John S. Ross and his wife, Mrs. Jessie N. Ross, of Amarillo were present. Mrs. Laberty and Mrs. Spencer of Amarillo were other out of town guests.

Mrs. Thompson was presented a gift from the order.

After the program refreshments of pink and green sandwiches made into the three links, pink and green Bavarian cream and iced tea were served to the members of the order and their guests.

MRS. WITHERSPOON ENTERTAINS THURSDAY

Mrs. Jimmie Witherspoon entertained a group of friends with a bridge party at her home Thursday afternoon. For the occasion, the home was decorated with spring flowers.

High score went to Mrs. B. M. Wiltshire, and second high to Mrs. Colby Conkright. Following the games the guests were served a salad plate with punch.

Those attending were Meses. Wiltshire, Conkright, J. C. McCracken, Cliff Acker, C. C. Rockwell, Tom Carter, John Olson, Charles Donald, John Coffee, Prentiss Rosson, W. L. Davis, Paul Mathers, Frances McClelland and Miss Mabel Gass.

LUNCHEON CLUB MEETS WITH MRS. McCRACKEN

Mrs. J. C. McCracken entertained the Luncheon Club Wednesday at her home on East Third Street. The small tables were covered with white cloths and centered with miniature May poles of orchid and pink. The streamers led to the place cards on which original rhymes were written about the guests who had to find their places according to the description given.

A luncheon consisting of fried chicken, green string beans, mashed potatoes, stuffed tomatoe salad, rolls, iced tea and strawberry short cake was served buffet style.

After luncheon, the afternoon was spent playing bridge, with high score going to Mrs. W. L. Davis. Attending were Meses. Davis, Oscar Easter, Colby Conkright, B. M. Wiltshire, C. C. Rockwell, W. M. Emmons, Adrian Odom and the hostess.

MRS. LEE MORGAN IS BRIDGE CLUB HOSTESS

Mrs. Lee T. Morgan was hostess to the London Bridge club last Thursday afternoon at her home. After the games, high score prize for members was awarded Mrs. Sherman Morgan and high score for guests went to Mrs. Travis Dameron.

A salad refreshment plate was served to Meses. Nelson, McWright, J. M. Posey, R. B. Willis, Grant Fuller, Dameron, Adrian Odom, Charles Brooks, J. T. Gilbreath, Jr., O. C. Holt, Emmett Milburn, Sherman Morgan and the hostess.

Mesars. F. E. Givan and Jack Wayland left Monday for a vacation trip. Mr. Wayland will join his wife in Independence, Kansas, for a two weeks stay, and Mr. Givan will meet Mrs. Givan in Hannibal, Missouri. They plan an extended trip to the West Coast.

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

Helen Acker Is Injured In Fall

Miss Helen Acker, young daughter of Mr. and Mrs. C. C. Acker, received a broken leg in a fall on her bicycle last Saturday morning. She is confined to her home, where she is reported doing nicely.

Helen fell while making a sharp turn at the corner of East Third and Schley Streets, the front wheel of the bicycle evidently hitting a rock. The main bone of her right leg was broken in two places below the knee.

JUNIOR-BAYVIEW CLUB IN SEASON'S LAST MEETING

The Junior Bay View club met in its closing meeting of the year Thursday night at the home of Mrs. Jimmie Witherspoon.

Miss Fern Carlisle, new president, was in charge of a short business meeting, after which she turned the program over to the leader for the evening, Miss Edna Daughette. Miss Daughette gave a brief sketch of the life of Rachel Field. The book, "Time Out of Mind," by Miss Field, was reviewed by Miss Vida Hicks.

The hostess served a light refreshment to the 73 members present.

WITHERSPOONS HOSTS AT BRIDGE PARTY

Mr. and Mrs. Jimmie Witherspoon were hosts to a number of friends at a bridge party given at their home Friday night. A large vase of bridal wreath was used in the room to lend a note of spring to the occasion.

After the games high score prize for men went to Grant Fuller, high score for ladies to Mrs. J. C. Parker.

Strawberry shortcake, nuts and punch were served to Mesars. and Meses. Lee T. Morgan, Adrian Odom, Grant Fuller, Mariland Gilliland, J. C. Parker, Mrs. Charles Brooks and the hosts.

Rev. Coleman Campbell, former pastor of the Fundamental Baptist church, arrived Saturday to attend to business. He left here last February to take charge of a church in Dublin. He is making plans to move to Buffalo where he will assume the pastorate of the Baptist church. His family accompanied him here.

D. E. Miller and family of Lubbock are here this week making plans to move to the Junco community. He recently purchased the store and farm of C. S. Beck and will take charge right away.

Mr. and Mrs. J. D. Buchanan of Friona were visitors here last Friday.

WELCOME OLD SETTLERS
QUALITY FOR LESS!
10% OFF On All Groceries, Friday and Saturday, May 8-9
LUKEN'S GROCERY



For the GRADUATE

No gift is more appreciated or of greater value than jewelry. No gift would be more appropriate for graduation.

Select Your Gifts Now!



Give him a watch or chain; give her a wrist watch, ring or bracelet. Let us help you make your selection. Jewelry may be given at no great cost.

Gifts that Will Last Forever

Welcome Centennial Day Visitors Kester Jewelry & Optical Co.

Rockwell Brothers & Co.

takes pleasure in extending to all the pioneers and old settlers in this community its heartiest best wishes, combined with thanks for the part they have helped us play in building and developing this country.

Shortly after the railroad came through here, and Hereford was located as a town, Mr. J. M. Rockwell bought a site and put a stock of lumber on it under the name of Eagle Lumber Co. Mr. W. T. Bratton was the first manager of the yard. The name was later changed to the Hereford Lumber Company to conform to Mr. Rockwell's policy at that time of having his yards named after the town in which they were located. In 1904, the name was changed again to ROCKWELL BROS. and COMPANY, and it has so operated ever since. Under all those different names, however, the ownership has been in the same hands, and the same spirit of eagerness to serve prevails—the company today that was in evidence here in 1898.

We have gone through our old ledgers and listed the names of everybody on the books thirty years and more ago. Space does not permit us to print the complete list which has nearly a thousand names. But we have tried to pick out the names of all those old friends of ours who are still in this part of the country, and we list them here as members of our

30 Year Club

- | | | |
|------------------|-----------------------|----------------------|
| E. Gough | C. L. Gass | J. T. Gilbreath |
| J. W. Alexander | D. R. Gass & Son | D. W. Hawkins |
| C. P. Arthur | Mrs. C. Greer | J. H. Head |
| Frank Aze | G. H. Guinn | John Higgins |
| Allen Bell | Mrs. W. B. Green | Mrs. J. W. Hicks |
| Mrs. L. R. Brady | Mrs. G. A. Hughes | J. A. Hughes |
| E. B. Black | W. E. Hicks | H. H. Hawkins |
| E. E. Brant | Charles Hodges | Reese Housh |
| J. W. Brady | J. S. Jones | Luther Hough |
| W. B. Beach | G. R. Jowell | W. A. Ricketts |
| D. H. Bryant | Joe Killough | John Robinson |
| Ed Connell | C. F. Kerr | Jas. K. Robinson |
| C. H. Carl | R. J. Kibbe | John P. Slaton |
| D. Crawford | L. P. Landrum | W. T. South |
| Harvey Cash | Dr. G. F. LeGrand | S. J. Sanders |
| W. M. Cogdell | J. B. McMinn | T. E. Shirley |
| Charles Donald | George L. Muse | Mrs. G. S. Stambaugh |
| W. A. Daugherty | L. D. Mercer | P. A. Tomrow |
| Elli Dunlap | F. H. Oberthier | Alex. Thompson |
| W. B. Dameron | Walter Orr | Troy Wamble |
| Wm. Dixon | J. R. Overstreet | Bugh Witherspoon |
| W. S. Easter | W. B. Phillips | E. L. Whitsett |
| W. C. Fallwell | Mrs. T. M. Palmer | Mrs. W. T. Wor |
| J. L. Fuqua | Mrs. J. B. Phillips | J. P. Wood |
| O. C. Ferguson | J. M. Purcell | E. A. White |
| E. H. Fullwood | Mrs. J. T. Rutherford | Henry W. Wood |
| Jim Fleen | J. P. Roberson | J. H. Wood |

Announcing . . . A New

Helpy - Selfy Laundry Service

For Hereford

BEGINNING MONDAY, MAY 11, we will inaugurate in Hereford at the Hereford Laundry and Dry Cleaners the most modern and complete HELPY-SELFY Laundry Service ever undertaken in this community. We are equipping a separate department of this work to accommodate the housewives of Hereford, and installing all new electric washers with rain-soft water and live steam for boiling purposes.

Our Prices Are Right—Our Service Is Unexcelled

This is an added service for patrons who desire this class of work and does not affect in any way our numerous other high class laundry services. NOTICE: We will not do any Helpy-Selfy laundry service except in new department.

Hereford Laundry & Dry Cleaners

WTCC Meets In Amarillo Soon

Elaborate preparations are being made for the West Texas Chamber of Commerce convention to be held in Amarillo May 11-13.

Amarillo's Chamber of Commerce already has appointed convention committee chairmen, among them being Gene Howe, known generally as "Old Tack" through his newspaper column. He heads the convention's program committee for the host city.

Jed Rix, convention manager, who has established offices in Amarillo, has predicted a new attendance record will be set at the eighteenth annual meeting.

Advance hotel reservations for the convention are being received daily. Railroad passenger agents are busy preparing schedules for special trains to the convention.

Scores of hands will be brought

by the delegations and one musical organization will be selected at the convention to play at Fort Worth's opening of the Frontier Celebration early in June.

Rules for the Home Town speaking contest, another feature of the convention, already have been mailed to school superintendents, chamber of commerce secretaries and directors of the West Texas Chamber of Commerce in each affiliated town.

Ray Nichols, Verdon publisher, who is president of WTCC, and D. A. Baudeen of Stamford, WPCO general manager, conferred this week with Amarilloans about preparations for the convention.

Governors of Texas, Oklahoma and New Mexico have been invited to attend.

There will be speakers of national prominence on each program during the three-day session.

Special entertainment will be provided for all convention visitors.

Folk Leader



Gertrude Knott, noted authority on folk lore, is supervising handling of the third annual national folk festival, which will open at the Texas Centennial Exposition in Dallas June 14.

50,000 Rooms To Await Visitors

Fifty thousand rooms will be available for tourists visiting in Dallas to attend the Texas Centennial Exposition. This announcement was made by Frank M. Smith, director of the Exposition's housing program.

All these rooms will be available at moderate cost. The Dallas Hotel Association, including all local hotels and the Dallas Restaurant Association, embracing all local restaurants, have signed a formal pledge to the effect that there will be no increases in room rent or of food prices in Dallas during the progress of the \$25,000,000 World's Fair.

An elaborate system of room registration has been started by Director Smith whose staff will occupy two floors of a downtown office building. Lodging will be found there for all visitors of the type and price which they desire.

them are long past due, no part of the same has been paid, either principal or interest, though demand for payment has often been made. That said notes were placed in the hands of the undersigned attorney for collection on the L. C. Johnson and wife, Selma M. Johnson, sold and conveyed to the said D. R. Humber all of lots numbers three (3), and four (4) in Block No. two, (2), Cody Addition to the Town of Snyder, in Scurry County, Texas; and as a part of the consideration for said property the said D. R. Humber made, executed and delivered to Selma M. Johnson his series of three several vendor's lien, promissory notes, note No. 2 being in the principal sum of \$400.00 and Note No. 3 being in the principal sum of \$325.00; that note number 1 has been paid; that said notes are each dated April 15th, 1930, and due respectively on or before one and two years from date, and each of said notes provide for interest at the rate of 8 per cent from date to maturity, the interest payable annually, and also provides for 10 per cent interest on both principal and interest from maturity, and also provides for the usual 10 per cent attorney's fees if placed in the hands of an attorney for collection; that the vendor's lien was specially retained in said deed of conveyance to secure the payment of said notes; that in due course of trade, and for a valuable consideration and before maturity, said notes were duly endorsed, sold, transferred, 15th day of April, 1936, and the plaintiff promised and agreed to pay said attorney the attorney's fee stipulated in said notes, where by the defendant has become bound and liable and agreed to pay said notes, principal, interest and attorney's fees, according to their

face, tenor, effect and reading, all to the plaintiff's damage in said sum.

Wherefore plaintiff prays for citation as the law directs, and upon final hearing for his judgment for the principal, interest and attorney's fees stipulated in said notes, for costs of suit, and for all relief, special and general, in law and in equity to which the plaintiff may show himself entitled.

W. H. RUSSELL,
Attorney for the Plaintiff.

Herein fall not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in

Hereford, Texas, this the 15th day of April A. D. 1936.
(SEAL) L. H. FORSTER, Clerk
District Court, Deaf Smith County.
15-4

Started and Baby
CHICKS
CUSTOM HATCHING
Hillside Hatchery
S. Main St. Phone 70

When in Amarillo-

DR. J. FRANCIS BROWN

Amarillo, Texas
Specialist in Proctology (Diseases of the Rectum) Piles treated without the knife. Ruptures and Varicose Veins Treated with Medicine No Confinement. Write for booklet or come to Office for examination. Office—206 Oliver-Eakle Bldg. Phone 6652

D. V. ROSS
Maker of Fine Boots and Shoes All kinds of boot and shoe repairing. 109 N. 5th St. Amarillo, Tex.

AMARILLO SANATORIUM
Treatment of Rheumatism, Neuritis, body reducing, Massage, baths — steam, electrical, mineral. Physician in charge. Phone 4948
1701 Polk Amarillo, Texas

Welcome Visitors, to **TERRY'S CAFE**
We give you more and better for less money. Meals 25c and 35c
411 Polk St. Amarillo

SEARS and EMBERTON ELECTRICAL CO.
Electric motors, transformers, armature winding specialists. We repair anything electrical. 412 E. 5th St. Phone 9945
Amarillo, Texas

STERLING SALES CO.
Ball and Roller Bearings for Tractor, Truck, Car. 50 per cent savings guaranteed. 214 W. 7th. Phone 2345
Amarillo Texas

JACK LIVELY BRAKE AND BODY COMPANY.
Wholesale and Retail Business. Brakes reined, drums trued, frames and axles straightened, wheels aligned, springs repaired and reset. Top, body, fender and radiator repairing. Complete paint jobs.
Seventh and Harrison. Amarillo, Texas

AMARILLO'S ONLY LICENSED BEAUTY SCHOOL
Investigate your school before you enroll. This ad is worth \$10.00 on your tuition, for limited time only. Write for Catalogue.
SAN JACINTO BEAUTY SCHOOL
2715 W. 6th Ave. Phone 6135 Amarillo

DR. MAYO - BENNETT DENTAL - CLINIC - LABORATORY
PLATES \$7.50 UP
We Save You More Than We Charge
318 1/2 Polk 2-3438 Amarillo

TURKISH BATHS
Experienced operators. Specializing in Physio-Therapy massage and scientific weight reducing. Battle Creek Electric Cabinet and Steam Baths.
Suite No. 3 Massie Building 318 1/2 Polk St. Phone 2-2738 Fern Smith, Mgr. Amarillo, Tex.

GOOD PARAFFINE BASE OIL AT HALF PRICE
25c and 30c Per Gallon.
WHOLESALE OIL COMPANY
1900 W. 3rd St. Amarillo, Texas.

CHIROPRACTOR—ELECTROPATHY
Sure, you've read about Friendly Fever (Radiotherapy) It is the very latest machine science has perfected for the treatment of Prostate, Female Trouble, Arthritis, Rectum, Rheumatism, Kidneys, Colon, Stomach, Liver, Skin Diseases, Hay Fever, Sinus and many others. The value of this machine is in the quick results and no ill-effects after treatment. We also have 15 other machines of the latest type that science has perfected for your health.
D. E. O. L. HELMS
12-11 Massie Bldg. 5th and Polk Sts. Phone 2-2462

USED WATER WELL EQUIPMENT

Fittings of all kinds
West Texas Pipe & Supply Co.
4th and Jackson—Phone 2-3368.
Amarillo, Texas

ENROLL NOW
Thorough training guaranteed in all state approved courses. Write or call for details. Under direction world famous educator, Dr. Herbert Hughes. **Amarillo Barber & Beauty School** 312 E. 4th St. Amarillo

Announcing the Association of **DR. F. J. CRUMLEY**
Former Instructor, Eye, Ear Nose and Throat, Tulane University with **DR. J. J. CRUME**
Practice limited to Eye, Ear Nose, Throat and Branchioscopy Also the removal of offices to Suite 916 Flak Building Amarillo, Texas

AMARILLO COTTAGE CAMP
Welcomes you to our modern apartments. Private baths, all conveniences, prices moderate.
1616 W. 6th St., Amarillo, Tex.

DR. WOLCOTT
ESTABLISHED 1904
Fourth Floor, Oliver Eakle Bldg. Amarillo, Texas

AMARILLO TENT AND AWNING CO., Inc.
It is time to repair and replace those old awnings. See Us Before You Buy.
800 W. 6th Ave. Phone 9430
Amarillo, Texas

Bluebonnet Blue Makes 'Big Hit'

Bluebonnet Blue, new color created in honor of the Texas Centennial celebrations, is becoming the dominant color in spring and summer styles. It is being given wide recognition by manufacturers of women's clothing, fabrics and varied accessories, and is being received warmly by the public.

The style world, including fashion magazine editors, stylists and newspaper people, is enthusiastic over the new color which was approved recently by the Textile Color Card association, U. S. Inc.

At present time manufacturers of wool, cotton, silk and leather goods have adopted the color, which also is being featured in the manufacture of jewelry, handbags, crepe paper, artificial flowers and feathers, belts, and men's ties. Sports dresses, evening dresses, children's hats and coats, handkerchiefs, gloves, stockings, scarfs, millinery, ribbons, beach accessories and other articles are being made now in the popular color by recognized manufacturers of such lines of goods. There even is a new Bluebonnet Blue soap and a new Bluebonnet perfume.

One of the nation's leading hat manufacturers will feature the Texas color at a fashion clinic to be held at the Ritz-Carlton Hotel in New York City, which will be attended by 700 leading merchants and 150 members of the nation's fashion press.

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, 6:30 p. m.
Evangelistic service, 7:30 p. m.
Prayer meeting Tuesday, 7:30.
Bible Study, Friday, 7:30 p. m.

Wants Texas Facts.

The number of inquiries asking for information on Texas and the Centennial celebrations, received at the department of information for Texas Centennial celebrations in Dallas, rapidly nears the 100,000 mark. Literature descriptive of the state and its Centennial year observance is mailed to each person who asks for it.

SHERIFF'S SALE

STATE OF TEXAS
County of Deaf Smith.
By virtue of an Order of Sale issued out of the Honorable 108th Judicial District Court of Potter County on the 18th day of March, 1936, by the Clerk thereof, in the case of Potter County Lumber Company versus W. E. Hawkins and J. M. Radford Grocery Company Cause No. 9144, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in June A. D. 1936, it being the 2nd day of said month, before the Court-house door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

All that certain lot or parcel of land situated in Deaf Smith County, Texas, and being a part of Section No. 80 in Block K-3, and more particularly described as Lot No. 17 in Block No. 5, Troy Womble Addition to the town of Hereford, as shown by the plat thereof recorded in the office of the County Clerk of Deaf Smith County, Texas, to which reference is herein made for a more specific description.

Levied on as the property of W. R. Hawkins, to satisfy a judgment amounting to \$390.11 in favor of Potter County Lumber Company and cost of suit.
Given under my hand, this 20th day of April A. D. 1936.
MRS. J. B. MILLER, Sheriff,
Deaf Smith County, Texas.
By J. O. Nevell, Deputy.

CITATION BY PUBLICATION

THE STATE OF TEXAS,
To the Sheriff or any Constable of Deaf Smith County, Greeting:

You are hereby commanded to summon D. R. Humber by making publication of this citation once in each week for four successive 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 14th day of April A. D. 1936, in a suit numbered on the docket of said Court as No. 2294, wherein W. E. Dunlap is plaintiff, and D. R. Humber is defendant, and said petition alleging:

THE STATE OF TEXAS,
DEAF SMITH COUNTY.
In the District Court of Deaf Smith County, Texas, August Term, 1936.
To the Said Honorable Court:
Now comes your plaintiff, W. E. Dunlap, who resides in Deaf Smith County, Texas, and complaining of D. R. Humber, whose residence is unknown, and for cause of action your plaintiff will show that on or about April 15th, 1930, one assigned and delivered to your plaintiff, W. E. Dunlap, and he is now the legal and equitable owner and holder of said notes and the lien securing the same. That although said notes and each of



Welcome to
Hereford
Pioneers of
Yesterday and Today
— This is Your Day —

PIONEERS IN ELECTRIC SERVICE IN THIS SECTION, WE BELIEVE THERE ARE MORE AND GREATER OPPORTUNITIES FOR LENDING OUR EFFORTS IN HELPING TO BUILD HEREFORD . . . FROM A LITTLE COMMUNITY ELECTRIC ENERGY HAS BECOME THROUGH ENGINEERING A PRESENT-DAY NECESSITY . . . THIS COMPANY IS GRATIFIED WITH THE INCREASED USE NOW BEING MADE OF OUR SERVICE . . .

Texas Utilities Co.

CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

Spurred on no doubt by the knowledge of that gray monster behind him, Mr. Ramill managed to hold up his end of the totem pole all the way to camp. Then he sank down, purple-faced, wheezing that the exertion had killed him.

His daughter sat by the fire brooding. Though refreshed by her bath in the warm pool, she had begun to feel the craving for drink and tobacco. She had done little stitching on the moccasins. But she listened to horrified alertness when Huxby told her about the grimy.

Garth forestalled an outburst of hysteria. "Keep cool. The old lady will let us alone if we keep clear of her cubs. Keep up the fire, and she will shy clear of you. She doesn't fancy fire. Burnt her paws trying to rob me of a roasting porcupine."

A look at the gold pan showed Garth that the moose ruffie had begun to dissolve. He cooled some of the gelatinous broth in a

small pot. Mr. Ramill not only gulped down the drink. He smacked his lips and asked for more. At that, both Huxby and the girl were stirred to try the rich drink.

Garth was glad to have all three take their fill of the savory, highly nourishing dish. He knew what was coming. He asked only that the pan be redilled to dissolve more of the muffle.

The three were accustomed to the free drinking of their kind. They had already begun to feel the lack of the usual cocktails, mealtime wines and between-meals whisky. This was aggravated by the lack of tobacco. To ease them as much as possible, he broiled lynx meat on a grating of willow stems, basting it with moose fat. The tender meat kept them occupied until the muffle broth soothed their jangled nerves.

There was a limit, however, to eating, and once its effect began to pass, their craving returned more intense than before. First Miss Ramill, then Huxby, and the last of all Mr. Ramill began to

make ironical remarks aimed at Garth. He ignored them for some time. The remarks became more offensively witty and sarcastic. He dropped the moccasin upon which he had been sewing, and picked up his rifle.

"I've had enough bitters and sour berries, thank you all. Fyed them to yourself for a while. I'll go get some sleep I missed last night while acting as guardian angel of your sweet slumbers."

CHAPTER V

Mate Woman.

Far up the tundra slope, above the trough of his platinum placer, Garth found a dry moss-bedded nook on the sunny side of a boulder. He lay down, pulled his hat-brim over his eyes, and let himself fall asleep.

A full eight hours later the sun swung around in its wide circle until the shadow of the rock fell upon Garth. Roused by the falling of the warm rays, he pushed back his hat and sat up. He came down to the camp. Mr. Ramill sat beside the fire between his daughter and Huxby. Two or three pouches that Garth had hidden under the moss in the leanto lay open before the men.

Miss Ramill was emptying the last contents of the sugar pouch into a pot of thick tea. She was first to see Garth's noiseless approach.

"Halt to the chief," she mocked. "My dear Mr. Garth, you are most fashionably late to dinner. Will you not join us in a cup of tea?"

Her father turned to eye the uninvited guest with a shade of uneasiness. "Your see we found what you were holding out on us, Garth. It's the only trick you failed to put over."

Garth laid down his rifle and came forward. He ignored the wary hostile look of the mining engineer, nodded to Mr. Ramill, and took off his battered hat to bend low before Miss Ramill in a polite bow.

"You are very kind, my dear lady. I could not deprive any of you of your sweets. Eat, drink and be merry, for tomorrow you may recall the rest of the quotation."

Mr. Ramill went red. "What if Lillith did happen to find these things you were hogging for private use? We need them as much as you."

"Quite so. While you're about it, you may as well make a clean sweep. Here," Garth tossed the gold-mounted cigar case to Ramill.

"Oh, so that's how Dad lost his smokes," Miss Ramill exclaimed. "Who's the real sneak around here? Steal all those cigars and the gold case, too. Then come whining because we've kept you from cheating us out of our share of these things you hid."

Ramill handed the case back to Garth. "Wa-wait!" cried his daughter. He waved her away. "No. The joke is on us. He knows what is ahead. We do not. We've emptied the sugarbowl and half the teabag. Tie up that bag and the salt, Vivian, and hand them to him."

Garth shook his head and bowed to the angry-eyed girl.

"Thank you, no. Miss Ramill has taken charge. As I recall my Anglo-Saxon, 'lady' originally meant bread cutter. She was the one who rationed out the food. I figure upon at least five weeks before we reach the Mackenzie. Miss Ramill will keep charge of the salt and tea—do with them whatever she thinks best."

She flared. "I will not! I'll do no such thing."

He glanced around, taking stock of the camp.

"Everything in keeping, I see. No sewing done on the moccasins, muffle all eaten, woodpile nearly used up. You'd better cook and eat all the meat you can before the rest of the wood is burnt. When the fire goes out, we'll have plenty of four-footed visitors to relieve us of those moose legs—wolves, foxes, wolverines."

There followed a silence, broken



"You Are Too Kind, My Dear Lady. I Could Not Deprive Any of You of Your Sweets."

en at last by Miss Ramill. She repeated her first question, but in a very different tone. "Mr. Garth, may I pour you a cup of tea?"

"Thank you, no; I do not need it. The rest of you will, I suggest keeping it for breakfast. You will have no other taste of sweets for over a month, unless we had a bumblebee nest."

The girl silently covered the top of the pot with the inverted tea cup. He father heaved up his soft bulk. He beckoned to Huxby.

"Come, Vivian. The agreement was that Garth should be skipper. That wood pile will not last another hour. We can't permit any bear raids on our bull market."

Garth lifted one of the moose quarters from the smoke rack and began to cut off large thin slices. These he laid on the poles, for quicker smoke curing and drying. He paid no attention to Miss Ramill.

When the girl saw he did not intend to speak to her, she picked up the salt and tea pouches and went into the leanto. Garth believed she meant to go to bed. Instead, she crawled out again, put one of the freshly cut slices of meat on a willow split and held it over the end of the fire where the muffle had simmered.

As soon as the steak was broiled, the cook suddenly offered it to Garth. He took it with no betrayal of his surprise and sat down to eat. "Thank you, sister."

She frowned. "I never hated anyone so much in all my life as I hate you. But that was a mean trick, stealing your sugar."

"All the more reason for you to hate me. Not that it matters a penny—the sugar or your hate. I'll admit, though, it's very interesting to watch the reactions of yourself and your father. Huxby is just a commonplace wolf. But your father and you—the lady of leisure and the millionaire acquirer—tossed from the lap of luxury into the raw wild. You'll have to acknowledge it's high comedy."

Miss Ramill turned her back on him and went to crawl into the leanto. Her father and Huxby came with still more wood to pile on the already high heap of fuel. The engineer went to lie down at his sleeping place on the lee of the fire. During the day he had gathered a much thicker bed of spruce tips and dry moss.

The long hours of twilight slowly faded to the semi-dusk of midnight and as slowly brightened towards full day. Sunrise found the three visitors from the cities still asleep.

Two hours or so later the crack of moose bones under the blows of the belt-ax wakened Huxby. He sat up to turn angrily in the direction from which came a snarling odor. Garth had thrown a thigh bone from the fire and was butting a piece of moose meat into the hot marrow.

The engineer came around and laid one of the thigh bones on the fire. Above it he slanted a steak on a spit. Neither he nor Garth spoke. He started to eat his steak and marrow, before either was more than half cooked.

Garth finished his own breakfast and began to sew a moccasin. As soon as Huxby had bolted down his food, he picked up the emptied gold pan. Miss Ramill had sat up in the front of the leanto to lace her boots. Her father crept out past her.

"Morning, Vivian," he greeted. "I see you are going to set the pan on the fire again. Good idea. That muffle aspic is all Garth told us it would be."

"No," and Huxby's tone was almost curt, "we've lost too much time already. I am going to make a complete test of that placer deposit."

He looked with cold wariness at the rightful claimant of the placer. Garth smiled. "Go to it. The more you pan out, the more of my 60 per cent I'll be able to juggle in my pocket."

That sent the engineer off with a crease between his hard eyes. Mr. Ramill studied Garth's amused face.

"What is the idea?" he inquired. "Do you infer you still stand by the terms you offered?"

(Continued next week)

Apricot Native of Asia
The apricot is believed to be a native plant of western and central Asia, extending eastward to China.

SHERIFF'S SALE

STATE OF TEXAS,
COUNTY OF DEAF SMITH

By virtue of an Alias Execution and Fee Bill issued out of the Honorable Justice Court, Precinct No. 1, Court of Tarrant County on the 21st day of April, 1936, by the Clerk thereof in the case of Panther Oil & Grease Mfg. Co., trading as Tiffany Grease Works versus Paul Probasco Case No. 45,133, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in June A. D. 1936, it being the 2nd day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

All the right, title and interest held or owned by the said Paul Probasco in and to the East 408 acres of Section No. 73, Block K-3, Deaf Smith County, Texas.

Levied on as the property of Paul Probasco to satisfy a Judgment amounting to \$76.42 in favor of Panther Oil & Grease Co., trading as Tiffany Grease Works and cost of suit.

Given under my hand, this 28th day of April A. D., 1936.

MRS. J. B. MILLER, Sheriff,
Deaf Smith County, Texas.
By J. O. Newell, Deputy. 17-3c

Welcome to Hereford

CENTENNIAL DAY, FRIDAY, MAY 8, 1936

Roy's Produce

Blue Dot Poultry Feeds
Dairy Feeds of All Kinds

Cash Buyers of Cream, Poultry, Eggs and Hides

WELCOME, VISITORS!

Old Timers, we are looking for you. Come in and let's celebrate this Centennial Day. We are planning many interesting programs honoring the Pioneers.

Let Us Help With Your Insurance Problems.

McLean Insurance Agency

PHONE 273

WELCOME

Centennial Day Visitors

H. L. RICE

Brunswick Tires and Tubes

WE VULCANIZE

STEAM IS ALWAYS UP AND YOU DON'T HAVE TO WAIT AT

RICE'S

WELCOME TO HEREFORD'S

CENTENNIAL DAY CELEBRATION

The best in entertainment has been planned for you. We feel you deserve every consideration. That is the same attitude we take when helping you plan a building program. While in Hereford we invite you to visit our plant.

LEADERS IN BUILDING MATERIALS

Panhandle Lumber Co.

We Welcome You

Just As the Modern Housewife Welcomes

A New Gas Range

An all-day Centennial Celebration, honoring the Old Settlers of this area, is a memorable occasion.

An all-year celebration honoring the housewife would also make a big hit. It can be done with a modern, smartly styled gas range that makes baking a real holiday. Moreover, it will cook and bake for a family of four at a cost of



ONLY ONE CENT PER MEAL

Centennial Day, Friday, May 8, 1936

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

Welcome Visitors

VISIT US WHILE IN HEREFORD FRIDAY

Get Acquainted Offer

Wash 40c Grease 40c
Flats Fixed 25c

SEE US ON YOUR NEXT CHANGE OF OIL

Gulf Service Station

Third at Miles Phone 112
L. T. REESE Manager

Welcome

Centennial Day Visitors

WE INVITE YOU TO MAKE THIS YOUR HEAD-QUARTERS during the day, and we urge you to inspect some time during the day the new McCormick-Deering.

Field Cultivator

ASK FOR A FREE DEMONSTRATION ON YOUR FARM. That is all that is necessary. We'll do the rest.

Rosson Implement Co.

You'll Get a Cool, Refreshing

WELCOME

From Makers of CREAM O' PLAINS Ice Cream

Centennial Day visitors, we greet you and while in Hereford enjoying a great celebration invite you to inspect our clean, modern plant and our new ice cream counter. Try delicious, pure, CREAM O' PLAINS Ice Cream in one of our big

Double Dip Cones

CREAM O' PLAINS Ice Cream is also available at the plant in containers of all sizes, including squares for your parties. Featuring standard flavors and a surprising special each week.

EAT MORE CREAM O' PLAINS ICE CREAM for YOUR HEALTH'S SAKE

Farmers Creamery Ass'n

Daniel News

BY PAULINE MOORE
Shoppers in Hereford Saturday were Mr. and Mrs. Tom McClain, Miss Emma McClain, Mr. and Mrs. Dave Moore and Glenna, Mrs. W. R. Moore, Mrs. Earl Myers, Will Shugart and son, Mr. and Mrs. Cecil Hodges, Mr. and Mrs. Elmer Womble, Floyd Tomlinson, Mr. and Mrs. Herst...

Easter Items

BY LOUISE FRYE
Miss Vay Allen has accepted a position in Amarillo. Homer Henry and family left Saturday for Sayre, Okla., to make their home. Mr. and Mrs. J. S. Smith and daughter spent the week end at Aundarco, Okla. Frank Allen and Marvin Turner are home from a weeks visit in Wellington. Mr. and Mrs. H. F. Benson spent Sunday in the T. N. Benson home at Frio. Boy Durant and family of Sun-

Frio News Items

BY MRS. W. A. SPRINGER
Mrs. Joe Mercer and son, Mrs. Joe Alexander and daughter of Silverton spent Wednesday in the W. A. Springer home. Thelma Jean Mercer returned home with them after spending two weeks in the Springer home. Mrs. Hamilton, Messrs. and Mmes. Pink Gilliland, G. P. Owens, Manjeot, Mr. Owens and Miss Dot Owens of Hereford spent Sunday in the J. B. Harlin home. H. M. Mobley and family spent Sunday in the R. S. Mobley home at Flagg. Mr. and Mrs. T. L. Sparkman spent Sunday in Amarillo. Virgie Green visited at Easter Sunday. Mmes. L. M. Buckmaster and Cullen Buttler visited the D. H. Allman home Friday. Mrs. Dunn came Sunday from Electra for a visit with her daughter, Mrs. D. S. Jones. Mrs. Jim Bagwell and son of Bethel called in the D. H. Allman home Sunday. Henry Benson of Shamrock spent Sunday with J. E. Andrews. Mrs. Clayton Woolery of Easter called in the D. H. Allman home Monday afternoon.

Summerfield News

MAUD E. NOLAND
Rev. Tidwell delivered two sermons here Sunday. C. P. Caldwell and family of Progressive visited the H. Kendall home Sunday. Mr. Davis and Russell McCurdy of Crosbyton were here this week. Jack Streun of Peoria, Ill., is here visiting his wife and son. He will return to Peoria soon. Dean Story and a friend spent the week end here. Mrs. J. E. Roberson is in Canyon visiting her daughter, Mrs. Col Brown, who has been ill. J. B. Noland has been very ill the past week. Miss Ruth Lookingbill has returned from Tulsa where she has been caring for her sister, Mrs. Homer Crow, who has been ill. John Hicks and family of Hereford spent Sunday in the J. E. Roberson home. Mr. and Mrs. Art Manjeot of Elida, N. M., visited her sister, Mrs. Pink Gilliland here this week end.

Ward News Notes

BY MRS. GEORGE SUGGS
The community has been saddened by the death of Uncle Ned Finch, who passed away Sunday afternoon. A number of friends gathered at the John Higgins home Sunday to give Mr. and Mrs. Albert Oden a farewell dinner. They left for McCamey. Rev. Thorns filled his appointment here Sunday, with a number attending. Sonny Ledbetter and family have moved to this community. Miss Catherine Oxford of Flagg and Miss Adams of Jumbo attended Sunday school here Sunday. A large number attended agricultural meeting here Friday night. Hereford Lions gave a good program, after which popcorn balls and apples were served. Miss Alberta Davis visited Mr. and Mrs. George Suggs Friday evening. Mrs. Jack Hutson spent Saturday with Mrs. Wiley Roberson. Wesley Higgins was in Clarendon Thursday.

Mr. and Mrs. Robert Viegle visited Mr. and Mrs. Jim Lipscomb attended the American Legion convention at Pampa Sunday.

WELCOME TO HEREFORD Centennial Day Visitors We invite you to enjoy yourselves to the fullest To get fullest enjoyment out of motoring use CONOCO PRODUCTS. CONTINENTAL OIL COMPANY OSCAR HASLEY, Agent.

HEREFORD'S CENTENNIAL DAY WELCOME, PIONEERS and VISITORS Come to Hereford tomorrow (Friday) and have a good time—Visit us while in town and eat with "OLD TIMER IKE" at IKE'S CAFE "HOME OF GOOD COFFEE" When Better Coffee Is Made, Ike Will Make It!

WELCOME, VISITORS! TRY LEE TIRES Run them 30 days and if you don't like them bring them in and get your money back. This offer open until August 31, 1936. PHILLIPS 66 STATION NO. 2

A WANT AD WILL SELL THAT COW!

Visitors Coming! Will Your Home be Ready?

THIS PAGE LISTS HOME FURNISHINGS YOU NEED FOR ENTERTAINING DURING



TEXAS



CENTENNIAL CELEBRATIONS

Dress Up Your Home at Low Cost!



Chairs and Odd Pieces

Attractively placed to utilize space in your home, will give you added facilities to entertain visitors. Rockers and comfortable chairs, round and corner tables, etc., will do the job!

FLOOR COVERINGS

Armstrong, Bird and Congoleum brands of linoleum and felt base floor coverings obtainable in new, cheerful patterns that will brighten your home this summer. Reasonably priced. See our wool rugs in room or scatter sizes, modern and Oriental patterns.



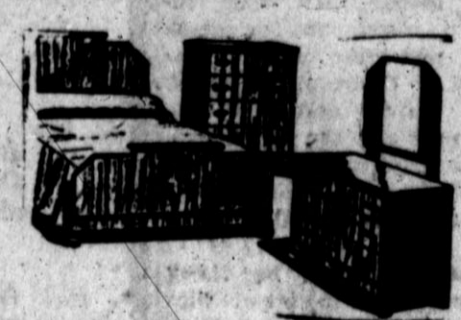
LIVING ROOM SUITES

Two-piece suites in tan, velvet, frise and mohair, including comfortable divan and chair, attractive designs, all new stock.

CONVENIENT TERMS On Approved Credit.

FIX UP THAT SPARE BEDROOM

For Visitors You Will Have This Summer!



Conventional styled suites in walnut and walnut veneer, and modern designed suites in combinations of matched and inlaid woods. Three or four-piece suites, ranging from

\$35.00 to \$97.50

Make Your BREAKFAST ROOM

Bright and cheerful. In it you will spend many pleasant hours. Five-piece suites in solid oak and maple, or suites in enamel finish.



\$11.95 up



LET'S SEE TEXAS this Year, Dad!

Show Him the Texas He Reads About in School

Centennial year is a thrilling, interesting school year for the youngsters. They've held classroom pageants, produced plays and observed various historical celebrations. They want to see more of this big Texas they've been hearing and reading about! What more interesting and educational vacation can you plan than to show your boy or girl the real Texas? Elaborate historical celebrations are now occurring in every section of the state—carefully planned events that depict the Texas of the past and present! Read the calendar at the right! For more detailed information, write the Chamber of Commerce at the cities you are interested in!

INTERESTING CENTENNIAL CELEBRATIONS

- MAY 7 - WORTHAM - Centennial of Texas - Pecos. MAY 7 - VALDE - Valde County Honey Festival. MAY 8 - WACO - Centennial Music Festival. MAY 8 - BEEVILLE - Historical Celebration. MAY 8 - SAN MARCOS - Pioneer Day and Texas Open House. MAY 8 - FREDERICKSBURG - Founding Anniversary. MAY 8 - RIO HONDO - Second Annual Tomato Show. MAY 10 - ELDTON - Centennial Memorial Celebration. MAY 14 - BURNHAM - Centennial May Fest. MAY 14 - FREDPORT - Battle of Velasco Commemoration. MAY 14 - BROWNSVILLE - International Festival of Transportation. MAY 15 - DENISON - The Prairie Trail Pageant. MAY 15 - AMARILLO - Centennial Pageant. MAY 15 - VAN HORN - Centennial Day. MAY 15 - GREENVILLE - Northeast Texas Dairy Show. MAY 15 - GROESBECK-MEXIA - Observance of Fall of Fort Parker. MAY 15 - HILLSBORO - Pageants of Progress. MAY 15 - NEW ULM - German Founders Centennial Celebration. MAY 15 - PLAINVIEW - Pioneer Round-Up. MAY 15 - COMMENCE - Centennial Pageant. MAY 15 - NACOGDOCHES - Centennial Homecoming. MAY 15 - D'HANIS - Historical Celebration of Fort Lincoln. MAY 15 - PADUCAH - Cattle and King Pioneer Jubilee. MAY 15 - FLOTTADA - Pioneer Day Celebration. MAY 15 - SAN AUGUSTINE - Historical Celebration. MAY 15 - ATHENS - East Texas Fiddlers Roundup. MAY 15 - SHERMAN - Austin College Centennial. MAY 15 - COLLEGE STATION - Commemorative Military Review. MAY 15 - GOOSE CREEK - Centennial Memorial Celebration. MAY 15 - JACOBVILLE - Historical Tomato Show. MAY 15 - KILLEN - Birthday and Pioneer Celebration. JUNE 13 - PORT LAVACA - Centennial Pageant. JUNE 15 - FARMERSVILLE - North Texas Centennial Celebration. JUNE 15 - AUSTIN - The University of Texas Centennial Exposition. JUNE 15 - ALBANY - Historical Celebration. JUNE 15 - PALMA - Panchito Centennial and Oil Exposition.

TRAVEL TEXAS! Know Your State!

See all of it that you can! Regardless where you go or when you go, you'll find thrilling vacation pleasures right here at home!

TEXAS CENTENNIAL 1936

E. B. Black Co.

Hereford's Pioneer Home Furnishers

SINCE 1901