

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 14

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, APRIL 9, 1936.

FIVE CENTS PER COPY

## AROUND TOWN

Sights and Faces Seen

C. R. Smith was in The Brand office last week end to review his prescription. He sent our chests filling out by complimenting the paper highly and telling how much means to him each week.

Lee Morgan makes a poor bache... With Mrs. Morgan out of town on a visit, he started to prepare his own breakfast, heated the oven to make toast. But overlooked a box of crackers in the upper part of the oven and burned crackers, box and all in a crisp white shaving. That wasn't so bad but he was forced to open every door and window during a severe blowing spell in order to get the odor out of house.

John Roberts, new theatre manager, fits right in with the rest of Hereford's business men. He can drink just as much coffee as any of them.

New name heard about town: "Grandpa Skel."

John R. Higgins says he and Bob Baird, Sr., were raised within 16 miles of one another but never saw each other until they came to the Plains.

Mrs. Earl C. Eubanks recently sold another of her farm stories, this one to an Oklahoma paper. Mrs. Eubanks is becoming an authority on this subject, this being about the sixth of her articles to appear in a ready market.

Finis Owen, who just returned from a visit to Murfreesboro, Tennessee, says the thing he enjoyed most was a good old-fashioned sign.

Grant Fuller's weather prediction for 1936, made last fall, says it will rain here on April 14, and Grant is still standing up behind it, despite the fact that he has missed on two of his first three predictions.

The Brand received the following letter yesterday from Alex. O. Thompson: "I have been taking The Brand nearly ever since I can remember. I have used your want ad columns many times and you have produced results in every instance. Knowing that you can deliver the goods I am placing the following want ad with you: Wanted: At once, one or more copious and wet rains, the bigger the better. Please make it range delivery latitude 35 degrees north, longitude 102 degrees 30 minutes west, and don't be stingy. (Signed) Alex. Thompson."

The letter carried instructions for the ad to be run two times, and therefore, it may be found in the classified column this week and next. It's a big order, but The Brand will try to keep its record clear and again produce results.

It's nice to see J. C. Parker's smiling face around town. All of Hereford welcomes J. C. and Mary D. Parker and Zoe Beavers back home. Incidentally, we will have some one else to fuss with.

## 10 Per Cent Cut In City's Water Rates Announced

Mayor C. J. Paddock yesterday morning following a meeting of the city commissioners, announced a reduction of 10 per cent in city water bills to be mailed out on May 1. The reduction will be in effect through the growing months in order to provide better opportunity for citizens to take care of their lawns and to raise flowers and gardens, and to encourage this activity. Similar reductions are made annually. The May 1 bills will include meter readings made on April 28. The discount is effective only on bills paid before the 10th of each month. The reduction is effective on any amount of water used, starting with the \$1.50 minimum, which will be reduced to \$1.35.

## FEBRUARY CATTLE SHIPMENTS FALL BELOW PREVIOUS MONTH WITH A TOTAL OF 1,258 HEAD

### Auto Drivers Licenses Below Expected Total

2,680 ARE ISSUED FOR DRIVING; ONLY 900 FOR AUTOMOBILES

Although the deadline for registration is passed, automobile and drivers' licenses issued in Deaf Smith county are considerably below the estimate set by the tax collector's office. Only the commercial driver's license has exceeded expectations, with 100 issued. Only 50 were secured at the start, but an additional 50 were ordered later. Now the supply has been exhausted and another group of 50 ordered.

Two thousand, six hundred and eighty automobile drivers in the county secured licenses. This is virtually 1,000 below the 3,700 expected to be issued within the county. However, the collector's office is still issuing the licenses without cost, never having received...

## Rites Held For Mrs. A. R. Marsh

Funeral services were held last Saturday at Navajo, Oklahoma, for Mrs. A. R. Marsh, 43, who passed away at her home 25 miles southwest of Hereford. Mrs. Marsh died suddenly, although she had been ill for a period of about seven years.

She is survived by her husband and three children. Mrs. Lena Bracken, who lives six miles west of Frisno, is a sister. R. A. Van-Cleve and family of Hedrick, Oklahoma, relatives, came to the family home here after her death. Mrs. Marsh was a member of the Methodist church for 15 years.

## Return Street And Kerr To School Board

### CENTRAL SCHOOL PROJECT IS GROUP'S NO. 1 PROBLEM

Bill Kerr and Gus Streu were returned to the board of the Hereford independent school district to serve for another period of three years. They were unopposed in Saturday's election, and only 57 votes were cast. Both received a full vote, neither name being scratched from a single ballot.

President Jesse Stanford announced yesterday that the board will be called together early next week for its reorganization meeting, at which new officers will be selected.

Mr. Kerr and Mr. Streu are members of the board that started the Central School PWA project with which they are entirely familiar and which is the biggest problem before the board at this time. Incidentally the start of construction on the building was again delayed this week, just as members of the board feared that it would be.

C. S. Lambie, contractor, had announced that he would start construction last Monday. However, the work order and labor requisition were not forthcoming. Although the Government grant has arrived and now rests in a local bank and the project has been approved, several minor changes to be made in the architect's plans have not been sent to the state PWA office at Fort Worth, local officials were informed. Work will be delayed until these details have been worked out.

## REV. B. N. SHEPHERD UNDERGOES OPERATION

Rev. B. N. Shepherd, pastor of the First Baptist church, underwent a mastoid operation at about six o'clock last night at the Deaf Smith county hospital. Although he was very ill this morning, his condition was reported as "good." Rev. Shepherd was admitted to the hospital Tuesday.

## JAIL EMPTY FOR FIRST TIME IN MANY MONTHS

A room and board sign might be hung out at the county jail by Sheriff Mrs. John Miller this week if she wanted cells occupied, for the bastille is empty for the first time in many months.

Deputy J. O. Newell explained that although things have been unusually quiet for some time, the jail is not vacant because everyone has been law-abiding. Some of the occupants are out on bond, some were turned over to other counties where they were wanted, and the remainder were carried out by the state.

## Mayor and Commissioners Are Returned To Offices



## Easter

April 12th . . . Day of Christ's Resurrection . . . Surpassed only by His birth . . . Symbolized now by new and brighter fashions . . . The Easter Parade . . . Not vanity, but a symbol of re-birth of the world into a more beautiful life . . . spring . . . song . . . growing things . . . color and freedom . . . Easter Services . . . Cantatas . . . Thousands go to church . . . Reverence to Him whose victory hath its anniversary . . . It is to this, new season . . . this finer feeling . . . that this edition of the Brand is dedicated.

## PADDOCK, WITHERSPOON AND GASS ARE RE-ELECTED

Mayor Charles J. Paddock and Commissioners N. E. Gass and Vern Witherspoon were re-elected to their respective positions in the city government in Tuesday's elections.

They were unopposed, having announced a few weeks ago that they would offer themselves for re-election. Apparently satisfied that the trio would return to office, little interest was manifested in the election. Only 71 voters went to the polls, none of them scratching any of the three names appearing on the ballot.

Having served the city well during the past year, they returned to office yesterday morning for their first session of the new term. Their first official act was to reduce the city's water rates for the summer months.

Contacted yesterday, they promised to continue handling the city's affairs to the best of their ability and "as carefully as possible."

## Last Rites For E. H. Blood Are Conducted Here

### SERVICES HELD TUESDAY FOLLOWING DEATH SUNDAY NIGHT

Funeral services were held Tuesday afternoon at 4 o'clock from the Black Funeral Home for E. H. Blood, 72, Hereford real estate dealer, who passed away Sunday night following an illness of four weeks. Services were conducted by Rev. T. C. Willett, pastor of the First Methodist church, with burial at West Park Cemetery.

Mr. Blood was born on October 19, 1863. A native of Kansas, he came to Hereford in 1926 and engaged in the real estate business and being interested in oil in this section.

Survivors include his wife, Mrs. Tillie Blood, of Chariton, Missouri; five children, Charlie Blood of Wichita, Kansas; Carolyn Blood of Los Angeles; Lillian Blood of Wichita; Bernard Blood of Cairo, Illinois; and two brothers, George and Everett Blood of Wichita.

Three of the children were here for the funeral services. Miss Margaret Blood arrived Sunday at noon, and Charles and B. D. Blood arrived Sunday night.

## J. C. PENNEY CO. WILL OBSERVE ANNIVERSARY

The J. C. Penney Co. will observe its 34th anniversary with its nationwide celebration starting next Wednesday and lasting during most of the remainder of the month. The celebration is marked by store-wide sales, F. L. Carswell, manager of the local store, stated.

## Special Services Will Mark Easter

### CHURCH SERVICES AND CANTATAS WILL BE FEATURES OF DAY

Easter church services, cantatas and services leading up to the anniversary of Christ's resurrection will be features of the observance of the occasion here this week end.

Special services will be held at all churches Sunday morning, with most of them dismissing Sunday night for the cantata to be presented by the Hereford Civic Chorus at the First Baptist church, starting at 7:45 o'clock. This is to be the most beautiful presentation of the season and will include a large number of local singers. Rev. John Thorns, pastor of the First Presbyterian church, will read the scriptures between the musical selections. Final rehearsal for the cantata will be held at 7:30 o'clock Saturday night. Another beautiful service will be the cantata to be presented (Continued on page three)

## Plaque Contest Ends Next Week

The chamber of commerce Centennial poster contest, announced last week, will close at 6 o'clock Monday afternoon, giving contestants another week-end in which to prepare their entries. The plaques will be in Dallas next Wednesday.

Prizes of \$3 and \$2 are being offered for the winning posters. Everyone is eligible to enter and may enter as many posters as they desire. The plaque is to be two feet wide and five feet tall, with a curved top. It may contain pictures, motto, facts relating to Deaf Smith county's growth and future possibilities, etc. Entries should be turned in to Prentiss Rosson, John Pitman or Alex. O. Thompson, members of the committee in charge.

# Centennial Day to Surpass All Past Celebrations Held Here

## Friday, May 8th. To Be Great Day

The 5,000 persons from over the Hereford area who last year on May 10 witnessed the attractions and attended the programs of the first annual Old Settlers' Day sponsored by the Business and Professional Women's Club will never forget the event that was termed the greatest celebration Hereford ever had.

They remember the mammoth parade that featured such attractions as the XIT chuck wagon, real covered wagons, buggies, fancy spring wagons, 1908 Ford automobiles, Hereford's first fire department, tight shirtwaists, big hats, bowing split skirts and in contrast displays of the new in automobiles and dress, and all the other features.

They remember the down town singing, the talks, the songs, the

recollections of the first local observance of a day honoring the old-timers. And to the newcomers or those who missed the event they can tell enough to make them wish they had attended.

Those connected with this year's event on Friday, May 8, can tell them more than that. They know from the preparations that already have been made and that are being planned that this year's celebration will be bigger and more entertaining than ever.

Broadened from the observance of Old Settlers' Day because this is 1906 and has a special significance to all Texans, the event has become Texas Centennial Day. However, the pioneers of this area will remain as the guests of honor, and to their glory, and in the memory of their accomplishments when Deaf Smith county was new will the day be dedicated.

The celebration will be an all-day affair, starting early in the morning and lasting until the eve

## RELICS OF PIONEER DAYS ARE SOUGHT

Relics of an early day—old photographs, furniture, dishes and everything of interest relating to life when the old settlers were coming into this area are being sought by the committee in charge to be displayed during Hereford's Centennial Day on May 8. These articles make up one of the most interesting features of the celebration, and every person in the area owning such relics are urged to make them available.

They will be cared for in the best of manner and returned to their owners after the day is over. Those people having such items of interest are urged to notify Mrs. B. F. Guthrie, Mrs. W. H. Dowell or Mrs. S. P. Rosson. The relics will be displayed attractively downtown during the celebration.

to the old timers knew them—about 9:30 or 10 o'clock. The day's program will be chuck full of interesting features, but it will be best to list them in order, as they have already been outlined. Keep in mind, however, that plans are by no means complete. By May 8 still more features as important as those listed below will have been added.

wagon dinner, which will be staged on the vacant half block on Main Street across from The Brand office. Old timers who really know how to prepare chuck wagon dinner will be in charge.

The parade will start at 1:30 in the afternoon and, take it from Ray Conaway, parade marshal, it will start on time! This is expected to be the greatest parade ever presented here. A characterization of Deaf Smith will lead, and in his wake will be numerous features of last year's parade, and in addition every club, organization, church, business house or whoever so desires has been urged to prepare a float or feature of some kind for the event. Of course the high school band will be there to lead the procession. The position the band will play has not been determined, but it surely will be urged to roam at-will over the town, striking up gala tunes in keeping with the occasion and entertaining wherever it finds an audience.

Each school in the section has been requested to prepare some kind of skit or presentation, carrying out the pioneer or centennial idea, to be given at the Bull Barn where all the indoor activities will be held. Cash prizes of \$10 have been offered for the best act.

## Area's Pioneers Will Be Honored

the former program at the Bull Barn, starting at 2:30 o'clock. Mrs. Cecil Williams and Mrs. Seth B. Holman have charge. This program will include centennial music, readings, a formal address—the speaker has not been definitely secured—special orchestra music and a Pioneer skit. Centennial essay contest winners in both elementary and high school divisions for this county will be introduced and prizes will be awarded.

Cones darkness and the old timers start warming up for the folk festival and dancing, with the fiddlers who competed during the morning supplying the music and the rafters of the Bull Barn echoing the merriment. Mrs. Beale Cardwell is in charge of arrangements. If they're not ready to call it a day after that, they'll



**Services**

(from page one)  
 afternoon at 5 o'clock, at First Baptist church. Redemption Song will be

**PROFIT SHARING FEEDS**

We have a complete line of all kinds of feeds. Ask about our profit-sharing plan. One sack of one of the following feeds is each week:

- MERIT FEEDS**
- Merit Growing Mash
- Merit Egg Mash
- Merit Hen Feed
- Merit Sweet Cake
- Merit Sweet Meal

**OTHER FEEDS**

- Top Egg Mash
- Star Shell
- Nonseed Cake
- Nonseed Meal
- Milk
- Winko
- O Lash
- Indle Lass
- Bl Run Bran
- Blize Chops
- Blair Chops
- Blorn Chops
- Blheat Chops
- Blaise
- Blair
- Blats
- Blat Scraps
- Blinkage

**NUT COAL and LUMP COAL**

**BUY EGGS, CREAM AND CHICKENS**

**West Texas Feed & Seed**

We Deliver. Phone 288

presented by the high school girls glee club, assisted by the boys quartet and the junior high school chorus, under the direction of Miss Thelma McMan. The program consists of solos, duets, quartets, sextets and chorus numbers by both the senior and junior groups.

Individual churches will observe the occasion in the following manner: At the Methodist church Sunday morning the pastor, Rev. T. C. Willett, will use the subject, "The Resurrection." Special music will include the anthem "He Is Risen," by Caleb Simper, and the anthemic chorus, "Hallelujah."

"Daybreak on a Darksome Road" will be the subject of the pastor, Rev. J. C. Thorns, at the First Presbyterian church Easter morning. The choir will sing "Fling Wide the Gates," by Kauffman. The Sacrament of Baptism will be observed.

The First Christian church this week is observing a week of prayer, which will continue tomorrow afternoon and close with a sunrise service Sunday morning. A fellowship dinner at the church Friday night is also included in the pre-Easter services. Rev. R. C. Snodgrass, pastor of the First Christian church of Amarillo, will be the speaker. Special church services will also be held Sunday morning in the church auditorium, which has been closed during the winter. The speaker for this service has not been announced.

Three full days have been announced at the Catholic church. Here Good Friday will be observed with a mass of the pre-Sanctified at 8:30 a. m., and three hour services to commemorate the three hours the Savior hung dying on the Cross of Calvary, from noon until 3 p. m. Holy Saturday services will start at 7 a. m. with the Blessing of Baptismal Font and Easter Water, and followed by other Easter services preliminary to the Resurrection mass on Sunday. Sunday services will begin with masses at 8 and 10 a. m., followed by benediction at 3 p. m. Easter services will also be held at Bovina at 10 a. m.

Special services are also planned at the First Baptist church at the morning hour, but due to the illness of Rev. B. F. Shepherd, pastor, announcement concerning the program could not be obtained.

**Auto Drivers**

(Continued from page one)  
 ed instructions from Austin on the procedure to follow after April 1. Almost 900 automobile licenses had been issued up until this week, about 500 below the expected total, indicating that a large number of cars probably will not be driven at least until after the middle of the year. These tags also are still being issued, but at a 20 per cent penalty to those who cannot sign an affidavit to the fact that their car has not been driven since January 1.

Ed Johnson went to Clovis Tuesday on business.

**February Cattle**

(Continued from page one)

a total of 156 head during the month. The shipments in order for the month were Ben-Fulkerson 14, J. L. Fuqua 30, J. J. Lindsey 14, B. R. Jennings 17, H. W. Engle 45, H. W. Engle 38, W. O'Brien 19, B. K. Greenon 33, Brumley & Son 10, T. S. Robbs 6, Noah Ewton 17, J. J. Crutchfield 28, Blakemore & Thompson 40, Brady Estate 23, W. A. Hunter 12, T. S. Robbs 12, W. L. Davis 47, Earl Ludlow 53, H. W. Engle 38, H. G. Conkright 224, S. B. Loydder 49, Noah Ewton 53, Major & Essiston 34, B. K. Greenon 11, H. W. Engle 29, L. H. Shore 46, T. H. Hines 6, J. J. Lindsey 13, Jerrell Thomas 90, J. A. Pitman 30, C. Donald 32, T. S. Robbs 29, Ferring Bros. 34, W. A. Hunter 133.

**ANNOUNCE PARTNERSHIP FOR WEST TAILOR SHOP**

Mrs. O. F. West has announced the selling of part interest in the West Tailor Shop to A. G. Summers of Borger, forming a partnership for the management of the concern. Mr. Summers came to Hereford last week-end and took up active interest in the shop Monday.

Mr. Summers is an experienced tailor, and is anxious to meet Hereford people. The policy of the shop will continue to be the giving of first-class tailoring service.

Mr. Benson of Ford was a Hereford visitor Monday.

**19 Attend Lion Fete at Borger**

Nineteen Hereford Lions, their wives and other guests attended the quarterly zone meeting of the Lions Club in Borger last Friday night. The meeting preceded the district convention in Childress on May 3-4-5.

The program was given by different clubs. Entertainment included a banquet and dance. The Hereford caravan left here at 4 o'clock, arriving in Borger shortly after 8 o'clock. The return trip was started at about midnight.

Those attending were Mr. and Mrs. Mack Womble, Mr. and Mrs. Jack Rose, Dr. and Mrs. E. E. Perkins, Harry Rice and daughter, Miss Ethel Rice, Mr. and Mrs. Arch Foster, Mr. and Mrs. Sherman Morgan, Mr. and Mrs. Bill Smith, Mr. and Mrs. Ralph Smith, John McLean, Ray Coneway and Leonard Foster.

**Coming Picture Is Recommended**

"Magnificent Obsession," a motion picture starring Irene Dunne and Robert Taylor, was shown in preview at the Star Theatre yesterday morning to a group of women representing different social clubs and other organization in Hereford.

The picture is to be shown here on April 19 and 20. It is one of the most talked of pictures of the day. Each person who attended the review complimented it highly, some calling it "the greatest picture I have ever seen". Seldom is a picture produced that calls for editorial comment, but The Brand feels that it is its duty to recommend this picture, not as a matter of advertising, but as the highest entertainment and most worthwhile production, to each of its readers.

Mmes. Seth B. Holman and Homer K. Fox were in Amarillo Monday afternoon and attended the funeral of T. D. Wagner, pioneer Amarillo resident.

Mrs. Leta Brazil Foster of Santa Fe arrived Wednesday to visit her parents, Mr. and Mrs. Rufus Brazil, and her sister, Mrs. Nona Brazil LeGrand.

**FRESH FRUITS and VEGETABLES**

ORANGES, dozen (Saturday Only) ..... 18¢  
 ONION SETS, six bunches ..... 25¢  
 APPLES, dozen ..... 15¢  
 BEANS, Pintos, 6 pounds ..... 25¢  
 SPUDS, Idaho Burbanks, pound ..... 2 1/2¢  
 GRAPEFRUIT, 7 for ..... 25¢

**BULK GARDEN SEED**  
 Mrs. Russell Daniel at  
**Daniel's Flower Shop**

**A Modern Gas Range**



Smartly styled, with oven control, insulated oven and many other convenient features that make cooking and baking a real pleasure. Will cook and bake for a family of four at a cost of

ONLY ONE CENT PER MEAL

**West Texas Gas Co.**

**HEAD COLDS**

If you have not breathed through your nose for days, we guarantee to OPEN your Nasal passage within 20 minutes, with BROWN'S MOS OPEN, the Two-Way treatment for Head Colds, Hay Fever and the relief of Asthma. Buy a bottle of BROWN'S MOS OPEN today, breathe freely. Relief in 20 minutes or your money back. Price \$1.00. Sold and guaranteed by: **CLOSE DRUG STORE**

**DR. MAYO - BENNETT**  
 DENTAL - CLINIC - LABORATORY  
 PLATES \$7.50 UP  
 We Save You More Than We Charge  
 318 1/2 Polk 2-3436 Amarillo

*Save - by shopping in the store where*  
**A LITTLE MONEY GOES A LONG WAY!**

PICKLES Small whole sour or dill, quart	15¢	CRACKERS Premium Flake, N. B. C., 2-lb box	29¢
JELLO All flavors, package	5¢	RITZ 1-pound box	23¢
SWANSDOWN Cake flour, package	23¢	PANCAKE FLOUR Aunt Jemima, large package	25¢
<b>MACARONI</b>		AND SPAGHETTI Beechnut, 16 ounce package	14¢
TOMATOES Standard, 3 No. 2 cans	19¢	RAISINS Seedless, 4-pound package	25¢
SODA Arm & Hammer, three 1-pound packages	25¢	GREEN BEANS Small whole, White Swan, No. 2 can	14¢

<b>Shortening</b> MRS. TUCKER'S 8-pound carton	89¢	<b>Schilling's Coffee</b> 1 POUND Can	27¢
TEA, Lipton's Yellow Label, Orange Pekoe, Green Japan or Gunpowder, 1/4 lb 1/2 pound can	21¢ 39¢	BLACKEYED PEAS White Swan, No. 1 tall can, 2 cans	15¢
TEA BAGS Package of 8 bags	9¢	OATS Quick Quaker, large package	17¢

<b>KARO</b> LIGHT OR DARK No. 5 can	31¢	<b>FLOUR</b> SEAFOAM 48-pound sack	\$1.36
TOILET TISSUE Charmin, 4-roll box	23¢	BAKING CHOCOLATE Hershey's, 1/2-pound bars	9¢
WOODBURY'S TOILET SOAP The soap containing filtered sunshine, 3 bars	23¢	CANDY BARS Hershey's, two 1/2-pound bars	23¢

**Libby's Baby Foods 3 Cans 25c**

KRAUT, Libby's No. 2 1/2 can	9¢	CORN, Libby's Whole Kernel, No. 2 can	14¢
RIPE OLIVES, Libby's Large size, No. 1 tall can	15¢	CORN BEEF HASH, Libby's No. 2 can	15¢

**SUGAR**

BEET 10 lbs.  
**49c**



**STRAWBERRIES**

LOUISIANA Large Fancy Berries, 2 pint boxes	25¢
CAULIFLOWER Snow white, pound	8¢
CARROTS Large bunches	2 1/2¢
LETTUCE Fresh, firm heads, each	4¢
ORANGES California Sunkist, medium size, 2 dozens	23¢

*The most DELICIOUS MEAT I've ever tasted!*

**FANCY BABY BEEF—HOME KILLED!**

STEAK Loin or chops, fancy beef, pound	20¢
ROAST, Pot Roast. Or Brisket, fancy beef, pound	12¢
STEAK Shoulder cuts, baby beef, pound	14¢
HAM Armour's Star, half or whole, pound	24¢
BOLOGNA Fresh, Delicious, for sandwiches, pound	12¢
CHEESE Full Cream, best grade, pound	17¢
SALT MEAT Squares for seasoning, pound	12¢
BACON, Sliced Special sugar cured, cello wrapped, pound	25¢

**FRESH FISH AND HOT BARBECUE**

**EASTER JEWELRY SALE**

Now is the ideal time to buy precious Easter Gifts or Graduation Gifts at great savings. 50 per cent off on all men's and ladies' set rings. Greatly reduced prices on all diamond rings.

**POCKET WATCHES**

- SOUTHBEND, 16 size, 21 jewel, yellow gold filled case, \$30.50 value, now **\$25.00**
  - ELGIN, 12 size, 17 jewel, thin model, regular \$40 value, now **\$25.00**
  - GRUEN, 12 size, 17 jewel, regularly priced at \$37.50, now **\$24.75**
  - WALTHAM, 16 size, 7 jewel, regularly priced at \$15, now **\$12.50**
- Many Other Values in Pocket Watches See Them!

**WRIST WATCHES**

- GRUEN, Nurse, 15 jewel, regular value \$40, now priced at **\$27.50**
- GRUEN, Men's 17-jewel, regular price \$45, on sale at **\$35.00**
- ELGIN, man's 7-jewel, regularly priced at \$19, on sale at **\$17.00**
- GRUEN, Lady's, 7-jewel, regular \$27.50 value, on sale at **\$25.00**

**Kester Jewelry And Optical Co.**

**FURR FOOD**

FREE DELIVERY We Buy Cream, Eggs, Chickens and Hides PHONE 74

Of Course You Have Noticed  
**RED AND WHITE'S**  
 New Vegetable and Fruit Racks  
**We Built Them**  
 That TILE-BOARD finish would certainly look nice in YOUR KITCHEN or BATH ROOM.  
 Properly finished, it makes Cleaning an EASY task.  
 Let us give you an estimate on remodeling and refinishing your rooms.

**R. H. Kemp Lumber Co.**  
 Phone 44 Hereford, Texas

# "Pep Up" Your STOMACH

Stimulate Appetite  
 Relish Your Food



Are you one of the vast number of sufferers who drag through life, feeling "half sick," run-down, sluggish, without appetite or zest for the good things of life—all because of a stomach, bowel and kidney condition which may easily be relieved by a good mild tonic, stomachic stimulant, diuretic and mild laxative? If you don't suffer any longer without trying Williams S.L.K. Formula, which is bringing blessed relief and added joy of living to so many people.

The Prescription of a Former Army Doctor

Williams S.L.K. Formula is compounded from the prescription of a former army doctor who used it in his private practice for many years. Experience has taught army men to seek fundamental principles. These principles have been carried out in the development of Williams S.L.K. Formula. There are many medicines which you might take. What you want is something that will do its intended work quickly, efficiently, effectively—and that is what you get in a bottle of Williams S.L.K. Formula.

The first bottle must produce results or your money back.

Old and Young Enjoy Life More

Take Williams S.L.K. Formula also for indigestion, nausea, loss of weight and sallow complexion, where a mild tonic, laxative, stomachic, tonic and diuretic is needed. You'll like its quick, pleasant action. Being a liquid it is easily assimilated and starts to work almost immediately. Because it is a highly concentrated solution, only small doses are required, therefore it is very economical. Get a bottle today. Try it under the money back guarantee. See for yourself what a magnificent help a good medicine can be.

On Sale at

**WILLIAMS S.L.K. FORMULA**  
**CLOSE DRUG STORE**

FOR QUICK JOB SERVICE SEE THE BRAND

## School Cafeteria In Need Of Funds

With a little over half the course run, officers of the local chapter of the Red Cross who were assigned the job of feeding the undernourished children at Central School cafeteria, would now like to combine in this story a plea for contributions sufficient to continue the cafeteria until school is out with a report on the project to date and acknowledgement of donations that have made the work a success so far.

Early in February, certain civic organizations were aroused to the need of opening the cafeteria and furnishing hot lunches to children from relief families whose income was not enough to provide food in anything like sufficient quantity to nourish them. On February 5, representatives of those organizations met to work out a plan, with the result that local officers of the Red Cross were asked to take charge and supervise the work, with the assurance that money and supplies would be provided to keep it going. On February 10, the cafeteria was opened and has served hot, nourishing lunches at noon of every school day since.

NRA Provides Workers.

At the time the cafeteria was opened, the National Youth Administration was anxious to have an NYA project in Hereford, and this proved the ideal peg to hang it on. It requires a great deal of labor to furnish hot lunches to over 50 children, and the result is that 16 girls between 16 and 25 years of age who are from relief families get part-time employment out of this as an NYA project and receive a total of about \$200 a month from the NYA.

In order to qualify under the terms of the NYA, it is required that the project have a supervisor paid by the community to direct the work. This particular job is one calling for special talents in several directions and we have been fortunate in being able to furnish a supervisor with those particular talents.

The Texas Relief Commission had charge of a supply of canned goods and other foods which they released for the benefit of the project. Most of the milk has been purchased but generous gifts of milk have been made by Mrs. Henry Hastings, Mrs. Homer Henslee, Mrs. Frank Barber and R. T. Nunn. It has been necessary to buy some fresh meat, but a liberal donation of fine fresh beef was made by Henry Hastings. A quantity of carrots was donated by G. R. Conklin, and dry peas by Mrs. Frank Barber. Very generous donations of fresh fruits and vegetables have been made by Fraser Produce Co., Piggy Wiggy, Texas Market, Furr Food, Farmer's Grocery and Wel's Grocery, as well as whole wheat flour by Packard Milling Co.

Donations Aid Cause.

To pay the supervisor's salary and buy milk, meat and other supplies, it has required a supply of cash donations which are now nearly exhausted. Sizeable cash donations have been made by the Lions Club, Hi-Y club, Business & Professional Women's club, American Legion Auxiliary, C. H. Dyer, Bay View Club, American Legion, Miss Spradley's sixth grade room. Several contributions have been handed to E. L. Brady by persons whose names we do not have, and small contributions placed in milk bottles which have been put in several business houses for that purpose.

Besides the 50 or more children who have been furnished lunches each day, there are other children who have been buying lunches at noon to save a trip home and the proceeds from paid lunches have, of course, gone into the fund.

Those in charge of this project want it known that they deeply appreciate the gifts of money and food that have been made. It is hoped that in mentioning the givers no name has been overlooked, but in case there has been an oversight, a correction would be welcomed. All those who feel that this cause is a worthy one and they can afford to contribute to it can help the work along by turning contributions in to E. C. Eubanks, treasurer, or to John Olson, chairman.



## HEAD Into Spring

With a New Permanent—Our Easter Special is good through Saturday.

\$3.50 Permanents for \$2.00  
 \$5.00 Permanents for \$3.50

**BOBBIE'S Beauty Salon**

## Tree Planting Reaches 8,000

Six thousand trees had been placed on the Government soil conservation demonstration tract here up to April 1, according to the report of O. T. Williams, conservation supervisor. Virtually 2,000 have been set out since April 1, bringing the total to nearly one-third of the 25,000 scheduled to be placed on the tract this year.

In addition, 16,529 acres of land have been signed up for terracing on the 25,000 acre tract. On April 1, 11.23 miles of terraces had been constructed, covering 160 acres. Three shifts are working 10 hours a day on terraces. Equipment for lighting is being installed to increase the work to 18 hours a day, with a fourth crew to be added April 16. After weather warms sufficiently, this work will be pushed 24 hours a day. Terracing is now being done on the Pink Gilliland place on Harrison Highway.

Remodeling Corner Drug.

Remodeling work on the front of the Corner Drug Store was started yesterday by H. N. Gregory, contractor. The doorway is to be moved from the corner of the building to the center of the front on Main Street. Plate glass show windows will be placed on each side of the door and on the south side of the building where the doorway now cuts off the corner. Changes will afford more light, adequate show space and a more modern front.

Card of Thanks.

We wish to express our thanks to the kind friends in Hereford who were so good to us during our recent bereavement in the illness and death of our father, E. H. Blood.

Margaret, Charles and B. D. Blood.

# Close Drug Store

PHONE 13

IT PAYS TO MAKE A 60¢ PURCHASE HERE

## Extra J.B.B. Specials

\$10 Coupon on Par Shaving Cream ..... 25¢  
 \$15 Coupon on Martha Washington Chocolates  
 \$ 2 Coupon with Candy Bars ..... 5¢  
 \$10 Coupon with Castor Oil ..... 25¢  
 \$14 Coupon With Rat-Nip Paste ..... 35¢  
 \$24 Coupon with Coty's Perfums, bulk, dracham 50¢  
 \$16 Coupon one pine Ultra Kitchen Hand Lotion 30¢  
 \$20 Coupon With Any Lipstick or Rouge ..... 50¢  
 \$1 Coupon EXTRA to each adult who brings in this slip and makes a purchase of above specials!

MANY OTHER SPECIALS ON DISPLAY!

Help Your J.B.B. Friend!

# "Well, it didn't seem like 400 miles!"

{ It's true! That V-8 Feeling makes the miles go Easier! }



YOU know as soon as you take the wheel of a Ford that you've hit on something different. You're driving a car with a V-8 engine, and a chassis like no other in the world. You get an edge on city traffic. You cover the open road more easily. You hold the road on turns and bad going without having to poke along. You actually cut your running time without boosting your top speed!

Yet driving a Ford V-8 is delightfully easy. And you save money, every mile. Owners report gas mileage on a par with less powerful cars; and no oil needed between changes.

Terms as low as \$25 a month after usual low down-payment, under new UCC 1/2% a month payment plans. Prices \$510 and up, FOB Detroit.

Borrow a car from your FORD Dealer today  
 get that V-8 Feeling for yourself!

## STAMBAUGH ANNOUNCES NEW CLEANING PROCESS

A new process of clothes cleaning that renders clothes moth-proof while they are being cleaned has been instituted by the Stambaugh Co. This method, known as the Monite Mothproof Cleaning Process, is harmless, odorless and non-poisonous. It is offered at no extra cost.

George V. Stambaugh explained that the process involves the use of a special chemical solution in cleaning fluid and that fabrics so treated are made moth-resistant in every fibre. The Stambaugh Co. is Hereford's exclusive licensee for the process, that privilege having been extended them by the Monite Co. of St. Louis. Garments treated by the process are insured against moth damage for six months. The insurance offered is carried by one of the country's largest insurance companies.

## Progressive News

BY OLIVE PERKINS


On account of bad weather last Sunday, no services were held at the school house. Easter Sunday there will be a basket dinner at noon, followed by Sunday school and preaching by Rev. Shepherd.

Frank Powers of Springer, New Mexico, spent the week end in the home of Mr. and Mrs. E. B. Hunter.

Miss Olive Perkins entertained the club ladies and other ladies of the neighborhood at the regular meeting April 1. After a short business meeting, the afternoon was spent socially. A salad course was served. The next meeting will be with Mrs. Charles Green.

Miss Louise Hunter and Frank Powers of Springer were supper guests in the home of Mr. and Mrs. Dillard Edwards and family Sunday evening.

Mrs. Brimshaw and daughter of Dimmitt shopped in Hereford Tuesday.



Friday and Saturday April 10 and 11

## FREE DEMONSTRATION BPS GLOFAST ENAMEL and BPS Paint-Varnish Stain-Finishes

SEE how BPS Finishes make worn surfaces new—at little expense. See the lively colors—the porcelain-like finish—obtained with Glofast—dries in 4 hours.

HEAR from the paint expert—the latest methods of finishing.

Let us show you how easy it is to apply BPS Finishes.

Bring your Paint Problems to the BPS Paint Expert. You will not be called to Buy.

FREE SAMPLES  
 Be sure and bring your coupon, which entitles you to a Free Can of BPS—your choice of color.

**Rockwell Bros. & Co. Lumbermen**

BRAND WANT ADS INvariably GET THE JOB DONE

## NORGE MATCHED KITCHEN UNITS

Both for one down payment

as low as \$10



Begin now to save with Norge beautiful, economical kitchen equipment. Monthly deposits for both amount to as little as 19c a day. Don't put off owning these luxuries that save more than they cost! Come in and select the models for your home. Whatever home appliance you're considering next—see the Norge before you buy.

ASK FOR DETAILS ABOUT THE NORGE  
 10-YEAR WARRANTY ON ROLLATOR COMPRESSION UNIT  
**Fullwood Battery and Electric Station**

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

**Bippus Items**

BY RUTH REESE  
Mr. Lee was in this community last Thursday.  
Marvin Morrison and Rufus Overstreet were in Amarillo last Thursday.  
Milton Reese is at work for Mr. Fortenberry this week.  
Mr. Harris and Miss Davis spent the week in Hereford.  
Bippus school children April

Pooled the teachers, Mr. Harris and Miss Davis.  
C. T. Reese and Mr. Lee were in Hereford Thursday.  
Bud Morrison was in Hereford Tuesday of last week.  
Milton Reese was a Hereford visitor Saturday night.  
Herbert Bippus is confined to his bed by rheumatism.

**Daniel News**

BY PAULINE MOORE  
Helen Tucker of Canyon spent the week end with Pauline Moore. Preaching at Palo Duro next Sunday. Everyone invited.  
Helen Morris of Arney spent last week end with Mr. and Mrs. Floyd Tomlinson.  
Mr. and Mrs. Floyd Tomlinson visited relatives in Lubbock and Slaton Wednesday.  
Miss Ima Haney spent the week end with friends at Lockney.  
Mrs. Dave Moore was called to the bedside of her mother, Mrs. J. S. Finney, last Thursday. Mrs. Finney died at 10 o'clock Thursday morning. Messrs. and Meses. Dave, R. O. and Orville Moore attended the funeral Friday at Kress.  
Mr. and Mrs. Otto Smith are the proud parents of a baby girl, who has been named Treva Mae.  
Mr. and Mrs. Norman and daughter, Vada, have returned from a trip to Arizona.  
L. M. Youngblood of Amarillo is working for Joe Moore.  
Messrs. and Meses. Tom McClain and Clarence Brown were in Hereford Saturday.  
Misses Alma Foxall and Ima Haney were in Hereford Thursday evening.  
Joe Gill and Jimmie Fite of Canyon visited the former's parents, Mr. and Mrs. R. E. Gill, Tuesday.

**NOTICE**

Amateur Contest, Thursday night, April 9, high school auditorium, at 8 o'clock. Admission, children, 10 cents; adults, 20 cents. This money is being raised to take the high school band to the Centennial in June.  
Flis Owen returned Sunday from Murfreesboro, Tennessee, where he spent three weeks with his mother.

**NOTICE!**  
**CHINA CUP**  
**AND SAUCER**  
OF LOVELY CLASSIC DESIGN  
IN EVERY PACKAGE OF  
**MOTHER'S OATS**

**HEREFORD BUSINESS STRIVES TO MEET GROWING DEMANDS**

With a complete line of accessories, parts and equipment that is necessary to do virtually any kind of work on an automobile that is done anywhere, along with a filling station and the Dodge-Plymouth agency, Ireland-Beavers Motor Company is keeping pace with any modern plant.  
Along with auto repair, the company specializes in such work as replacing windshields and door glasses, tops and upholstery, work that is not usually done in the average shop. In connection with the automobile agency is the used car lot adjoining the plant. This plant has placed more than 60 automobiles into use since the first of the year, indicating the manner in which it has kept things going during slack months.  
Seven men are required to look after all phases of the business. Willard Witherspoon is the mechanic, L. A. Ray has charge of the ignition and electrical department, H. V. Williamson of the parts department, L. M. Beavers is service manager, E. S. Ireland, business manager; R. H. Beavers sales manager, and Woodrow Ireland, salesman.

**Norge Announces Warranty.**

A warranty plan on Rollator refrigerators has been announced by Norge Division, Borg-Warner Corporation, according to Edward E. Blood, president, who stated that the owner protection thus provided is unmatched in scope, duration and low cost to the consumer.  
"Each Rollator refrigerator under the announced warranty plan," said Blood, "will be protected during its first year of ownership on parts and service, as formerly, but in addition, certain vital mechanical parts other than the Rollator compressor, such as the motor, will be warranted for five years, while Norge compression and seal will be protected for ten years. The owner will get this long lasting protection at a cost of little more than two cents per month."

**Card of Thanks.**

We wish to take this means of expressing our sincerest thanks and appreciation for the many expressions and acts of kindness during the passing of our wife and mother. Your actions and sympathy have helped to lighten our burden during this great sorrow. May each of you be justly rewarded for your thoughtfulness and friendship.  
C. J. Robinson and Children, Brothers and Sisters of the Family.

**Sow Farrows Siamese Twins.**

A Duroc Jersey sow, belonging to W. N. Foster of the Oklahoma Lane community, gave birth to an unusual freak of nature when, with 10 other piglets, she farrowed what might be termed a pair of "Siamese" twins.  
The twins were joined together from the naval upward toward the fore parts of their bodies with but one head, having four ears, four eyes and a double nose, but only one mouth. From the mid-section of their bodies to the rear they were separated, having two distinct sets of hips, backs and legs.  
Mr. Foster says that when he found the "twins" they were dead, and it is presumed they were born in this condition. The other pigs in the litter—10 in number—were normal and healthy.  
The freak was taken to Farwell, where it was placed in a preservation liquid preparation.

**CENTENNIAL EXPOSITION TO CLOSE ITS SCHEDULE**

The \$25,000,000 Texas Centennial Exposition will run only during 1936, Manager William A. Webb, has declared. Rumors to the effect that this Southwestern World's Fair would carry over into 1937 were declared without foundation by its management.  
The year 1936 is Texas Centennial year in which the Texas Centennial Exposition commemorates a hundred years of Texas independence and progress. Mr. Webb says, "This anniversary of freedom is observed only once in a hundred years and we have not even considered extending the Exposition period into 1937. We will close our show November 29, as scheduled."  
Recent national expositions have been extended into second year events as in the case of A Century of Progress at Chicago and the San Diego Exposition. Since the Texas Centennial Exposition commemorates a definite historical happenings of 100 years ago, it could not logically be continued as a Centennial observance beyond Centennial year, those in charge point out.

**Ward News Notes**

BY MRS. GEORGE SUGGS  
There was no Sunday school or church Sunday. Let's all try to be out Sunday.  
The agriculture meeting was attended by most all the members and a number of visitors. The county agent, Alex R. Bateman, and his assistant talked. H. V. Hennen also made a talk. Coffee and cookies were served to all.  
A number of our people have been ill. Bob Higgins is able to be back at home. Bill Hutson, a victim of pneumonia, is doing nicely.  
G. T. Higgins of Cotten Center spent the week end with home folks here.  
Mr. and Mrs. Frank Stivers have as guests an uncle and aunt from Oklahoma.  
Jim Lipscomb was in Plainview Friday.  
Altus Higgins was in Farwell several days last week.  
Mr. and Mrs. Cogestol and son,

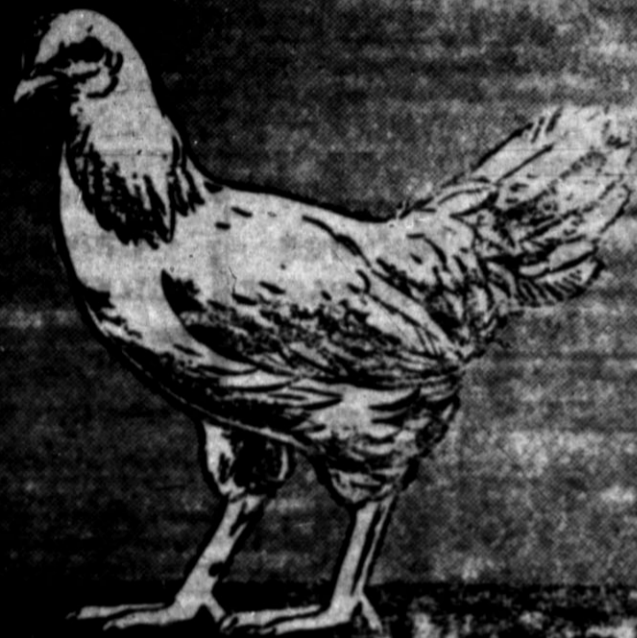
Charlie, of Hereford visited Mr. and Mrs. Albert Oden last Sunday.  
Miss Lois Maddux was an Amarillo visitor Monday afternoon.

A WANT AD WILL SELL THAT COW!

**MUSCULAR PAINS - GET QUICK RELIEF**

No longer is there any need for men and women to suffer torturing, stabbing, shooting, simple muscular rheumatic pains of arms, legs, shoulders and body, without the benefits of the doctor's prescription, known as Williams R. U. X. Compound. This remarkable preparation is now available at a cost of only a few cents a day, and just a few doses usually give quick relief. Being a liquid—highly concentrated, already dissolved—it starts to work almost immediately. It is not just something to "rub on." Those things help, but Williams R. U. X. Compound works from the "inside out." Its pain relieving ingredients are absorbed into the blood, and carried to sore, inflamed muscles and parts, giving a feeling of ease and comfort which is a blessing to sufferers. Try Williams R. U. X. Compound today. The first bottle must produce results or money back. On sale at  
**CLOSE DRUG STORE**

Fortified With  
**Pur-A-Tene**



Have Chicks Like This at Six Weeks!

VERY healthy baby chick has the capacity to grow into a big sturdy bird at 6 weeks. Whether or not they develop to the utmost of their ability depends on you. When you feed chicks on unadorned and untested feeds, you get uncertain results at 6 weeks. But you feed your chicks on Purina feeds, then you know that you are bringing out the very best at breeding put into them. At 6 weeks you have big-framed, sturdy birds, well-developed and well-feathered. There's no comparison between them and chicks fed on ordinary feeds.  
Start your chicks on Starline—grow them on Growena. You'll have sturdy chicks at six weeks—you'll have big money-making pullets at 5 months. See us today for your supply of Starline and Growena!



We Also Have Our Own Mash—  
**BLUE DOT — Made In Hereford**  
**Hereford Poultry & Egg**  
**Packard Milling Co.**  
Exclusive Dealers

**Why Gulf is the Gas for April**



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

READY for the Easter Parade! And ready, too—with a new spring especially refined for April's weather. Yes, gasoline must be changed with the season—or it will give you top mileage. Switch to Good Gulf—it's "Kept in Step with the Calendar." Which means that it goes to work—none of it goes to waste. For better April mileage try a tank of the Sign of the Orange Disc.

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

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

**Your Credit Record**

Is your business shadow—it goes with you wherever you go, and there is little or no chance to escape it. Therefore, make a worthy servant of it; keep it clean and it will always be a valuable asset.



"Prompt Pay," the highest tribute in "Who's Who" of Business, is the record of those who pay retail bills by the 10th of each month.

**HEREFORD CREDIT ASSOCIATION**  
DOROTHY H. ROSS  
Local Affiliation of the  
NATIONAL RETAIL CREDIT ASSOCIATION

**SMOOTHER, LIVELIER PERFORMANCE!**



**DRIVE AN OLDSMOBILE—get every fine car thrill...every fine car feature—all at low cost**

TAKE the wheel of an Oldsmobile for a new conception of smooth, unlabored power... lively response... brilliant performance! Note the comfort and safety advantages of Knee-Action Wheels, Super-Hydraulic Brakes, Solid-Steel "Turret-Top" Body by Fisher, Center-Control Steering and Safety Glass standard all around... all yours in Oldsmobile at a price but a little above the lowest!

Make the **COMPAR-O-GRAPH** Test! Use this quick, handy device to check Oldsmobile's features and values... to compare other cars of similar price with Oldsmobile. Come in and get your copy, free, or write Olds Motor Works, Lansing, Mich.  
• THE SIX • • THE EIGHT •  
**\$665 • \$810**  
Sixes \$665 and up... Eights \$810 and up. List at Lansing. Safety Glass standard equipment all around. Special economy groups extra. Car illustrated is the Six-Cylinder Touring Sedan, \$820 list. 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



# SOCIETY

MRS. ADRIAN ODOM, Society Editor Phone 447-W

## Miss Maurine Spradley to Become Bride of W. B. O'Brien

Mr. and Mrs. J. W. Spradley announce the approaching marriage of their daughter, Maurine, to Mr. W. B. O'Brien of Clovis, which is to be solemnized Saturday evening at 8 o'clock at their home.

Following the ceremony the couple will leave on a wedding trip to Monterey and other points in Old Mexico. They will make their home in Clovis.

Mr. O'Brien is manager of the Piggly Wiggly store in Clovis. He will be remembered as the son of Mr. and Mrs. Will O'Brien who formerly lived in Hereford.

## Miss Louise Rorex Becomes Bride of Mr. O. C. Holt

Two prominent pioneer families of the Panhandle were united when Miss Louise Rorex, daughter of Mr. and Mrs. Joe Rorex of Panhandle, became the bride of Mr. O. C. Holt of Hereford, son of Mr. and Mrs. B. C. Holt of Spearman. The ceremony was solemnized at the home of the bride's parents last Tuesday morning before a beautiful silver arch and basket of calla lilies.

The vows were spoken, the only light was the soft glow from the tall white candles which burned in the silver candelabra at each side of the arch. Rev. J. E. Harrell, pastor of the First Methodist church at Panhandle, officiated.

The bride was charming in a navy blue suit with navy accessories and carrying a bouquet of Jonna Hill roses. She was an honor graduate of the Panhandle high school and attended Amarillo College where she was a member of Phi Theta Kappa. Mr. Holt attended WTSTC at Canyon and the University of Texas. He is employed by the Government Soil Conservation Service here.

Proceeding the ceremony, Mrs. Coe Cleek sang "I Love You Truly," accompanied by Miss Alice Rorex, sister of the bride, who also played the Bridal Chorus from Lohengrin and during the ceremony softly played "Love's Melody".

## MRS. ADRIAN ODOM BECOMES BRAND'S SOCIETY EDITOR

Mrs. Adrian Odom this week became the Brands society editor, succeeding Mrs. B. F. Guthrie, who resigned last week to devote her time to other interests.

Mrs. Odom came to Hereford early last fall when her husband became editor of the Brand. She is familiar with the work, having been a student of journalism at college. Call 447-W and tell Mrs. Odom of your parties, clubs, visitors and visits. The Brand is most anxious to have all social activities.

Following the ceremony an informal reception was held. The centerpiece for the charmingly appointed lace covered table was three love ships on reflectors, surrounded by smilax. Tall white candles burned in blue candelabra.

The couple motored to Denver and other Colorado points on a short honeymoon trip, coming to Hereford Sunday to make their home at 800 Knight Street.

## "THE ISLAND KINGDOM" BAY VIEW SUBJECT

The Bay View Club met last Thursday afternoon in the club room at the court house with 20 members present. The subject of the program was "The Island Kingdom."

The meeting opened with the reading of the collect. Mrs. Donald gave a talk on the "Effect on Political Policies." A book review on "Seven Men Came Back" was given by Miss Hostetler.

The roll call was "English Statesmen," given by Mrs. Rolson.

## MRS. GEORGE SUGGS L. A. E. CLUB HOSTESS

Mrs. George Suggs was hostess to the L. A. E. club at Ward Tuesday. An interesting sketch of the lives of two short story writers was given by the leader, Mrs. McCollister.

Mrs. Suggs gave "Adobe of Splendor," by Ella Parker Butler, and Mrs. Jack Hutson gave "The Perfume," by Duvernois.

Refreshments carrying out the Easter motif were served to Meses. Edgar Sowell, Jim Higgins, Wiley Robertson, Jack Hutson, Jim Lipscomb, T. F. McCollister, Bob Higgins and the hostess.

## MR. AND MRS. J. C. PARKER RETURN HERE TO MAKE HOME

Mr. and Mrs. J. C. Parker returned to Hereford Monday to make their home. They were accompanied home by Miss Zoe Beavers, who had been with them at Spur, where Mr. Parker was the owner and manager of two theatres.

Mr. Parker recently sold his theatre interests in Spur to Chas. Hardwick and other interests. He had previously lived in Hereford where he owned the Star Theatre, selling it to the Hardwick interests last spring.

## EASTERN STAR OFFICIALS TO VISIT CHAPTER

High officials of the Order of Eastern Star will visit the Hereford chapter next Tuesday night at 8 o'clock, and all members are urged to be present for the occasion.

The visitors will include Mrs. Rebecca Miles of Jacksonville, Worthy Grand Matron of Texas, O. E. S.; Mrs. Ethelyn McAdams of Lockney, district deputy Grand Matron, and Mrs. Jewel Wombie, of Hereford, Deputy Grand Matron.

## MUSIC STUDY CLUB RE-ELECTS OFFICERS

The Music Study Club met with Mrs. Carl Lamb Monday afternoon for the election of officers. All officers of the past year were re-elected. They are Mrs. C. J. Mounts (president); Mrs. Jesse Stanford, first vice president; Mrs. W. E. Dameron, second vice-president; Mrs. C. H. Dyar, recording secretary; Mrs. A. J. Schroeter, corresponding secretary; Mrs. Wiley Robertson, treasurer; Mrs. C. C. Acker, press reporter, and Mrs. Homer Fox, librarian.

Mrs. C. J. Mounts gave a solo from the Armistice program, "He Away, He Away," by Roy Agnew. Another solo, "Bells of the Sea," by Alfred Solman, from the program of November 25 "Bells in Music," was given by Mrs. A. O. Thompson. This was the final scheduled program of the year.



## Spring Permanents

\$4.00 VALUE .. \$2.50  
\$6.00 VALUE .. \$3.25

PHONE 107  
For Appointment

# SPECIAL

FRIDAY AND SATURDAY ONLY

Hot Oil Shampoo ..... 75c

## The Mode Beauty Shop

KATE SINDT, Proprietor

## THERE'S NO MYSTERY about the PERMANENT SILENCE OF ELECTROLUX REFRIGERATION

IT'S THE RESULT of the basically different method of Electrolux operation (no machinery at all) ... the key to every one of the famous Electrolux advantages:

- 1 No moving parts to wear
- 2 Lasting efficiency
- 3 Continued low operating cost
- 4 Fastest food protection
- 5 Savings that pay for it



## ARE YOU LOOKING FOR A GOOD TIRE—PRICED LOW?

Let us show you the world's first choice economy tire—more than a match for many highest-priced makes in long safe mileage, tread grip, blowout protection and looks. A value we give you because Goodyear builds the most tires by millions. OVER 22 MILLION SOLD—THAT'S HOW GOOD IT IS!



NOW PRICED AS LOW AS \$5.50 AS

Ireland-Beavers Motor Company

## The Bluebonnet Girl



### 'Tears the BLUEBONNET Centennial Hat

This is the only officially approved Centennial hat for women.

You'll want one of these dashing hats not only because they are symbolic of all that is Texas, but because they are so smart with sport things.

All Colors! All Sizes  
VOGUE MILLINERY PARLOR



## Easter CANDY

THE FAVORITE!

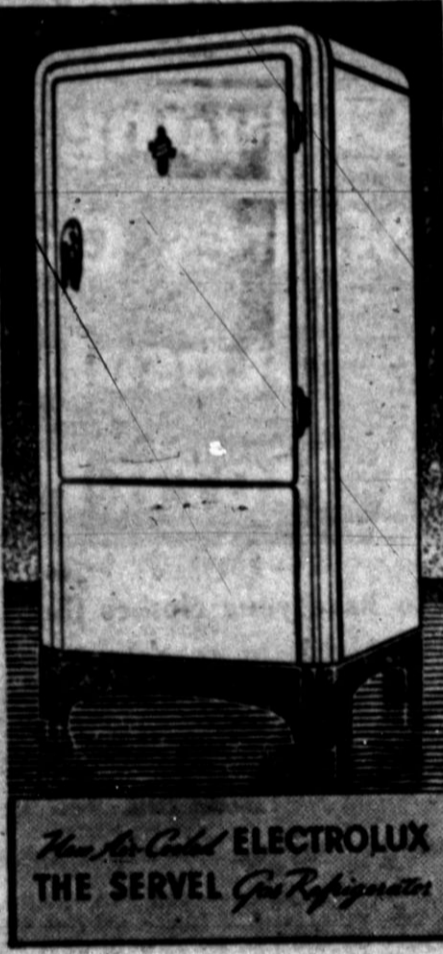
Martha Washington Candies

THEIR FRESHNESS, PURITY AND GOODNESS ARE A SYMBOL AND TRADITION OF EASTER

## CLOSE DRUG STORE

THE silent operation of Electrolux amazes a lot of people until they learn how much more simply Electrolux works than any other refrigerator. In Electrolux, a tiny gas burner takes the place of all moving parts. That's why it's the only refrigerator that is able to offer the comfort of permanent freedom from noise ... as well as all the other big, long-life advantages listed above.

See the new 1936 models on display at our showroom. Today, more than half a million Electrolux are serving faithfully, economically, in homes the country over. This year's Electrolux offers even more in efficiency, convenience, and beauty. Ask about our liberal purchase plan.



M. D. WOMBLE IMPLEMENTS

## Scooping the Food Market WITH MONEY-SAVING WEEK-END SPECIALS


SPUDS 10 pounds, home grown	12 1/2c	TOMATOES Wapco or Portales, No. 2 can, 3 for	25c
HOMINY No. 2 can, 3 for	25c	TOMATO JUICE C-H-B, 3 cans	25c
HOMINY No. 2 1/2 can, each	9c	PEANUT BUTTER Quart jar	29c

### Car Load Of FLOUR

BELLE OF WICHITA	48 Lbs	\$1.85
	24 Lbs	95c

CRACKERS A-1, 2-pound box	15c	CORN Whole grain, Red & White, No. 2 can	15c
SALAD DRESSING Sun Spun, quart jar	35c	POWDERED SUGAR 3 boxes	25c
BRAN FLAKES Red & White, package	9c	SALMON Pink, 2 cans	25c

### ADMIRATION COFFEE



3-Pound Jar	79c
1-Pound Jar	29c

COFFEE, Brazos 3-lb can and Waterless Cooker	\$1.79	SOAP Any kind, 6 bars	24c
FLAV-R-JELL 3 Packages	14c	LETTUCE Large heads, 2 for	9c
CLEANSER Red & White, 2 for	9c	APPLES Large Rome Beauties, dozen	23c
CORN No. 2 cans, 3 for	25c	ORANGES Sunkist, dozen	19c

### Soap Chips BLUE BARREL 5-Pound Box

41c

BACON Sugar cured, sliced, pound	28c	STEAK Baby beef, chuck, 2 pounds	35c
STEAK Baby beef, round, pound	23c	ROAST Pound	17 1/2c
STEAK Baby beef, loin, pound	20c	PORK CHOPS Pound	24c

## Weir's Grocery and Market

## Beginning Wednesday, April 15th!

### PENNEY'S 34th ANNIVERSARY!

CLIMAXING 34 YEARS OF VALUE GIVING—A COAST TO COAST CELEBRATION STAGED IN 1481 STORES!

Shop Penney's during this Annual Nation-wide Event and you will find as millions of others have found—that it pays to shop at Penney's. Bargains in every department—Real thrills for thrifty shoppers who know good values!

# PENNEY'S

J. C. PENNEY COMPANY, Incorporated



## NIBBLE ON NUTS

Your guests can concentrate on Bridge better if they have Double Key Butter Toasted Nuts to nibble on. A real delicacy—the new, fresh butter toasted flavor will delight them—so different from ordinary salted nuts merely cooked in oil.

Assure to order some for your next party.

Our Special This Week!  
Bridge Mixed Nuts  
1/2 lb. 15¢ 1 lb. 59¢

For High Score Bridge Price  
A Beauty Gift Box of  
Extra Fancy Nuts—\$1.00

CLOSE DRUG STORE  
NUT SHOP

### Dimmitt News

**By EMILY McLEAN**  
 Mark Cowser visited in Gruver this week end, Mrs. Cowser returning home with him.  
 The Huxford store that was moved here several weeks ago, was removed to Tulla last week.  
 The home of Mr. and Mrs. Jim Hagwell ten miles west of town burned last Thursday about noon.

The fire was caused by the explosion of a gasoline stove.  
 Mr. and Mrs. Ray Cowser, Donna and Marshall Cowser were in Plainview Monday.  
 Ed West and Willis Jones were in Plainview Monday.  
 L. Smallwood of Clarendon visited in Dimmitt Monday.  
 C. H. Webb is seriously ill.  
 Dilmond Neumayer went to Hollis, Oklahoma, last week.  
 Mr. and Mrs. C. E. McLean of

Friona visited here Sunday.  
 Messrs. and Mrs. L. B. Williams and Roy Owens and family of Floydada visited the Claude Mixon home Sunday.  
 Swain Burkett left Monday for Henrietta and Wichita Falls.  
 Mrs. Paul Nash of Cleo community died Thursday morning. She had been confined to her bed more than a year. Funeral services were held Friday afternoon at the high school auditorium. Survivors are the husband and a son, Meredith, and the following brothers and sisters: Mrs. Virgie Kenney, Fort Worth; Mrs. Bybee, Quanah; W. L. Watts, Quanah, and Rev. H. Bascom Watts, San Antonio.  
 Prof. S. H. Condon, teacher in the college at Canyon, spoke at the Methodist church Sunday in the absence of Rev. Strother, who is in a revival meeting at Tulla.  
 Joe Hill, Jr., lectured at the high school auditorium Tuesday night, telling of his experiences with the Byrd expedition at the south pole. He spoke under the sponsorship of the Lions Club.  
 Castro Theatre has changed its name to The Alamo.  
 Tom Hanks was in Amarillo Sunday.  
 The home of Mr. and Mrs. Harvie Youst was destroyed by fire Saturday night. Origin of the fire is unknown.  
 Mrs. W. J. Lohman of Plainview is visiting the home of Mrs. Alta Gladman.  
 Misses Mineola Lile and Ethel Womble spent the week end in Hereford.  
 Marshall Cowser of Cuba, New Mexico, is visiting in the home of Mr. and Mrs. Ray Cowser.  
 Miss Mamie Cox of Amarillo, formerly of Dimmitt and Tommy Hanks of Dimmitt were united in marriage Sunday. Miss Cox was employed by Swain Burkett when she was here. Mr. Hanks is connected with the Chevrolet Co.

### Jumbo News

**BY MRS. ULLMAN HUNTER**  
 Messrs. Clem Gilliam, Jesse McGinnis and Ullman Hunter held the school election Saturday for the purpose of electing two trustees. J. J. Wilder and P. H. Dyer were elected.  
 Fred Magness and his mother, of Happy, visited the Kring home Tuesday.  
 Mr. and Mrs. C. L. Beck of Lubbock called in the Ullman Hunter home Thursday.  
 Jumbo teachers took the pupils to Palo Duro Park April Fool's Day for a picnic. They also went through the museum at Canyon. Several patrons went along.  
 Mrs. Sally Malone, cousin of Grandma Kring, and Clint Malone of Plainview visited Mrs. Kring Thursday.  
 Ross Nichols and Claude Thannisch of Dickens visited Mr. and Mrs. Homer Barnes and Robert Thannisch Saturday night.  
 Mrs. Ima Baggs of Amarillo visited her grandmother, Mrs. Kring Wednesday and Thursday.  
 Mrs. Sam and Ullman Hunter, accompanied by Miss Isora Clark, went to Lubbock Tuesday to the meat show. Six counties, with a team of rural women from each county, demonstrated the preparation and serving of canned meats.  
 L. A. Matthews went to Lubbock Saturday to haul some cattle to Fort Worth for C. I. Beck.  
 Clyde Renfro and Ernest Medley came to the Ovid Pinckert home Sunday in their airplanes before the storm struck.  
 Pauline Matthews of Muleshoe spent the week end at home here.

### Wyche Items

**BY PEGGY VALENTINE**  
 An agricultural meeting was held at the school house Thursday night. J. D. Love, chairman, presided and speakers were Messrs. Bateman, Hennen and Markham. Ladies of the community served coffee and cake.  
 John, son of J. D. Love, has moved to this community. Doreen and Shirley have entered school.  
 The Patzold children and Brooks Orr were entertained at a birthday party for DuBois Walker, Jr., Sunday afternoon. Punch and cake were served.  
 Mr. and Mrs. J. D. Love and Margaret spent the week end in Lubbock.  
 Mr. and Mrs. A. A. Davis of Abernathy visited Sunday in the home of her brother, R. Saxon.  
 Mr. Walser and Clifford Gandy have been running contour lines in this community the past week.  
 Helen Frances and Minnie Opal spent Saturday night with Yvonne and LaNelle Lindsey.  
 Mr. and Mrs. DuBois Walker spent Monday in Amarillo.  
 Mr. and Mrs. H. B. Elliston attended a party at the Adams home in Hereford Saturday night.  
 Mr. and Mrs. R. W. Elliston spent the week end in Amarillo.  
 Junior McBrayer and Jap Dickerson have the mumps. Louie Olson, who was taken to town last week on account of a severe attack of mumps, is reported to be improving and will return home this week.

### Black

**By MRS. H. L. McLEAN**  
 Tom Presley was called to Marlow, Oklahoma, last Monday by the illness of his father.  
 Juanita Welch, Maxine and Margot McLean spent the week end in Hereford.  
 Mrs. Ray Burnett entertained the social club Thursday. Eight members were present and enjoyed an Easter program. Next meeting will be with Mrs. George Wily on April 16.  
 Messrs. and Mrs. T. L. Welch and H. L. McLean were dinner guests of Mr. and Mrs. Verner Melugin in Hereford Sunday.  
 Winnie Joe Bennett and three of the Williams children are out of school because of mumps.  
 There was no Sunday school here last Sunday on account of bad weather.  
 Rev. Roy Patterson will fill his appointment here next Sunday at 11 o'clock. Everyone invited to attend.  
 Rev. Rex Ray of Amarillo spent Friday night and Saturday with his mother here.  
 McLean and Tulla Share Honors.

**By MRS. H. L. McLEAN**  
 Sweepstakes honors were shared for the second consecutive year by McLean and Tulla in the 11th annual vocational agriculture contests held recently at Texas Technological college for high school boys. Lorenzo won third sweepstakes honors, Anton fourth. A total of 381 high school students competed in 127 teams. They came from 50 West Texas and New Mexico towns.  
 J. M. Murchison and Bill Mitchell went to Cisco and Dallas Saturday, returning Monday, accompanied by Mrs. Mitchell and Mrs. Murchison, who had been visiting in Cleo and Dallas, respectively.

### Phill-up with Phillips for Instant Starting

### Westway Items

**(BY WILMA SKYPALA)**  
 At Lueb of Hereford spent Monday night with Edgar Skypala.  
 Miss Mareto Ellen Dodson spent the week end visiting friends in White Deer.

J. J. and Loy Cook and Mrs. Mattoon and Paul Mattoon spent the week end in Oklahoma.  
 Mr. and Mrs. Coker of Summerfield spent Friday in the C. V. Burges home.  
 A farmers meeting was held at Westway school house Monday night.  
 Gladys Gore and Gwendolyn

Hyde spent Saturday night and Sunday with Dorothy Edwards in Hereford.  
 Mr. and Mrs. H. L. Oden, Miss Galce Oden and Miss Helen Pinkerton of Plainview visited in the J. A. Roe home Sunday.  
 Mrs. Tom Vaughn spent Sunday, Monday and Tuesday in Amarillo.

### What Should the Governor of North Carolina Say to the Governor of South Carolina?

PROTECT WHAT YOU HAVE INSURE!

## McLean Insurance Agency

PHONE 273

# NOW

Is the Time to Start

# SAVING

for Your Summer Vacation

A FEW DOLLARS SAVED NOW AND PLACED REGULARLY IN THIS BANK FOR SAFE KEEPING WILL MEAN MANY HAPPY HOURS A LITTLE LATER ON!

Start a Savings Account

## THE FIRST NATIONAL BANK

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

### Kill Rats and MICE The Modern Way

Proven exterminator, that is relatively harmless, when used as directed, to dogs, cats, poultry, live stock, baby chicks and human beings.

RAT RID can be used about the house, barn or poultry yard with safety—it contains no deadly poison. Use...

### Rat Rid

Money-Back-Guarantee

## BROOKS' DRUGS

Only \$615... and it asks no odds of any car at any price

match the finest in everything that counts

Price Class Winner 352-Mile Yosemite Economy Run

Sealed Hydraulic Brakes

Knee-Action Ride

Turret-Top Fisher Bodies

Level Floors—Front and Rear

# Pontiac

OFFICIAL PRICE CLASS ECONOMY CHAMPION

1936 PONTIAC MOTOR COMPANY BRYAN, TEXAS

**Black**

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## Amazing NEW Cleaning Process Makes Garments Absolutely MOTH-PROOF!

IMAGINE being able to have your clothes thoroughly cleaned, reshaped, and brought back to sparkling newness—and at the same time have them made absolutely moth-proof!

That is possible now, through the revolutionary new Monite Moth-Proof Cleaning Process we have installed in our plant—for your convenience and protection. The moth-proofing substance used is odorless, and non-poisonous—yet it makes every fibre of woolen materials absolutely resistant to moth damage!

And for your added protection and peace-of-mind, woolen garments so cleaned are insured against moth damage for six months, or until the garment is again cleaned. One of America's leading insurance companies backs us up in assuring you absolute moth protection for your clothes.

**MONITE MOTH-PROOFING COSTS NOTHING EXTRA!**

Can you imagine such a service at any price? Then consider this: Monite Moth-Proof Cleaning Process is an extra service we give you without any additional charge! Our thorough, efficient method of clothes cleaning—plus the added feature of insured moth-proofing; costs you exactly the same as our former regular cleaning!

## Stambaugh Co. DRY CLEANERS

Phone 160 Hereford, Texas



# CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

While still some distance from the mill, he whiffed a tang of wood smoke. He quickened his step. It gave him a pleasant surprise. After all, the girl seemed to have given in, at least partly. He turned to her with a friendly look. She met it with a scornful smile.

They came to the opening where Garth trimmed a pair of green willow spits, opened the moosehide and cut two slices of liver. He put a slice on each spit, and started to broil them over the coals. With a look of disgust, Miss Ramill turned her back and sat down on the mill bank.

Before long the broiling liver began to send out an appetizing odor. The girl's nose went up for an involuntary sniff. Garth met the intent look of her father, and al-

lowed his left eyelid to flutter slightly. Another turn of the spits completed the broiling. He handed one of them to Mr. Ramill.

The millionaire lifted his head to take a gingerly nibble at his hot meal. His heavy face brightened with a surprised smile. He smacked his lips and bit off a large mouthful. At the sound, his daughter jerked around. Garth was biting into the other piece of liver.

The girl cried out her indignation: "You greedy pig. Where's my piece?"

Garth pointed to the moosehide. "Help yourself."

He met her furious look with cool indifference and went on eating. Unable to blush him, she turned to her father:

"I'll take yours dad. You've had two bites. It will not take you long to cook another piece. Make it three."

At that, Garth swung around between father and daughter.

"Mr. Ramill, we'll settle this right now. You said you'd leave her to me. I cooked that meat for you. She will cook her own meat, or go without."

"My own father! But wait till Vivian comes back!"

He winced. Garth ignored her. "Better lie down and rest, sir. You've done enough for a while. I'm going to get you into hard training as soon as possible. But we must not overdo it at the start. Might mean a breakdown."

"I am tired, boy—and hungry as a shark. Could eat all the rest of that liver!"

"Not now. You'll rest, do some work, and then get another slice. Call this valley one of those physical culture sanitariums where the tired business man is worked and dieted back into fit condition."

"I have yet to agree to such training, Garth."

"Take your choice. If you refuse, I give you my word you'll never reach the Mackenzie. I might back-pack you in some places—you don't weigh much over two hundred. Happens, though, I'm not a donkey. You'll go on your own feet."

"Very well. Put me on them."

Obedient to directions, the big man stretched out flat upon the sun-warmed rock. Garth turned about to pull the moosehide and what was upon it into the shade of a birch.

Miss Ramill thrust in front of him and seized his knife. She slashed at the liver. The blade was razor-sharp. Her angry stroke not only cut through the liver, it slit the moosehide as well.

Garth said nothing. Enough for him that hunger had humbled the girl's pride. She had learned her first lesson. Long hours had passed since her finicky breakfast on wine and delicatessen in the cabin of the monoplane, far over on the Mackenzie. She was fairly ravenous.

Her rouged lips twisted with anticipation as she held the spitted slice of liver close upon the coals of the low-burnt fire. Well satisfied, Garth hung the remaining liver, the tongues and mufles under the cache platform. A smudge-fire on the ground below the meat drove off the flies.

Miss Ramill's only thought had been for her food. She did not think to put fresh fuel on the cook-fire. When it died down to embers, she jerked the partly burnt, inwardly rare slice of liver from the charred willow spit. There was now no finicky fastidiousness about her eating. She thrust off her headnet and sank her teeth into the piece of liver with the gusto of a hungry boy. Bite followed bite in rapid succession.

smudge-fire smoke. She spoke to Garth almost civilly:

"I've no need to rest, like Dad. Do I have to wait for another piece?"



Garth Lifted His Rifle. "Put Up Your Hands."

"Certainly not. But you've let the cook-fire go out. Keep this one going and you can use it. Better cut another spit. Mind the knife edges, if you don't want to lose a finger."

She showed she could be deft enough when she chose. One stroke of the knife hacked off a willow twig, two cuts sharpened the end. Grasping the bottom of the uncut second liver, she sliced up lengthwise, all the way to the rawhide thong. She poked the green wood

from the near edge of the fire, piled on dry sticks and crouched down to hold her spit over the blaze.

Garth had at once begun to make catgut. It would be needed to sew the moccasins. He was intently at work, and the girl was still more intently eyeing her meat, when Huxby came striding between the spruces.

The once elegant engineer was smeared with mud from his mudd-body down to where the rock-milk water of the ford had drenched the bog slime from his shoes and leather aviator trousers. Snags had scratched his flying jacket and even torn through one of the sleeves.

Worst of all, his bare face and neck was a swollen mass of mosquito-bite welts and the bleeding wounds of deer-fly stings. The skin had already begun to fuff and discolor.

At sight of the man's condition, Garth picked up his rifle. Even the most cold-blooded, calculating schemer can be tortured into crazed violence.

Miss Ramill glanced up from her cooking and uttered a startled cry. It awakened her father from his doze. He sat erect to start at Huxby.

"My G-d, Vivian, what's happened? You look like something the cat brought home."

"Those d-d pests," Huxby cursed. "Left my headnet. Hey, your airplane thief, fetch me a drink, jump lively."

Garth lifted his rifle. "Put up your hands. No, don't reach for your pistol. Up with them, or I'll wing you. That's it. Now hold them there while Mr. Ramill takes your pistol. I've had enough of your threatening."

The millionaire looked at Garth's cool gray eyes and heaved himself upon his feet to shuffle around

behind Huxby's shoulder. He pulled open the leather jacket and drew the automatic pistol from its high-slung sheath. Holding the butt forward, he brought the weapon to Garth.

"Keep it yourself," Garth told him. "You can give it back to him as soon as he gets over this fly madness. There's your headnet, Huxby. Better stand in the smoke till you get it on."

For the first time since Garth had met Lillith Ramill, she showed consideration for someone else than herself. Her second piece of liver had been cooked enough to

be eatable. She tore it in two and gave half to her fiancé.

"It's good, Vivian. Try it. You must be famished."

Her unexpected graciousness calmed his half-crazed mind.

"Why, Lillith—you roasted this yourself! It will taste doubly delicious." He forced a laugh. "But I couldn't take the food out of your mouth."

"I'll soon cook more. There's plenty."

(Continued next week)  
Try First to Buy in Hereford.

## BUSINESS AND PROFESSIONAL DIRECTORY

<p><b>THE CHOCOLATE SHOP</b> Plate Lunches Sandwiches</p> <p>Cold Drinks, Candles Magazines.</p>	<p>The title to your land is vital Our Abstracts correctly reveal the title. <b>A. O. THOMPSON</b> ABSTRACT CO. 4 1/2 Per Cent Federal Farm Loans.</p>
<p><b>INSURANCE</b> <b>JNO. H. PATTON</b> PHONE 26</p> <p><b>HOGS</b></p> <p>Please bring your hogs on Friday for Top Prices. <b>G. W. &amp; H. L. BRUMLEY</b></p> <p><b>THE HEREFORD BRAND</b> JOB PRINTING</p>	<p><b>DR. J. W. HENDRIX</b> Chiropractor and Masseur</p> <p>109 B Street—Just North of Mother's Park Phone 341 for Appointments</p> <p><b>Spirella FOUNDATION</b> GARMENTS Corsets, girdles, brassieres designed exclusively for you. <b>MRS. BESSIE DAVIS</b> 410 Sampson Avenue</p>

You're interested in the advantages to electric cooking. With the liberal allowance for your present range and the low cost of operation you'll be more than pleased with owning an electric range.

## Texas Utilities Company

# A SHORT SHORT STORY

for people who want to pick the right low-priced car!

(READING TIME, 31 SECONDS)



- What is the only low-priced car with NEW PERFECTED HYDRAULIC BRAKES?  
**CHEVROLET—the only complete low-priced car!**
- What is the only low-priced car with SOLID STEEL ONE-PIECE TURRET TOP?  
**CHEVROLET—the only complete low-priced car!**
- What is the only low-priced car with IMPROVED GLIDING KNEE-ACTION RIDE\*?  
**CHEVROLET—the only complete low-priced car!**
- What is the only low-priced car with GENUINE FISHER NO DRAFT VENTILATION?  
**CHEVROLET—the only complete low-priced car!**
- What is the only low-priced car with HIGH-COMPRESSION VALVE-IN-HEAD ENGINE?  
**CHEVROLET—the only complete low-priced car!**
- What is the only low-priced car with SHOCKPROOF STEERING\*?  
**CHEVROLET—the only complete low-priced car!**

THEREFORE, THE BEST CAR TO BUY IN 1936 IS

# CHEVROLET

The only complete low-priced car

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES \$495 AND UP. List price of New Standard Coupe at Flint, Mich. With bumpers, spare tire and tire lock, the list price is \$20 additional. \*Knee-Action on Master Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Mich., and subject to change without notice. Chevrolet Motor Company, Detroit, Michigan.

FOR ECONOMICAL TRANSPORTATION  
**CHEVROLET**  
A GENERAL MOTORS VALUE

GENERAL MOTORS INSTALLMENT PLAN—MONTHLY PAYMENTS TO SUIT YOUR PURSE

## Brumley Chevrolet Co.

## Beware!

OF THAT HOUSE CLEANING URGE

Every year valuable papers and other unreplaceable possessions are lost or misplaced in the annual house cleaning.

## Be Safe This Year

Before you begin to redecorate and clean, changing about and discarding, bring your valuables to this bank and place them in a safety deposit box. It may save you hours of worry and many dollars.



## This Bank

—offers you complete protection of your valuables through its safety deposit system, just as it offers protection for your regular deposits and of the many confidences you take to your banker.



# First State Bank

# STAR THEATRE

Hereford, Texas  
**MATINEE DAILY 1:45**  
**Thurs. - Fri.**  
**10¢ BARGAIN 15¢**  
 Mat. Each Day  
 Regular Prices After 6:00

**NAUGHTY MARIETTA IS A GOOD GIRL NOW!**



Good... to the last gasp... in the gayest of all musical romances!


Singing their way into the hearts of the world!

**W. DONALD NELSON EDDY ROSE MARIE**

An MGM Picture

ALSO Charles "Ohio" Sale as Abraham Lincoln in "The Perfect Tribute"

**Saturday Only**  
 MAT. 10¢ NITE



The COWBOY... ILOU OF THE AIR... He mixes romance with fun... in a story packed with western action!

**GENE AUTRY MELODY TRAIL**

ANN RUTHERFORD SMILEY BURNETTE

Preview Saturday Nite  
**Sunday - Monday**

Mae West goes North and Alaska goes West!

**Mae WEST**

**Klondike Annie**

with **VICTOR MCLAGLEN**

**Tuesday Only**  
 10¢ MAT. 15¢ and Night

**KING of BURLESQUE!**

Warner Alice Baxter Faye

## PERSONALS

Miss Reta Jean Sullivan was in Amarillo Saturday.

Mr. and Mrs. Arlie Dean spent the week end in Plainview.

C. M. Thomas of Amarillo was in Hereford Tuesday on business.

Mr. and Mrs. T. O. Bateman spent Wednesday in Plainview.

E. S. Ireland and daughter, Elizabeth, returned home Tuesday from a short visit in Bowie.

Mrs. L. F. Sheffy of Canyon visited her sister, Mrs. C. H. Dillehay, last Monday.

Miss Eunice Rutherford spent last week end in Tulla with home folks.

## ..IMPETIGO..



This infectious skin disease is common among children. BROWN'S LOTION quickly heals these sores. First bottle guaranteed.

60c and \$1.00 sizes at

**CLOSE Drug Store**

## Hospital Notes

Clinton Jackson, appendix operation, doing fine.

Rev. B. N. Shepherd, mastoid operation Wednesday night, condition good.

Mrs. J. A. Roe, dismissed Wednesday after medical treatment, condition improved.

## FORMER HEREFORD COUPLE MARRY IN CALIFORNIA

A marriage of interest in this community was that of Miss Doris Casebeer, daughter of Mr. and Mrs. H. L. Casebeer of this city, and Mr. Walter S. Richards, son of Frank Richards, a former Hereford business man.

They were married on March 21 at San Bernardino, California. They will make their home in Rialto, California.

## Attended Funeral of Step-Father.

George L. Muse returned last week from Corpus Christi where he attended the funeral of his step-father, the late J. P. Connell, last Tuesday. Mr. Connell was 90 years old. He served as county judge of Deaf Smith county from 1894 to 1900.

Mmes. Lee Morgan, Charles Brooks, Emmett Milburn and Adrian Odom went to Amarillo Friday morning. Mrs. Morgan went from there to Topeka, Kansas, to visit with relatives and friends. Mrs. Odom went to Memphis to spend the week end with Dr. and Mrs. J. A. Odom.

## Mrs. J. D. Saunders, Sr., came to Hereford last week from Slaton to make her home with her son, J. D., Jr., and children at the Gilliland apartments.

Mr. Saunders went to Slaton to bring his mother and his daughter, Lois Marie, who has been staying with Mrs. Saunders.

## SOCIETY

**MRS. EMMETT MILBURN HOSTESS TO BRIDGE CLUB**

Mrs. Emmett Milburn was hostess to the London Bridge Club last Thursday afternoon at her home at 416 East Third Street.

A spring motif was carried out in the tallies and bowls of yellow foythia placed attractively in the playing rooms. Five tables of players enjoyed the games, high score for the guests going to Mrs. Homer Fox and high school for the club going to Mrs. Charles Brooks.

A salad course was served to the following members: Mmes. Lee Morgan, Ernest Medkief, J. T. Gilbreath, Nelson McWright, Sherman Morgan and Brooks. Guests, Mmes. S. P. Rosson, C. C. Ackler, Grant Fuller, Jack Waginad, John Pittman, J. C. McCracken, B. M. Wiltshire, Adrian Odom, W. M. Emmons, Bill Davis, Lyle Woodford, Jim Robinson, Alton Fraser and Homer Fox.

## JUNIOR PIONEER CLUB MEETS WITH IRENE JOHNSON

The Junior Pioneer Study Club met at the home of Irene Johnson Tuesday night, with Nannie Mae Mauk as assistant hostess.

Interesting reports on the convention at Lubbock were given by Margaret Schroeter and Monty Brumley. A program on Social History was led by Jimmie Wilson. "Basic Realities in World Society" was discussed by Bessie Patterson and "The League of Nations" by Virginia Lillard.

Refreshments to strawberry sherbet, angel food cake and coffee, with plate favors and napkins carrying out the Easter motif, were served to Katherine Kester, Bessie Patterson, Ruth Miller, Jimmie Wilson, Virginia Lillard, Marie Cogdell, Ardelle Morgan, Lois Moore, Ruth Marie Crosthwait, Jean Streu, Genevieve Eberle, Margaret Schroeter, Monty Brumley, Ruby Thompson and the hostesses.

## WANT AD WILL SELL THAT COW!

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## COX-HANKS MARRIAGE IS SOLEMNIZED

The marriage of Miss Mayme Cox of Amargito to Mr. Tom D. Hanks of Dimmitt, which was performed quietly on Sunday, March 29, at the Presbyterian manse in Canadian by Rev. Fred Dawson, pastor, has been announced.

Miss Cox until recently made her home at Dimmitt and was Dimmitt correspondent for The Brand.

## JUNIOR BAY VIEW MEETS WITH MISS KIRBY

The Junior Bay View Club met in regular session with Miss Katherine Kirby last Thursday evening. Mrs. Eva Pitman was leader. The meeting opened with a short business meeting. "Claudius, the God," by Robert Graves, was reviewed by Ruth Conkright.

A refreshment, consisting of ice cream and cake, was served to the members and hostesses.

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## FURNITURE - UNDERTAKING

Ambulance Service—Day or Night

# E. B. Black Co.

Hereford, Texas

# Announcing

The formation of a partnership between Mrs. O. F. West and A. G. Summers for the operation and management of the West Tailor Shop. By the addition of Mr. Summers to the personnel of the shop, Mrs. West will be able to devote more of her time to meeting and visiting with her friends, and invites them to come into the shop on every occasion. She will continue her active interest in the work, however.

## To Old Customers and New

We invite you to come in and get acquainted with Mr. Summers. Through his cooperation and assistance we hope to be able to give you still better service than in the past. We invite your patronage. Give us a trial.

# WEST TAILOR SHOP

PHONE 325

## For EASTER

At this season of the year, clothing takes on a new beauty, greater comfort. We present

## LACE & SWISS DRESSES

These are the most desirable dresses of the year. In attractive patterns and colors, these frocks are cool and comfortable. You'll love them. Sizes 16 to 40.

**\$2.95 \$1.95**  
**COMPLETE SPRING**

Accessories FOR BOTH MEN AND WOMEN

Many attractive patterns in Swiss crepes, silks, cotton crepes and searsuckers. Designs that will delight you. The entire store is filled with colorful accessories. For men, we offer Nofade shirts, neckties, sox, new felt hats and handkerchiefs.

## White Shoes

**FOR WOMEN**  
 New patterns in straps, pumps and oxfords, including the famous E-Z Walker Shoe at \$5.  
**\$1.95 to \$5**

**FOR MEN**  
 New spring oxfords in both the Friendly and Florsheim shoes are here—greater comfort and longer wear.  
**\$5 \$8.50 \$10**

# D. R. Gass & Son

FLORSHEIM AND FRIENDLY SHOE DEALERS



# General Foods WEEK

ALL the products of this great firm are on parade here this week at attractive prices—your opportunity to buy economically these deservedly famous products—Jello, Maxwell House Coffee, Post Cereals, Baker's Chocolate, and a lot of others.




1-Pkg. Bran Flakes  
 1-Pkg. Grape Nut Flakes  
 1-Pkg. Huskies  
 1-Pkg. Post Toasties  
 1-Pkg. Grape Nuts  
 1-Pkg. Post's Bran

All For **79c**

KRAUT No. 2 can, 3 for	23¢	MARSHMALLOWS Pound 17¢, 8 ounces	9¢	GREENS Mustard or Turnip, 3 for	25¢
SOAP Blue Barrel, 5 large bars	18¢	MATCHES Six boxes	19¢	PINEAPPLE Flat, Crushed or sliced, 3 cans	25¢
SHORTENING 8-pound carton	99¢	HOMINY Medium, 3 for 17¢, large cans, 2	19¢	SYRUP, Staley's Blue Label No. 5 can 33¢, No. 10 can	63¢
COCOA Hershey's, pound 17¢, 8 ounces	9¢	FLOUR, Packard's Sea Foam Every sack guaranteed, 48 lbs	91¢	OATS, Gold Medal Cup and saucer or plate	23¢
PORK AND BEANS Phillips', 16-ounce can	5¢	COFFEE Maxwell House, pound	27¢	OATS Quaker, regular package	19¢
BEANS, Green No. 2 can, 3 for	25¢	POSTUM, Instant 8 ounces 42¢, 4 ounces	24¢	CRACKERS 2-pound package	17¢
OVALTINE Large size 65¢, small size	35¢	RICE Bulk, 3 pounds	17¢	BEANS Michigan Navies, 2 pounds	11¢
JELLO All flavors, 3 packages	19¢	CAKE FLOUR Swansdown, package	26¢	VANILLA WAFERS Pound	15¢

## Let's eat MEAT!

Meat is down considerably in price from its high level caused by the drought. Better meat and more attractive prices now, so average budgets can afford it. Our expert meat men will see that you get choice cuts. Our prices will please you, too.



STRAK Round or Loin, pound	20¢
HAMBURGER Pound	10¢
CHEESE, Longhorn Pound	21¢
BACON, Sliced Pound	32¢
BACON, Sugar-Cured Strip Pound	28¢
LUNCH MEAT Mined Ham, Franks or Bologna, pound	17¢

## PRODUCE

LETTUCE Head	5¢
CABBAGE Pound	2¢
SPUDS, 15 Pounds Idaho's	42¢
CARROTS, BEETS Turnips or Mustard, 3 bunches	10¢
ORANGES Peck	49¢
GRAPEFRUIT Three for	10¢
APPLES Rome Beauties, dozen	19¢
CELERY Stalk	10¢
BANANAS Pound	5¢

FRESH GOOD CHEAP



# 10% Reduction

In City Water Rates—Effective On May 1 Bills

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

Raise Flowers—Keep Lawns Beautiful!

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# City of Hereford

# PIGGLY WIGGLY

ALL OVER THE WORLD

FRANK CYLES, Manager PHONE 81 BUY AT HOME