

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

56th YEAR—NUMBER 10.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MARCH 12, 1936.

FIVE CENTS PER COPY

## AROUND TOWN

Sights and Faces Seen

Representatives of the Brand attended a meeting of the Black agricultural club Tuesday night. Heard Lee Thompson and a Mr. Wilson of Oklahoma Lane discuss farm matters and then witnessed a negro minstrel. This was followed by cats. When those folks at Black put on an entertainment, they do it right.

Alex Bateman attended the calf show at Friona last week-end. He reported an excellent show and saw a decided improvement in feeding methods over last year.

A little girl looking on during the Lions Club luncheon Wednesday wondered "If daddy acts like that when he goes somewhere."

Have you ever noticed the great variations of color in Gaston Baer's face? It varies from pale white to deep red at the slightest provocation.

G. W. Brunley, sick in a Portales hospital, went east last week. "I know which direction I went," he told a Brand representative, referring to a statement made in this column last week.

B. R. Fulkerson, just before leaving Deaf Smith county for New Mexico, said, "I hate like everything to leave." Well, we hated to see him go, too.

We are sorry to hear of Mont Baker's affliction. He reported at a dance the other night that a cold had made him so deaf he could hardly hear, and everyone present shouted at him most of the evening.

## Funeral Held Saturday For Local Pioneer

FUNERAL RITES READ FOR MRS. JOSEPHINE A. GALLAGHER

Funeral services were held last Saturday afternoon for Mrs. Josephine A. Gallagher, 73-year-old pioneer resident of Hereford, who passed away at her home in South Hereford on March 1, following an illness of 10 days.

The services were conducted from the home by Rev. B. N. Shepherd, pastor of the First Baptist church. Interment was in West Park Cemetery. Pallbearers were Arthur Thompson, John Cunningham, Burl France, N. E. Gass, E. S. Ireland and Homer Fox.

Mrs. Gallagher was born August 18, 1862, in Missouri. She was married to Charles F. Gallagher in 1885 at Independence, Missouri, and removed to Deaf Smith county in May, 1905. She led an active life for many years and was well known and had many friends here. She became a member of the Baptist church at Six Mile, near Independence.

Survivors include a daughter, Mrs. Edith Hughes, one grandson, J. Clay Hughes, and one great grand daughter, Josephine Ann Hughes, all of Hereford; two sisters, Mrs. J. E. Jones, Silby, Missouri, and Mrs. Henrietta Peace, Los Angeles, and two brothers, William E. Johnson, Fairplay, Colorado, and E. L. Johnson, St. Louis, Missouri, California.

## Men's Chorus Appears Here

The men's chorus of West Texas State Teachers College will give a musical program Sunday night at 7:30 o'clock at the First Methodist church, under the direction of Prof. Wallace R. Clark, head of the school's musical department. Prof. Clark will sing a group of negro spirituals. He is recognized as the best interpreter of spirituals in the Southwest.

Members of the men's chorus from Hereford are Carl Spratt, Jim Kirby, Troys and Loys Carmichael. Everyone is invited to attend this program.

Judge R. E. Shelton spent Thursday here with Mr. and Mrs. J. W.

## A. A. Ott, Pioneer Land Man, Is Dead

One of Hereford's most picturesque figures passed on late yesterday afternoon with the death of Aaron Albertus Ott, 70-year-old pioneer land dealer of Deaf Smith county, in an Amarillo hospital. Mr. Ott died at 3:55 p. m. He went to Amarillo about three weeks ago to stay with a nephew and receive medical treatment. He was taken to the hospital a week ago.

Funeral services will be held Friday afternoon at 2:30 o'clock at the First Methodist church, of which Mr. Ott was an active and faithful member for many years. The rites will be conducted by Rev. T. C. Willett, pastor. Burial will be in West Park Cemetery.

For 31 years Mr. Ott was a familiar and beloved character of this community. Heavy set and in later years gray and almost bald, he was one of the most widely

known characters in this section. He came here in 1905 from Jackson, Kansas, and became associated with J. D. Bourn, who passed away more than 20 years ago, in the Bourn & Ott Land Company. Despite his advanced age, Mr. Ott continued to be active in business and remained independent until a very short time ago.

Immediately after his arrival here he became a member of the Methodist church by letter and was one of the church's most active members. He acted as a trustee for 12 years, sang in the choir and seldom missed a church meeting of any kind. He was born in Maryland on November 29, 1865.

Survivors include a sister, Mrs. Florence Saville, of Philadelphia, a nephew, Harry Ott and family, 1701 Pierce Street, Amarillo, and other relatives.

## To Make Survey of Rural Power Users

### Last Rites For J. H. McMurray

Funeral services were held Monday afternoon for John Harvey McMurray, of South Hereford, who passed away Sunday morning at the local hospital following an illness of three weeks.

The services were conducted from the First Baptist church, of which Mr. McMurray was a member, by Rev. B. N. Shepherd, pastor. Interment was in West Park Cemetery. Pallbearers were Jack Miles, John Hall, Pleas Turnbow, Lee Ott, Harry Taylor and Dutch Four.

Mr. McMurray was born in Wise County on July 2, 1882, and was married at Heils, Okla., in 1903. He came to Hereford from Grayson county in 1914.

His survivors include his wife, Carry G. McMurray; father, Jas. F. McMurray, of Visalia, Calif.; two sisters, Mrs. Ida Parker, Wichita Falls, and Mrs. Myrtle Roberts, Oklahoma City, and two brothers, C. M. McMurray, Colorado Springs, and Robert McMurray, Fresno, California.

## Redford Called To Church Here

At the regular meeting of the board of the First Christian church Rev. H. M. Redford was called to the pastorate of the local church. He and Mrs. Redford will be here on June 2 to conduct a meeting extending through Sunday, June 14, it was announced this morning.

At the 11 o'clock church hour Sunday a speaker will discuss Christian Cooperatives, the subject of the noted Christian statesman, Kagawa. The speaker will be one who has given the subject much study, it was announced. The Bible school opens at 9:45 o'clock.

## LOCAL MASONS HAVING SUPPER-MEET TONIGHT

Masons of Hereford will have a supper at the Masonic Hall tonight at 8 o'clock for the purpose of furthering an organization to sponsor a Demolay chapter here. Considerable work has been done on this organization and a great deal of interest shown in its possibilities for benefitting the young men of this community.

## PREDICTS INCREASE IN CHICKS IN THIS AREA

Apparently there is to be a big increase in baby chick raising here this spring, according to the opinion of Ray Conaway. The incubator at the Hillside Hatchery is at its 47,000 capacity and orders for chicks are increasing each week. A number of improvements have recently been made at the hatchery, making the Hillside industry one of the most modern in the Panhandle.

## DATA IS REQUESTED BY ELECTRIFICATION ADMINISTRATION

A survey will get under way in Deaf Smith county shortly to determine the number of individuals interested in rural electrification should it be made available for the territory surrounding Hereford. H. V. Hennen, acting secretary of the chamber of commerce, announced Tuesday.

It is believed that about 70 home subscribers are available and that about 55 irrigation wells may be operated by electricity under this project, which the local chamber has been seeking for months. According to an announcement by Mr. Hennen at the chamber of commerce luncheon Tuesday, it is probable that a Diesel plant will be installed here to provide the power since utility rates have not

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## District Court Closes Session

### SIX CASES DISPOSED OF DURING LAST FEW DAYS

The February term of 60th District Court closed here last week end, with six non-jury civil cases disposed of during the closing days of the session.

The cases included: First National Bank vs D. B. Robertson et al, default judgment for plaintiff; Minneapolis-Moline Power Implementation Co. vs W. M. Sawyer, settled out of court, dismissed; Massey Harris Co. vs C. P. Caldwell, judgment for plaintiff; G. W. Burch vs Ida M. Block et al, judgment for plaintiff; B. J. McCaskey vs Richard R. Bussell, plaintiff's general demurrer overruled; J. L. Enqua vs J. J. White et al, judgment for plaintiff.

Frank Gyles and Alton Fraser bought Herefords at the sale in Amarillo Wednesday.

## Friona Youth Has Calf Show Winner

To a 1,000-pound calf fed by Eugene Boggess, Friona school boy, went honors in the baby beef contest in the Farmer county calf show at Friona Saturday afternoon. Boggess' Whitface headed a group of 10 selected calves fed by boys of Friona, Bovina and Lazbuddie that were entered in the second annual show.

Weldon Wines of Bovina took second place with a calf a little heavier and longer bodied than the type beef with which Boggess captured first place. Wines' calf weighed 1,075 pounds. Both calves were products of Mrs. Ann S. Jersig's Hereford ranch near Bovina.

## About Ready On New Farm Pay Program

### APPLICATIONS LIKELY TO BE READY EARLY NEXT WEEK

County officials may be ready to start taking applications early next week on the Government's soil conservation program that is to take the place of former farm programs, according to the belief of Parker Hanna, district agent, who is in charge of the area. Application forms are now being printed.

First, however, the organization within the county must be set up before Deaf Smith is ready to go on the new program. The county agricultural council is to elect three men out of their group who will act as an approving board on applications, County Agent Alex R. Bateman explained. This group will name its own chairman, vice-chairman and member.

One man is to be named by each community association to act as community supervisor. His duty is to inspect farms and see if the contracts are being fulfilled. His work will, of course, come after applications are approved.

After the applications are approved, 60 per cent of the payment will be advanced. At the recommendation of the community supervisor, the remaining 40 per cent will be issued. All of the project will be handled within the county, which will have its own treasurer.

All land affected by the new program must be chiseled or listed on the contour, in either solid or strip. No other method will be approved, Bateman asserted. In case of strip listing or chiseling, only half the money will be issued, he stated.

This, in short, is the outline of the new soil conservation subsidy program as it will begin to function here.

## Advance Grant

Jesse Stanford, president of the Hereford school board, received word late yesterday from Congressman Marvin Jones at Washington that the Public Works Administration "advices check for \$2,266.40 advance grant probably will go forward today."

The advance grant is to cover architects' fees and other expenses incidental to the working up of the Central school project here. Although this does not assure immediate work on the project, it takes it a step nearer realization and indicates that the project is still in good standing with P.W.A.

### G. W. Brunley In Hospital

G. W. Brunley motored to Portales Sunday to undergo a minor operation for sinus trouble. He is improving rapidly and probably will be home late this week. He is in a private hospital. Last week he attended a Chevrolet meeting in Oklahoma City.

## Girls Open Championship Series Here Friday Night

## Two Elections Are Called Next Month

### Local People Attend Stock Show for Day

### APPROXIMATELY 50 GO TO AMARILLO TUESDAY, WEDNESDAY

Nearly 50 people from Hereford and surrounding territory attended the Fat Stock Show in Amarillo either Tuesday or Wednesday, according to names of visitors secured by a Brand representative. A number of them attended both days. They reported highly successful days and a great time.

Although the list is probably by no means complete, those who attended included Mr. and Mrs. Colby Conkright, H. G. Conkright, W. E. Hicks, Mr. and Mrs. M. L. Steele, Mrs. J. C. McCracken, Mrs. B. M. Whitshire, Mr. and Mrs. O. G. Hill, Mrs. Austin Hill, Mr. and Mrs. Chas. Donald, Mr. and Mrs. Claude Benton, T. E. Seigler, Walter Spradley, Mr. and Mrs. S. P. Rosson, Cliff Acker, J. A. Pitman, Mr. and Mrs. Alton Fraser.

Mrs. L. R. Brady, Egbert Bradley, Mr. and Mrs. L. H. Shore, Mr. and Mrs. J. D. Rose, Mr. and Mrs. Travis Dameron, Mrs. W. P. Cramer, Mrs. Nita Roy Lobdel, Mr. and Mrs. Noah Newton, J. C. Allred.

Ed East, Doyle Rose, W. E. Upton, Mr. and Mrs. Herman Gray, Mr. and Mrs. Claude Higgins, Mr. and Mrs. E. M. Johnson (Mrs. Johnson also attended the beauty convention), Mr. and Mrs. H. G. Conkright, Mr. and Mrs. Wirt Phillips, Mrs. Phil Radovich and Mr. and Mrs. Oscar Easley.

## 43 Are Listed On Honor Roll

### FIVE STUDENTS HEAD LIST FOR FOURTH SIX WEEKS

High Honor Roll.  
Tenth grade: Mary Turentine.  
Eighth grade: Juanita Ray.  
Fifth grade: Nadine Newell, Rena Rae Renfro.  
Fourth grade: Phyllis Gene Radovich.

Honor Roll.  
Eleventh grade: George Conklin.  
Tenth grade: Varian J. Fuller, Billie Jo Roberts.  
Ninth grade: Viola Phillips, Jack Nicks, Glenn Ricketts.  
Eighth grade: E. B. Posey, Hertha Baer, Floyd Ross, Virginia Newell.  
Sub-freshman: Polly Anna Crawford.

Seventh grade: Joan Carswell, Ann Cockrell, Orella Hill, Vivian Olson, Lois Standifer.  
Sixth grade: Rayland Evans, Billie Louise Davis, Dorothy Watts, Wanda Jean France, Bobby Davis, June Dameron, Kathryn Henderson, Mary Nicks, Neil Spradley, Beulah Mae Wilson.

Fifth grade: Billie Louise Barber, Mildred Bowsher, Lois Agnes Gilbreath, Corinne Hamilton, Rachel Ireland, Mattie Louise Lawhon, Mary Ellen Henslee, S. D. Foster.

Fourth grade: Mary Helen Cross, Billy Dameron, Margaret Olson, David Neal Beavers.

### Dr. Heard Attends Meeting

Dr. G. W. Heard went to Amarillo Tuesday to attend a meeting of Panhandle dentists who were investigating the brown stain on teeth. Dr. Heard stated that Dr. Dean of the U. S. Health Department conducted the meeting and revealed some interesting facts. Dr. Dean was accompanied by the Panhandle by several assistants, who are investigating the causes of various diseases. They will be in the Panhandle for some time, making a thorough investigation of the tooth stain.

### SCHOOL AND CITY ELECTIONS SET FOR APRIL 4 AND 7

Two important local elections have been set for early in April, the first for the naming of two members of the Hereford Independent School District board and the second for the election of a mayor and two city commissioners. The school election will be held at the court house Saturday, April 4. The board members will be named for three years. Outgoing members are Gus Stgu and Will S. Kerr. Hold over members are Cliff Hicks, Dave Alexander, Louie LeGrand, E. B. Posey and Jesse Stanford, president. Immediately following the election the board will reorganize, naming new officials.

The city election will be held the following Tuesday, April 7, at the city hall. The present office holders whose tenure is expiring are N. E. Gass, Verne Witherspoon and Mayor C. J. Paddock. Polls will be open from 8 a. m. until 7 p. m. Election judges have not been appointed. There are about 400 possible votes in the city.

## Rites For Mrs. Laura C. Gilmer Held at Friona

### PIONEER TEXAN PASSES AT JOHN GLASCOCK HOME NEAR VEGA

Mrs. Laura C. Gilmer, 74, pioneer Texan, passed away last Saturday at the home of Jack Glascock, seven miles northwest of Vega, following an illness of 10 days. Her home was in Friona, where funeral services were held Sunday afternoon at the First Baptist church. Rev. Moore, pastor, conducted the service, assisted by Rev. Preston, pastor of the First Methodist church. Burial was in the Friona cemetery.

Mrs. Gilmer was born on August 8, 1861, at Mobile, Alabama. She was married to J. M. Gilmer August 15, 1881, and removed to Texas in 1892. She moved to Farmer county in 1933 from Sudan. She was a member of the Baptist church.

Survivors include five daughters, Mrs. Lula Brown, Wichita Falls; Mrs. Woody Smith, Fort Worth; Mrs. Pearl West, Hollis, Okla.; Mrs. Beulah Glascock, Vega, and Mrs. Myrtle Guinn, Friona, and five sons, George Gilmer, Munday; John Gilmer, Snyder, Oklahoma; Arch Gilmer, Crowell, Oklahoma; Jesse Gilmer, Allison, and Earl Gilmer, Muleshoe.

## 600 Trees Are Planted Daily

Workers on the soil conservation demonstration project west of Hereford are giving a great deal of their time to the planting of trees. At present 600 trees are being set out daily, and the number will probably be increased. The trees, which include a large variety, came from the U. S. Department of Agriculture and are being set out in the tree sites prepared during the past few months.

Meanwhile, numerous conservation officials visited the project last week. Monday Dave Caulfield and Dr. Fly, associate soil scientists from the regional offices at Amarillo, toured the project. Tuesday J. S. Poreber, engineer for the Lamesa and Littlefield ECW camp, made an inspection tour. They were followed by two groups Friday. James A. Jackson, associate soil conservationist; W. E. Connell, assistant range examiner from the regional office, and a Mr. Graham, a co-operator from Perryton, made an inspection tour. Eugene Bule and H. O. Hill, associate agricultural engineers from the regional office, visited the local office but did not go over the project.

## Hereford Bids For Honors In Panhandle Loop

### SECOND TILT GOES TO PANHANDLE SATURDAY NIGHT

Girls' basketball is the tops in Hereford this week end. Never has interest in the sport been as high as it is here right now. The girls, under the direction of Coach Jimmie Wilson, have a Panhandle championship in sight and this week end they go after it at the expense of the Panhandle Panthers, champions of District 1.

The first game of the play-off series will be staged at the high school gymnasium here Friday night, getting under way at 8 o'clock. Admission is 15 and 25 cents. The second game will be played at Panhandle the same time Saturday night, and if a third tilt is required to decide the crown it will be played Tuesday night, a flip of a coin deciding the location.

### League Title at Stake

The teams will battle for the championship of the Panhandle Girls' Basketball League and for the half size silver basketball trophy, which is the emblem of the highest award possible in the Interscholastic League. The loop was set up a few years ago between the first two districts of the Interscholastic League, with the winners of the two district titles meeting for the Panhandle crown.

Panhandle was the first to reach the play-off, winning the championship of District 1 a week before Hereford erased stiff competition in the District 2 tournament at Tulia. Resting while Hereford

(Continued on last page)

## Long-Time Plan To Aid Farming Sought by Act

### \$500,000,000 MAY BE USED IN SINGLE YEAR FOR CONSERVATION

The new Soil Conservation and Domestic Allotment Act, signed by President Roosevelt, authorizes up to \$500,000,000 for use in any one year to pay farmers for soil conservation. President Roosevelt stated that the new act represents an attempt to develop a long-time program for American agriculture.

Three chief aims were listed by the President as tied up with national welfare. Conservation of soil was named as the first to be attained by wise and proper land use. The second is the reestablishment and maintenance of farm income at fair levels so that great gains made by agriculture in the last three years can be preserved and national recovery can continue. The third is the protection of consumers by assuring adequate supplies of food and fiber now and in the future.

The President strongly pointed out that there would be no contracts with farmers. Such contracts constituted one of the Supreme Court's objections to the A.A.A. The money to carry on the plans will be allotted to each state. The act also states that the secretary of agriculture shall apportion, on or before November 1 each year, such funds as shall be necessary to carry out the state plans.

### COUNTY GETS \$145.33 FROM STATE'S 1935 RACING FUND

Deaf Smith County Saturday received \$145.33 as the county's portion from the 1935 state racing funds. The check was received by County Treasurer Bessie L. Smith from George H. Shepard, state comptroller. The money was placed in the county's general fund. According to Mrs. Smith, the amount was considerably smaller than the \$1,000 received from racing last year.

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

**WHITEFACE ROUNDUP STAFF**  
 Editor-in-Chief — Maiva Ben  
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 Reporters: Mildred Stewart, Helen Danforth, Chilton Foster, John Willett, Ted Clancy, Odessa Long, Evelyn Wilson, Geo. Conklin, Alva Barber, Billy Beene, Karl Wilson, Shirley, Lavina West, Gaytha Wilson, Viola Phillips.

## Editor's Corral

### PROCRASTINATION

Our seniors appear to be rather slow. They wait until the last minute to do anything, including handing in assignments and paying class dues. A preacher used to say, "Procrastination may mean death." This might apply to seniors.

Try the Hereford merchants before going elsewhere to buy.

### RHEUMATIC PAINS TEAR YOU DOWN

You can't do your best work when wracked with pain, and no longer is there any need to suffer torturing, stinging, simple muscular rheumatic pains without the benefits of the doctor's prescription, known as Williams R.U.X. Compound. Take just a few doses and see how quickly you are relieved. The first bottle must produce results or money back. Williams R.U.X. Compound, being a liquid, already dissolved, starts to work immediately. It contains pain-relieving ingredients which are absorbed into the blood, and carried to sore, inflamed muscles and parts, giving ease and comfort which is a blessing to sufferers. Don't let muscular rheumatic pains "tear" you down. Get a bottle of Williams R.U.X. Compound today and get relief. On sale at

Close Drug Store

## SERVICE

WHAT DOES SERVICE REALLY MEAN?

(Meeting the Needs of the People)

Our Office Is Maintained On that Basis.

PROTECT WHAT YOU HAVE

INSURE!

McLean Insurance Agency

PHONE 273

## "Silver Threads"

To provide protection for the later years is one of the most important of trust services. Comfort and happiness should be the dividends resulting from early struggles.

In our trust department you can plan for the days when you want leisure and relief from the cares of business.

Start a Savings Account Now!



The

First State Bank

### DO YOU DRIVE?

Drivers' licenses are being issued and an announcement was made some time ago warning students to get their licenses before the last day, which is April 1.

This being the first time for such a practice to be followed, students will do well to consider a certain amount of responsibility when acquiring a license. As the citizens of Hereford, high school students are old enough to avoid many accidents and to aid in the campaign for better drivers. Use your drivers' license sparingly, or all the privileges will be taken from you.

### WE ARE PROUD OF THEM!

According to the report of the girls trip to the basketball tournament last Saturday, Hereford high school has a right to be proud of its girls' basketball team. If every delegation which goes from Hereford to another town could establish such a record, Hereford would have an excellent reputation.

Not only do these girls win special recognition among HHS students and faculty, but also they establish respect from surrounding territory. Good sportsmanship is a thing by which anyone is remembered as worthy of admiration. Their coach, Mr. Wilson, states that the girls went down there to do a job and they did it and nothing more. May other organizations which will indeed, in the near future, find occasion to be represented in other towns, follow this one's excellent example.

A change must be made soon. When high school students cannot hear the ten-minute bell at noon, and as a result are late to class, 62 of them having to be sent to detention hall, something is wrong. What shall we do, get a new bell or listen for the old one?

### BEE HIVE

The school year is almost completed, and still most of us fail to realize that we should keep our school work up, for suddenly we are going to be faced with so much work and so many activities that we will be pulled under at the last moment, and come up to find that we have slunked, and that our efforts for the year have been in vain.

Yes, all of this is true for just look what is ahead of us. Cowhand banquet, junior-senior banquet, senior day, term themes, term note books and heavy assignments at the last moment in an effort to complete the allotted amount of work, as well as final examinations and commencement.

In other words, do not forget that the busiest part of the entire year is just ahead and many will be found behind in their work and their course of study will be incomplete.

## Chuckwagon

### SENIOR POETS

The senior class is honored by being the only class thus far to have some of its members enter the fourteenth Texas high school poetry contest. La Nelle Schelshagen is entering her poem, "The Texas Plains," Jack Dean is entering two poems, "A Boy's Mother" and "A Sandstorm." These poems will be sent to Mary Hardin-Baylor College this month.

### JUNIOR CLASS

The junior class met March 3 in the study hall to select the class ring for next year. The ring selected has a ruby set and a whiteface on the set.

The class also met March 4 to discuss the menu slips and to make other plans for the junior-senior banquet.

### SOPHOMORE CLASS

Miss Vaughn reported that the assembly program schedule for last Thursday had again been postponed.

The party committee reported the dues for the party are due by March 11. A motion was made that the girls wear slacks and the boys not dress up. This motion carried. The meeting was adjourned and half of the class went to Mr. McCollum's room where report cards were handed out.

### SENIOR NEWS

Copies of the senior play have arrived and members of the cast are being chosen.

Measurements for caps and gowns have been taken, and the invitations for the class selected. This emphasizes the fact that graduation is not far in the future, and it should cause every senior to take advantage of the last golden opportunities of high school.

## Roundup Stampede

### DEBATE TEAMS IMPROVE

The girls and boys debate teams showed decided improvement in one week's time by winning second place in a tournament at Farwell Saturday, February 29. The girls won three of their four debates and received commendations from the judges. The boys tied with Olton for second place; they won, however, the debate which they had with Olton.

Cups for both boys and girls debates were won by the Amarillo teams who have some experience in tournaments.

### DRAWING LOTS

At Canyon recently a meeting was held in which lots were drawn. Canyon, Amarillo, Plainview, Lubbock, Hereford and several others participated. Lots of drawing for lots. The lots? Why they are lots at Ceta Canyon and the participants? They are the Hi-Y clubs of the preceding towns. Amarillo bought lots of lots. Four lots were paid for by Amarillo and one each for the others. This, of course, is only the down payment. Amarillo again leads the way in that she has had donated to the club enough lumber to construct a cabin on each of the lots she has bought. Cabins will be built by each of the other clubs and a permanent camp will be built. Lots to be done!

### NAMES OMITTED

Students who do not attend staff meetings and who do not hand in reports will be deprived of the honor of having their names printed on the editorial staff. It was decided at staff meeting March 3.

This decision was made after much discussion and thought on the part of the few staff members who were present. People who have no definite work to do on Tuesday afternoon have no reason for not attending staff meeting, they argued. The vote was unanimous.

Staff members have considered this step for some time, after finding that other schools, including Panhandle, resorted to this method.

### IMPROVEMENT

When the girls and boys debate teams debated March 4 before a visitor they showed signs of improvement. The boys had the affirmative of the question. Resolved that the Federal Government should control the production of cotton, and the girls the negative. Miss Crawford, the sponsor, stated that the teams showed decided signs of improvement as a result of attending debate tournaments. The teams need to improve, for Miss Vaughan, the visitor, was able to offer many helpful suggestions which the debaters took in an appreciative attitude. The teams welcome her and any other visitors at any time.

### FEEDER CALVES

Two of Hereford's prominent business men, Prentiss Rossion and John Pitman, made it possible for a vocational ag boy to have four feeder whiteface calves as a project. They let George Springer have the calves on consignment for six months. He has them on full feed for only one month and they show an average gain of 85 pounds each. At the end of his six months with this as an average gain he should be able to show a nice profit.

### COWHAND BANQUET

Tuesday night, March 10, the Cowhands held their annual banquet at the Methodist church. There was in attendance a select group of guests, with ex-Cowhands filling a good portion of the tables. Those present enjoyed a varied program, with James Bell as the toastmaster. Appearing on the program were J. D. Clayton, a speech; boys quartet, R. A. Daniel, Jack Higgins, Jerry Jowell and Donald Brotherton; speech, Alva Barber; tap, Frances Borden; girls quartet, Thana Cawthon, Nora Jean Russell, Gaytha Wilson, Mary Tiefert; Farewell to Old Cowhands, Billie Beene, and An Ex-Cowhand's Ideas, by Francis Harris.

Everyone left in the best of spirits after such a delightful meal and interesting program.

### ATHLETIC ASSOCIATION

The Athletic Association met with President Brumley calling the meeting to order. Much business was discussed.

Mr. Emmons, new sponsor, asked if any of us knew of any shrubbery that the school might have. This shrubbery is to be placed around the football field for the purpose of beautification. Anyone having lilac bushes or other hardy shrubbery please notify Mr. Emmons.

The Association declared war on violators of the rules posted at various points in the building. Anyone guilty of such an offense will be asked to run the belt line as a reminder of the rules, and not as punishment. These rules are necessary for student body in an effort to preserve our building.

### F. F. A.

The boys got together and purchased 140 five-weeks old Buff chicks the other day. They hope to make a nice profit to help pay their expenses on their summer trip. Along with this they bought an incubator, capacity of 180 eggs, to set soon. The incubator was donated to the vocational agricultural classes.

Last Saturday Billy Smith, Mr. Emmons and Alva Barber attended the State Line FFA meeting in Farwell. During this meeting a representative was elected as the delegate from this district to attend the State FFA convention in Fort Worth March 13. Garland Preston, Tulla, president of this district, was chosen.

### LEISURE

"Christian Use of Leisure Time," the theme of the Hi-Y conference to be held in Amarillo April 3, 4 and 5, is one that you and you should be interested in. "Know ye not that your body is a temple of God?" Keep those gifts ready for service by that Christian use of your leisure time. What will the boys do that attend this conference? They will be privileged to hear speakers such as Dr. Edwin A. Elliott of Fort Worth, chairman of the Southwest Division of the National Labor Relations Board, and who was formerly dean of men at TCU and head of the economics department; W. Roy Breg, Washington, D. C., executive secretary Allied Youth, and formerly executive secretary of Christian Endeavor in Texas, and Bud Thompson, Lubbock, an outstanding boy speaker of Texas.

Is this conference to be worth attending? Conferences such as those have changed the lives of hundreds of boys, made men, that were not afraid to stand with head high and say, "I am a man." Are you interested in going, young man? Then see G. M. Hudson for full particulars. Remember, April third.

## Saddle Strings

### FIRE DRILLS

Schoolhouse burns! Students trapped and perish in blaze!

Often such headlines as these are seen in the newspapers. Perhaps it is because of neglect of training that the students were trapped. Not so with HHS. Those students are drilled to obey strict rules when the fire bell sounds.

When drills first began Mr. Hudson told students that it was all about and drilled the fire captains in their work. There have been several drills and every time they have been carried out efficiently, but this last drill was almost perfect. When Miss Crawford's fifth period study hall goes through the drill so quietly that she comments on it, and really commends everyone, then the drill has been effectively executed.

Fire drills have just become a part of the daily routine of school and are carried out swiftly, silently and correctly. Of course the drills are not given every day. The fire bell sounds when it is least expected, and when everyone is out of the building all the windows and doors are closed and not a person remains inside. Perhaps some day these fire drills may be of use. Everyone sincerely hopes not, but it is best to be prepared and never use it than to have occasion to use it and not be prepared.

## Fortified With Pur-A-Tene

You can raise 50 CHICKS like these with 100 lbs. of STARTENA!

2 lbs. of STARTENA per CHICK for 6 WEEKS—THAT'S ALL!

100 LBS. Net PURINA CHICK STARTENA (COMPLETE ALL-MASH)

PURINA STARTENA—Now Fortified with Pur-A-Tene to protect life and health.

We Also Have Our Own Mash—

BLUE DOT—Made In Hereford  
 Hereford Poultry & Egg  
 Packard Milling Co.

Exclusive Dealers

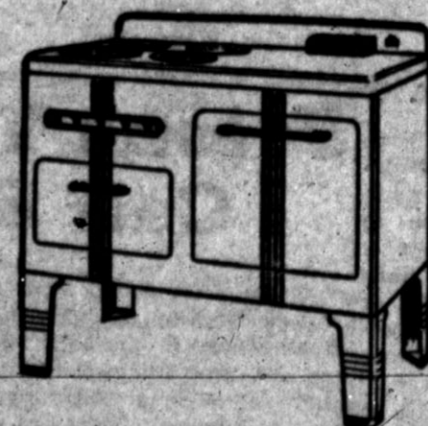


## Take My Word For It!

• **Baking**—The first requisite of proper baking is good circulation of heat. The Electromaster design cares for this in an economical manner.

• **Broiling**—Only tender cuts of meat should be broiled. Set your oven control at 500 degrees and preheat five minutes. Nothing is superior in cooking.

• **Roasting**—One of the important advantages of roasting electrically is the uniformity of cooking. Even any necessity for searing meats is eliminated.



See the Electromaster K-60. Complete in every detail, \$139.50 installed (\$10.00 deductible if without timer). Your old range accepted as liberal down payment.

TEXAS UTILITIES COMPANY

# SOCIETY

B. P. GUTHRIE, Society Editor Phone 374-J

## ANA VISITORS DINED AT LUNCHEON

A. M. Jones and Mrs. W. Dameron were luncheon hostesses today, the occasion honoring Wilbur P. Kramer and Nita Roy Lobdell, both of Louisiana.

Luncheon was served at 12 o'clock including tomato soup, congealed salmon, ham loaf, new potatoes, peas in shells, hot biscuits, pineapple cream, cake and coffee. Seated were Mrs. Kramer, Miss Lobdell, Mrs. Sam Field of Lubbock, C. G. Ferguson, W. B. Jones and W. E. Dameron and A. M. Jones.

## FRANCE AS LESSON SUBJECT

In the Ray View Club's study Thursday afternoon, France came before the footlights in all the glamor of her romantic personality, her amazing contribution to the world of art, and in that fascinating thing, her creative literary genius as revealed in the modern novel.

Mrs. E. W. Harrison gave "Characteristic Traits of the Frenchman," and the club saw the magnetic, debonaire Frenchman building an enviable economic security by the practice of that thrift and economy innate within him. Visible, too, was that keen intellectuality and intense nationalism shown in a military genius that has made his country's place as a great world power secure.

Mrs. Dave Alexander gave "The Long Shadow of France in Art," tracing French art from the decorative murals of the fifth century to the impressionist landscape painters of more recent years, who are working to change the key of light in landscape painting to get nearer to nature in lights and shadows. She brought out the fact that the tendency in French art today is toward individualism—not a universal conception but an individual belief.

With "The Modern French Novel," Mrs. G. M. Hudson gave a comprehensive and concise analysis of the literary thought of France as revealed in its modern novel. She made the early modernistic period, of which the works of Hugo and Dumas are representative and familiar, the basis for the later development of the French novel of today: Outstanding novelists and the sources of their material in French life were interestingly given. Her paper was especially well organized and clear because of that fact.

"Our Heritage through American Traditions" was chosen as the theme of next year's study.

## Make Tech Honor Roll

Billy, son of Mr. and Mrs. Wirt Phillips, and Homer, son of Mr. and Mrs. H. E. Henslee, were listed on the fall honor roll at Texas Technological College at Lubbock, according to an announcement received from the school last week end. Billy received an average of A, and Homer an average of B.

## FOUND

After years of research, a positive 20 minute relief for Head Colds and Hay Fever. Buy a bottle of BROWN'S nose Drops, the Two-Way Treatment, and Breathe Freely within 20 minutes. Price \$1.00. Sold with money back guarantee by: **CLOSE DRUG STORE**

## MRS. TRAVIS DAMERON HOSTESS AT LUNCHEON

Mrs. Travis Dameron entertained at 12 o'clock luncheon Tuesday. At attractively appointed table was centered by a bowl of sweet peas in pastel shades, a lovely crocheted luncheon set and dainty luncheon service being used. Roast of sirloin, buttered carrots, browned potatoes, cauliflower with cheese in patty shells, buttered onions, gelatine salad, hot biscuits, prune whip with whipped cream and coffee made up a delectable luncheon menu.

The guest list included Meses. Harry Seed, W. E. Dameron, B. P. Guthrie, W. B. Dameron, W. P. Kramer, Misses Frances Dameron and Nita Roy Lobdell.

## GRANT FULLER GIVE EVENING OF BRIDGE

Mr. and Mrs. Grant Fuller extended the hospitality of their home Friday for an evening of bridge, the lovely function honoring Mrs. Wilbur P. Kramer and Miss Nita Roy Lobdell who are guests of their sister, Mrs. Travis Dameron.

A St. Patrick's Day motif obtained in the table appointments: covers, tallies and score pads being of green in shamrock design. Five tables of players enjoyed the spirited games, high score for ladies going to Miss Mabel Gass; high for men to Travis Dameron. For the refreshment course, individual lace doilies over green crepe paper foundations were attractive. The plate included chicken sandwiches, gelatine salad in green served in dainty St. Patrick's Day cups, cheese straws, individual cakes, and coffee.

The evening gave pleasure to Messrs. and Meses. J. W. Witherspoon, Jim Black, John Patton, Ernest Medkief, Travis Dameron; Meses. Wilbur P. Kramer, Frances McLendon; Misses Mabel Gass, Nita Roy Lobdell; Messrs. Ed and Woodrow Ireland, George V. Stambaugh, Mr. and Mrs. Grant Fuller.

## EASTERN STAR OBSERVES PATRON, MATRON NIGHT

Honoring the chapter past Worthy Matrons and Past Worthy Patrons, the local Eastern Star chapter, added a lovely surprise formal dinner to the regular work of the evening Tuesday. Hostesses for the event were Meses. Lan Shore, Iva Cocanougher, Olive Boston of Friona, Ed Bogges of Friona, Wes Brady, Minnie B. Jones and Miss Lucy Reed.

Another surprise which added a jolly note to the affair was the drawing by the honorees of the various stations, each being held during the evening by the one who had drawn it. Following the work, the guests were invited into the attractive newly-equipped dining room where a St. Patrick's Day motif was effectively carried out. The tables were lovely with green candles, napkins and shamrock candies in green mint cups. With Mrs. Ulman Hunter as toastmistress, toasts were given as follows: To the Past Matrons and Patrons, Mrs. Lan Shore; To the present Worthy Matron, Mrs. Lee Cocanougher; To the present worthy Patron, Arthur Thompson; Mrs. Hunter gave a toast to Mrs. L. R. Brady, the only charter member now active. Alex Thompson gave the response for the honorees. A menu of baked chicken, dressing and gravy, green beans, salad, rolls, pickles, celery, cake and ice cream, and coffee was served.

Past Matrons present were Meses. C. C. Ferguson, A. O. Thompson, Jack Rose, Nester Gass, F. M. Kester, L. A. Ray, Vern Witherspoon, Pat Lawton and L. R. Brady; Past Patrons were Alex Thompson, L. A. Ray, Horace Baird and Wes Brady.

## ST. PATRICK DECORATIONS USED AT BRIDGE PARTY

Mr. and Mrs. John Renfro were hosts of a delightful dinner bridge Friday evening, St. Patrick's Day furnishing the inspiration for the occasion.

A fruit cocktail was served in the living room and a toast to Erin and her people was given by Harold Close. Buffet dinner service added its note of festivity, an attractive menu of creamed chicken, stuffed potatoes topped with cheese, horizontal beans garnished with halved hard-boiled eggs, fruit jello salad, celery, olives, pickles, hot rolls, French boiled custard, angel food cake surrounded by tiny shamrocks, and coffee was enjoyed.

For the games, score pads and tallies were attractively suggestive. Traveling prize, given for the largest number of tricks taken with a deuce, was won by Mrs. Jim Lipscomb. High score for ladies went to Mrs. Mont Baker; high for men to Paul Foster. Guests sharing the hospitality of Mr. and Mrs. Renfro were Messrs. and Meses. Bill Smith, Jack Rose, Jimmy Robinson, Harold Close, Reed Williams, Jim Lipscomb, Mac Womble, Paul Foster, Mont Baker and Glen Weir.

## Wyche Items

BY PEGGY VALENTINE

Mr. LaGrane and family spent Sunday in the R. W. Elliston home. Mrs. A. E. Edwards and Mr. and Mrs. Jack Baker spent last week in Santa Fe, N. M.

Mr. and Mrs. Dock Roberson spent Sunday in the Jeff Roberson home near Dawn.

Mrs. R. W. Elliston and children are spending a few days with her parents in Amarillo.

Lexie and Aileen Ford are attending school here now.

Mrs. R. W. Elliston and family attended a party at the Cimexine home near Flag Saturday night.

Erwin Elliston is transacting business here.

Mr. and Mrs. J. Mullins of Idaho spent Sunday with her sister, Mrs. Barnette Saxon.

Attending a 42 party in the Love home Friday night were Mr. and Mrs. Hartley, Ben McBrayer, L. Olson and family, Dock Roberson and family, Misses Lucille Hughes and Lucille Park. Cocoa, cake and coffee were served.

The tenth Agriculture Unit of Deaf Smith county was organized here Thursday night. Officers are

J. D. Love president, Mrs. Louie Olson vice president, and Mrs. D. Roberson secretary.

On the honor roll: Eleanor Paetzold, Nancy Olson, Bernice Elliston, Barbara Roberson, Margaret Love, Douglas Walker, Alice Paetzold, Brooks Orr, Geraldine Henry and Wilma Roberson.

Chas. Samples and wife visited his sister, Mrs. Ben McBrayer, Saturday. They will stop in Vega en route to their home in New Mexico.

Miss Lucille Hughes attended teachers meeting in Canyon Saturday.

Mr. and Mrs. H. B. Elliston attended a party for Mr. and Mrs. Uhrig near Hereford recently.

Mr. and Mrs. Clifford Gandhey have moved to the Morgan house. Gus Koetting and Mrs. Mimmels of Groom spent Sunday in the Paetzold home.

Messrs. and Meses. Henry of Plainview and Hamilton spent Sunday in the Fred Henry home.

Nelle Elliston will spend some time with his wife and sons in Fortus, N. M.

J. W. Dickerson and Jap have been visiting in Amarillo.

A new victrola and records have been installed at the school house.

Mr. and Mrs. Gandhey spent Sunday in Hart.

Two sisters and a brother of Noel Elliston are taking care of his things while he is in Fortus.

Residents of this community extend sympathy to the loved ones of the deceased Mrs. Gallagher and Mr. McMurray.

## Adrian-Sims Notes

BY MRS. J. M. CHAPMAN  
Wheat is getting a good top growth and with continued fair weather will be well on its way to a good crop shortly.

Mrs. Murray of Oklahoma City is visiting her sister, Mrs. F. P. Lyons and family.

Mr. and Mrs. T. F. Bohannon and Olaf visited relatives at Laketon last week.

Travis Vaughn and family attended a funeral at Tulla Saturday. Our sympathy is extended Mr. and Mrs. C. Wimberly at Vega in the recent death of his father at Tulla.

Mrs. Frank Dunn has gone to Floydada to visit a short time.

Miss Elizabeth Chapman of Panhandle visited homefolks Saturday and Sunday.

Misses Chloe Freeman and Lottie Zoring spent Sunday with Miss Elizabeth Chapman.

Mr. London and family were in Hereford Saturday.

T. P. Lyons went to Stratford last week.

Ray Chapman of Tucumcari spent Sunday with home folks.

N. O. Phillips and family spent Sunday in the Roy Ferguson home at Ford.

The senior class of Adrian high school enjoyed a weiser roast Saturday evening.

Wilbur Chapman entertained his friends Saturday afternoon at his home, celebrating his 11th birthday.

**REWARD**

Yourselt with one of the most exciting times you'll ever spend in a theatre... a story whipped from the headlines of today: History's greatest man-hunt closes in on the new terror of the underworld... see "Show Them No Mercy" with Rochelle Hudson and Bruce Cabot at the Star Theatre Saturday, matinee and night. Admission only 10 cents to all.



Strictly Feminine

• in design  
• in material

**Sally Lea**

**TUB FROCKS**

**98¢**

You'll want one or two of these frocks... because they're fresh and perky and ever so flattering! Malabar and Rondo fast color percales. 14 to 32.

**L. G. PENNEY CO.**

**DON'T FORGET**

## Cream O' Plains Butter

No item is of greater importance in your daily ordering than butter; none more necessary and vital to the welfare of your family... And no butter is as satisfying as CREAM O' PLAINS BUTTER. Make a resolution now to insure their health from now on, give them more of this energy-laden food. DEMAND CREAM O' PLAINS BUTTER of your grocer.

**Farmer's Creamery Ass'n**

AN EXTRA ROOM? TRY A WANT AD!

## Spring Values

for spring Salads

**ORANGES** California Sunkist, Each **1c**

**LETTUCE** Fresh, firm heads, each **5¢**

**CARROTS, MUSTARD** Large bunches, 3 for **10¢**

**APPLES** Fancy Washington, Roman Beauties, large size, dozen **23c**

**CELERY** Large, well bleached, stalk **10¢**

**SPUDS** Home-grown, 10 pounds **15¢**

**ONION SETS** White or yellow, gallon **31¢**

**ONION PLANTS** White or yellow, bunch **5¢**

**CHERRIES, Red** Pitted, No. 10 can... **44¢**

**SARDINES, 15-oz** Oval cans, 3 cans **25¢**

**PRUNES** California, 3 lbs **15¢**

**PIMENTOS** 7-ounce can **10¢**

**RAISINS, Thompson's seedless, 4 lbs** **27¢**

**RICE** Comet, 2 lb pkg. **15¢**

**TOMATOES** No. 2 cans, 3 cans **19¢**

**Kellogg's Corn Flakes or Pep, 2 pkgs** **15¢**

**Cherries, Red** Pitted, No. 2 cans, 2 for **23¢**

**EARS, Fancy** Sterilized, 2-lb bag **19¢**

**Toilet Tissue** Northern, 3 rolls **17¢**

**BABY FOOD** Libby's, 3 cans **25¢**

**SNOWDRIFT** 6-lb can **95¢**

All its goodness locked in and you get the key.

**TUNA** Abbey, 2 cans **25¢**

**OATS, Quick** Quaker, large pkg **17¢**

**CATSUP, Glen Valley, large bottle** **10¢**

**Your Favorite MEAT**

Veal Chuck **15c** Pound

**ROAST, Veal** Shoulder Cut, pound **14¢**

**STEW MEAT** Veal, pound **10¢**

**CHILI** Home-made, brick, pound **15¢**

**FRESH FISH AND OYSTERS** **13¢**

**LIVER** Pork, pound **13¢**

**Shortening** Mrs. Tucker's 8-lb Carton **93c**

**BEST FOODS, Thousand Island** **15¢**

**MAYONNAISE, Relish Spread, 8-oz jar** **35¢**

**BEST FOODS** Salad Dressing, quart jar **53¢**

**KARO** Red or Blue Label, No. 10 can **53¢**

**GRANULATED SOAP** White King, large pkg **30¢**

**TOILET SOAP** White King, 3 bars **13¢**

**A-PLUS HEALTH SOAP** 3 bars **13¢**

**BUTTER**

Hereford Creamery **34¢**

**TEA, Lipton's Orange** Pekoe, Green, Japan, Gunpowder, ¼-lb can **21¢**

**TEA-BAGS** Lipton's, pkg of 8 bags **9¢**

**PRUNES**

Italian, No. 10 can **24¢**

**KRAUT, Libby's, eat it for** Healthy Enjoyment, No. 2 cans, 3 cans **19¢**

**PEACHES, Libby's, Sun-ripened** To luscious perfection, No. 2 cans, 2 cans **25¢**

**CORN, Libby's Whole Kernel** Just like eating corn on the cob, No. 2 can **14¢**

**SUGAR**

Beet, 10 pounds **49¢**

**SKINNER'S** Macaroni, Spaghetti, Egg Noodles, 2 pkgs **15¢**

**RAISIN BRAN** Skinner's, 2 pkgs **23¢**

**FLOUR**

Hereford Sunrise, 48 pounds **\$1.55**

**Diced Carrots, Libby's, they complement your family and guests, No. 2 can** **10¢**

**TOMATO JUICE, Libby's** The famous gentle press kind, 3 tall cans **23¢**

**FURR FOOD**

FREE DELIVERY      PHONE 74      WE BUY CREAM, EGGS, HIDES

**Black**

By MRS. H. L. McLEAN  
Farmers are busy preparing their land for crops.  
Mc and Mrs. Perry Brown of Farwell visited the Grandma Ray home Wednesday.  
I. S. Bartlett and family visited relatives in Hereford Wednesday.  
The home demonstration club met Wednesday with eight members and Miss St. Clair, agent, present. Plans were made for the county meet held Saturday in Friona.

Messrs. and Mmes. T. L. Welch

and H. L. McLean attended the chamber of commerce banquet in Friona Friday night.  
Vernon Bennett is ill with the mumps this week.  
Rev. Roy Patterson preached Sunday morning and night. He was accompanied by his wife and they were guests of Mr. and Mrs. Jim Black.

Edwin Kimmins is back at his school work after an attack of the mumps last week.  
Jas. McLean went to Albuquerque Saturday to visit relatives.  
Maxine and Margot McLean and Juanita Welch attended a theatre party in Hereford Tuesday evening with the home ec club of Friona.

Mrs. T. L. Welch entertained the glee club of Friona with a party Thursday night.  
Mr. and Mrs. W. H. Price were shopping in Hereford Saturday.  
Mrs. W. H. Price entertained the social club Thursday, 10 members and two visitors attending.  
Mrs. Will Garrett and Mildred were guests. Creamed peas, potato salad, fresh sausage, salmon loaf, fruit salad, cakes and cinnamon rolls, hot coffee and pecan divinity candy were served. Next meeting will be with Mrs. T. L. Welch, March 19.

**Easter Items**

BY LOUISE FRYE  
Sunday school attendance is increasing with the good weather. Frank and Dan Allen are driving a new car.  
Messrs. and Mmes. U. G. Randall and Severs were dinner guests in the Homer Henry home Sunday.  
Hazel Chambliss visited Caroline Frye Sunday.  
J. S. Smith and family were guests in the E. M. Allen home Sunday.

Mr. and Mrs. Carl Frye visited the W. R. Woodburn home Sunday afternoon.  
Mrs. Gregory, daughter and son of Progressive visited the H. T. Benson home Sunday.  
E. O. Dixon and family visited the Morgan Dennis home Sunday.  
Mrs. Claude Smith and children have gone to California to make their home. Claude has been there several weeks.  
Mr. and Mrs. Geo. Chambliss spent Sunday in the Lynn Axe home.

Carl Frye was in Pampa last Thursday.  
Try First to Buy in Hereford.

**Ward News Notes**

BY MRS. GEORGE SUGGS  
Attendance at Sunday school last Sunday was good.  
Mrs. Jack Hutson and Mrs. Ray Carson of Tullia spent Friday night at Vega visiting Mrs. Sonny Ledbetter.  
Mr. and Mrs. Raymond Oden of McCamey visited Mr. and Mrs. John Higgins and Mr. and Mrs. Albert Oden recently.  
Miss Lillie Hutson is spending this week at Tullia with Mrs. Ray Carson.  
Wesley Higgins of Farwell is visiting his parents.  
Mr. and Mrs. Albert Oden are spending a few days at McCamey with relatives.  
Mr. and Mrs. Wiley Roberson and boys visited Mr. and Mrs. George Suggs Friday.  
Mr. and Mrs. Benny Fulkerson visited Mr. and Mrs. Glenn Rutter Sunday.

There was an attendance of 43 at Sunday school.  
R. T. Nunn of Hereford spent Saturday night in the M. L. Simpson home.  
Mrs. C. G. Maples and Dorothy of Dimmitt called in the C. Andrew home Sunday.  
The junior boys plan to enter the basketball tournament at Happy Friday and Saturday.  
La Rue Beck, who has been visiting Misses Laura Liston and Pauline Matthews at Muleshoe returned home Saturday.  
Buddy Spencer and Winston Adams of Ford spent Sunday here.  
L. A. Matthews and Albert Tellez were in Fort Worth Thursday.  
Ray Wilson and mother and Misses Marie Hancock and Kittle Oxford of Flagg were dinner visitors in the home of Mrs. Lee Oxford Saturday night.  
Misses Thelma and Mildred Holley spent the week end at home in Happy.  
Mr. and Mrs. L. E. Beck and LaVelle were Sunday night guests in the DuBols Walker home at Wyche.  
Mr. and Mrs. Ed Wilmeth attended church in Hereford Sunday morning.  
Mr. and Mrs. Wilford Taylor, Jr., of Unbarger spent the week end in the F. L. Pinckert home.  
C. T. Pinckert and family and A. F. Harget and family of Hereford spent Thursday night in the C. Kring home.  
Mrs. Ed Wilmeth was in Dimmitt Monday.  
M. G. Layman and family were Sunday visitors in the Ellis Mick home at Big Square.  
A substitute plan for the Triple A was discussed at the community assembly meeting.  
Mrs. Brooks and son of Frio called in the Ullman Hunter home Sunday.  
Rev. Thorns of Hereford preached here Sunday afternoon. He was accompanied by his son.  
Misses Mildred and Thelma Holley were guests at the birthday dinner of Bill Barnes Thursday night.  
Mr. and Mrs. W. Crum of Dimmitt took dinner in the J. C. Stork home Sunday night.  
Miss Florene Stork is staying with her grandparents, Mr. and Mrs. Jacob Wagner, in Hereford.  
Misses Mildred and Thelma Holley and David Myers and Ed Wilmeth attended the teachers meeting at Canyon Friday and Saturday.  
E. C. Burks and family of Arney attended Sunday school here.  
W. W. Adams, Lonnie Wayne and Chas. McGinnis were in Ford Saturday.  
Miss Rachel Burks of Arney took dinner in the Simpson home Sunday.  
Cobb Faulkner of Levelland visited the Beck home Saturday.  
E. C. Eubanks of Hereford was in this community Monday.

**Jumbo News**  
BY LA RUE BECK  
There was an attendance of 43 at Sunday school.  
R. T. Nunn of Hereford spent Saturday night in the M. L. Simpson home.  
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Miss Rachel Burks of Arney took dinner in the Simpson home Sunday.  
Cobb Faulkner of Levelland visited the Beck home Saturday.  
E. C. Eubanks of Hereford was in this community Monday.

**Daniel News**  
BY PAULINE MOORE  
There was good attendance at Sunday services. Everybody invited to attend each Sunday.  
Mr. and Mrs. Seldon and Hershel Tomlinson were in Amarillo Saturday.  
Mrs. Dave Moore is visiting her mother, Mrs. Finney, at Running Water, who is very ill.  
Dave and Bill Moore were in Canyon Sunday afternoon.  
Mrs. Floyd Tomlinson and daughters were in Canyon Friday.  
Miss Mildred McCraw spent Friday with Pauline Moore in Canyon.  
School was dismissed Friday for the teachers meeting in Canyon.  
Pauline Moore spent Monday night with Viola Dooley in the Pleasant View community.  
Dave Moore, Glenna, Pauline and Ruth Moore were in Hereford Saturday.  
Dave McClean has been ill the past two weeks.  
Farmers will meet at Daniel Wednesday night, March 18. All are invited. Hereford Lions will be present.  
Mmes. Cecil Allred and Otto Smith were given a surprise shower, ladies from Daniel and Palo Duro attending.

**Dawn Items**

By VIVIAN BOWERS  
Dawn Study club met with Mrs. J. C. Greer, a full account of the meeting being on society page.  
Messrs. and Mmes. Jess Dodson and O. D. Williams of Amarillo spent the week end with Mrs. Harris.  
Mr. and Mrs. Jack Foster of Wayside spent Sunday in the Ed Reynolds home.  
Mr. and Mrs. Shelly Barbee were in Amarillo and Tullia Thursday.  
Mrs. Wes Brady visited in the Walker home Monday.  
Miss Margaret Bowers was home from Hereford over the week end.  
Mrs. H. H. Miller was in Canyon Thursday.  
Alma and Inez Miller were home from Canyon over the week end.  
Mrs. Mayfield of Canyon spent Sunday with Mrs. Ed Reynolds.  
Mrs. Joe Greer and children spent Friday in Hereford.  
Miss Bernice Harris spent the week end with her mother.  
Mmes. Morgan and Ains of Bovina spent Tuesday with Mrs. S. Barbee.  
Alfred May and family were in Amarillo Sunday visiting Mr. and Mrs. Chambers.  
Mrs. John Wilson of Pampa is visiting her daughter, Mrs. Johnnie Womble.  
Mrs. Frances Holman was home from San Jon, N. M., over the past week end.  
Mrs. C. N. Bowers is visiting her daughter, Mrs. J. E. Rentz, in St. Louis.  
Alfred May and Ray Bowers and their families were in Amarillo Friday.  
A. Geiger of Shattuck, Okla., visited L. A. Smith recently.  
Teachers attended the conference in Canyon last week end.  
Messrs. and Mmes. J. B. Coe, Ed Reynolds, Mrs. Harris, Ruby Bernice and Wm. Harris, Cecil Benton, Reece and Raymond Stewart surprised Mr. and Mrs. C. Stewart with a house warming Sunday night.  
Dawn students will try out in declamation Friday night, March 13.  
Mrs. Ernest May was surprised Sunday evening when she returned home to find a group of friends to help her celebrate her birthday. The prettily set table was centered with a birthday cake and supper was prepared. The evening was greatly enjoyed.

**Summerfield News**  
MAUD E. NOLAND  
There were 85 present at Sunday school Sunday. Everyone is urged to attend next Sunday as it is preaching day.  
Emmett Blakemore and family of Progressive spent Sunday in the A. J. Blakemore home.  
School was dismissed Friday as Misses Thompson and Wade attended the teachers meeting in Canyon.  
Misses Dorothy Harris and Ruth Link, teachers at Oklahoma Lane spent the week end in the W. G. Harris home.  
Dean Story spent the week end with his parents here. He is attending WTSTC.  
Ky Lawrence was in Memphis Saturday night visiting his brother, Ira Lawrence.  
Miss Maurine West of Hereford spent the week end with Maude E. Noland.  
Mr. Evans and sister visited in the Will Schulz home Friday.  
Mrs. D. B. Roberson is improving nicely from burns received several weeks ago.  
Miss Maud Noland entertained a number of little folks Sunday afternoon with a birthday party honoring her five-year-old nephew, Bradley Lookingbill. Games were played and balloons and suckers were given. Refreshments of sandwiches, cake and pink lemonade were served to Verna Jean Jay, Melba Jean Hawkins, Billy Ray Johnson, Gale Roberson, Arlene Oglesby, Mary Louise Lookingbill.

**"PEP UP" STOMACH, RELISH YOUR FOOD**  
Don't let stomach trouble due to lack of digestive juices spoil your appetite, make you feel weak, run-down, sluggish, miserable, without ambition or zest for the good things of life. Take Williams' Pink Pills and get quick relief. The first little must produce results or money back. Williams' Pink Pills is compounded from the prescription of a former army doctor and has been tested by thousands. It acts as a mild tonic, stomachic stimulant, mild laxative and gentle diuretic stimulant for the kidneys. Being a liquid—already dissolved—it starts to work almost immediately. Highly concentrated, it is very economical. Costs only a few cents a day to take. Beware of drastic drugs. Try a bottle of Williams' Pink Pills. Formula under the money-back guarantee. See how much better you feel after just a few doses. On sale at

**Close Drug Store**

**Summerfield News**

Windal Roberson, Junior Behrens, Jim Suttle, L. H. Lookingbill, Robert Oglesby, Gene Roberson.

Mrs. Sam Reid of Lubbock spent several days in Hereford last week as a guest in the home of her parents, Mr. and Mrs. C. C. Ferguson.

**Close Drug Store**

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**BRUSH UP ON DUSTY SHADES**  
They're News for Spring at only **\$2.98**  
Spring Cloud Grey, Rose Petal, Phantom Blue, Aquatone, Beige Smartly styled crepes by Glas Row Procka, with short of 3/4 sleeves! 12 to 44!  
**J. C. PENNEY CO.**

**Athlete's Foot**  
BROWN'S LOTION is guaranteed to cure ATHLETE'S FOOT in from 3 to 14 days.  
Sold with money back guarantee.  
60c and \$1.00 size at **CLOSE Drug Store**

# Spring Opening Announcing

**M'COORMICK-DEERING**  
**Wk-40 Tractor**  
In the Rosson Implement Co. Showroom  
**Saturday, March 14, 1936**  
From 1 to 5 P. M.

## Program

- 1:00 P. M.—REGISTRATION  
Welcome, by S. P. Rosson
- 1:30 P. M.—PICTURES  
International Harvester Diesel Terracing To Save Our Farm.  
Building Boulder Dam.  
Farm Inconvenience.
- 3:30 P. M.—WHAT THE FARM MACHINERY DEALER'S SHOP MEANS—by Jack Kendall.
- 4:00 P. M.—REPAIRS AND REPAIR SERVICE  
By W. T. Wheeler.
- 4:30 P. M.—WHAT THE WK-40 TRACTOR LOOKS LIKE INSIDE—By Carl Freman.
- 5:00 P. M.—DOUGHNUTS AND COFFEE.

**10% Discount**  
On All Cash Orders Sold On This Day  
**\$10.00 In Cash Prizes**  
To Dirt Farmers Only  
**YOU ARE INVITED!**  
**Rosson Implement COMPANY**  
Hereford, Texas Phone 51

**Far above other low priced cars in all but cost!**

# TERRA PLANE

Yes, different from other low priced cars—and far ahead of the rest—in style and everything else that counts! Can we prove this? Just look at a few facts about Terraplane.

Wheelbase, over-all length, inside leg room, head room, shoulder room—unmatched by any low priced car. Untouched by some costing \$125 and \$145 more.

**"Extras" At No Extra Cost**  
Of all low priced cars only Terraplane gives you—at no extra cost—a rear opening baggage compartment with more room than the average trunk model, with spare tire lying flat inside.

Power—the same story. Terraplane is ahead of other cars in its price class by as much as 18 horsepower. And no vibration at any speed! Terraplanes with 125,000, 150,000 miles and more to their credit show you what that smoothness means in long life.

**23.95 Miles per Gallon**  
Interested in economy? Here is Terraplane's latest—23.95 officially certified miles per gallon over \$52 models.

Of mountain roads, with three passengers and baggage, in the recent Los Angeles-Yosemite Economy Run.

More... Terraplane is the only leading low priced car with body all of steel and seamless steel roof. And no other car in its whole price range has Duo-Automatic Hydraulic Brakes (patent applied for)... Radial Safety Control (patent applied for)... Tru-Line Steering... or The Electric Hand, optional at small extra cost.

The most amazing car in the low price field—this 1936 Terraplane. And right down with the lowest in cost for the model and features you want. Come in and see for yourself.

48 or 100 H. P.—115-inch wheelbase  
**\$595**  
and up for De Luxe Models, f. o. b. Detroit. Standard group of accessories extra.  
SAVES... with the new HUDSON-C.I.T. 6% Three Payment Plan... low monthly payments

"Of course it rides like a big car! It IS a big car!"

**Fox Motor Co.**  
Hereford, Texas.  
BUILT BY HUDSON—TERRAPLANE, 6588 AND UP; HUDSON SIX, 6788 AND UP; HUDSON SUPER STRAIGHT EIGHT, 6790 AND UP, F. O. B. DETROIT

# PANHANDLE CHAMPIONS OF GIRLS' BASKETBALL-

That's the Attainment We're Backing the Hereford High School Girls To Reach  
**This Week-End Against Panhandle!**

## First Game

FRIDAY NIGHT

**High School Gym**

HEREFORD

8:00 O'CLOCK

Admission . . . . 15c and 25c



## Second Game

SATURDAY NIGHT

**At Panhandle**

Third Game, If Required,  
To Be Played Tuesday Night,  
Place Decided By Toss of Coin.

## CONGRATULATIONS, GIRLS

On Your Splendid District Victory At Tulia - Do It Again

J. C. Penney Co., Inc.

First State Bank

Pitman Grain Co.

Ireland-Beavers Motor Co.

West Texas Gas Co.

Chamber of Commerce

M. D. Womble Implement Co.

Weir's Grocery

Chocolate Shop

Fashion Dress Shoppe

Rockwell Bros., Lumbermen

S & E Variety Store

Brooks Drugs

First National Bank

W. J. (Bill) Smith, Magnolia Agent

Piggly Wiggly

Texas Utilities Co.

West Texas Feed and Seed

John McLean, Insurance

Ike's Cafe

Hereford Bakery

Texas Market and Grocery

New Club Cafe

The Charmaid Studio

Beams and Marrs

Southern Trading Co.

Furr Food Stores, Inc.

Hereford Brand

Brumley Chevrolet Co.

Rosson Implement Co.

E. B. Black Co.

Streu Hardware Co.

City Drug Store

Fox Cleaners and Hatters

Lee Conklin

Hereford Motor Co.

Farmers Creamery Association

Hereford Laundry and Dry Cleaners

Star Theatre

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
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.

## ANOTHER SPORTS CHAMPIONSHIP

Hereford boasts another high school sports championship—the district basketball title earned at Tulia by Jimmie Wilcox's girl eagles. Now the team is prepared to meet the Panhandle outfit in a play-off series for the championship of the entire Panhandle league.

Coach Wilson explained the success of the team as being the result "of every girl being determined to win. We were not head and shoulders above any other team," he stated, "but won because the girls were determined to win." Miss Neville Wreign complimented the girls highly when, speaking of the district tournament, she said: "Not a one of the girls did a thing that would reflect the least bit of discredit upon herself or upon Hereford." Those things probably mean more to the girls than if they had possessed a club so blessed with natural ability that no other club had a ghost of a chance to beat them.

Hereford responded to this spirit by offering to see the club through the A. A. U. tournament at Plainview, but the girls themselves voted to stay out of the tournament, giving up this opportunity for greater glory in order to be a fit opponent for Panhandle in the league play-off. They are going to need that same backing when the title series comes.

## A CENTENNIAL PROJECT

Beautification along highways to impress visitors from many states is one of the outstanding projects of the Texas Centennial observance. Hereford has such a project that should never have awaited the stimulus of the Centennial, but that by all means should be given attention now. That is clearing away the unsightly dump ground along the highway a few miles east of the city. Such dump grounds are the result of our mode of living. Every city has one. It is the burling ground of our discarded possessions.

It should be hidden away where few will ever see it, if it can be disposed of in no other manner. At any rate it deserves no such place of distinction on a hillside overlooking the highway. We sincerely hope that the city, county, organizations, or someone, finds it possible to remove this eyesore before visitors start flocking to Texas along Highway 60.

## By Their Words AND OURS

If the young man who was seen kissing his girl at midnight on Main Street will buy three subscriptions to the Wheeler Times, no further mention will be made of the matter, says the Times. Who said small town newspapers have no enterprise?—Pampa News.

For a person who has never needed \$25 so bad he could taste it, nor never been in danger of hunger for lack of money to buy something to eat, Mr. Hoover makes a good speech. But otherwise his talk all smack of that same smug ego, the demi-god among a nation of mere mortals.—Floyd County Hesperian.

Much is heard about reducing the size of the legislature, but citizens should keep in mind that the only way to do this is to elect to the legislature those who favor the proposed constitutional amendment by two-thirds majority in order that it may be submitted to the people.—Canyon News.

It is interesting to note that the poultry flocks of Eastern New Mexico are being built up this year. Hatcheries are reporting a much bigger business than last year. Due to the scarcity of feed crops during the early part of 1935 many farmers allowed the number of hens on the farms to dwindle. With the building up of the number of laying hens on the farms there is a consequent increase in the weekly income from eggs and chickens sold.—Curry County Times.

Living was cheap in the old days when a boy's craving was for a stick of licorine instead of a gallon of gasoline.—Quitaque Post.

Some commentator once remarked that George Washington did an even tougher job than throwing a dollar across the Rappahannock, when he threw a sovereign across the Atlantic Ocean. Even Walter Johnson couldn't do that.—Sudan News.

Tentative dates set for Abernathy's Dairy Show were announced by R. L. Faith as March 27 and 28. F. E. A. boys are to arrange a project show in connection with the regular event. Hogs, sheep, beef calves and dairy cows are to be included in the boys' show. Rules and regulations for the event are to be printed soon.—Abernathy Weekly Review.

The average American is an honest and kindly fellow, notwithstanding his mother and sym-

pathetic toward lost children, but he has one great fault, which is that he never seems able to demand the same kind of morality from his public officials that he expects from his ordinary friends in private life.—Memphis Democrat.

The wild and woolly session of Congress forecast by various public citizens is really turning out to be somewhat of a pink tea affair, as might have been expected since this is election year.—Muleshoe Journal.

A Lubbock paper advises towns round about to be cautious about going on premature oil booms. Another waste of ink and paper—every West Texas town expects to be an oil center some day.—Pampa News.

City offices are thankless jobs and it is not to be wondered at that men hesitate to offer themselves, but the welfare of the town demands that we have the best qualified men possible elected.—McLean News.

True story: Fatty Watkins burned his foot with an electric light bulb. No, he didn't kick that high, he got an extension cord and took the light to bed with him during the February cold spell.—Wellington Leader.

American literature has sunk to an all-time low. One of our greatest problems today is to put into the hands of our boys and girls the right kind of reading matter.—Miami Chief.

## NOTICE OF ELECTION

Notice is hereby given that an election will be held at the City Hall, in the City of Hereford, Texas, on the first Tuesday in April, 1936, the same being the seventh day of April, 1936, for the purpose of electing a Mayor and Two Commissioners in and for said City to serve for the ensuing two years.

The polls of said election will be opened at 8 o'clock A. M. and will be closed at 7 o'clock P. M.

Every person not disqualified by law who shall have obtained the age of twenty-one years, and who is entitled to vote for members of the Legislature, and shall have resided in the State twelve months, and in the City of Hereford for six months next preceding the date of said Election, shall be entitled to vote.

(Seal) C. J. PADDOCK, Mayor, City of Hereford, Texas.

## Plainview Plans Big Show.

A real Western rodeo with more than \$500 in prizes, two days of rabbit and greyhound races and an outstanding horse show are some of the entertainment features planned for the fifth annual Panhandle-Plains Dairy Show and Rodeo to be held in Plainview April 4, 7, 8 and 9.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 10, 1905.)

Judge W. B. Boyd had been appointed as county attorney for Deaf Smith county.

The Brand was not grieving because fine steady rains had displaced the usual March winds throughout this region.

Ward Bratton was advertising for a rooster that "would fight like blazes".

C. B. Williams and family had arrived from McLoud, Oklahoma, to make their home here.

The Methodist church was preparing to fit their building with new and up-to-date seats.

H. G. Tucker had gone to St. Louis to purchase modern equipment for an electric light plant he planned to establish in Hereford.

(From The Hereford Brand, March 12, 1915.)

The Country felt much relieved: Congress had adjourned after a two-year session.

According to an account in The Brand, Amarillo was prepared to take her place among cities of the land. A genuine holdup had occurred there, the bold, bad man relieving the motorman of the city's lone street car of the day's receipts—15 cents, he thought.

McIntosh brothers had unloaded 34 cars of cattle, about

1,500 head, and driven them to the ranch north of town.

Good snows had again covered the Panhandle.

Frank Ingham had sold 104 head of cows at \$70 around.

Mrs. Martha J. Nelson, Lampasas, had deeded 40 acres out of section 58, block K-3 to Buckner's Orphans Home at Dallas. The land adjoined the Tome of Hereford.

The City Commissioners were drafting an ordinance compelling residents of Hereford to connect their premises with the city sewer system.

The Panhandle Bankers Association was to hold its spring meeting in Hereford, the date not having been announced.

## School News

SPEECHES—EVENTS

Mr. Dilley, just home from St. Louis, said that among some of the most interesting speakers and their subjects were Glenn Frank, president of the University of Wisconsin, who spoke on Education and Social Welfare; J. W. Studebaker, U. S. Commissioner of Education, whose subject was Education for Democracy; former commissioner of education, Payson Smith, of Massachusetts, who talked on Victory for Humanity. Norman Thomas, socialist candidate for president in 1932, spoke on National Issues.

Mr. Dilley heard a chorus of 500 negro voices, several NBS artists who appeared in person, the Gospel Singers, Singing Lady and other well known personalities.

A debate on Federal Support of Public Education was given by three nationally known men, who seemed to favor Federal participation in education but differed as to the amount, and all three were decidedly opposed to any Federal control to disturb present state and local education.

A class demonstration was given in which Prof. Roy W. Hatch of New Jersey, taught a class of St. Louis high school seniors in problems of democracy. This was the outstanding program of the convention and received a great deal of comment. The students expressed themselves in an excellent manner as they discussed controversial subjects.

Mr. Dilley told of seeing Miss Henrietta Fritz, former student of HHS, who moved to St. Louis at the beginning of the school term and who was on the honor roll last six weeks.

## EX-STUDENT CLIMBS HIGH

There has been found some interesting facts about a man who was a student of HHS several years ago. This man is Sam Bratton. He came to Hereford in 1900 and lived with his aunt and uncle on a farm near Dawn. In about two years they moved to Hereford, where Sam attended school. D. W. Hawkins was principal at that time. In 1905 he graduated from HHS. During his

## 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

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. HENNING

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

## Urges Speed On Business Census

Roy D. Chase, supervisor of the Census of Business, has announced that an effort is being made to finish the canvass in Deaf Smith county within the next few days. He urged all business firms to cooperate by furnishing the necessary census information as quickly as possible.

The bureau expects to publish the results of this state by July 1 unless there is delay in obtaining the relatively few reports still out. "Since the first few states released received nationwide publicity and comparisons with the previous census will show such a healthy increase in Deaf Smith county, we want nothing to delay the census here," he stated.

## COUNTY MEET POSTPONED

The county meet will be held at the court house March 20. All schools and towns in Deaf Smith county are eligible to take part in the events. County meets for the county are held annually.

There will be literary events to consist of debate, spelling, extemporaneous speeches, declamations, and various other subjects. Many athletes will test their skill in broad jumping, pole vaulting, 40-yard dash and tennis which will be the county track meet division. Winners will go to Amarillo for the annual Interscholastic League meet.

Several people will represent Hereford high school in the coming events.

Mr. and Mrs. S. O. Wilson motored to Portales, N. M., today to spend the day with their daughter, Mrs. John Slaten, and family.

## SEND ESSAYS DIRECTLY TO DALLAS BY SCHOOLS

School authorities have been notified that in the event the county Centennial advisory board does not make arrangements for an elimination in the Historical Essay Contest, each school head is to submit the winning essay from his school district directly to the public school division of the Centennial state department of publicity at Dallas. Several essays are expected to be entered in the contest locally.

In those counties where no county eliminations will be held, school authorities must submit their winning essays in time for the manuscripts to be delivered to the Dallas office not later than April 1, the announcement stated. After April 1 all the essays will be placed in the hands of impartial judges who will select the winning county essays to be submitted in the state finals.

## Dehorning Pen

A TRUE STORY

Early Saturday morning, four debaters started out with their trusty coach, Miss Crawford, to a tournament in Farwell. Meredith was almost left because he was not even up when Miss Crawford called for him. He sure likes his sleep. That was only the beginning. When they stopped at Bovina, at Billie Jo's suggestion, to get some gum, the clerk walked all the way out to the car to see how all of the group could get into a one seated car. They were in there, though. You bet your life they were. Miss Crawford, thank goodness she was small, occupied about two square inches, Sibyl came next, then Billie Jo, followed by George with Meredith on top of him. Miss Crawford entertained the debaters with a continued story of some thrilling experiences in Cuba. Get her to tell you about it some time. The funniest thing of all was George, who is the debate reporter. He did not even wait to see what the outcome and scores were, but rushed madly out to the car, in spite of Miss Crawford's protest and waited for the other debaters there. What was the matter, George, were you suddenly struck with stage fright or—?

## COURTHOUSE RECORDS

February Warranty Deeds.

H. M. Beach and wife to John Schwartz, 10 acres off south side of block 26, Mabry addition.

W. F. Goodspeed and wife to Jess M. Carter, 8 1/2 section 14, Capitol Leagues 305 and 306.

Standard Savings and Loan Association of Detroit to Eursel William Young and wife, part block 75, town of Hereford.

Raymond Oden and wife of Upton county, to W. A. Coffee, 146.15 acres out of section 23, block 8.

## Vitamin A Found To Aid Chicks

Again science throws out a "life-line" to baby chicks. It comes through the discovery of Puratene, a new ingredient that's extremely rich in vitamin A, the "disease resistance" vitamin.

"So rich in vitamin A is this ingredient, Pur-a-fene, that an entire carload of carrots is required to make one and one-half barrels," says C. S. Johnson, head of the poultry department of the Parina Mills. He adds, "One pound of Puratene contains as much vitamin A activity as 750 pounds of yellow cornmeal, which up to this year has been considered one of the richest sources of vitamin A.

In speaking about the vital need of vitamin A for the life and growth of chicks, Johnson says: "An absolute lack of vitamin A will result in chick death. Partial lack of vitamin A causes growth to be retarded, eye trouble to develop and makes the chick easily susceptible to disease and infection. Poultry raisers should make sure that an abundance of vitamin A is in their chick starter:

- 1. To insure maximum growth and development.
- 2. To build a strong, healthy digestive tract so that the chick can make complete use of the feed it eats.
- 3. To build resistance to disease germs and infection."

Poultry raisers who see to it that their chick starters this spring is rich in vitamin A are going to see a difference in the liveability, growth and development, according to Johnson. He points out that the surest and safest way of giving chicks an abundance of vitamin A is to make sure that Pur-a-fene, the new concentrated vitamin A discovery, is one of the ingredients which their chick starter contains.

## WHEN A REDHEADED WOMAN MEEETS A REDHEADED MAN ! ! !

It was the battle of the century in Shantytown . . . between Spencer Tracy, the toughest guy on the waterfront . . . and Jean Harlow, the girl they called "riff-raff" but who knew where she was going and was on her way.

See Jean, a "brownette," now in the warmest, most human characterization of her career. She was "the flaming orchid of shantytown" . . . and does she pack a wallop!

Two men wanted her to say "yes" . . . one offered her love, and one tried to lure her with luxury . . . it's a scrappy, happy-go-lucky romance . . . one you will enjoy . . . "Riff-Raff" coming soon to the Star Theatre.



—On dark Silk Dresses, formerly to \$9.75, now \$2.00. On rack of Fast Prints, Nelly Dons and \$1.00 Mary Deans, regular \$1.95, now . . . . .

We Wish to Announce that Mrs. Brotherton, Formerly With Sprowls-Cronin, Is Permanently Employed by Us. Exclusive, But Not Expensive.

## FASHION DRESS SHOPPE

## BE READY For the New FARM PROGRAM With a JOHN DEERE Lister and Chisel

Under the new farm program that will be started perhaps next week, land must be listed or chiseled while it is not in cultivation. John Deere offers you the ideal implements for this work. Latest in design, simple in mechanism, John Deere implements are the most economical to operate, the most satisfactory to own.

Frank Givan arrived home from Hollywood this week. He had been visiting his brother, C. S. Givan and wife, there the past 10 days.

Mr. and Mrs. Frank Pinckert of the Jumbo community, were here Wednesday. Mr. Pinckert reports the wheat looking fine and growing rapidly.

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W. F. Goodspeed and wife to Jess M. Carter, 8 1/2 section 14, Capitol Leagues 305 and 306.

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Raymond Oden and wife of Upton county, to W. A. Coffee, 146.15 acres out of section 23, block 8.

## Kerr Implement Co.

# SOCIETY

MISS B. F. GUTHRIE, Society Editor Phone 374-1

## WOMEN'S CLUB OBSERVES FEDERATION DAY

Federation Day was observed by the Pioneer Club Tuesday with a program planned to stress two federation goals: correct parliamentary procedure, and familiarity with the work of the Federation. The meeting was held with Mrs. J. B. Jones, Mrs. Walter Spradley being assistant hostesses. That most difficult attainment: real interest in a parliamentary drill, was achieved by Mrs. A. A. Foster as she dressed up the old in refreshing new clothes to make it mentally palatable. Federation News was a careful resume of important happenings in the Federation itself and in federated clubs compiled by Mrs. Burri Frances. The two numbers completed an interesting and informative program and a worthy observance of Federation Day.

A salad plate with filled and open-face sandwiches, bread and butter pickles, guest cookies and hot tea was served.

EXTRA ROOM? TRY A WANT AD!

## B. & P. W. CLUB TO OBSERVE NATIONAL BUSINESS WEEK

The Hereford Business and Professional Women's Club will observe National Business Women's Week, March 15-21, by setting to work definite plans for furthering the national program for the year locally. To stimulate interest in government is the national objective and this objective has been accepted by the individual clubs throughout the United States, Alaska and Hawaii. The national watchword is "Challenge"—challenge to voters to think and to vote wisely to the end that the candidate best qualified may be elected to office. The Hereford unit is particularly desirous of lending local strength to the national movement for protecting the right of women to work in fields of remunerative labor. Many of the plans are only tentative as yet, but complete cooperation with the national federation is assured.

Mr. and Mrs. N. C. Vogele were visitors in Amarillo Sunday.

## Miss Addine Hastings Becomes Bride of Mr. Newton B. Gilliland

### 40 Present at C. of C. Meet

About 40 members and visitors attended the get-acquainted luncheon of the Hereford Chamber of Commerce held Tuesday at the First Methodist church. The purpose of the meeting was for the introduction of new members.

President Jesse Stanford presided over the meeting and introduced the directors, S. O. Wilson, George Muse, C. H. Paddock, Wilson Gyles, A. O. Thompson and G. W. Brumley. Alex Thompson, vice president, introduced the new members, telling them that they will be called on to assist in putting over the year's program. They are Fred Baird, Alex R. Bateman, Ralph Barnett, W. M. Emmas, Alton Fraser, Homer Fox, Frank Givan, W. L. Ayers, E. J. Hudson, J. M. Marchison, Fred Carswell, Mal Stewart and O. E. Williams. Mr. Murchison, in a short talk, urged citizens to secure drivers' license as soon as possible and explained in part the use of the license for delivery cars. H. V. Hennen, acting secretary, outlined the work of the past year as well as that which is planned for the coming year for the benefit of the new members.

The bride is a daughter of Mr. and Mrs. Henry Hastings. She is a graduate of Hereford high school and attended WTSTC where she was a member of Pi Omega sorority. For the past two years she has been employed in the offices of the Magnolia Petroleum Co. in Amarillo. The groom, a son of Mr. and Mrs. J. M. Gilliland, was graduated from Hereford high school and from Texas A. & M. College. He is associated with the Gates Rubber Co. of Dallas and is located at Kilgore. Both have lived in Hereford practically all of their lives and their romance had its beginning in their early school days.

Local guests other than the immediate families were Messrs. and Mrs. E. B. Black, Fred Brown, Frank Cordell and Mr. James Ganham. Out-of-town guests were Mr. and Mrs. Harold Simms of Pampa, Mr. and Mrs. E. H. Bennett, Mrs. Idalee Price, Misses Mildred and Gertrude Elgers, Miss LaVerna Womble, all of Amarillo. Immediately following their marriage, Mr. and Mrs. Gilliland left for a brief honeymoon trip which will be terminated at Kilgore where they will reside.

## Meal Planning Adult Project

Each Thursday at 4 o'clock the adult class in home economics meets in the home economics department of the high school. Special feeding problems in the family and management of time in the home will be the topics for the next two discussions. Anyone interested is invited to attend. Meal planning and buying of food have been discussed at previous meetings. The following guide has proved helpful in providing foods to meet the needs of the body for balanced diets: Include one quart of milk for each child, and one pint for each adult daily; two or more vegetables besides potatoes, daily; green leafy vegetables at least four or five times a week; two servings of fruit daily, one of which should be fresh and uncooked; whole grain cereals and breadstuffs at least twice daily; one serving daily of meat, fish, poultry, cheese or eggs; fats to meet daily energy requirements, and sugars and other sweets in small amounts.

## DAWN STUDY CLUB OBSERVES TEXAS DAY

The Dawn Study Club's most recent meeting incorporated in its program a very enjoyable observance of Texas Day. The meeting was held in the home of Mrs. J. C. Greer. Mrs. Grace Noll Crowell's lovely poem, "A Prayer for Texas," was especially appropriate, since Mrs. Crowell is now poet laureate of Texas. It was given by Mrs. Lester Galley; Mrs. Jim White gave "The Plains of Texas," by Marian Miller. W. A. Dean's "Snowstorm" was read by Mrs. J. C. Greer. Indian Frontier and the Indians and Pioneers of the Southwest was interestingly given by Mrs. Carl Luke. She painted a vivid picture of the Indian on the warpath, the depredations of outlaws and their elimination by the Texas Rangers. Mrs. Walter Galley gave a graphic story of Indian life, its romance and colorful history, and the traits and customs of the Indian. Her talk was titled "The Indian's Own Story." The Great Plains, a paper by Mrs. Shelby Barber, dealt largely with the flora and fauna of the Plains, the early-day ranches and the coming of that great modern improvement, the fence. A vocal solo, "The Old Rugged Cross," was sung by Mrs. Alex Thompson, with Mrs. J. C. Greer at the piano. A lovely refreshment plate was served to 15 members and a number of guests. The next meeting will be held with Mrs. Jim White on March 17.

## PRESBYTERIAN AUXILIARY GUESTS OF MRS. FERGUSON

The Presbyterian Auxiliary met Tuesday with Mrs. C. C. Ferguson. Mrs. Clay Ridgway had charge of the devotional period and Mrs. Harold Close directed the afternoon study on Japan. The meeting was marked by a good attendance and an interesting and informative program. Others in the cast include Barton MacLane, Isabel Jewell, Craig Reynolds, Richard Purcell, Carlyle Moore, Jr., Addison Richards and Robert Light. Howard Hawks, war ace, and director of "Hell's Angels," handled the production. The showing of "Ceiling Zero" is being sponsored by the Business and Professional Women's Club and they are conducting an advance ticket sale. Buy your tickets from members of the club.

## FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP

Set Cowboy Reunion Dates. Dates for the seventh annual session of the Texas Cowboy Reunion have been officially set by the directors as July 2, 3 and 4, at Stamford. The reunion this year will be part of the Texas Centennial observance, being known as the Texas Cowboy Reunion Celebration of the Texas Centennial.

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

## Retail Boom Is Seen In Survey

Retail business in Texas, showing its greatest volume in 1935 since before the depression, is due this year to attain heights of recovery that will place 1936 beyond even the climactic boom year of 1929, a consensus of the Lone Star state's leading merchants indicates. Averaging of scattered replies to a questionnaire sent out by the Merchandise Mart of Chicago to 230 Texas retail stores reveals that state's retail trade in 1935 was reported at 8.66 per cent ahead of 1934, and only 7.68 per cent behind 1929 business.

## St. Anthony's

Sunday mass at 8 and 10 o'clock. Instructions and benediction, 3. Week-day mass at 6:30 at convent. Lenten devotions, Friday, stations of the cross and benediction at 8. Next week, Tuesday and Thursday at 7:30. A group is forming a discussion class with the subject, The Life of Christ. Meetings are held in homes Monday nights at 8. Two meetings have been held, but no available reference books. Next meeting at Hellman home. "Aunt Emma Sees It Through," three-act comedy, March 19 at St. Anthony's hall. Young people of Jesko PTA will present 3-act comedy next Thursday at school hall. Your presence is urged to see the fun when Aunt Emma finds men in the house. Don't miss this. Proceeds to be divided between Jesko and St. Anthony's schools.

## Want Ads For Sale or Trade

FOR SALE: Seedling peach trees. The kind to keep your table and cellar supplied. Several varieties, Clings and Freestones; a few Indian Freestones. A nearby cousin of the old Indian Cling. Seed taken from trees that have been regular bearers for years, 25 cents each. D. W. Hawkins, mile north of high school. 10-3p

FOR SALE: Two young Poland China boar hogs, weight about 180 pounds. C. P. Hussey, Hereford, Texas. 1c

FOR SALE: Hagera, 2 1/2c per bundle. Good feed. Large quantity. Moody Stephan, Westway. 3p

FOR SALE: Three-row John Deere lister in good condition. See Earl Springer, six miles south of Hereford on Dimmitt Highway. 1p

FOR SALE: Maize heads, \$12.50 per ton on the ground. V. A. Nowell, 3 miles west, 1 south Big Square store in Parmer county. 103

FOR SALE: A milk producing cow feed that you will like. Green Pasture Sweet Feed at Hudson's Grocery. 6-6c

BRAND NEW Chevrolet, no mileage, to sell or trade at a discount. Interested parties come to Brand office. 7-1fc

FOR SALE: Barley seed, 65 cents per bushel; oat seed, 50 cents per bushel. Farmers' Elevator, Umlinger, Texas. 9-2c

FOR SALE or Trade for headed feed, good milk cow. See O. W. Miles at West Side Filling Station, Second Street and Miles Avenue. 9-3p

FOR SALE: Fordson in good condition, formerly owned by S. O. Wilson. Priced right. Hereford Nursery. 9-3p

FOR TRADE: Small dwelling and camp cabins, located at Sudan, Texas. Will trade for livestock or farm machinery. Write G. L. Wood, Sudan, or phone Brand office for information. 10-2c

FOR RENT: Five room stucco and plaster house, unfurnished. See Mrs. Charles Donald, 115 Lake Street. 1p

FOR RENT: Furnished light housekeeping rooms; four rooms and bath. Call 43. 1c

FOR RENT: During the summer, my home, a 6-room brick veneer, modern conveniences, completely furnished, also electric refrigerator. Mrs. S. L. Eagley. 1p

WANTED: Folks who appreciate a palatable, milk-maker cow feed to call at Hudson's Grocery for Green Pasture Sweet Feed. 60c

SEWING: See Jonnie Estes, 703 25-Mile Avenue. 10-3c

MAN WANTED for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today, Rawleigh Co., Dept. TKC-352-SAA, Memphis, Tenn. 5

## 3,000 Teachers Attend Session

More than 3,000 delegates to the Northwest Texas Conference for Education were guests on the campus of the West Texas State Teachers College in Canyon last Friday and Saturday. The group included all teachers here for whom school was dismissed Friday. An interesting and instructive session was proclaimed with such speakers as Willard W. Beatty, United States director of Indian education; Frank W. Hart, University of California; President Bradford Knapp of Texas Tech, and Dr. J. A. Hill of West Texas, discussing important school questions.

## Wyeche Farmers Are Organized


Farmers in the Wyeche community completed organization of a community agricultural association last Thursday night at a meeting attended by about 16 farmers. This made the tenth community association in the county and gave Deaf Smith two delegates to the state farm convention. J. D. Love was elected chairman of the association, Mrs. Louie Olson, vice chairman, and Mrs. Doc Roberson secretary. From all indications evidenced at the initial meeting, Wyeche will have one of the strongest organizations in the county.

### NEW SPRING HATS

Come and see the new SPRING HATS in FELTS and STRAWS—all new shades and colors. New hats arriving in the pretty new shades. Just received the new Shirley Temple Hats in felt, same design as worn by her in her last picture, "The Littlest Rebel," in white, red, sand and pink.

### VOGELE MILLINERY PARLOR

The High School Band and Orchestra Mothers' Association will sponsor a three-act comedy, "Here Comes Charlie," next Thursday night, March 19, at 8:00 P. M., in the High School Auditorium.



Music Will be given between acts. Proceeds will go to help send our Band to the Centennial.

## SPECIAL Subscription Offer For a Limited Time Only

Making The Brand available to every resident of the Hereford area at a cost so low you cannot afford to let it pass on the ground you cannot pay for your subscription now!

### Pay 50c Now Agree to Pay \$1.00 On September 1st

(In Zone 2—outside the Hereford area—pay \$1.00 down and \$1.00 on September 1.)

Come in today and sign the agreement, write or see one of our representatives in your community. Your subscription will start immediately after the agreement is signed. Wait until you have harvested your crop before paying the balance.

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### Read Your Home Newspaper

# The Hereford Brand

## Meal Planning Adult Project

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## BIG AIR ROMANCE OF "CEILING ZERO" AT STAR SUNDAY

One of the greatest romances of the air, "Ceiling Zero" a Cosmopolitan production, will be presented by First National Pictures at the Star Theatre Sunday, Monday and Tuesday, and preview Saturday midnight, with James Cagney and Pat O'Brien in the stellar roles. Based on the Broadway stage hit by Lieut. Commander Frank Wood, the play is crammed with thrills, laughter and love. It concerns the daredevil exploits of three war buddies who have joined the commercial flying forces, to carry mail and passengers in the face of death. Not that they considered their work particularly hazardous, but these pilots frequently flouted with life and death against the orders of their superiors. For the first time in air pictures, the kee-wee, or ground man gets an inning in the romance of the aviation field, and the extreme precautions to guard the safety of planes by watching the weather maps and warning flyers constantly by radio is dramatized. Outside of the romance of the subject itself, there are two triangular love affairs, one between Cagney, a pilot, June Travis, who has the feminine lead, and plays the part of an air hostess, and another pilot, a part played by Henry Wadsworth, Cagney also has had an affair with a character played by Martha Tibbetts, who later becomes the wife of O'Brien. For once Cagney does not get his girl, deliberately sacrificing her to his rival and taking that rival's place in a flight in sleet and snow which means certain death. Others in the cast include Barton MacLane, Isabel Jewell, Craig Reynolds, Richard Purcell, Carlyle Moore, Jr., Addison Richards and Robert Light. Howard Hawks, war ace, and director of "Hell's Angels," handled the production. The showing of "Ceiling Zero" is being sponsored by the Business and Professional Women's Club and they are conducting an advance ticket sale. Buy your tickets from members of the club.

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MAN WANTED for Rawleigh Route of 800 families. Good profits for hustler. We train and help you. Write today, Rawleigh Co., Dept. TKC-352-SAA, Memphis, Tenn. 5

## HELPS TAKE LOAD OFF OVERWORKED STOMACH

"Stomach Troubles," due to excessive acidity, are probably among the most common ailments of suffering humanity, but it is no longer necessary to suffer the discomforts caused by these acid conditions, without the benefits of a remarkably successful prescription, known as Gasa Tablets, now available at your drug store. Gasa Tablets soothe the raw, inflamed lining of the "acid stomach," and help convert starchy foods into dextrose. If you suffer from indigestion, atonic dyspepsia, sour stomach, inflammation of the intestines (enteritis), gastric acidity and sick headaches, don't delay another day. Take Gasa Tablets and get relief. The first bottle must produce results or money back. On sale at

### Close Drug Store

## Mr. Farmer -

Under the New Soil Conservation and Domestic Allotment Act, Your Land Must Be Either

### Listed Or Chiseled

No Other Method Will Be Acceptable.



## SEE THE NEW MINNEAPOLIS-MOLINE

### 3-Row Lister

An ideal implement for re-listing—Minneapolis-Moline—the name that assures you of the latest developments and finest workmanship in farm implements. Whether it is a lister or tractor or combine or any other farm machine you need, always investigate Minneapolis-Moline machines and prices—you can't go wrong!

## Davis & McCracken

# CAUGHT IN THE WILD

By ROBERT AMES BENNET



(Continued from last week)

Mr. Ramill rose to lay a consoling hand on his shoulder.

"Never mind, my boy. You'll recall what I told you about my encouraging worthy prospectors. I will give you two thousand dollars for this prospect, and take the chance of getting back my money by large scale placing."

"You're too generous," Garth protested. "I couldn't think of taking your money. In fact, I'll have to own up I had a little testing acid with me when I happened upon this gray alloy. So, as I do not believe in cheating, suppose we head back for the Mackenzie."

The millionaire mine buyer chuckled and clapped him on the back. "Boy, you're a whole lot less a fool than you look."

Huxby stared hard. Then pocketing the alloy, he went for the shovel.

"Good idea," Garth said. "A pan from above Discovery, one below, and the same from three or four hundred feet out each side—they will tell you whether or not it's merely a small pocket."

Without replying Huxby set off up the trough. Mr. Ramill limped slowly after him.

Miss Ramill appeared to have fallen asleep. She lay still, protected by her net from the mosquitoes that tinged about her head.

Relieved from the company of his unpleasant travel mates, Garth stretched out like the girl. He thought of the vast length of time that had been required to erode the side of the mountain above him. Nature had spent ages in collecting these hundreds of thousands of dollars worth of precious alloy upon which he now lay basking. And he had chanced to stumble upon the treasure near the end of a trip of which exploration and adventure had been the prime motive and pros-

pecting only a little issue. Now, by law, he was sole owner of all this wealth.

He thought of the two men up slope whom he had brought to share in his good fortune. They had thanked him by seeking to lie and cheat him out of it all. But that was the nature of far too many men. There was no reason to be surprised or angered. They had failed to outplay him with their stacked cards. He looked at a clump of alpine blossoms close beside his elbow, and smiled.

Up slope he heard the swirl of gravel in the gold pan. After a time the sound died out. His keen ear caught the dull tread of heavy feet on the turf.

Mr. Ramill turned toward Garth. "We will go back to the plane for lunch while considering the matter."

"Only for a short time," Huxby qualified. "I intend to return here for more sampling. No need of your troubling to join us."

Garth saw that his company was not wanted. "Thanks. I'm not hungry. Come to think, I'll go down to the lake and make sure my old lady grizzly isn't lurking in the bush."

"Your phantom bear," mocked Miss Ramill. "Watch out she doesn't make a ghost of you."

Under cover of his smile at the gibe, Garth caught the glance that passed between her father and Huxby. The girl had said it. "Watch out" was the word.

He swung down the trough with no sign of hurry. The length of his gliding stride made his movements appear leisurely. Without looking back, he slanted in among the scrubby spruces. A mass of the dense evergreens put him out of sight of the three chechacos up on the open tundra. He turned sharp to the right. Midway down the brush-fringed lake shore the tall spruces stood well spaced. He broke into a run.

A vista between the trees offered him a view up slope. He halted behind a screen of young aspens to look. The three had already reached the side of the trough. They started to hurry on aslant the mountain side. Lillith Ramill and Huxby had the girl's heavily-bodied father between them. They were helping him along twice as fast as he could have made it without their aid.

No more was needed to confirm Garth's suspicions. He glided across the glade and ran on through the woods like a startled caribou. The thick growth of spruces screened him from the view of anyone up on the open tundra.

He vaulted upon the wing of the monoplane and ran along it to jump into the cockpit. In a moment he had hold of Huxby's tool-kit. He went at the engine like a skilled airplane mechanic.

When, after a few moments of quick work, he replaced the tool-kit and ran back out the wing, there was a small metal object inside his buckskin shirt. He jumped off and slipped away to an alder thicket a short distance along the lake bank.

Less than three minutes later, he heard a heavy puffing and wheezing and the snap of dry branches. Then the three staggered into sight. Mr. Ramill was

purple from exertion. His mouth gaped wide with his gasps for breath. Neither his daughter nor Huxby was winded. But both were flushed from the exertion of supporting the portly millionaire.

The girl's expression was one of disgust and anger. She stopped several feet short of the plane.

"Oh, d—n! Why the rush? We're out of sight now. I'm going to take a rest."

"Her father was beyond words. As she let go of his arm he slumped down with a suddenness that almost pulled Huxby over on top of him. The mining engineer peered back through the spruces, and around at the thicket where Garth lay in wait.

"Just one more go, darling," he appealed. "The fellow must know how to handle his rifle. If he comes in sight of the plane before we get out of range—Please sweet-heart! Remember it means millions to us—millions! I'll give you that emerald necklace we saw at Tiffany's!"

"You certainly will! And Dad will do more. I'm to have a third in this mine that you say is worth so much. Is that clear?"

"Yes, darling; take hold," Huxby urged. "We both agree."

She waved him towards the plane. "Fetch a flash. We'll never get him aboard without a bracer."

Huxby ran to vault up on the wing. The girl had pointed out the obvious fact. Her father was in a state of collapse from overexertion. He could not move until revived and he was too heavy for them to lift bodily.

The engineer swung into the cabin and hastened back ashore with a flask of whisky. During his short absence Mr. Hamill had ceased to gasp. He could draw

deeper breaths. Two or three swallows of whisky tautened his flabby muscles. Helped by his daughter and Huxby, he struggled to his feet and staggered out along the rock shelf to the plane.

The wing end stood neck-high above the ledge. While Mr. Hamill took another bracer of whisky, Huxby boosted the girl up on the front edge. She grasped hold of her father's collar. Huxby gripped his thick legs below the knees and heaved. Mr. Hamill's hands were on the wing edge. He pulled with all his whisky-borrowed strength. His corpulent midbody rose above the edge of the wing.

Huxby gave a last upward heave. It enabled the girl to drag her father over the convex surface. Huxby vaulted after to help her lift the prone millionaire to his feet. They started to lead him along the wing top to the fuselage of the plane.

Behind the back of the three Garth stepped clear from the alders and came forward, silent as a stalking lynx. Midway between the head of the plane and the spruce to which it was tied, he stopped and lowered his rifle, butt down, to lean on the muscle.

(Continued Next Week)

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 303 Main Street  
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## Better Than Cash in Hand Is a Savings Account

It not only provides interest on your money, but it obviates the temptation to careless or unnecessary spending.

You will find "Your Saved Dollars" and our accommodating cooperation will create an atmosphere of success vitally helpful in the fuller realization of your ambitions.

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OF HEREFORD A Strong Bank Thoughtfully Managed

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 Chiropractor and Masseuse  
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 Phone 341 For Appointments

**Spirella FOUNDATION GARMENTS**  
 Corsets, girdles, brassieres designed exclusively for you.  
**MRS. BESSIE DAVIS**  
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**INSURANCE**  
**JNO. H. PATTON**  
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**HOGS**  
 Please bring your hogs on Friday for Top Prices.  
**G. W. & H. L. Brumley**

**THE HEREFORD BRAND JOB PRINTING**

Be comfortable!



... in the only car in the lower price range with the **FAMOUS KNEE-ACTION RIDE**

**NEW PERFECTED HYDRAULIC BRAKES**  
 (Double-Acting, Self-Articulating)  
 the safest and smoothest ever developed

**SOLID STEEL one-piece TURRET TOP**  
 a crown of beauty, a fortress of safety

**HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**  
 giving even better performance with even less gas and oil

**IMPROVED GLIDING KNEE-ACTION RIDE**  
 the smoothest, safest ride of all

**GENUINE FISHER NO DRAFT VENTILATION IN NEW TURRET TOP DESIGN**  
 the most beautiful and comfortable bodies ever created for a four-wheeled car

**SHOCKPROOF STEERING**  
 making driving easier and safer than ever before

**ALL THESE FEATURES AT CHEVROLET'S LOW PRICES**  
**\$495** AND UP. List price of New Standard Coupe of Fleet, Michigan. With bumper, spare tire and complete tools, the list price is \$525 additional. \*Price quoted in this advertisement are list at Fleet, Michigan, and subject to change without notice. A General Motors Value.

**New Money-Saving 6% G.M.A.C. TIME PAYMENT PLAN**  
 Compare Chevrolet's low delivered prices and low monthly payments.

It is important to go places comfortably, just as it is important to go swiftly, safely and economically. And Chevrolet for 1936 maintains its title of the only complete low-priced car by being the only car in its price range with the famous Knee-Action Gliding Ride—the most comfortable known. Your Chevrolet dealer believes that "one ride is worth a thousand words." He invites you to ride in the new Chevrolet at your earliest convenience. Just so you'll know how much more comfortable it is on any road and at any speed. The same ride will also prove that Chevrolet for 1936 is safer, more spirited and more thrilling to drive than any other thrifty car. Because Chevrolet is the only car in its price range with New Perfected Hydraulic Brakes, Solid Steel one-piece Turret Top, High-Compression Valve-in-Head Engine, and many other important features. See and ride in this car—today! CHEVROLET MOTOR COMPANY, DETROIT, MICH.

### Why Gulf is the Gas for March



SURE AND IT'S almost the middle of March—the month the old thermometer makes an average jump of 5 to 13 degrees. The Moral?... That your gas should be made to fit the season! If it isn't, you're not getting all the mileage you should!... Switch to That Good Gulf today. It's specially refined to suit the season. Because it's "Kept in Step with the Calendar"—all of it goes to work, none of it goes to waste!

**"Kept in Step with the Calendar"**  
**THAT GOOD GULF GASOLINE**

The only complete low-priced car  
**CHEVROLET**  
**Brumley Chevrolet Co.**  
 HEREFORD, TEXAS



M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

Dear Mr. Womble:

I do not hesitate to unrevocably recommend the Electrolux to every housewife everywhere. I am completely sold on this refrigerator—so completely, in fact, that I am planning to purchase a larger Electrolux soon.

Naturally, the most important factor which influences my decision is the extremely low cost of operation; however, the facts that it operates silently, is so attractive and spacious and has no intricate parts to go wrong at exactly the wrong time and cause a great deal of worry and trouble, are equally important.

I think my Electrolux is one of the finest investments we ever made, and I am glad to recommend it to anyone.

Sincerely yours,  
MRS. H. G. CONKWRIGHT.

M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

Dear Mr. Womble:

Our kerosene Electrolux is truly economical. It uses only three gallons of kerosene per week at eight cents per gallon, and it makes plenty of ice for the hot summer days. We don't know how we could get along without it during the hot summer months.

It is as satisfactory as any electric machine could be and is a whole lot more economical.

We have given it a fair trial since last summer and are very well pleased with our purchase. We recommend it to any one contemplating buying a unit of this nature.

Sincerely yours,  
MR. AND MRS. F. W. DODSON,  
Westway.

M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

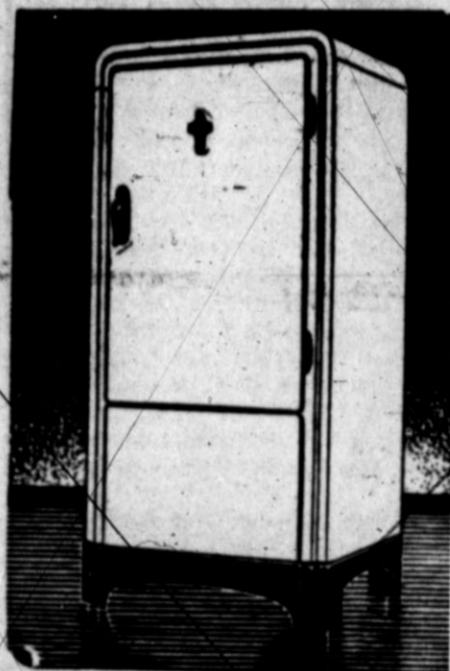
Mr. Womble:

I feel that an up-to-date housewife should take pride in operating her home economically without denying the family any of the pleasures or advantages it should have. That is the reason I readily recommend the Electrolux.

I have found from experience that the Electrolux may be operated at an almost unbelievable cost considering the service it renders, the protection it gives and the improvement it makes over the old methods of refrigeration.

Attractive, operating silently, never causing trouble and always providing adequate space for everything I wish to place in it, my Electrolux is one of my prize possessions.

Sincerely,  
MRS. JOHN OLSON.



Read What Users Right Here at Home Think of  
**ELECTROLUX**  
Gas Or Kerosene — M. D. Womble, Dealer.

M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

Dear Sir:

As an owner of an Electrolux refrigerator, I shall state that I have found it so perfectly satisfactory in every respect that I can recommend it without feeling the slightest fear of misrepresentation.

My Electrolux operates so cheaply that we hardly consider the cost at all. In service and convenience, it is worth many times over the cost of operation. Therefore, we consider the Electrolux one of our most profitable investments.

It also means a lot to me to have a refrigerator that operates entirely silently and in no way ever causes any annoyances. I approve of its attractiveness and mechanical simplicity.

Cordially,  
MRS. ALTON FRASER.

M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

Mr. Womble:

The kerosene Electrolux has brought one great advancement to the country homes—ice cubes—along with many other advantages of having a refrigerator.

It makes so many ice cubes that we never have to haul ice out from town, even when harvest hands are here, drinking plenty of iced tea.

In addition, we can have all and more things they want, such as frozen desserts and ice cream. Because it keeps vegetables fresh for several days, it prevents numerous trips to town for perishable foods.

We bought our Electrolux last July and have enjoyed its convenience and the preserving of food at proper temperatures for better health. There has been no upkeep and it operates extremely economically.

Sincerely,  
MRS. COLBY CONKWRIGHT.

M. D. Womble,  
Electrolux Dealer,  
Hereford, Texas.

Dear Sir:

Satisfactory performance. That, in short, is my recommendation for the Electrolux refrigerator. Never has my Electrolux failed to give exactly the performance I expect of it, which is speaking highly of any refrigerator. Nothing has ever gone wrong, and it is so easily adjusted to any temperature.

I have thoroughly enjoyed owning this machine. Its beauty and convenience have been such a great pleasure. The facts that it operates so economically and because of its simple mechanism make it, in my opinion, an ideal refrigerator.

I am glad to recommend the Electrolux to all housewives, as one who has owned one and knows from experience that it always gives satisfactory performance.

Cordially yours,  
MRS. C. C. ROCKWELL.

### Westway Items

(BY WILMA SKYPALA)  
Mr. and Mrs. H. H. Roe of Canadian visited the J. A. Roe home Saturday and Sunday.  
Messrs. and Mmes. Wilson, Vaughn, T. A. Roe, Dan Smith, H. H. Roe, Billy Oden were at the J. A. Roe home Saturday night.  
V. Skypala and family spent Sunday at Umbarger.  
Miss Mary Turrentine spent the week end at home.  
Mrs. Jean Weems and children and Mrs. Walden of Hereford spent Sunday in the Gore home.  
Mrs. Joe Landers entertained her Sunday school class at dinner Sunday. Present were Duane and Katherine Vaughn, Hugh, Martha and Mildred Roe, Mr. and Mrs. M. Stephan and family, Kenneth and Harold Rudd, Lee Roy and Jr. Bur-

ges, Elwin Wilson and George Turrentine.  
Guy Lawrence and family of Walcott spent Saturday night and Sunday in the Gunn home.  
Mr. and Mrs. Dodson, Misses Minter and Dodson attended the teachers conference in Canyon.  
Edgar Skypala spent Sunday in Amarillo and Berger.  
Mr. and Mrs. C. P. Grimes went to Amarillo Monday.  
Mrs. J. A. Roe is improving after an extended illness.

#### Gives Gasoline Facts.

A number of interesting facts about gasoline not generally known to the public has been revealed by one of the world's top producers and refiners of oil, in connection with a series of advertisements begun in the Brand this week.

W. F. Gillis made a business trip to Spur Tuesday.

### Dimmitt News

By EMILY McLEAN  
C. W. Dixon and daughter, Rosella, of Friona were Dimmitt visitors Tuesday.  
Robert Singer of WTSTC spent the week end with his parents, Mr. and Mrs. T. A. Singer.  
A number of teachers attended the meeting in Canyon last week.  
Mr. and Mrs. C. E. McLean of Friona were in Dimmitt Sunday.  
Dimmitt Bobcats entered the AAU tournament in Plainview last week end.  
Mr. and Mrs. Cecil Montgomery and Joan of Muleshoe visited in Dimmitt Sunday.  
Mrs. Esther Noble and children visited in Friona one day last week.  
Bob Estes, Robert Singer, Lowell Cockran, Bob McLean and Geo. Musick attended the show in Hereford Sunday.  
H. P. Clemon, superintendent, and H. T. Batchelder, principal, have been elected to serve in Dimmitt high school another year.  
Mrs. Mac Wiggs and son who have been visiting the B. McLean home, returned to their home in Weatherford Sunday.  
Mrs. Fred E. Wortham and children arrived in Dimmitt Thursday to make their home.  
Epworth League held its monthly covered dish luncheon Tuesday night, with a large number attending.  
Miss Mamie Cox of Amarillo visited in Dimmitt last week end.  
Mr. and Mrs. Edgar Ramey, Miss Sarah Brashears and Mrs. McCullam were in Amarillo Saturday.  
Miss Norma Cowser and Harold Gladman were in Plainview Sunday.  
Miss Annie Phillips of Friona visited in Dimmitt over the week end.  
Tom Hanks was in Clovis Sunday.  
Mrs. Rosa McLean is spending the week with Mr. and Mrs. C. W. Dixon in Friona.  
Judge Percy Estes and Joe Hastings attended the Education meeting in Canyon last week end.  
Mr. and Mrs. George Barnett and daughter of Lubbock visited the Andrew Elder home recently.  
Mrs. Swain Burkett of Henrietta visited in Dimmitt last week end.

### Ford Doings

By MRS. H. M. BENSON  
Rev. Marvin Boyd of Vega delivered an interesting sermon following Sunday school last Sunday.  
N. O. Phillips and family of Adrian spent Sunday with Mr. and Mrs. Ferguson.  
Mr. and Mrs. Cap Coconougher took their little daughter to a Hereford doctor Sunday. She has been ill with a cold.  
Mrs. T. E. Major, H. M. Benson and family went to Clarendon Friday to visit relatives. Mrs. Parks returned with them from a visit in Clarendon.  
Carl Straufuss and family attended Sunday school here Sunday.  
School was dismissed Friday, Misses Coffe and Watkins attending teachers meeting in Canyon.  
Mr. and Mrs. John Whitsett spent Monday in Hereford.  
An agricultural meeting will be held here Friday night, to which everybody is invited. Men of the community will meet Friday to put up a windmill tower and prepare to plant trees at the school house.  
J. E. Hill went to Mineral Wells last week.  
Mrs. M. J. Parks, Hardy Benson and family were dinner guests of Mrs. Floyd Benson in Hereford Monday.  
The lovely spring weather has caused people to begin plowing gardens, watering grass and flowers.

### Frio News Items

BY MRS. W. A. SPRINGER  
PTA put on a play at Bethel Friday evening and it was well attended. A number from this community went with the players.  
D. H. Allman returned Thursday very much improved following an operation.  
Junior Hawks of Canyon spent the week end with his parents, Mr. and Mrs. Aldon Hawks.  
W. A. Springer and family went to Friona Saturday to the fat calf show and exhibition of home demonstration work by club women.  
A. T. Jones and family of Hereford, and Mrs. M. A. Springer spent Sunday in the W. A. Springer home.  
Mr. and Mrs. Deward Roberson visited the J. E. Springer home last Sunday.  
Miss Koma Hyatt and pupils put on a Centennial program last Thursday evening which was very good and everyone enjoyed it.  
Mr. and Mrs. Charles King of Fringo spent the week end in the J. E. Andrew home.

A number in this community have the mumps and influenza.  
Mr. and Mrs. Jodie Benson visited; Mr. and Mrs. Owen Stagner in Hereford Sunday.  
Mr. and Mrs. Edgar Bowell of Hereford spent Sunday in the Cecil Oglesby home.

Mmes. Colby Cookwright, Alton Fraser, J. C. McCracken and B. M. Wiltshire were among local guests of the tea given in connection with the cattlemen's convention at the Amarillo country club Tuesday afternoon.

A WANT AD WILL SELL THAT COW!

## DRIVE IN

And let us change your oil to heavier grade. Springtime is the Time to Make This Change.

### Texas Service Station

## Fox Cleaners AND HATTERS

HOMER FOX

Phone 111 In by 3, Out by 6  
We Meet All Advertised Prices in Hereford.

## Health Service

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

## Close Drug Store

Home of 60c Purchase Plan

### - J. B. B. EXTRA SPECIALS -

HELP YOUR JUNIOR FRIEND!

\$ 3.00 Coupon—Borden's Ice Cream, pint	15¢
\$ 6.00 Coupon—500 Sheets Nysis Tissues	29¢
\$10.00 Coupon—Nyseptol Mouth Wash	49¢
\$ 1.00 Coupon—Colgate's Soap	5¢
\$ 5.00 Coupon—Any Tube Shaving Cream	25¢
\$10.00 Coupon—Any Tube Shaving Cream	50¢
\$ 5.00 Coupon—Nyal Corn Solvent	25¢

#### SHOPPERS CONTEST

\$100.00 In Coupons to Customer Who in One Visit to Our Store Purchases Largest Number of DIFFERENT ARTICLES.  
\$75.00 Second Prize.  
\$50.00 Third Prize.  
\$10.00 For Anyone Who Buys Five or More Articles.

Cut Out Above and Present With Purchase and \$2.00 In Coupons Extra Will Be Given.

### SHOPPERS SPECIALS

#### DRUGS

25c Black Draught	19¢
\$1.20 Syrup Pepsin	98¢
60c Syrup Pepsin	49¢
75c Mineral Oil	49¢
\$1.25 Mineral Oil	89¢
25c Bay Rum	19¢
50c Witch Hazel	39¢
25c Blue Jay Corn Plaster	19¢
\$1.00 Cod Liver Oil	89¢
\$1.00 Cod Liver Oil Tablets	89¢
\$1.00 Nyagar (mineral oil and agar)	89¢
Three Rolls Druggist's Tissue	29¢
35c Vanilla Extract	19¢
50c Bathing Alcohol	39¢
70c Kruschen Salts	54¢
\$1.00 Crazy Crystals	89¢
75c Nyal Aspirin, 100's	39¢
50c Nyal Milk of Magnesia	39¢
75c Iron and Yeast Tablets	59¢
\$1.00 Halibut Liver Oil Caps.	89¢
\$1.00 Wine of Cardui	89¢
50c Anti Acid Po.	39¢
50c St. 37 Antiseptic	44¢
\$1.00 St. 37 Antiseptic	79¢
75c Listerine	59¢
25c Imported Bird Seed	19¢
75c Castoria	69¢
50c Nyal Kidney Pills	39¢
35c Vick's Salve	29¢
30c Mentholatum	27¢
35c Nyal Nose Drops	29¢

#### TOILET ARTICLES

50c Muriel Aster Powder	39¢
\$1.00 Coty's Powder	89¢
25c Nysis Powder	19¢
Cherany Perfume	29¢
20c Kleenex	13¢
50c Shampoo Ultra	39¢
75c Fitch's Shampoo	69¢
Bolodigia Perfume, dracham	\$1.49
50c Nysis Body Powder	39¢
\$1.00 Bath Salts	59¢
50c Muriel Aster Cl. Cream	39¢
\$1.00 Herutone Hair Tonic	69¢
25c Ci-Mi Rouge	19¢
50c Nysis Hand Lotion	39¢
50c Ultra Kitchen Lotion	39¢
50c Hinds Lotion	39¢
50c Jergen's Lotion	39¢
50c Chamberlain Lotion	39¢

#### SUNDRIES

\$1.50 Alarm Clock	98¢
75c Clothes Brush	49¢
Fountain Pen and Pencil Set	39¢
\$1.00 Auto Chamols	69¢
75c Stationery	49¢
35c Agfa No. 118 Films	29¢

#### DENTAL AND SHAVING NEEDS

50c Ipana Tooth Paste	39¢
50c Pepsodent Tooth Paste	39¢
25c Listerine Tooth Paste	23¢
50c Milk of Magnesia Tooth Paste	39¢
50c Prophylactic Tooth Brush	39¢
50c Par Shaving Cream	39¢
50c Shaving Talcum, 25c Blades	49¢
35c V-8 Shaving Cream	29¢

### Progressive News

BY OLIVE PERKINS

Harvey George and family of Clayton, N. M., are visiting her parents, Mr. and Mrs. C. C. Bowman and family.  
Clyde Russell and family of Tex Roy spent the week end in the W. C. Russell and Ira Ricketts homes.  
Mrs. Chas. Smith went to the home of her mother, Mrs. Chas. Smith, near Westway Wednesday. Her sister, Mrs. Don Jackson of Anton, who had been visiting here, returned to visit her mother.  
Mr. and Mrs. C. C. Bowman and Virginia, Mr. and Mrs. Harvey Gage spent Thursday afternoon with Mrs. Anna Diebel in Hereford.

Gilbert Donovan and family are visiting their parents before going to Amarillo to live.

Leonard Click of White Deer visited his parents, Mr. and Mrs. J. L. Click, last week.

Mr. and Mrs. E. L. Blascett called on Mr. and Mrs. Ed Childree Sunday afternoon. Mr. and Mrs. Luther Pevey also called. Mrs. Childree has had a severe case of bronchitis but is better.

The ladies club met with Mrs. Ray Hershey Wednesday for an all day meeting in honor of Mrs. A. Taylor, who is moving to Amarillo. The day was spent quilting. Enjoying the day were Mmes. C. C. Bowman, S. A. Edwards, Owen Neel, Ira Ricketts, Lynn Powelson, C. P. Caldwell, Carl Donovan, W. A. Russell, A. Taylor, Misses Eunice Caldwell and Olive Perkins. Two visitors were present, Mmes. Gilbert Donavan and E. Blakemore. The next meeting will be with Mrs. Chas. Green.

Jim Gibson and family of Wellington visited Mrs. Gibson's brothers, John and Seaborn Edwards, over the week end.

Mr. and Mrs. Carl Donovan entertained at dinner Friday night Messrs. and Mmes. C. C. Bowman, Harvey George and son and Gilbert Donovan and daughter; Miss Virginia Bowman and Wm. Bowman.

Mr. and Mrs. Wade of Shamrock moved to the farm one mile east of Progressive last week.

Mrs. Ira Ricketts spent last Tuesday with Mrs. W. A. Ricketts in Hereford.

The West boys of Ward spent Saturday with Glenn Ricketts.

Messrs. and Mmes. Dudley Busard and daughter of Muleshoe, Arch Conklin and children and Howard Hershey and daughters and Arnold Hershey spent Sunday with their parents, Mr. and Mrs. Ray Hershey.

Miss Agnes Childree of Lovington, N. M., and Edith Childree of Amarillo spent the week end with their parents, Mr. and Mrs. Ed Childree.

Mr. and Mrs. J. L. Click visited their son, Ophpha and family, at Hereford Sunday.

F. D. Perkins and Miss Olive called on Mr. and Mrs. H. T. Wedel Sunday afternoon.

Messrs. and Mmes. Ernest and William Neel and family of Memphis visited their brother, Owen Neel and family several days last week.

Messrs. and Mmes. Jeff Roberson and sons, Cecil Hodges and daughter and Jess Caldwell and daughter, visited their parents, Mr. and Mrs. C. P. Caldwell, Sunday.

Orie Boyer was a dinner guest in the Ray Hershey home Sunday.

Mr. and Mrs. Jack Little of Amarillo were guests of Mr. and Mrs. Jimmy Witherspoon Tuesday and attended the dance Tuesday evening.

## PLYMOUTH BUILDS GREAT CARS

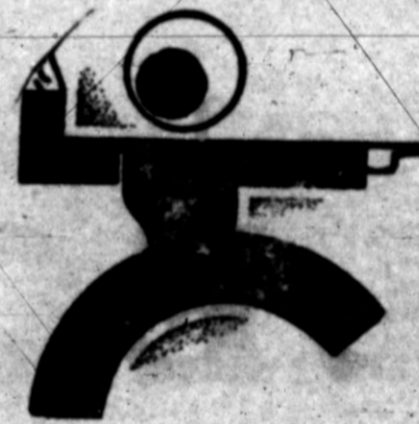


*Fewer Stops at Gas Pumps!*

From coast to coast owners are reporting 18 to 24 miles per gallon. Plymouth's 6.7 to 1 compression with calibrated ignition... plus a score of other important new engineering features... are responsible. Get this economy.

### Ireland-Beavers Motor Co.

DODGE-PLYMOUTH SALES-SERVICE



## Where Were YOU?

Over 500 People From Over the Area Were Satisfied Customers of This Store Last Week-End and They Found

**The Greatest Bargains**  
They Ever Ran Across In Hereford—Not Just Bargains In Price But In Merchandise Of Proven Quality!

**- And They're Still Here**

A Thousand and One Men's, Young Men's and Boys' Suits, Hats, Jackets, Trousers, Shoes... Women's Coats, Dresses, Shoes, Hats, Purses... Piece Goods, and All Kinds of Merchandise at

## BANKRUPT PRICES

You May Find Exactly What You Want In This Great Stock at the Lowest Price You Ever Paid. Shop This Store This Week End!

### Southern Trading Co.

SUCCESSORS TO

## Sprows-Cronin

NO REFUNDS EXCHANGES  
All Purchases Final

Hereford, Texas  
"You Know the Quality"

# SOCIETY

R. F. GUTHRIE, Society Editor Phone 374-J

## STEAK-DINNER PARTY

Given by J. M. GILLILANDS

The Hastings-Gilliland wedding, and which so many social events are centered recently, was the inspiration of an informal steak-dinner party given last Wednesday evening by Mr. and Mrs. J. M. Gilliland.

The buffet dinner menu was made up of delicious steaks with brown gravy, hot rolls, vegetable salad, green beans, creamed potatoes, ice cream, cake and coffee. Hemming and embroidering towels and wash

cloths was the entertainment provided for the evening, a novel program since it included men as well as women. Men's prize for the most artistic work was won by Reed Williams, ladies prize by Mrs. J. T. Glibbreath, Jr.

Guests of the evening were Mrs. Arlie Dean and Miss Mary Louise Dean, Miss Johnny Estes, Woodrow Ireland, Messrs. and Misses Reed Williams, Pink Gilliland, Marlin Gilliland, J. T. Glibbreath, Jr., Henry Hastings, and Mrs. Tomlin of Tulla.

## HASTINGS HOME SCENE OF BUFFET SUPPER

An informal pre-nuptial courtship extended to Miss Addine Hastings and Mr. Newton Gilliland was the buffet supper party given last Thursday evening by Mr. and Mrs. Henry Hastings.

The menu included veal birds with gravy, creamed potatoes, green beans, corn fritters, stuffed celery, fruit salad, pickles, cherry pie a la mode, and coffee.

Following the dinner, bridge and forty-two were enjoyed. Guests other than the immediate families were Mr. and Mrs. D. H. Alexander, Messrs. Woodrow Ireland and James Gammill.

## WEEK OF PRAYERS OBSERVED BY BAPTISTS

The annual week of prayer for home missions was observed by the WMS of the First Baptist church last week, beginning March 4 and lasting all week.

The meetings were characterized by a deeply spiritual atmosphere with programs well adapted to that end. The presence of Mrs. Mae Abbott, district missionary to Mexico under the Southern Baptist Home Missions Board, was inspirational. She brought a message out of an experience of many years among the Mexican people that was an illuminating picture of great good accomplished despite the difficulties of racial difference and economic distress.

Meetings were held each afternoon and were well attended.

## NOTICE OF TRUSTEE'S SALE

Whereas, on the 10th day of March, 1928, H. P. Sindt, a single man, executed at deed of trust conveying to Wiley L. Robertson as trustee, the real estate herein described, to secure Empire Mortgage Company of Wichita Falls, Texas, in the payment of a debt therein described, said deed of trust being recorded in Vol. 31, Page 171 in the deed of trust records of Deaf Smith County, Texas; and

Whereas, the undersigned has been appointed substitute trustee in the place of said original trustee, upon the contingency and in the manner authorized by said deed of trust; and

Whereas, default has occurred in the payment of said indebtedness and the same is now wholly due, and the owner and holder of said debt has requested the undersigned to sell said property to satisfy said indebtedness;

Now, therefore, notice is hereby given that, on Tuesday, the Seventh day of April, 1936, between ten o'clock A. M. and four o'clock P. M. I will sell said real estate at the door of the County Court House in Deaf Smith County, Texas, to the highest bidder for cash.

Said real estate is described as follows: In the County of Deaf Smith, State of Texas, as follows: The South 1-3 of the East 3-4 of Section No. 86, Block K-3, A. B. & M. Survey, Patented to Mrs. M. V. Palmer, Assignee by Patent No. 168, Volume 29, Abstract No. 1275, described by metes and bounds as follows:

Beginning at the S. E. corner of said Section 86, a concrete monument for the S. E. corner of this section; Thence West 1434 varas to a concrete monument on the South Section line of said Section 86, for the S. W. corner of this section; Thence North 641.3 varas, set a concrete monument for the N. W. corner of this section; Thence East 1434 varas set a concrete monument on the East line of said Section No. 86, for the N. E. corner of this survey; Thence South 641.3 varas to the place of beginning and containing 162.8 acres of land, less a strip 30 feet wide across the south side of said Section 1-3 of the East 3-4 of said Section 86, heretofore sold to Deaf Smith County, Texas, for road purposes.

Witness my hand this 2nd day of March, 1936.  
H. L. HUNTER, Substitute, Trustee.

## ST. PATRICK'S DAY MOTIF IN DECORATIONS

With the nearness of St. Patrick's Day furnishing the decorative motif, the home of Mrs. Travis Dameron carried a lovely suggestion of the Emerald Isle when she entertained with a bridge afternoon Wednesday honoring her sister, Mrs. Wilbur P. Kramer of Franklin, Louisiana.

Table covers were of green, daintily lovely under soft lights. Shamrocks were shown in the tallies and score pads and green candles were on the table. Cut table prizes were green shamrock-shaped boxes of candy.

Six tables of players enjoyed the games, high score going to Mrs. Colby Conkright, guest prize to Mrs. Kramer. A salad plate with a congealed salad of delicate green served in grape fruit cups, sandwiches, snacks and spiced tea was enjoyed.

Guests who shared the pleasant courtesy were Meses. Olson, Ferguson, Donald, Medkief, Oberthier, Sam Reid of Lubbock, Wiltshire, Mercer, Acker, Rosson, Mathers, Wayland, W. E. Dameron, J. T. Glibbreath, Jr., McColium, Woodford, Close, Baer, Hill, Rockwell, Fuller, Kramer; Misses Mabel Gass and Nita Roy Lobdell.

## CHRISTINE SMITH CELEBRATES BIRTHDAY

A lovely children's party provided a delightful afternoon for a group of the little girl friends of Christine Smith who shared with her on Tuesday, March 3, the celebration of her ninth birthday.

A beautiful spring afternoon made games on the lawn ideal entertainment and happy laughter throughout the afternoon evidenced the pleasure they afforded. A refreshment course featured a big white birthday cake with the words "Happy Birthday" lettered across the top, nine glowing pink candles adding to its fascination. With it was served red lemonade and candy with gayly-colored balloons as favors.

Enjoying the party were Ineva Hunter, Barbara Higgins, Billie Zoe Smith, LaNelle Parmer, Katherine Acker, Dorothy Ott, Mary Ruth Russell, Mary Elizabeth Angelo and Mary Alice Hunter.

## LONDON BRIDGE CLUB PLAYS WITH MRS. M'WRIGHT

The London Bridge Club enjoyed its regular meeting Thursday with Mrs. Nelson McWright as hostess. Miss Addine Hastings was a guest of the club.

The inspiration of a lovely spring afternoon added zest to the games, high score being won by Mrs. Lee Morgan. Cut table prizes were also given. A salad plate included hot open-face sandwiches, potato chips, pickles, olives and coffee. Club members present were Meses. Chas. Hardwick, Chas. Brooks, Emmett Milburn, Ernest Medkief, J. T. Glibbreath, Jr., Lee Morgan and Sherman Morgan.

## DISCUSSION GROUP HAS GOOD ATTENDANCE

Almost the high peak of attendance for the year was reached for the Discussion Group Friday evening when Mr. Cottingham completed his interpretation of "Magnificent Obsession." Whatever differences of opinion might have obtained as to the validity of his claims for the book, the expressed opinion was unanimous that a logical, reasonable and interesting analysis had been given.

Friday evening of this week, Mrs. C. A. Skelton will present "The Invisible Power," by Behrends.

## PAUL FOSTERS HOSTS AT DANCE

One of the several delightful dance-intermission parties of Tuesday evening was enjoyed in the home of Mr. and Mrs. Paul Foster.

A menu of sandwiches, potato salad, jello fruit salad, pickles, olives, potato chips, brownies and coffee was served to Mrs. Alfred Vetsak of Denver, Colo.; Mr. and Mrs. James Braden Vetsak and Tommy Metz, all of Amarillo; Messrs. and Misses. Glen Weir, Mont Baker, John Renfro, Reed Williams, Jim Lipscomb, Mac Womble, Rufus Sewell and Bill Smith.

## MRS. FERGUSON ENTERTAINS VISITORS

Mrs. C. C. Ferguson entertained Saturday with a lovely afternoon of bridge, the event honoring Mrs. Wilbur P. Kramer of Franklin, Louisiana.

Three tables of players found pleasant diversion in the games, high score going to Mrs. C. C. Rockwell and guest prize to Mrs. Kramer. A pretty courtesy to the honor guest was shown in the refreshment course which featured a salad attractively simulating the magnolia blossom. With it was served wafers, fruit cake and coffee.

Guests of the afternoon were Meses. Donald, W. S. Kerr, Rockwell, Bobo McLean, Guthrie, Wayland, Mercer, Olson, Travis Dameron, Fox, Close and the honor guest.

## MRS. N. E. GASS HOSTESS TO MISSIONARY SOCIETY

The Missionary Society of the First Christian church enjoyed its March meeting with Mrs. N. E. Gass as hostess. Continuing its work on the year's theme: Seeking Living Treasure, the specific thought for the afternoon was Puerto Rico, the Pearl of the Caribbean. The poetic title given the subject and its corresponding treatment added fascination to the study of this lovely island of romance and beauty.

Mrs. E. E. Ramsey included in her devotional a translation of an old Spanish legend, "The Flowers and the Thistle" that was very beautiful and carried a forceful lesson. Mrs. T. G. Nance directed the lesson, contributing out of her storehouse of information much of interest and importance to the study. She gave "A Puerto Rican Timothy," a delightful story of one of the native pastors. Mrs. Ellis Coombs gave a thoughtful study of "Things We Should Know About Puerto Rico," which gave a vivid setting for an excellent number by Mrs. Carl Cockrell titled "The Disciples of Christ in Puerto Rico."

A lovely refreshment plate of salad, wafers, caramel pudding and hot tea was served.

LIKE A HEALTHY BABY AFTER CRYING AN HOUR FOR DINNER

**START FAST**

Cold motors cry for it... because they need high test fuel... and the new Phillips 66 Poly... Gas is higher test than ever plus the added benefits of the scientific POLYMERIZATION process.

It still costs nothing extra, so it's a greater value than ever. Gives faster acceleration... pops up gears... adds more mileage... all with maintained use of the check. And this last means real economy in your gasoline bill. Try a tankful and check the savings yourself.

**Phillips 66**

Phill-up with Phillips for Instant Starting

**Brooks DRUGS**  
PHONE 99 HERFORD TEXAS

Save on These Week-End Values

<b>William's Shaving Cream, 5-oz.</b> . . . . . <b>31c</b>
<b>Shampoo Egg and Oil 5-oz. Size</b> . . . . . <b>37c</b>
<b>10c Lux Toilet Soap</b> . . . . . <b>3 for 17c</b>

<b>OLAFSEN Pure Norwegian Cod Liver Oil Full Pint</b> . . . . . <b>59c</b>	<b>Improve Your Health Now! Malted Milk Pound Jar</b> . . . . . <b>49c</b>	<b>Freshly Made PERFECTION Cold Cream 4-oz. Size</b> . . . . . <b>33c</b>
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<b>75c Fitch Shampoo</b> . . . . . <b>49c</b>	<b>Mineral Oil Russian Pint</b> . . . . . <b>49c</b>	<b>25c Pebeco Tooth Paste</b> . . . . . <b>19c</b>
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<b>Stock up Now! MARY LAKE Lavender Lotion 6-oz. Size</b> . . . . . <b>37c</b>	<b>Guaranteed ORA-SAN Tooth Brush Bristle Protector</b> . . . . . <b>39c</b>	<b>220 Sheets PERFECTION Cleansing Tissues 2 Boxes</b> . . . . . <b>23c</b>
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<b>Kotex Wondersoft Box of 12</b> . . . . . <b>18c</b>	<b>Milk Magnesia Full Pint</b> . . . . . <b>33c</b>	<b>\$1.00 Bisodol Reduces Acidity</b> . . . . . <b>73c</b>
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<b>Guaranteed MONARCH Hot Water Bottle 2-qt. Capacity</b> . . . . . <b>49c</b>	<b>You'll Enjoy Every Place Chocolate Package Pound Box</b> . . . . . <b>69c</b>	<b>Delicious RUFFMADE Chocolate Creams Pound Box</b> . . . . . <b>39c</b>
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**EUBANKS ENTERTAIN AT SUNDAY DINNER**

Mr. and Mrs. Earl C. Eubanks entertained at dinner Sunday evening, their guests being Mr. and Mrs. J. F. Ward, Mrs. J. B. Hammer, Miss Ona Hammer and Mrs. Sallie Niblo. A lovely three course dinner was enjoyed, the party later attending services at the Methodist church.

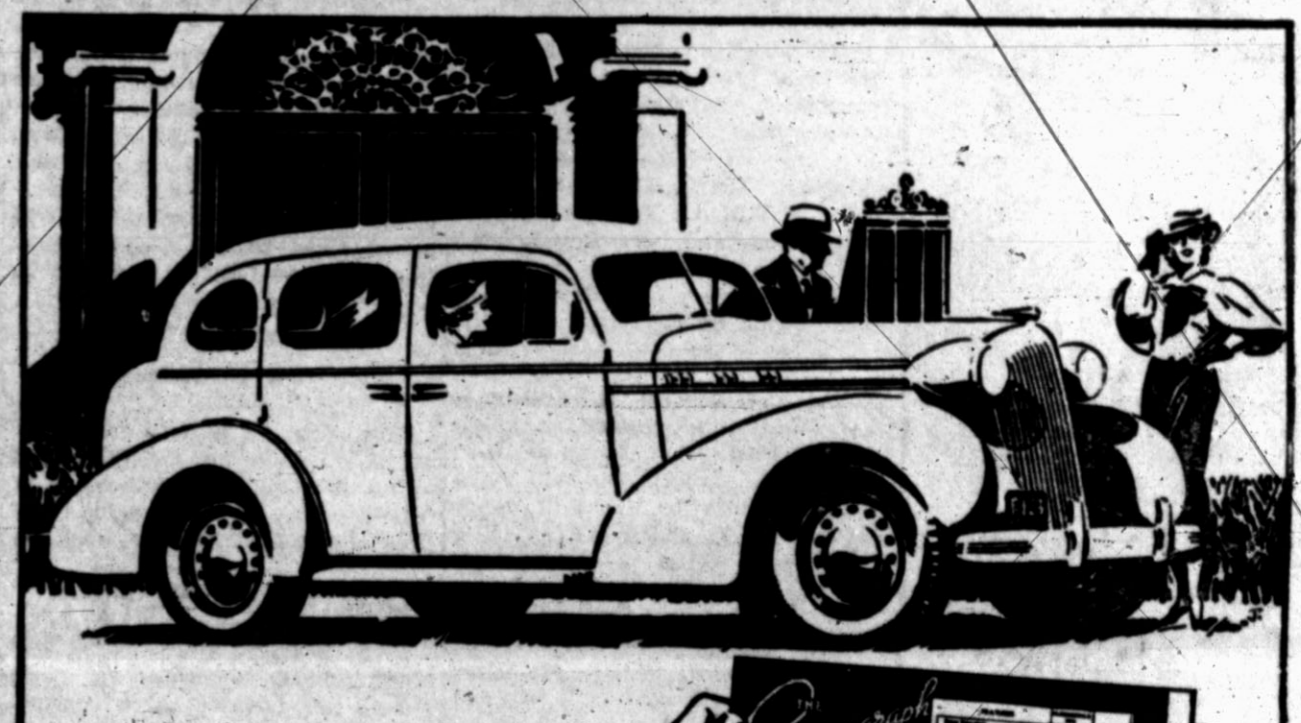
## Beware The Cough That Hangs On

From a common cold

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Creomulsion not only contains the soothing elements common to many remedies; such as, Syrup of White Pine Compound with Tar, fluid extract of Yucca Root, fluid extract of Wild Cherry and Hemlock, but also has fluid extract of Peppercorn for its powerful phlegm loosening effect, fluid extract of Casera for its mild laxative effect and, most important of all, Boechwood Creosote is perfectly blended with all of these to reach the source of the trouble from the inside. Creomulsion can be taken frequently and continuously by adults and children with remarkable results.

Thousands of doctors use Creomulsion in their own families as well as in their practice knowing how Creomulsion aids nature to soothe the inflamed membranes and heal the irritated tissues as the germ-laden phlegm is loosened and expelled. Druggists also know the effectiveness of Boechwood Creosote and they rank Creomulsion top for coughs because you get a real dose of Creosote in Creomulsion, emulsified so that it is palatable, digestible and potent for going to the very seat of the trouble. Creomulsion is guaranteed satisfactory in the treatment of coughs, chest colds and bronchial irritations, and especially those stubborn ones that start with a common cold and hang on for dreadful days and nights thereafter. Even if other remedies have failed, your druggist is authorized to guarantee Creomulsion to refund every cent of your money if you are not satisfied with results from the very first bottle. Don't worry through another sleepless night—phone or go get a bottle of Creomulsion right now. (Adv.)

## OLDSMOBILE GIVES YOU MORE FEATURES FOR YOUR MONEY



Here is a quick, handy device for checking motor car features and values—the Oldsmobile Compar-o-graph. Come in and get your copy, free, or write Olds Motor Works, Lansing, Michigan.

## THE COMPAR-O-GRAPH PROVES IT!

**KNEE-ACTION** Wheels . . . Super-Hydraulic Brakes . . . Solid-Steel "Turn-Top" Body by Fisher . . . Center-Control Steering . . . Safety Glass standard throughout . . . big, low-pressure tires . . . these and many other fine-car features are yours today in Oldsmobile, at a price but a little above the lowest! Check all cars of similar price against Oldsmobile. Use the Oldsmobile Compar-o-graph or examine the cars themselves. You will quickly find that Oldsmobile gives you everything for modern comfort, convenience and safety . . . more for your money in features, and in all-round motor car value!

**THE SIX . . . THE EIGHT . . .**  
**\$665 . . . \$810**

Since \$565 and up . . . Eight \$810 and up . . . set as Lansing Safety Glass standard equipment all around. Special accessory groups extra. Car illustrated is the Six-Cylinder Touring Sedan \$820 net. A General Motors Value NEW 6% G. M. A. C. TIME PAYMENT PLAN

## OLDSMOBILE 6-8

"The Car that has Everything"

**Brumley Chevrolet Company**  
HEREFORD TEXAS

## March Sale

### OF AUTOMATIC GAS WATER HEATERS

A trade-in allowance on your old heater. A discount for cash. Gives more hot water on less gas than your old heater.

**West Texas Gas Co.**  
GOOD GAS WITH DEPENDABLE SERVICE

# PERSONALS

Mr. and Mrs. O. B. Hill were among convention visitors in Amarillo this week.

Mr. and Mrs. J. A. Pittman returned Monday night from a short visit to Carizozo, N. M.

Feed your cows Mo-Milk for Mo-Milk. West Texas Feed & Seed Co. 1c

Miss Nancy Conkwright arrived Wednesday from Waco to spend the between-term vacation at Baylor University with her parents, Mr. and Mrs. H. G. Conkwright.

Mrs. Woodrow Wilson attended the beauty show in Amarillo Monday.

Mrs. H. W. Sherrieb and Mrs. Joe Miller of Skellytown were here Wednesday visiting friends.

V. Ridley of Bellview, N. M., transacted business here Wednesday.

Mrs. C. L. Sullivan of Amarillo was here Sunday visiting in the home of Mrs. Edgar Johnson.

We have a complete line of bulk garden seed, including onion sets. West Texas Feed & Seed. 1

Mrs. Ollie Fox returned Monday from Corsicana where she visited for the last two months.

Mrs. C. W. Seed and Miss Zay Dee Rule were in Amarillo Monday to attend a beauty convention.

Mr. and Mrs. C. F. Kerr are on South Texas on a pleasure trip visiting with friends and relatives.

David Harrison of Farwell spent Sunday in Hereford, the guest of his mother, Mrs. W. E. Harrison.

Feed your baby chicks MERIT All-Mash Starter and watch them grow. West Texas Feed & Seed. 1

Mr. and Mrs. Frank Lyons of Adrian were here Wednesday to attend to business.

Mr. Frank Givan left Monday for Shelbyville, Missouri, where she was called by the death of her mother, Mrs. W. H. McKillip, who passed away Tuesday.

"Here Comes Charlie" is a good three-act comedy, full of hearty laughs. Thursday night, March 19. 1c

Mr. and Mrs. J. N. Messenger and son, George, of the Messenger community were here Wednesday on a shopping trip.

Miss Eleanor Pierie, local teacher, spent Tuesday evening with her parents, Dr. and Mrs. Pierie, at Canyon.

Mr. and Mrs. W. A. Vernon of Happy were here Sunday visiting friends, Mr. and Mrs. E. J. Hodson.

We have a MERIT feed for every need. West Texas Feed & Seed. 1c

Mr. and Mrs. Austin Hill of Portales, N. M., spent Monday night with the family of O. G. Hill and attended the cattleman's convention in Amarillo the following day.

Mmes. Travis Dameron, Grant Fuller, Wilbur Kramer; Misses Mabel Gass and Nita Roy Lobdell will make up a motor party to Carlsbad Caverns Friday. They will return Sunday.

Mr. and Mrs. B. B. Fulkerson and family, who resided on Route 4, left Wednesday for near Roswell, N. M., where they will make their home with Mr. Fulkerson's father, B. B. Fulkerson.

Mrs. A. E. Rose returned to her home at Coahoma Saturday after a visit here with her parents, Mr. and Mrs. L. H. Shore. Mr. Rose came last week end and returned with her.

Keith Guthrie and E. H. Rudd of the Spring Lake schools spent Sunday in Hereford, guests of Mrs. B. F. Guthrie. They had attended the conference for education in Canyon Saturday.

W. S. Kerr, Edgar Ireland, Jr., Rev. John Thorns and father, John Thorns, were in Amarillo Tuesday night to attend a Presbyterian Synod meeting.

Mr. and Mrs. J. A. Darden and children and Mrs. Charles Flack of Plainview spent Sunday in the home of Mr. and Mrs. E. M. Johnson.

"How in tarnation are you going to battle when folks won't be butted?"

You will regret it if you fail to see "Uncle Alec" in "Here Comes Charlie" Thursday night, March 19, in high school auditorium. 1c

## Girls' Open

(Continued from page one)

had its hard-fought four-game drive, Panhandle last week end went to the state A. A. U. at Plainview, winning two games before dropping to the top-notch club of the tournament.

The Hereford girls have had a most successful season. Losing only about four games, they later defeated every club to which they lost with the exception of Plainview state A. A. U. champions, whom they played only once. Their greatest victory was over the defending district and league champions from Stratford. After splitting a two-game series with the sextet here, they drew the club in the first game of the district tournament and proved their superiority with a 41-36 victory.

**Little Difference.**  
By comparative scores, there is little to choose between the clubs. Hereford defeated Happy 45 to 40 in the district championship game. In a two-game series with Happy, Panhandle won the first by four points and dropped the second by one point. In the second round of the A. A. U. tournament, however, Panhandle took the sugar game of the Happy series 57 to 53.

Although the visitors are a high scoring outfit, Hereford fans are banking on the Herd's consistency in scoring just enough points to win to bring them through with the Panhandle championship tucked away as the emblem of their most successful season on record. It is because of the prospect of the most exciting, closest and toughest games ever played between girls' teams in the Panhandle that interest is at a new high and officials are anticipating the largest attendance ever to turn out for basketball battles here. A large number of fans is also expected to make the long trek to Panhandle Saturday night, a thing almost unheard of in girls' basketball.

## To Make Survey

(Continued from page one)

been submitted. The plan calls for the formation of a cooperative society among subscribers to provide the plant.

A letter from Boyd Fisher, special assistant to the Rural Electrification administrator at Washington, requested that the survey be made. It will include a map showing the exact location of all prospective customers, estimated number of miles of line, total number of customers, number of customers per mile, consumption per customer, cost of construction per mile of line, and the total cost of the project.

This request was made after allotments totaling \$1,834,500 were made for construction of rural light and power distribution lines on seven projects in Texas, Iowa and Minnesota. Other such projects are being approved in different sections of the country, and it is believed that numerous others will be approved within a short time; therefore, the local survey will be pushed to completion.

## Mrs. Seth B. Holman III

Mrs. Seth B. Holman, publisher of The Brand, has been confined to her home this week because of illness. She is improving and probably will be up this weekend.

## Civic Chorus Meets Sunday

The Hereford Civic Chorus will meet Sunday afternoon at 2:30 o'clock at the Methodist church. Old and new members are invited to attend. Work on the Easter cantata will continue.

"Faith, and I was all wrapped up in a pie."  
"Your pie is almost as good as your kisses, Nora, me darlin'."  
Don't fail to see "Here Comes Charlie" Thursday night, March 19. 1c

Mrs. Ross Fuller left the first of the week for Fort Worth to visit her son and family, Mr. and Mrs. Emmett Green. Before returning home she will attend the Fort Stock Show at Fort Worth.

## Hospital Notes

Mrs. Edith Hughes, dismissed Friday.

Mrs. J. L. Pennington, admitted February 15, doing satisfactorily. Mrs. Virginia Durin, Friona, operated last Tuesday, doing fine.

# Super Values for LENT



EDGEMONT SMACKS

Large Box ..... 15¢  
Small Box ..... 10¢

SEE OUR WIDE VARIETY OF APPETIZING LENTEN FOODS—AT LOW PRICES!

SALT FISH	HERRING	FRESH FRUITS and VEGETABLES
WHITE LAKE FISH .... \$1.00 10 Pounds .....	HOLLAND ..... \$1.00 10-Pound Kit .....	CELERY ..... 12 1/2¢ Large bunch
SARDINES ..... 10¢ Oval cans, each	CRACKERS ..... 17¢ 2-Pound package	BANANAS ..... 5 1/2¢ Pound
SALMON ..... 23¢ Pink, 2 cans	SUGAR ..... 49¢ 10-pound kraft bag	ORANGES ..... 49¢ Peck
MACKEREL ..... 25¢ Three cans	COMPOUND ..... 96¢ Armour's, 8-pound carton	LEMONS ..... 19¢ Dozen
MACARONI ..... 5¢ Or SPAGHETTI, package	OATS ..... 23¢ Mother's, package	APPLES ..... 35¢ Delicious, extra large, dozen
CHEESE ..... 19¢ Longhorn, pound	WHOLE BRAN ..... 23¢ Post's, 2 packages	GRAPEFRUIT ..... 10¢ Large seedless, 3 for
PEANUT BUTTER ..... 29¢ Quart	COFFEE ..... 82¢ Maxwell House, 1b 28¢, 3 lbs	SPUDS ..... 12 1/2¢ 10 pounds
SOAP ..... 19¢ P. and G., 5 bars	JELLO ..... 19¢ All flavors, 2 packages	CARROTS, MUSTARD ..... 3¢ Or TURNIP GREENS, bunch
OXYDOL ..... 22¢ Package	GRAPE NUT FLAKES ..... 21¢ And Post Bran, 2 pkgs	
RAISINS ..... 28¢ 4-Pound package	HUSKIES ..... 11¢ Post's, package	

NOW GOING ON! COME TO OUR

## Del Monte VARIETY SHOW

Pound .... 28¢

No. 2 1/2 Can  
17 1/2¢

PEACHES

APRICOTS ..... 21¢  
Del Monte, No. 2 1/2 can

APRICOTS ..... 14¢  
Del Monte, No. 1 can

PEARS ..... 21¢  
Del Monte, No. 2 1/2 can

PEARS ..... 14¢  
Del Monte, No. 1 can

## DEL MONTE PINEAPPLE

*luscious and*

Or Crushed  
No. 2 1/2 Can  
22¢

PINEAPPLE ..... 25¢  
Del Monte, No. 1 flat cans, 3 for

FRUITS FOR SALAD ..... 29¢  
Del Monte, No. 2 1/2 can

FRUITS FOR SALAD ..... 17¢  
Del Monte, No. 1 can

PINEAPPLE JUICE ..... 25¢  
Del Monte, No. 1 can, 3 for

## DEL MONTE PEAS

No. 2 Can  
1c

PEAS ..... 12¢  
Del Monte, No. 1 tall can

BEANS ..... 16¢  
Del Monte, whole stringless, can

CORN ..... 13¢  
Del Monte, whole grain, vacuum pack, can

CORN ..... 12 1/2¢  
Del Monte, Country Gentleman, No. 2 can

CORN ..... 10¢  
Del Monte, Country Gentleman, No. 1 can

TOMATO JUICE ..... 25¢  
Del Monte, 3 cans

CATSUP ..... 15¢  
Del Monte, bottle

## DEL MONTE SPINACH

No. 2 1/2 Can  
15¢

SPINACH ..... 12 1/2¢  
Del Monte, No. 2 tall can

OLIVES ..... 24¢  
Del Monte, ripe, can

CHERRIES ..... 27¢  
Del Monte, No. 2 1/2 can

CHERRIES ..... 18¢  
Del Monte, No. 1 can

BEANS ..... 18¢  
Del Monte, green Limas, No. 2 can

ASPARAGUS ..... 18¢  
Del Monte, No. 1 can



Fill Your  
Pantry Shelves  
With Del Monte  
Foods!

# PIGGLY WIGGLY

ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT ALL

Star THEATRE  
HEREFORD

MATINEE EVERY DAY

Thursday and Friday  
10¢ Bargain Matinee 15¢  
1:30 to 6:00  
10¢-25¢ After 6:00 p. m.

A love story  
2,000 years  
old, written  
for this very  
hour!

THE  
LAST  
DAYS  
OF  
POMPEII

Maria C  
Cooper's  
MAGNIFICENT  
SPECTACLE

SATURDAY

Matinee  
and  
Night  
10¢

SHOW THEM  
NO  
MERCY!

The Dramatic Bombshell  
that blasts the new gangster  
terror into the open!

Also Showing  
Chapter 8 of  
"Call of the Savage"  
and Looney Tuna Cartoon

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Preview Saturday Night

JAMES  
CAGNEY  
PAT  
O'BRIEN

Ceiling Zero

STUART  
ERWIN

Sponsored by  
Business and Professional  
Women's Club  
Advance Ticket Sale Now!  
Buy your tickets from club  
members!

Added Attractions  
Circus Cartoons  
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## FURNITURE - UNDERTAKING

Ambulance Service—Day or Night

# E. B. Black Co.

Hereford, Texas