

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 11.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MARCH 21, 1935.

Five Cents Per Copy.

Westway Hogs Rural Honors In Meet Here

ATHLETICS, LITERARY, MEET CUPS WON BY SAME SCHOOL

Westway school ran away with nearly all honors at the annual interscholastic league meet held here last Friday and Saturday, winning the athletic and literary and sweepstakes cups.

In literary events, held Friday at the court house, Westway scored 162.5 points against 75 for Dawn, closest competitor. In senior athletics the Westway team scored 52.5 for first place and Messenger was runner-up with 22.5. Messenger scored six points for third place. Westway's 30 points in junior athletics swamped Progressive, second with 8.5.

All events except girls' singles in tennis were completed in spite of the weather. This will be played later.

In literary contests Messenger was third with 62, Progressive 50, Sumnerfield 42.5, Daniel 25, Sims 2, Ford, Dean and Fairview failed to score.

In junior athletics Ford was third with four, Messenger, three and one half, Sims three, Sumnerfield three, and Dawn one. Progressive was first in rural pentathlon, Westway second and Messenger third. Westway won the boys singles in tennis and Messenger the girls doubles. Individual scoring has not been tabulated.

Hi-Y Members Go To Lubbock Meet

Twenty-two boys, most of them members of the Hi-Y club at the high school, will attend the annual Northwest Texas Older Boys Conference Friday, Saturday and Sunday at Lubbock. G. M. Hudson, sponsor, and Rev. B. M. Shepard will make the trip with them.

Bill McLean, president; Wayne Evans, vice president; Henry Turner, secretary, are officers of the club who will attend. Others who will go are Billy Roberson, Allen Plummer, Roy Hastings, Donald and Elmo Hicks, Jack Dean, Roger Brumley, Jim Kirby, Ted Clancy, George Conklin, Arlice Mobley, Forest Hill, Chas. Wilson, Bob Baird and Carl Dean. Countz Travis Matthews, Clyde Hussey, J. W. Cockrell, and Bud Sowell, boys who are not Hi-Y members, will also attend.

Theme of the conference is "Sharing Ourselves as Christ Did." Dr. Hal C. Gossard, president of New Mexico Normal University, Herbert W. Carter of Denver, Pat Henry, Jr., of Fort Worth, and R. E. Shepherd of Dallas are among the prominent speakers who will appear on the three-day program.

Morgan Checking Meningitis Scare

Dr. T. L. Morgan, county health officer, and County Judge C. W. Humble were in Amarillo Tuesday to confer with Dr. John W. Brown, state health officer, in regard to the meningitis scare. There are several cases of the malady in the vicinity of Endow, New Mexico, adjacent to the northwest part of Deaf Smith county. There have been no cases reported thus far in Hereford or the county. Every precaution will be taken to prevent spread of the disease here.

Autos Collide Friday

Autos driven by Judge C. W. Humble and Jack Lafed, son of L. W. C. Lafed of OCC Company 1922, collided on East Fifth Street last Friday afternoon. Occupants of the cars were not hurt, although the machines were badly damaged. Humble carried the Lafed lad and some children with him to the hospital, fearing they were injured. But their hurts proved to be nothing more than scratches and bruises.

Teachers To Attend Regional Meet This Week End at Canyon

EDUCATIONAL LEADERS TO APPEAR ON PROGRAM OF TWO-DAY MEETING; SCHOOLS TO CLOSE FRIDAY; DILLEHAY IS CONFERENCE HEAD

Hereford schools will be closed Friday while teachers attend sessions of the Northwest Texas Conference for Education at Canyon Friday and Saturday. Superintendent C. H. Dillehay is president of the conference. He and Dr. J. A. Hill, president of the West Texas State Teachers College, have worked out the program which will feature some of the area's leading educators.

Sessions will begin at 9:30 Friday and close at noon Saturday. Practically every phase of the state's educational problem will be touched by the program which has been planned for laymen, classroom teachers, school trustees, county superintendents, city superintendents and principals.

Among the speakers will be Dr. Fred C. Ayer, of the University of Texas; W. A. Stigler, Supt. I. A. Woods, J. E. Rutland, Paul

G. Haines and A. A. Bullock of the State Department of Education.

Dr. E. U. Rugg, head of the department of Education at Colorado State Teachers College, will have a portion of the program as will Dr. H. A. Scott, physical education authority of Rice Institute. Dr. Rugg is a recognized leader in the teaching of social sciences.

Dr. L. D. Brooks of Texas A. & M. College, Dr. Bradford Knapp, president of Texas Tech, Dr. A. W. Evans of Tech and Dr. Donald McKay of Eastern New Mexico Teachers College, as well as Dr. Hill, will also be on the program.

Judge C. W. Humble, superintendent of county schools, will preside at one of the sessions for rural school heads and teachers. Problems in connection with the reconstruction of the Texas School Curriculum will be considered at every session.

Brownfield and Ivey Plan Hereford Sale

Car Tag Rush Will Be Due

In 1934 there were almost 1,300 passenger autos registered in Deaf Smith county. Officials at the tax collector's office believe there are fully that many this year to be registered. March 31, ten days hence, is the last day for 1935 registration.

Through yesterday only 120 of these cars were registered for 1935. That leaves 1,180 cars—and in eight days—two of the remaining days are Sunday.

Pete Murchison and Jack Newell, deputies in John Miller's office, are expecting a rush.

Creamery Opens Amarillo House

Herman Schulz, vice president and for the past five years manager of the Farmers' Creamery here, is moving to Amarillo this week to take charge of the company's newly opened branch in that city.

Schulz will continue as vice president while representing his firm in Amarillo. The branch is exclusively wholesale, supplying merchants with Cream O' Plains Butter.

Cream O' Plains Butter has been sold in Amarillo the past three months and business there is growing rapidly, Schulz says. Prior to their opening in Amarillo the company had sold butter mostly outside the state except in Hereford where it is retailed.

S. B. Walker and S. O. Wilson, other officers of the firm, will take over the plant duties of Schulz here.

Mrs. Preston Dies Here Last Sunday

Mrs. Jane Gore Preston, 75-year-old widow, died last Sunday at the home of her son, Luther Gore, 10 miles northwest of Hereford.

Funeral services were held Monday afternoon at the Methodist church with Rev. T. C. Willett, pastor, conducting. Burial was in West Park Cemetery.

A daughter, Mrs. L. M. House, of Clovis, and four sons survive. Luther is the only son living here. Another, Will, is in Colorado, and there are sons in Flagstaff, Arizona, and Berger. J. H. Weems of Hereford is a brother.

Mrs. Preston had lived in and near Hereford for the past 15 years.

Dusters Rage Here For Six Straight Days

TODAY DAWNS CLEAR AS SPRING ARRIVES; CROPS DAMAGED

Spring arrived this morning. And it was obvious that it was spring. For the first time since last Thursday a dust storm was not raging by nine o'clock. But there was no assurance that soil would not be roving before the day was done.

A week ago last Sunday there was rain and on the following day, snow. Moisture thus gained prevented dust storms through last Thursday.

Beginning Friday, however, the area has been subjected, along with the rest of the Southwest and Middlewest, to almost constant sandstorms.

Great billowing clouds of dust, so dense as to render visibility a matter of yards and to slow motor traffic on the highways to a snail's pace, have been present as the dust came to spend each day.

Tuesday there were three separate dust storms. Hereford witnessed the spectacle that morning of a duster without wind. Apparently not enough breeze was present to turn a windmill; yet the sun was obscured by a fine suspension of dust that permeated the whole atmosphere. It was explained that this was a duster from somewhere else settling here from the higher reaches of the air.

But by noon there was a Panhandle storm present, whipped and lashed and kept in the air by a weak, Panhandle wind. It died around 3 o'clock only to be followed by another late in the afternoon.

Wednesday's storm started early, being in full flower by daylight. And it continued with unabated fury until 4 o'clock in the afternoon or a bit thereafter.

Last Friday, Saturday and Sunday were taken up with normal and vigorous dusters. And through it all there has been no trace of moisture since a week ago Monday. Clouds hanging over south-easterly skies this morning gave only slight promise of rain or snow.

Wheat has suffered greatly in most of the area surrounding Hereford. In some instances, however, farmers report they still have a good stand and can make a crop "if it will just rain a little."

COMEDY TO BE STAGED AT SCHOOL NEXT WEEK

Miss Barbara Buckner and A. J. Schroeter play the leads in "A Peach of a Family," three-act comedy which will be presented at the high school auditorium next Thursday night under the auspices of the high school athletic association.

The play, directed by Miss Gladys Seliger, is packed with hilarious dialog and ridiculous situation. Sandy Jowell and Dick Coffey have important roles.

Banks Will Trade For Liberty Bonds

Fourth Liberty Loan Bonds may be exchanged for the new U. S. Treasury Bonds at either of the Banks in Hereford. The offer will end next Wednesday, March 27.

Bonds whose serial numbers end in the digits, five six or seven are eligible for exchange. Facilities of both banks are being offered to handle the exchange, officers say.

Interest on these Liberties will stop on April 15, and if they are not exchanged by next Wednesday they must be redeemed.

Lions Go To Dalhart

Tallwister Bill Smith escorted a group of Lions to the zone meeting Tuesday at Dalhart. In the party were Mr. and Mrs. Alex O. Thompson, Mr. and Mrs. Arch Foster, M. B. Gilson, E. R. McWilliams and Leonard Foster.

Panhandle Favors Erosion Proposal

Empty Schools Due Friday

Even if school authorities wanted to hold regular session Friday it would be difficult, in fact it would be nigh impossible.

The reason? In the first place Ralph Smith and Miss Thelma McMinn are taking approximately 150 pupils to Amarillo for the contests in the music festival. Then Principal G. M. Hudson and 22 boys are going to Lubbock for the Older Boys Conference. James Wilson and Miss Bess Westbrook are in Plainview with 11 basketball girls.

Besides all that, Superintendent C. H. Dillehay will be in Canyon for the annual meeting of the Northwest Texas Education Conference, of which he is president. And he is taking the remaining teachers with him.

Ask Bids for Road Surface Project

Contractors' bids for an asphalt surface on the portion of Highway 23 lying within the city will be received by the State Highway Department at Austin until March 29. Notice of the opening of bids is published in this edition of the Brand.

Length of the job is 1.171 miles. Curb and gutter with two courses of salicore are already laid, having been put in as a relief project.

Under terms of the published notice the contractor shall reshape the base course and apply triple asphalt surface treatment. Letting of the contract is scheduled for the April session of the highway commission.

Local labor is to be used as far as possible. A local employment agency will be designated prior to the letting of the contract. Forty cents per hour will be the minimum wage rate for unskilled labor. Skilled laborers will draw \$1.00 per hour and intermediate grade labor will be paid 50 cents per hour.

Air Conditioner Is Installed At Star

Air that is cooled, washed and conditioned will be enjoyed by patrons of the Star Theatre after this week. A new \$2,000 plant is being installed.

The machine will wash air through a solid spray of water as it is drawn into the back of the building. The air will be exhausted from the front of the building, circulating constantly. All dust and foreign matter is thus removed in the air drawn in. Engineers installing the apparatus say an unbelievable amount of mud is collected as the dust is removed from the air.

Complete circulation is assured by a system of vents which handle the currents of air. The conditioner will also act as a cooling plant and is capable of lowering the temperature as much as 20 degrees in hot weather.

Commissioners to Attend Convention

Judge C. W. Humble and Commissioner Wiley Roberson will leave Tuesday for Austin to confer with senators and representatives from this section in regard to legislation for soil erosion control.

They will return by way of Brownwood for the annual convention of West Texas County Judges and Commissioners Association. Commissioners H. D. Culpepper and Jack Rose will meet them at Brownwood to attend the sessions Friday and Saturday.

ASK FEDERAL FINANCING FOR FINNELL SOIL PROTECTION PLAN

More than 800 delegates from 51 counties in Texas, Oklahoma, Kansas, Colorado and New Mexico unanimously approved the Finnell wind erosion plan in a meeting Monday at Dalhart. Deaf Smith county was represented by Judge C. W. Humble, County Agent Dewey Reed and Jim Lipscomb.

The plan, briefly, is for the federal government to furnish a gallon of gasoline, three-fourths of a pound of seed and some cash, probably 40 cents—per acre to assist in financing the planting of wide rows of stalling sorghum on all formerly cultivated lands not now in cultivation.

This is an emergency proposal, worked out by Dr. H. H. Finnell, head of the Dalhart erosion project. It has been presented to Department of Agriculture officials, to Congressman Marvin Jones and to the President. It has their endorsement and will likely be approved as soon as Congress allows the pending four billion dollar relief appropriation.

To be effective for this year, it is believed the plan must be put in operation within the next few weeks. About three million acres of land in the Middlewest and Southwest would be included in Finnell's plan.

While not interfering with normal methods of wheat cultivation the wide-row planting of the grain sorghum result in the soil being held in place.

Land thus planted would be subject to harvesting and grading conditions of AAA through the spring of 1936. Harvesting by heading would be allowed but the high stubble would be left standing and protected from fire and over grazing until the successful establishment of the succeeding crop had rendered its use to prevent wind erosion unnecessary.

Permanent erosion projects would not be allowed under the plan unless 80 per cent cooperation was pledged in the county, township or precinct so affected.

Working in cooperation with this program is the organization of county commissioners and judges which is seeking state legislation authorizing county courts to force land owners to give their lands proper care and working for prevention of wind erosion. County Judge C. W. Humble is chairman of the group. He said yesterday that Representative B. L. Rogers of Farnsworth has stated he will introduce the desired bill in the legislature.

CONDITION OF PARKER STILL VERY CRITICAL

G. A. E. Parker, pioneer leader in civic and business life of Hereford, is still very critically ill, attendants reported this morning. He has been sick for the past several weeks.

His condition took a turn for the worse last Friday and he has failed to rally since that time. Hope for his recovery, is slight.

Ed Connell, hurt last week in a fall, is getting along "fine," hospital attendants report.

Girl Cagers To Play Liberty In Tourney

Eleven Hereford High school girls are in Plainview today to make a bid for the State A. A. U. basketball crown. They are scheduled to meet the sextet from Liberty today in a second round game. They drew a bye for the first round.

Coach James Wilson and Miss Bess Westbrook took the squad to the tourney city this morning. In the group are Velma Smith, Genevieve Orr, Gaytha Wilson, Gertrude Wilson, Sue Vaughn, Thelma Arthur, Nora Jean Russell, Mary Turrentine, Helen Danforth, Imogene Roberson and Helen Ann Snyder.

Thirty-one of the best teams in the state are entered in the meet, including Stratford, district champions.

In a thrilling tie game with Happy here last Friday night, the team closed the regular season. The score was 23 to 23 and was tied, 15 to 15, at the half. Hereford had previously won two games from Happy.

Orchestra And Band Will Be In Music Meet

MORE THAN 100, PUPILS TO BE IN FESTIVAL AT AMARILLO

Two bands, an orchestra, 23 instrumental soloists, a girl's quartet, girls' trio, mixed quartet and seven soloists will represent the Hereford schools in the annual Panhandle Music Festival this week at Amarillo.

Ralph Smith and Miss Thelma McMinn are instructors and directors of the groups. In the high school band are 37 members; 28 are in the orchestra; 36 in the junior band. Last year the band and orchestra were winners in their class.

In the girls' quartet are Mary Frances Holder, Elizabeth Spradley, Dorothy Manney and Elizabeth Rice. Misses Holder, Rice and Manney comprise the trio. There is a mixed quartet composed of Misses Holder and Manney, Henry Turner and Jim Kirby. Vocal soloists are Jack Knox, B. L. Bailey, Lillye London, Gertrude London, Ellen Louise Posey, Jim Kirby and Elizabeth Spradley. In addition there is a chorus of junior high girls under Miss McMinn's direction.

There are four instrumental duets to compete in the contests. They are Billy Smith and Bill Stanford, clarinet; Glenn Smith and Itayland Evans, cornet; Virginia Newell and F. L. Lucas, cornet; Lois Cockrell and Wanda Jean Reed, clarinet.

Herbert Boardman, last year winner in the bass solo and nominee for national contests, will play again. Other instrumental soloists are Ernest Scheithagen, bass; Christine Fincher, flute; Palmer Norton, cornet; John Bates, bass; Edgar Horton, drum; Clifford Estes, baritone; Helen Frances Streu, saxophone; Wayne Phillips, clarinet; Harold Close, clarinet; Thurman Williamson, cornet; Wanda Jean French, trombone; Glenn Smith, cornet; Rayland Evans, cornet; Wanda Jean Reed, clarinet.

CITY DRUG INSTALLS NEW ICE CREAM MAKER

The City Drug Store this week installed a plant to make their own ice cream. The new machine is the latest design in an automatic ice cream maker. It is capable of making all sorts of ices and sherbets as well as many designs for clubs, parties and the like.

"We have had this idea in mind for some time," said Louie LeGrand in announcing its installation. "We feel we have obtained the finest method available for making an exclusive product for our customers."

"This method gets away from factory methods in that we use no substitutes, imitations or powders, instead we use only natural sweet cream, fresh eggs and sugar, with the best fruits and flavors that can be obtained."

The new ice cream has been named Temptation, and will be handled exclusively by the City Drug Store.

Redford to Hold Easter Services

The Rev. H. M. Redford of Arlington will lead the First Christian church in a series of evangelistic and revival services, beginning Sunday. The services will continue through Sunday, April 7.

The church is anxious for the church and unchurched folks of the community to hear Redford. An earnest invitation is given to all to attend. The pastor, E. R. McWilliams, will preach at both services Sunday.

Redford will have for his sermon subjects for the first week the following: Monday, Facing a Crisis; Tuesday, A Great Task; Wednesday, He Lived a Life; Thursday, Creative Living; Friday, Luke's Masterpiece; Sunday morning, The Forgotten Man; at night, The Compulsion of Jesus.

Announcing "TEMPTATION" Ice Cream 'Tis The Taste That Tells The Tale

We are proud to offer fresh, sweet cream whipped into TEMPTATION ICE CREAM, made right here in our store, before your very eyes with our newly installed Mills Ice Cream Maker. This machine is the very newest thing for the making of ice cream, sherbet and frozen ices of all kinds. We have installed it at great expense in order to offer to our customers an exclusive product.

We make TEMPTATION ICE CREAM using only natural sweet cream, eggs and sugar with the best fruits and flavors. And we use lots of wholesome cream. The state law requires only 10 per cent butterfat. TEMPTATION contains 18 per cent.

Introductory Offer

Special—Friday, Saturday and Sunday ONLY
TEMPTATION ICE CREAM

A Regular 50c Value
Per Quart 39¢
Per Pint 20¢

QUALITY AND SERVICE

CITY DRUG STORE

TELEPHONE 100

Ford Doings

MRS. H. M. BENSON

Sunday school had light attendance Sunday because of the weather. Rev. L. E. Godwin of Vega will preach here next Sunday.

Visitors in the Carl Straufus home Monday were J. E. Hill, Ira Ricketts and Lawrence Straufus and family.

Miss Rachel Shields returned to her school work here Thursday.

Mr. and Mrs. Bob Orr, O. D. Hedrick and family were in Amarillo Friday.

Mr. and Mrs. A. K. Webster spent Wednesday with Mrs. Jess McGown.

T. R. Langley and family spent Sunday in the Joe Phipps home. Mrs. Phipps was on the sick list last week.

Miss Mildred Stewart was a guest last week in the Geo. Benson home.

The teachers and Sunday school plan an Easter program.

Miss Ida Lee Cope and Miss Rachel Shields spent Sunday night with Mr. and Mrs. Webster.

Mr. and Mrs. H. D. Hill and children were visitors in the B. K. Greeson home at Sumnerfield recently.

Mr. and Mrs. V. T. Glenn and Julian went to Hereford Wednesday.

Mr. and Mrs. J. L. Hight went to Amarillo last Friday.

Mr. Straufus and Miss Hilda called in the J. S. Garrett home Sunday morning.

Black

BY MISS NOBLE M'LEAN

Take Produce to Carl's Gro. if Frio pupils and several parents were in Dimmitt attending the interscholastic league meet. Wanda Marie Allman took first in little tots story telling, Jack Dale Allman in junior boys declamation; Marguerite Mobley second in junior girl's declamation, Raymond Mobley third in sub-junior declamation, Marguerite Mobley and Lorraine Dixon, first in fourth and fifth spelling; J. B. Harlin, first in mile run.

Misses Koma Hyatt and Thelma Holly and J. B. Harlin spent the week end in Dimmitt.

Mr. and Mrs. J. E. Springer were Lubbock visitors Saturday.

Owen and Henry Andrews were in Amarillo last Thursday.

Myron Jenkins was an Amarillo visitor Saturday.

Here and There

BY MRS. C. E. TICE

Mrs. Buck Woods and Mrs. Eiden Buckmaster of Dimmitt visited Frio school Thursday.

E. L. Brooks and mother returned home Saturday from a 10 days visit at Oklahoma City.

Mrs. R. C. Bridges returned last Tuesday from Mangum, Okla., where she was called by the death of her brother-in-law.

The Energetic club met with Mrs. Taylor West Friday. Meses. Tubbs, Suterland, Gatewood and Woods were visitors.

Miss Janie Nowak is at home after spending several weeks in Hereford.

There will be no PTA this week as some members are preparing a negro minstrel to be presented soon.

Jumbo young people will bring a play to Frio Thursday night. A 10-cent admission will be charged.

J. E. Andrews was in Dimmitt Saturday.

J. J. Lindsey and family and Mary Dean Swaggerty attended

a party at the Uhrig home east of town Saturday night, honoring the newlyweds, Mr. and Mrs. Clarence Gaede and Mr. and Mrs. David Gaede. About 30 were present.

Mrs. David Gaede was formerly Miss Frances Uhrig. They will make their home near Amarillo.

Mr. and Mrs. J. B. Harlin were Dimmitt visitors Wednesday.

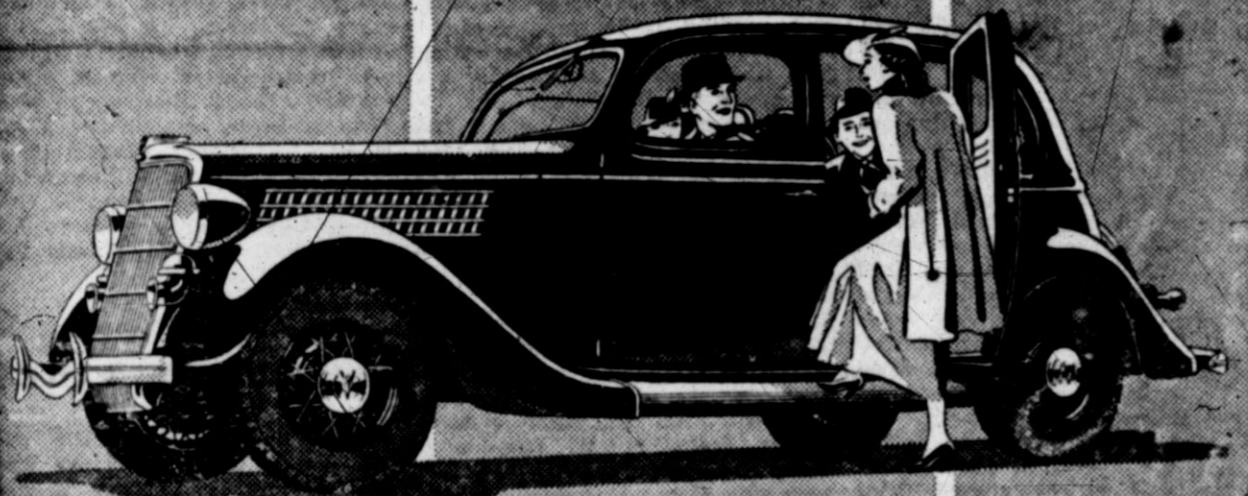
Mmes. W. A. Springer and C. E. Tice attended the Council meeting in Hereford Saturday.

A. T. Jones and J. J. Lindsey were in Roswell last week.

Dean Tice celebrated his seventh birthday Monday of last week by entertaining Phyllis Gens Radovich, Deloris and Stanley Phillips, Doyle Eugene and Merle Yvonne Turner, Gene, Dan and Marcia Luttrell, Mary Alice Frazier. Many games were enjoyed before the birthday cake was cut. Deane received many presents.

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

GET EVERYTHING when you buy a Car this year



V-8 POWER

COMFORT ZONE RIDING

FORD ECONOMY

YOU have heard a lot about the new Comfort Zone Ride of the Ford V-8 for 1935.

But remember this. You get more than riding ease in the new Ford V-8. This is a car of major developments throughout. Here is the 85 h.p., Ford V-8 engine—already proved by more than a million users to be the most dependable and powerful engine Ford ever built.

Here is the economy for which Ford has been known for 31 years. You get low first cost—plus the greatest operating economy in Ford history.

The 1935 Ford V-8 gives you new roominess. It gives you beauty in the finest sense

of the word. It gives you new, easy-operating brakes and clutch. You get safety glass all around at no extra cost.

See the new Ford V-8. You'll agree—it has everything you need in a car today.

495 THE NEW FORD V-8

FORD DEALERS OF THE SOUTHWEST

Standard accessory group including bumpers and spare tire extra. Easy terms through Universal Credit Company, the Authorized Ford Finance Plan.

495 THE NEW FORD V-8

ON THE AIR—FORD SYMPHONY ORCHESTRA, Sunday Evenings, FRED WARING, Thursday Evenings—COLUMBIA NETWORK

See these fine cars on display at

Hereford Motor Co.

103 West Third.

Phone 39

Bippus Items

BY RUTH REESE

A light snow fell in this community the first of last week.

Mr. and Mrs. S. I. Riggs visited in the C. T. Reese home Sunday.

The club met with Mrs. Fortenberry Wednesday, and the day was spent quilting for Miss Alma Montgomery. Twelve were present, also two visitors, Miss Lorent Stagner and Miss Hazel Raper.

Wylie Barnes has gone to California for a short vacation.

Marvin Morrison made a trip to Amarillo Tuesday.

State Williams called at the C. T. Reese home Wednesday evening.

Dad Morrison is back from a long trip to the East.

The farmers community meeting was held at the community building Tuesday night. A large crowd was present.

Mrs. Mary Simmons has been on the sick list.

Webb Adrian and Roy Campbell made a trip to Clovis Wednesday.

C. T. Reese made a business trip to Frio Wednesday.

SHERIFF'S SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, on the 5th day of March, 1935, by the clerk thereof, in the case of Hettie Cochell versus Lena Harris, No. 2225, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in April A. D. 1935, it being the 2nd day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, Texas, the following described property, to-wit:

All of lot number 11 in block 3 in the original town of Hereford, Deaf Smith County, Texas.

Levied on as the property of Lena Harris to satisfy a judgment amounting to \$908.61 in favor of Hettie Cochell, and cost of suit.

Given under my hand, this 5th day of March, A. D. 1935.

J. B. MILLER, Sheriff, Deaf Smith County, Texas.

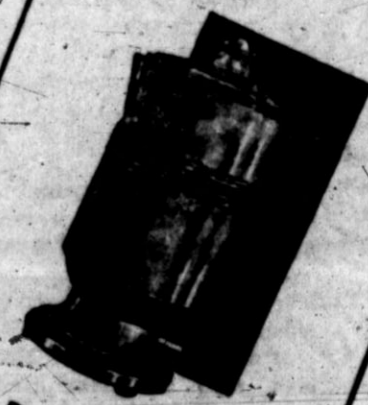
By J. M. Murchison, Deputy.

These Added Touches

These added touches will mean much to the enjoyment of your kitchen. Through our March offer you make a splendid saving by the purchase of this trio of useful appliances—an assurance of well turned toast, invigorating coffee, and delicious waffles. Every appliance properly designed for long wear, finished in heavy, highly polished chromium plate, and fully guaranteed.



The Lenox Toaster
Toasts two large slices of bread at the same time.
Finished in highly polished chrome plate.
Four cool turning knobs—non-scratching fibre feet.
Genuine Mica-core Heating Element.



The Puritan Percolator
Makes two to seven cups of delicious full-flavored coffee.
New improved Never-Drip, easy-pour spout.
Body of heavy gauge, seamless copper—heavily chromium plated inside and outside.
Easy to clean—no cracks, corners or crevices.



The Imperial Waffle Iron
Heat-indicator shows when the iron is at the correct baking temperature.
Pure die-cast, deep aluminum grids make large, deep aluminum grids crisscrossed for breaking into halves and quarters.
Heating element is in direct contact with grids, assuring quick, even heat distribution and golden brown waffles.

Save More than 1/3 by Purchasing the Set

THE SET OF THREE \$11.95

Terms as low as 95c down—\$2.00 per month on your Service Bill

See your dealer or any

TEXAS UTILITIES COMPANY
Employee

E. F. 34 N. U. 1236
 Dr. Nikola Tesla, 78, one of the nation's eminent scientists, announced recently that he had discovered an electrical death beam capable of destroying 10,000 airplanes with virtually no trouble at all. Recently he dropped his scientific work for a whole day to care for a sick pigeon. The bird had flown into an unseen room in the New York hotel where Tesla stays, and as soon as he heard about it he appointed himself nurse and physician. Diagnosing the malady as an over-

dose of snow, swallowed because of lack of better food, the scientist administered the proper cure, luring the bird back to health with a cup of seed. The pigeon, a homer, was identified from a legband as E. F. 34 N. U. 1236.
Bicycle History Traced to 1790
 Bicycle history goes back to the "celerifere" a sort of kiddy car for adults, pushed along by the feet, and invented in France in 1790.
 When a woman looks her best she finds what she is after.

Dimmitt News
MRS. BUCK WOOD
 Mrs. Claud Morris is spending the week with her parents in Snyder, Oklahoma.
 Mmes. Ray Cowser and Raymond Wilson, Miss Mary Belle Carroll were in Amarillo Thursday.
 Ernest Harman returned Sunday from Hobbs, N. M., where he had been on business.
 Mmes. Birdie Birdwell and H. C. Webb were in Hereford last Thursday.
 Mr. and Mrs. Perry McPhearson of Big Spring spent Saturday night with Mrs. Raymond Wilson.
 Mr. and Mrs. Audley McDaniels of Nara Visa, N. M., spent several days last week in the W. H. Hullin and Lester Cooper homes.
 Mr. and Mrs. John Bagwell were in Fort Worth last week.
 Mrs. Geo. Key and Mrs. Ward Golden were in Plainview Saturday.
 Mmes. Bill Webb and Henry Staleup were in Amarillo Saturday.
 Mr. and Mrs. Carroll Gunter spent the week end with her parents in Silverton.
 Mr. and Mrs. I. B. Brooks and Mrs. Travis Slow of Hobbs visited Mr. and Mrs. O. B. Trimble Sunday.
 Mmes. A. D. and Jack Gregory were in Plainview Friday.
 Miss Thelma Holly spent the week end with Miss Koma Hyatt.
 Geo. Key and family went to Winters Sunday to visit his parents.
 Raymond Wilson left Friday for Pontiac, Mich., to purchase a new car.
 Mrs. Gibson of Petersburg spent last week with her sister, Mrs. A. O. Gregory.
 Mr. and Mrs. Purvis Daniels are the proud parents of a baby girl, born March 18.
 Estes Woodburn of Lockney was here Sunday.
 Ray Wood has returned to his home in Dill, Okla., after a visit with relatives here.
 Eugene Ballinger of Austin is here this week at the bedside of his father, John Ballinger, who is quite ill.
 Mrs. Raymond Wilson and Miss Mary Carroll attended the funeral of a cousin in Amarillo Monday.
 Mmes. Cecil Montgomery and H. C. Webb were in Plainview Friday.
 Mr. and Mrs. Woodson Brown spent the week end in Plainview.
 Mr. and Mrs. W. A. Wright visited relatives in Lubbock last Sunday.
 Mr. and Mrs. McBride of Amarillo spent Sunday with their daughter, Mrs. Floyd Reynolds.
 Mr. and Mrs. Joe Strother are the proud parents of a baby girl born last week. She has been named Martha Lou.
 Mr. and Mrs. Ted Wood visited Noel Gollehon at Muleshoe Sunday.
 Miss Maurine Creed of Arney spent the week end with Miss Alyne Creager.
 Mr. and Mrs. Curtis Tate entertained the Tres Mesa bridge club last Thursday night. Mr. and Mrs. L. G. Manning won high score. St. Patrick's motif was shown in the delicious refreshments served to Messrs. and Mmes. Harvey Youts, Marsh Collins, Ray Cowser, Raymond Wilson, L. G. Manning, Buck Wood and the host and hostess.

Daniel News
BY MRS. JOE THURMOND
 Daniel school made a good showing at the rally. Only 18 are enrolled now, and five of them are out with scarlet fever. Lillian Burum won first in tiny-tot story telling. Bernadine Phillips was first in junior girls' declamation, Thelma Ruth Bishop second in senior girls' declamation and second in three R contest. Ruth Moore and Bernadine Phillips took third in sixth and seventh grade spelling. Betty Joe Thurmond had almost a perfect paper in spelling, but was eliminated because she had no team mate. Glenn Moore was first in six-seven year old sub-junior 50 yard dash. Mary Jo Tomlinson took second. Bernadine Phillips won first in junior girls 50 yard dash. Junior girls won third in relay race.
 Mrs. Estelle Allen spent the week end with Mrs. O. G. Hill in Hereford.
 Mr. and Mrs. Coy Phillips and Bernadine, and Mrs. Chloe Grabbe spent Friday night with W. B. Phillips in Hereford.
 Mr. and Mrs. Mort Burum and Mrs. Cecil Hodges were in Amarillo Monday.

Mr. and Mrs. Mort Burum had as Sunday dinner guests the Cecil Hodges, Clarence McBroom and Joe Thurmond families.
 Mr. and Mrs. Jack Burum and son of Lockney spent Saturday night with Mort Burum.
 Pauline Moore spent the week end with her parents.
 Mr. and Mrs. Clarence Brown were in Amarillo Saturday and Sunday to be with her brother, Glenn Thomas, who died there this week.
 Several farmers are sowing barley and oats.
 Mr. and Mrs. Truitt McClain and children of Amarillo spent Sunday with his sister, Mrs. Coy Phillips.
 Miss Mary Thurmond of Amarillo spent Wednesday and Wednesday night with her brother, Joe Thurmond.
 We like a man who can be enthusiastic about a proposition without bothering everybody.

Gulf Announces A New Motor Oil 'SUPER-REFINED GULFPRIDE'
 In Refinery-Sealed, Tamper-Proof Cans For Your Protection!
SIX POINTS OF SUPERIORITY—

1. Alchlor Processed
2. Selected Crude
3. Refinery-Sealed Cans
4. Quicker Starting
5. Higher Mileage
6. Lower Consumption

"IT PAYS TO BUY THE BEST"
GULF SERVICE STATION
 210 West Third Street Across From City Hall.
Ireland-Beavers Motor Co.
 301 East Third Street.

BROOKS' DRUGS
"PAY CASH AND SAVE" WE DELIVER
PHONE 99

Toiletries	Drugs
COOTY'S Powder and Perfume 98¢	WINE CARDUI Regular \$1.00 89¢ Value
KRANK'S Genuine Lemon Cleansing Cream, 15-ounce Jar 99¢	M'KESSON'S Milk of Magnesia Full Quart 69¢
CHAMBERLAIN'S Hand Lotion \$1.10 Size 89¢	BLACK DRAUGHT 25c Regular 19¢ Special
FITCH'S Dandruff Remover Shampoo and Oil \$1.00 Value 69¢	PEPSODENT Ipana and Bost Tooth Paste 39¢
DOBOTHY PERKINS \$1.00 Powder, \$1.00 Week-End Set \$1.00	OVALTINE 75c Regular 59¢ Special
ITALIAN BALM And Home Dispenser \$1.25 Value 59¢	HORLICK'S Malted Milk, Large Size 93¢ Small 45¢
HIND'S CREAM \$1.10 Size 89¢ 55c Size 39¢	PITCHER'S Castoria, 2-Ounce Size 25¢
AT OUR FOUNTAIN	BANANA SPLIT Triple Dip, with Fruit 25c Value 15¢
COCA COLA Frosted, large 15c Value 10¢	

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 We like a man who can be enthusiastic about a proposition without bothering everybody.

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAILAND BEST COLORADO COALS Sold By Your Coal Dealer

Great Savings in FOODS

LIBBY'S PRODUCTS

BABY FOOD 3 cans	25¢
EARLY JUNE PEAS Fancy No. 3 size, No. 2 can	17¢
TOMATO JUICE Can	9¢
POTTED MEAT 2 cans	9¢
VIENNA SAUSAGE 2 cans	17¢

Prices Good Friday, Saturday and Monday

For making Chili, for making Soups and Seasoning—Many Meat Dishes	COFFEE Maxwell House, 1-lb can	30¢
CHILI BLEND 1/2-pound pkg	COFFEE Folger's, 2 lbs	58¢ 1 lb 30¢
JELLY, White House Pure apple, 2-lb jar	P. & G 5 large bars	21¢

SHORTENING MRS. TUCKER'S

8 Lb Carton	\$1 12	4-Lb Carton	56c
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Assorted flavors, pure fruit & sugar PRESERVES, Bama 16-ounce jar **19¢**
 APPLE BUTTER White House, large 28-oz jar **19¢**
 RAISIN BRAN Skinner's, 2 pkgs **23¢**

The Superior Macaroni, Spaghetti

SKINNER'S Two Packages	15¢
Heart's Delight, Halves or Sliced PEACHES In heavy syrup, No. 2 1/2 can 6 cans	19¢ \$1.08
POST TOASTIES Large package	10¢
CHILI Or Tamales, Walker's Austex, No. 2 can	22¢

GRAPELADE 16-ounce jar **17¢**
 Choice Bartlett in Heavy Syrup PEARS Charmed Land, No. 2 1/2 can 6 cans **\$1.08**

Behind the scenes with **THE TELEPHONE LICENSE CONTRACT**

How the staff services we get under it have helped us give good telephone service at fair cost to you.

Last year we spent almost a million dollars to find better methods of giving you good telephone service.

We paid it to the American Telephone & Telegraph Co., parent company of the Bell System. For it we received, as one of the 24 associated companies of that System, the services of A. T. & T.'s great staff of telephone experts and engineers.

Staff Services... at Cost

The A. T. & T. has provided substantially at cost the many services this staff performs. In fact, in the last few years it has taken an actual

loss on the work it has done for the operating companies.

The yearly fee we pay is equivalent to about 3/10 of one per cent of our investment in telephone plant. Stated another way... less than a cent and a half of every dollar we receive from telephone customers.

Yet without it, telephone service as fast, as clear and as low in cost as you now receive would be quite unlikely.

We have passed on to the telephone user in the Southwest the benefits and savings of this staff work, in the belief that in an undertaking planned for the long run, like the telephone service, such a policy will in the end bring us the sounder, more enduring success.

SOUTHWESTERN BELL TELEPHONE COMPANY

Fairview-Palo Duro Items
 BY MISS LILA MAE OGLESBY

Forty-two were present at Sunday school.
 Miss Vada Norman entertained at a party Saturday night.
 Miss Vida Smith of Panhandle spent the week end with her parents.
 Glenn Thomas of Endee, N. M., formerly of this place, died in Amarillo this week.
 Wildorado Methodist church held all-day services with dinner on the ground last Sunday.
 The Methodist church put on a three act play Friday night.
 Miss Maxine Elam gave a party Saturday night.
 Members of the Ford family have scarlet fever.
 Mr. and Mrs. H. J. Oglesby spent Sunday in the Dave Moore home at Daniel.
 Misses Lottie and Ethel Allred, Inez Easter and Jim Allred of Hereford spent Sunday evening in the Cecil Allred home.
 Mrs. Alma Moore is teaching in the place of Miss Mitchell while the latter is teaching in Mrs. Miller's place. Mrs. Miller is in Dallas a few days.
 Oldham county schools will have a school rally Friday and Saturday.
 When Einstein begins to talk about relativity, we like for him to change the subject, but when he tells us how lovely American women are, we are glad to agree with him.

Fresh Vegetables

ORANGES Large size, dozen	21¢
LETTUCE, 2 for Firm heads	9¢
SPUDS 10 Lbs	13c
APPLES Extra fancy Winesaps, dozen	20¢
ONIONS Dried, 4 pounds	25¢

MEAT SPECIALS!
4 - H Club Beef

Our meat buyers bought most of the choice Baby Beef that was exhibited at the Fat Stock Show this year and we are able to offer you your favorite cuts of this meat at very reasonable prices.

LOAF-MEAT Pork added, pound	15¢
SALT Pork chunks, pound	18¢
BACON Sliced in Our Market, Lb	29c
CHEESE No. 1 Longhorn, pound	23¢
ROAST Cut from lean pork, pound	22¢
FISH Fresh shipment, we slice them ready for your frying pan, lb	28c

LIPTON'S TEA

"GOOD TEA HAS AROMA!"

Orange Pekoe, Gunpowder, Green Japan, 1/4-pound can **21c**

BEANS, Green or Wax Empson's No. 2 can 6 cans	10¢ 54¢	LUX TOILET SOAP 2 bars	15¢
CATSUP Empson's large bottle 3 bottles	15¢ 42¢	LUX FLAKES Large Package White, King Granulated SOAP	24¢
FLOUR Sunrise, 48 pounds	\$1.00	SOAP Large box (1 bar A-Plus Free) Good, and Good for You	29¢

Fresh Creamery BUTTER 31c

SOAP PALMOLIVE Bar 5c

FURR FOOD STORES
 lower prices

WE MEET ALL LOCAL PRICES ON CREAM AND EGGS

LEGISLATIVE FREE-FOR-ALL IN DALLAS COUNTY

Over in Dallas county there is a political situation which would be extremely laughable, were it not so regrettable. To date, 72 men and women have announced their intentions of running for the legislative place made vacant by the resignation of Mrs. Sarah T. Hughes, who was appointed a district judge. The special election will be held soon, and at least a good portion of those

who have announced will pay the \$1 filing fee and make some sort of a race. Some of those running are former members of the Legislature or former candidates for the Legislature and have been heretofore turned down by the voters.

It is suspected that the chief reason why so many are anxious to run for the Legislature is the low cost of \$1 to candidates. In other races, especially for county offices, there is a party assessment that costs candidates

around \$1,000 in the larger counties and smaller amounts in the lesser counties. This money goes to defray the cost of party primaries. But there are no assessments for state offices, other than the filing fee.

The mad rush at Dallas to fill Mrs. Hughes' shoes has had its effect on the Legislature, which has under consideration a bill that would allow county parties to assess legislative candidates up to \$50 for the privilege of getting their names on the ticket. At least such a plan would discourage the perennial office-seekers who apparently get into political races solely because they have nothing better to do, and kid themselves into believing that they might be elected. The sad part is that they sometimes are.—Denton Record-Chronicle.

CLEAN UP

There is no "sure sign" of spring but spring should always be a "sure sign" of the arrival of that time for the community to clean up. There is no superstition or prophesying about this clean-up sign.

When warm weather has come to stay (until cold weather returns in the autumn) every owner of property and tenant should instinctively feel it his duty to remove the evidences of winter's ravages and to aid and augment nature in her work of re-beautification.

Every spring's clean-up program should include disposal of winter's accumulation of litter and decayed vegetation, repairing and repainting of buildings, and landscape gardening. Landscape gardening is no longer associated with large estates alone.

Cleanliness about the person or the home costs nothing. A community clean-up need involve no expense, except of a moderate amount of labor on the part of the householders. If there ever were excuses for uncleanness they were removed long ago.

What is the compensation of a community-wide clean-up campaign? It improves the general health of the community by removing deposits that are breeding places of disease germs and disease carrying insects. A clean town is a better place in which to live than one that is unsanitary and unsightly. And the best community advertising is the appearance of being "cleaned-up and planted-up."

For sale?
use the **CLASSIFIED** Ads

CONTRACTORS NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 1.171 miles of Reshaping Eas. Crs. and Triple Asphalt Surf. Tr. in Hereford on Highway No. 83, covered by U. S. Public Works Highway Project No. MRM 174 (1935), in Deaf Smith County, will be received at the State Highway Department, Austin, Texas, until 9:00 A. M. March 29th, 1935, and then publicly opened and read.

The attention of the bidders is directed to the required special provisions covering subletting or assigning the contract, the use of domestic materials, the selection of labor, hours and conditions of employment, and hand labor methods.

Except as otherwise specified, the minimum wages paid to all laborers, workmen or mechanics employed on this contract shall be One (\$1.00) Dollar per hour for "Skilled Labor," Fifty (50c) Cents per hour for "Intermediate Grade Labor," and Forty (40c) Cents per hour for "Unskilled Labor."

Attention is directed to the special provisions, included in the proposal to insure compliance with the requirement of House Bill No. 54 of the Forty-Third Legislature of the State of Texas:

Type of Laborer, Workman or Mechanic	Prevailing Minimum Hourly Wage Rate	Prevailing Minimum Hourly Rate
Skilled Labor	1.00	1.00
Intermediate Grade Labor	.50	.50
Unskilled Labor	.40	.40

For the classification of particular positions under the above types of Laborers, Workmen, or Mechanics, see the Approved Required Special Provisions.

The above prevailing minimum wage rates shall govern on this contract. Overtime and legal holiday work shall be paid for at the regular governing rates.

A certificate of Code compliance on the prescribed form which will be furnished for that purpose shall be signed and submitted by all bidders, in accordance with Executive Order No. 9646, issued by the President on March 14, 1934. Only bids accompanied by such certificates shall be considered or accepted. The contractor to whom award is made shall require subcontractors and dealers furnishing equipment, materials, and supplies, to sign similar certificates before making awards to or purchases from such subcontractors or dealers, copies of which shall be furnished to the contracting officer.

A local employment agency from which the Contractor shall obtain employment list will be designated prior to the award of contract. Plans and specifications available at the office of Cooper Dewey, Resident Engineer, Hereford, Texas, and the State Highway Department, Austin. Usual rights reserved.

Washington Monument Permanent.

If the Washington monument at the National Capital is kept in repair, it seems likely to last as long as Egypt's pyramids.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHEAP

SHERLOCK HOLMES HAS A SUCCESSOR

Sherlock Holmes, the great detective of Conan Doyle's creation, achieved his extraordinary results by means of his marvelous powers of observation and unerring methods of deduction. Invariably he was able to reconstruct the crime and identify the criminal satisfactorily.

Dr. Holmes has a successor in the person of the professor, who is a specialist in chemistry and toxicology. Through the aid of such a savant the police of New York have been able to reconstruct a crime undertaken by two men, whose bodies were found in the basement of a building there.

Chemical analysis revealed traces of lead, benzine and gasoline in the tissues of the two dead bodies, and with this meagre clue the toxicologist after a study of the surroundings where the bodies were found, was able to reconstruct the circumstances of their deaths.

The pair had gone to the basement with the intention of setting fire to the building. To insure a prompt spread of the flames they had poured inflammable liquid over some paper and wood in the basement. However, according to the theory of the toxicologist, before the paper could be ignited, someone was heard passing, and the pair of firebugs waited until he was out of hearing before starting the fire. The delay was fatal, the pair of firebugs succumbing to the gas fumes and dying where they fall. The toxicologist was able to say that the fluids which had been used in the attempt to start the conflagration were benzine and ethyl gas, the lead indicating that the gas was of that type instead of ordinary gasoline.

When the body of a human being is found in the water, the scientific criminologist can not say definitely whether such person was drowned, or was killed and the body then thrown into the water to conceal the crime.

Tigers Exclusively Asiatic.

Tigers are exclusively Asiatic but have a wide range. They range from the territory of the Amur on the north to the islands of Sumatra, Java and Bali on the south; from Turkish Georgia on the west to the island of Sakhalin on the east. It does not, however, inhabit the great elevated plateau of Central Asia.

BUYING and SELLING

THROUGH THE WANT ADS

"Those who derive their prosperity from the well-being of the community owe a duty to keep that welfare alive." Mrs. R. P. Parker and little grand daughter of Crosbyton visiting Mrs. Parker's son, J. C. Parker and wife.



Let the **LAUNDRY** do it!

Family Bundle

WASHING MACHINE SERVICE 20 pounds **60¢**

Turn the week's washing over to us—and turn Monday into a joy instead of a headache. No need to slave over tubs and suds until the day finds you ready to drop from fatigue. Our low prices make Blue Monday unnecessary—and bring the finest quality laundry service within the means of every family.

Call 298—We Call for and Deliver.

Send Us Your Laundry and Dry Cleaning. **HEREFORD LAUNDRY AND DRY CLEANING CO.**

BRING US YOUR MAGNETO



Let us clean it and grease it—and save you time and money later on.

We Repair and Service

- BATTERIES
 - STARTERS
 - GENERATORS
 - IGNITION
 - WATER PUMPS
 - MAGNETOES
 - RADIATORS
 - DELCO LIGHTS
 - ELECTRIC MOTORS
 - FUEL PUMPS
- ALL WORK IS GUARANTEED**
Willard Service Station

THIS AD IS WORTH 50 CENTS!

ON A PERMANENT AT Mrs. Bailey's Beauty Shoppe

- PERMANENTS \$1.50 to \$4.50
 - HAIR SET 25c
 - SHAMPOO and SET 40c
 - EYEBROW DYE 25c
- I have opened this shop at my home with all new equipment. All work is guaranteed.

WIN A PRIZE In This Big MERIT CONTEST

- CASH PRIZES!**
- \$25.00 1st Prize
 - \$15.00 2nd Prize
 - \$10.00 3rd Prize
 - \$5.00 4th Prize
- 20 more cash prizes of \$1 each for the next 20 best letters!

Open to Everybody! Costs Nothing To Try!

Wouldn't you like to win one of these cash prizes? Well, you can. It's easy. All you have to do is write a letter of not more than 200 words on "How Merit All Mash Starters Helps Me Increase My Poultry Profits." Simply tell your own story in your own words. Fine writing isn't essential. It's what you say that counts.

- RULES**
- All you have to do is write a letter of not more than 200 words on "How Merit All Mash Starters Helps Me Increase My Poultry Profits."
 - You can write as many letters as you like but each one must be written on an official entry blank.
 - The contest is open to everyone except employees of Hardeman-King Co. and their families, and you don't have to buy or sell anything to enter it.
 - All entries must be in the mail by midnight, May 7th. Send them to Hardeman-King Co., Box 1256, Oklahoma City.

Get YOUR Entry Blank This Week... See the nearest Merit dealer this week and get your entry blanks. It costs nothing to enter! It's lots of fun to try! And you may win a prize!

West Texas Feed and Seed Co.
Phone 265. We Buy Produce.

PICK 4 OF YOUR FAVORITE MAGAZINES

AND THIS NEWSPAPER - 1 FULL YEAR
You Save Money on this Amazing Combination Offer
4 Leading Magazines and Your Favorite Newspaper

Pick 1 Magazine **\$2.00** **Pick 3 Magazines**

GROUP-1 SELECT ONE MAGAZINE

- Better Homes & Gardens.....1 Yr.
- Delineator.....1 Yr.
- McCall's Magazine.....1 Yr.
- Pathfinder (Weekly).....1 Yr.
- Pictorial Review.....1 Yr.
- Open Road (Boys).....2 Yrs.
- Parents' Magazine.....6 Mos.
- Sports Afield.....1 Yr.
- Silver Screen.....1 Yr.
- Woman's World.....2 Yrs.
- Household Magazine.....2 Yrs.
- Needlecraft.....2 Yrs.
- Cloverleaf Review.....2 Yrs.
- Home Circle.....2 Yrs.

Check 1 magazine thus (X)

GROUP-2 SELECT THREE MAGAZINES

- Progressive Farmer.....2 Yrs.
- Southern Agriculturist.....2 Yrs.
- The Country Home.....1 Yr.
- Cloverleaf Review.....1 Yr.
- American Poultry Journal.....1 Yr.
- The Farm Journal.....1 Yr.
- Capper's Farmer.....1 Yr.
- Gentlewoman Magazine.....1 Yr.
- Good Stories.....1 Yr.
- Home Circle.....1 Yr.
- Household Magazine.....1 Yr.
- Illustrated Mechanics.....1 Yr.
- Mother's Home Life.....1 Yr.
- Needlecraft.....1 Yr.
- Successful Farming.....1 Yr.
- Everybody's Poultry Mag.....1 Yr.
- Woman's World.....1 Yr.
- American Fruit Grower.....1 Yr.

Check 3 magazines thus (X)

IF YOU PREFER YOU MAY CHOOSE ALL 4 MAGAZINES FROM GROUP-2

We Guarantee This Offer!
Our arrangement with the publishers' own representative enables us to make you this remarkable offer. It is strictly guaranteed, and all subscriptions will be entered promptly. If you are at present a subscriber to any of the magazines, your time will be extended.

USE THIS HANDY ORDER BLANK TODAY!
Check the four magazines desired and return list with your order. Fill out coupon carefully.

Gentlemen: I enclose \$..... Please send me the four magazines checked with a year's subscription to your newspaper.

Name.....
Street or R.F.D.....
Town and State.....

QUOTATIONS ON MAGAZINES NOT LISTED SENT ON REQUEST

YOUR STATIONERY NEEDS

- CAN BE FILLED FROM OUR SHELVES**
- TYPEWRITER PAPERS—All sizes and quality.
 - INKS—Small bottles to plants.
 - GUMMED TAPE—1-inch and 2-inch widths.
 - LEGAL FORMS—All kinds.
 - FILE INDEXES and FOLDERS.
 - LEDGERS, LEDGER SHEETS.
 - COLUMNAR SHEETS—All sizes.
 - REDDENE, CARBON PAPER, TYPE CLEANER.
 - LIBRARY PASTE, MUCILAGE.
- For Your Office, Home, Store
LET US FILL YOUR NEEDS
- The Hereford Brand**
Phone 30

FOOD VALUES

- FRIDAY AND SATURDAY SPECIALS**
OUR SPECIALS ARE CASH
- SPUDE, 10 pounds 12½¢
 - SUGAR, 10-pound bag 49¢
 - LEMONS, large Sun-kist, dozen 15¢
 - ONIONS, one pound 6¢
 - FLOUR, Western Beauty, 48 pounds \$1.50
 - OATS, Dinner Plate, package 27¢
 - LETTUCE, large, firm head 5¢
 - APPLES, fancy Winesap, dozen 22¢
 - ORANGES, large, juicy, dozen 31¢
 - SOAP, Blue Barrel, 6 bars for 24¢
 - CLEANSER, Lighthouse, 2 for 9¢
 - SUGAR, brown, 4 pounds 25¢
 - VANILLA, Cagle's, 8-ounce bottle 19¢
 - CRACKERS, soda, 2-pound box 19¢
 - TOILET TISSUE, Northern, 3 rolls for 22¢
 - SARDINES, Van Camp's, 1-pound can, 3 for 25¢
 - PICKLES, mixed, quart jar 14¢
 - COFFEE, Bliss, 1 pound 25¢
 - TOMATO JUICE, California Home, 3 for 25¢
 - PUMPKIN, 3½ can, Van Camp's 11¢
 - SALAD DRESSING, W. P. 32¢
 - MATCHES, Rosebud, carton 28¢
 - MUSTARD, Mc Brown, 1-pound jar 10¢
 - MARCO JELL, 2 for 3¢
- Weir's Grocery**
Bring Us Your Eggs—Market Price—Buy At Home.

BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

1 _____
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If You Are A Farmer

You will want to see our complete line of Oliver and Dempster Implements before you buy. We not only sell everything from a tractor to hand cultivator, but service all we sell.

If You Are A Housewife

You must know all about Maytag, the world's leading washing machine. We have them for the farm home with gasoline engine and with the electric motor for the city home.

M. D. Womble

Implements

Oliver, Dempster Tools, Maytag Washers Handled Here by Womble Company

Back in 1927, eight years ago, Mack D. Womble went into the implement business in Hereford. Prior to that time, he maintains, he led a Christian life.

At that time he began handling Hart-Parr tractors, when Hart-Parr, Oliver Plow Works, Nichols & Shepherd and American Seeding Company merged Womble became agent for the new firm, Oliver Farm Equipment Company.

As Oliver dealer here Womble sells every type of implement that is made. In addition he handles products of Dempster, including well supplies and implements. He is distributor for Maytag Washing Machines and retails American Bosch Auto-Radios and McCord auto heaters.

A motto of the Womble Company is that they service what they sell. A well equipped shop enables them to do this as well as specialize in cylinder reboring and flynder head overhauling on tractors, trucks and autos.

Working for Womble are Charles Campbell and Roy Boyd at the shop and Maytag agents at Dimmitt and Bovina as well as two salesmen here.

OUR GROCERY SPECIALS

BULK COFFEE, 100% pure, lb 10c, 2 lbs 31¢
 DUNCAN'S Blue & Gold Coffee, lb jar 30¢
 ARNHOLZ Coffee, lb 25¢
 TOILET TISSUE, per roll 4¢
 WRAP-IN-WAX paper in box 8¢
 CRACKERS, 2 pounds 20¢
 SOUR KRAUT, No. 2 cans 10¢

LUKEN'S GROCERY

?

\$40.00 In Cash

Find the Misspelled Words and Place Pictures On the Advertisements Correctly

CONTEST RULES

This page will be printed each week for 15 weeks, with one or more misspelled words in each ad. \$25.00 in cash will be given to the reader who finds the most misspelled words and places the most pictures correctly in the blank spaces in the advertisement, which has been left for them. Neatness and cleanliness will also be a factor in the selection of the winners. There will be additional prizes of \$10.00 and \$5.00 for the next best entries. Keep all the pages until you have the full fifteen, then bring or mail them to the Contest Editor, care of the Brand Office. Everyone is eligible to enter except members of the Brand Staff and their families. The decisions of the judges will be final, and no entries will be returned. In placing the pictures in the blank spaces place, for example, Mr. Luken's picture in the advertisement of Luken's Grocery, etc.

FOR THE BEST IN GAS AND OIL

—Go to the Magnolia Station. Mobilols, Mobilgas and Mobilgrease are unsurpassed.

?

MAGNOLIA SERVICE STATION

Sampson at Third. Arthur Thompson, Mgr.

GRADE A MILK

—Has every element of healthful nutrition and science says makes a balanced diet for both young and old.

Drink Plenty of Milk.

PRAIRIE DAIRIE

?

PROTECT YOUR HEALTH

With efficient plumbing. Nothing is more dangerous than faulty plumbing, resulting in an unsanitary condition. Let us make a periodic check of your plumbing installation.

Phone 160.

?

DICK ROUNTREE

THE FARMER'S FRIEND

Is the Farmers' Creamery Association. By providing a ready cash market and assuring the highest price for dairy products, this firm is a real benefactor of the farmers of this community.

Farmers Creamery Association

?

IT IS IMPORTANT

To use good gasoline and oils for operating farm machinery. And it is equally important to obtain them at the lowest possible prices. That is why wise farmers trade here.

Moore Independent Oil Co.

?

NEW SILK CREPES

In Seersucker, Matelais, Rough, 98¢ to \$1.50 per yard.

RAYON TAFETA

Assorted patterns, 98¢ per yard.

"Your Friendly Shoe Dealer"

D. R. GASS & SON

?

BENT AND DENTED FENDERS

Hold no terrors for us. Our repair department can role them out so they are as smooth and good as new. And it makes the car's appearance so much better.

BEAMS & MARRS

?

"SUBSOILING," SAYS MACK

—Is the salvation of the Plains country. When our farmers learn to use the subsoiler and find out what it will do, then and then only will they make crops regularly. It is the only method that will prevent wind erosion and will conserve moisture.

M. D. WOMBLE, Implements

?

BEAUTY FOR EASTER

Only the best in beauty treatments given here at special prices. Croquinole Permanents, \$1.50 to \$6.00. Eugene Spirales, \$5.00. And Duart Permanents.

We Sell Adelle Millar Cosmetics.

MORENE'S BEAUTY SHOPPE

?

SO WILL YOU

—Be glad you investigated CHIROPRACTIC. If you give us an opportunity to show you the remarkable results that are obtained with this wonderful science.

No Cost to Investigate.

PHONE 341

DR. J. W. HENDRIX

?

BUY NOW

—and have early broilers. Chicks hatched every Tuesday. We specialize in costum hatching, our incubator does the job better than your old hen. Eggs received each Wednesday and Saturday.

HILLSIDE HATCHERY

Phone 70-W.

?



W.D.M. RAYZOR WOODWORK

HAND-MADE FURNITURE

From the beginning of history up to the present time, the very best in furniture have been handmade.

?

WE SPECIALIZE

—In good wholesome food, served attractively and at prices that will appeal to you. When you think of GOOD FOOD, think of

HOME CAFE

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?

WHY NOT

—have greater motor protection with lower consumption of oil? You will have if you use the New and Improved Conoco Processed Motor Oil.

We Carry Naptha.

DE LUXE CAFE

?

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
 DE WITT LANDIS Editor
 W. C. NIX Foreman

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.

SALARIES OF PUBLIC OFFICIALS

Several amendments to the State Constitution have been introduced in the Senate and will likely be submitted to the voters of Texas in the general election in 1936. These amendments provide for increased salaries of important state officials. Salary of the attorney general would be hiked from \$4,000 to \$10,000 per year. Surely this figure is reasonable in view of the fact that opposing lawyers draw that much in fees from a single case.

It is proposed to give the governor a salary of \$12,000 instead of the paltry \$4,000. It would be, it seems, but fair to pay our governor a living wage, in view of the fact that he must finance the bulk of his campaign personally.

Salaries of the comptroller, state treasurer and secretary of state would be raised to \$6,000 per year under the proposed amendments. In order for Texas to keep her self respect, she should pay these officers at least this much. In the more thickly populated areas county officials are paid more than this.

It is all a good idea, but the best idea would be to call a constitutional convention and rewrite the outmoded basic law of Texas.

HEREFORD'S PLACE IN MUSIC

Hereford can truly be termed the leading musical city of the Panhandle. And this is no idle statement. Probably no city will have as many youngsters and grown-ups alike taking part in the Panhandle Music Festival at Amarillo this week.

Two bands, an orchestra and 23 instrumental soloists as well as several organizations of vocalists, aggregating more than 120 pupils and 15 per cent of the schools' enrollments will take part.

For the past four years in succession and eight times in the past nine years the high school band has won first place in the band contests. Ralph Smith is director. Last year his orchestra finished first and the junior band second.

There is also the Civic Chorus, which will sing tomorrow night at a special massed recital. Miss Mattie Mae Swisher, the Panhandle's first instructor in public school music, is director of the chorus. Incidentally, it was in Hereford that Miss Swisher began the teaching of public school music in this country.

Truly, Hereford is second to none in this area, perhaps the entire country, in music.

Card Track Meet Here On March 30

Hereford's first track meet since 1929 will be held here Saturday, March 30. It will be an invitation affair with athletes from several neighboring high schools taking part.

Already Amarillo and Portales schools have signified they will send teams. Several others have been invited and most of them will be here. The meet will be held at the high school field, beginning at 2:30 in the afternoon.

A dozen boys have been working out daily under Coach Tommy McCollum since the close of basketball. Mead Smith, sprinter, is looking especially good in the 100-yard dash. McCollum reports. He has run the century a number of times in 9.9 seconds. He will do the 100 and 200 and run a leg of the mile relay.

Frances Harris is also working on the sprints and is a broad jumper besides. J. D. Clayton runs the quarter-mile. Roy Hastings is the only half-miler. In the low hurdles Jim Kirby and Billy Patton are the only aspirants.

Clayton and Patton are the vaulters, while Wilburn Benge and R. A. Daniel are going in for shot putting, with Benge and Kirby working on the discs throw.

L. B. Russell, Harris and Hastings are the broad jumpers, with Kirby the high jumper. Five are seeking places on the mile relay team. They are Smith, Kirby, Patton, Jowell and Clayton. Daniel will likely have the whole burden of javelin throwing.

Miss Ivaline Overhuls left last Wednesday for Amarillo, where she joined her mother and sister for a trip to points in Arkansas. She will be gone about three weeks.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 18, 1904.)

"Vega, a new village on the Choctaw extension between Amarillo and Tucumcari; now has a postoffice and received her first mail today."

Editorial that might be appropriate today: "If some of our people who are displeased with the Plains on account of the wind, dust, etc., will only pause for a moment in their thinking and recall to mind the many unpleasant features of the country from which they came, no doubt they would feel differently toward this country. Almost invariably when a man becomes dissatisfied here and returns to his former home, he in the end sees where he made his mistake."

Chas. Gass of Nocona was visiting his parents, Mr. and Mrs. D. R. Gass.

G. A. F. Parker had just returned from a business trip to Central Texas.

R. N. Mounts announced as a candidate for the office of sheriff, and W. S. Dixon for assessor. W. B. Beach wanted to continue as clerk.

A "Dollar Roll" social was given by the ladies of the Baptist church. Wonder who knows what a "dollar roll" is?

Irving Jennings had gone to Abilene to become manager of a lumber yard.

(From The Hereford Brand, March 20, 1914.)

"Wednesday evening during the blinding sandstorm, a buggy driven by Claude Norton and an auto by Bessemer Smith collided. A broken breast yoke and a smashed windshield were the damages. Geo. Karr, riding with Smith, averted disaster by grabbing the buggy pole and thrusting it aside just as it struck him in the forehead."

Allan Bell had just made a shipment of "fat muttoms" to Kansas City.

nesday evening."—Ed Connell. "Let's forget it."—E. B. Black.

Mayor Knight had just returned from a month's visit to Fort Worth, Dallas, and other "health resorts."

Miss Alice Walker became the bride of J. B. McCord.

Ray Barber and C. A. Skelton; beavo laddies, had gone to Amarillo the night of the sandstorm.

"Knee pants, one-third off."—Advertisement.

W. B. Dameron was in Oklahoma City on business.

A. C. Barnhart has just installed a new power hammer at the Rice & Barnhart blacksmith shop.

Item: "E. W. Morgan is supporting an auto now."

Comments on the windstorm—termed one of the worst in history: "Put it in the paper that the wind blew some Wed-

By Their Words AND OURS

Says the Lockney Beacon: "The Plainview Herald carried a squib in Monday's issue relating to a Josh Lee story. The Herald stated that Lee once told a Tulsa audience that when he was a boy, living in the Southwest his father hung a log chain from a plank, nailed to the eaves of the house. If the log chain stood straight out it was too windy to work. We wish to state for the benefit of the Herald that this way of testing the velocity of the wind was discarded in 1899, and a sheep hide was used instead. If seven men failed to hold a sheep hide over the key-hole in the door it was too windy to work that day."—Plainview Herald.

"Is that the editor? Well, if you don't give me more publicity, you will lose all of my business."

"Hello. Who was responsible for that article in the last issue of the paper? I'm coming around to beat you up."

Voice of society woman: "You failed to mention that I spoke at the meeting of the Home for Orphaned mice. Well, you can stop my paper."

"Say, Old Man Stealum Shirt has just turned out a family with six sick children in the snow."

Name Please—"Name thunder, just print it as news."

"Is this the editor? Yes, I want to speak to him personally. That was an excellent paper he got out this week, and I am sending my check for three years' subscription."

"You say he is not in? Well, where the heck is he? You say that he has just been carried to the hospital. What's the trouble?"

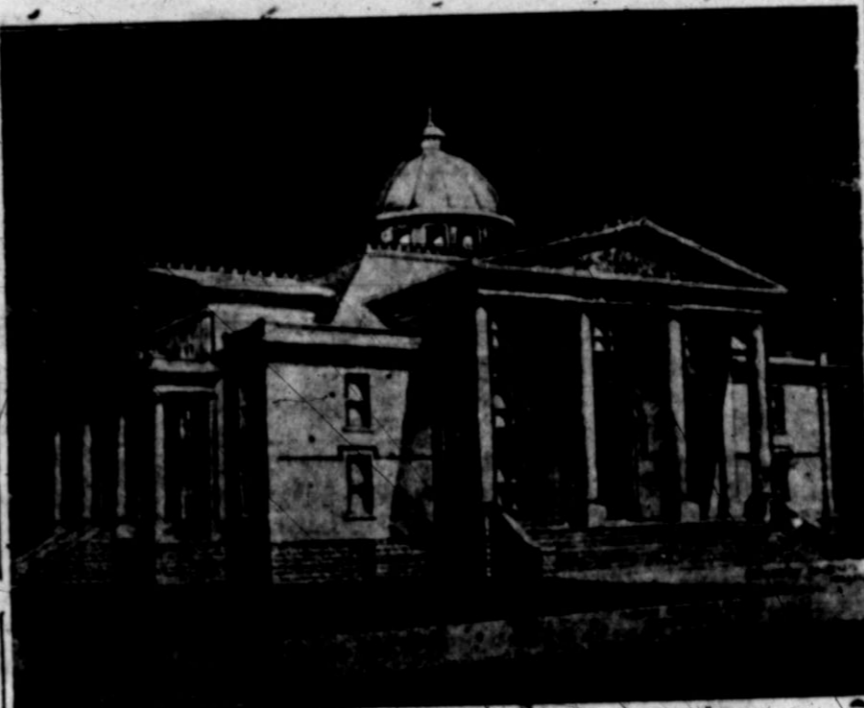
Answer: "He overheard your telephone conversation and dropped unconscious."—J. C. Greaves, Portales News.

Somebody said that this feller Jimmie Allred was going to look out for us fellers up here in the Panhandle but I had no idea that this southern hospitality would go any where near as far as to use the Governor's Mansion to bed down folks from away up here in the Panhandle—so what I want to know is—is this feller Willis a rood lawyer and a good liar or just a lawyer who gets caught up with his lies.—Moore County News.

Dignified C. P. Buckler published the following in a recent issue of Rotaspokes, Pampa Rotary Club bulletin: "Found in the archives of the county clerk of Fulton county, Lewistown, Illinois, period of about 1840. State of Illinois, Peoria county, ss. To all the world greeting: Know ye that John Smith and Poly Myers is hereby entitled to go together and do as old folks does anywhere inside Coppers precinct and when my commission comes, I am to marry 'em good and date 'em back to cover accidents. (Signed) O. M. R., Justice peace."—Dave Warren, Panhandle Herald.

But upon reading the article I found it had reference to our State Constitution and that some wise legislator had hit upon a plan for 'scrapping' and building a new one out of the scraps. Being old as I am, I find that I am becoming quite forgetful, but it occurs to me that this legislator said we now have 42 amendments to our

TO BE SCENE OF REVIVAL



Pre-Easter services at the Christian Church, conducted by Rev. H. M. Redford of Arlington, will start Sunday and be held daily through the following Sunday.

THE CHURCH WORLD

First Baptist Church
 REV. B. N. SHEPARD, Pastor.
 Regular Sunday school, 9:45.
 Church services, 11 a. m.
 B. T. S. at 6:30, general director Jimmy Allred.
 Prayer meeting and teachers meeting at 7:30.
 Preaching at Westway.

Rev. Paul Collins will preach at Westway Sunday afternoon and night. Those of that community are invited to attend. Rev. Collins is a young Methodist preacher, assistant pastor of the Hereford Methodist church.
 T. C. Willett, Pastor Hereford Methodist Church.

First Christian Church
 REV. E. R. McWILLIAMS, Pastor.
 Church school, 9:45, old time.
 Morning worship, 11.
 Evening services 7:30.
 Be sure and attend.

PRESBYTERIAN CHURCH
 W. M. GRIFFIN, Pastor.
 Sunday school, 9:45.
 Morning worship, 11.
 Christian Endeavor, 6:45.
 No evening preaching.

SENIOR B. Y. F. U.
 New officers were installed Sunday evening. With new officers, why don't all the members and visitors come out and take part?

state constitution and about that many more proposed amendments to be voted upon at our general election. Well, if I am right in that surmise, it does occur to me that there would truly be enough scraps from which to build a complete new "Ship of State," and one that would be more up to date and have more modern conveniences and not so unwieldy, and thus be more easily steered than the present one seems to be.—Jodok, Friona Star.

Dr. and Mrs. T. L. Morgan and his mother, Mrs. T. L. Morgan, Mr. and Mrs. Reed Williams and O. W. Humble were Clovis visitors Sunday.

St. Anthony's Church
 Sunday mass at 8 and 10, religious instruction after second mass. Rosary, sermon, benediction, 7:30.
 Week day mass at 8, Thursday 6:30, Saturday 7 at convent.
 Lenten devotions Tuesday 7:30 p. m.; rosary, sermon, benediction. Thursday, 7 p. m., stations of cross, benediction.
 The food bake sale Saturday at the Piggly-Wiggly store was a success, and ladies of the parish are to be congratulated.
 "Sally Linn," given by an Umbarger cast, proved entertaining. Young ladies from Canyon, Misses Mabel Schmitz and Ella Davis, won applause with tap dancing. Mrs. A. J. Jesko deserves credit for her piano playing. School children served refreshments and sold poppies they made for the occasion.

First Methodist Church
 REV. T. C. WILLETT, Pastor.
 Sunday school, 9:45 a. m.
 Preaching at 11 and 7:45 each Sunday.
 Epworth League, 6:45.
 Prayer meeting 7:45 each Wednesday.
 The church has adopted some worthy objectives to be reached by Easter. If we reach them every member must do his best. Be in your place Sunday. It will encourage others.
 Donald Taylor of Pampa was a guest in the J. H. Pitman home last Thursday and Friday.

Coffee Sale Saturday.
 A coffee sale will be held Saturday by the Helping Hand at Furr Food Store. Mrs. Dolly Behrens will be in charge.
 The Helping Hand is an organization of women who assist the needy with clothing, quilts, coal, flour and other foods, all donated by local people.
 Since organizing six weeks ago the group has given-aid to 19 families. These have been cases where relief aid was not available or was insufficient.
 Miss Nora Alice Daniel spent the week end visiting on the A. G. Bell ranch near Adrian.

COURTHOUSE RECORDS

E. W. Kinney, Pontiac sedan, Norton Motor Co., 292-787.
 Mrs. E. A. Johnson, Chevrolet coach, Brumley Chevrolet Co., 292-788.
 M. L. Hilton, Ford tudor, Hereford Motor Co., 292-789.
 Aubrey Bowers, Ford pick-up, Hereford Motor Co., 75-520.
Warranty Deeds.
 Alex Walker to Bank Commissioner of Oklahoma, E 1/2 of section 18, block K-8, and E 1/2 of 17, K-8.

Used Cars

If you want a late model that will give you New Car performance, look at these—
 1933 De Luxe Plymouth 2-Door Sedan.
 1933 Dodge 4-Door Sedan, a Good One.
 These cars run good, look good and are good.

Your Old Car Accepted In Trade

Ireland = Beavers Motor Company

Look at these FOOD SAVINGS

Friday and Saturday Specials

SOAP, Blue Barrel, 6 for	25c
K. C. BAKING POWDER, 25 ounces	18c
APPLES, gallon	35c
SYRUP, Brer Rabbit, gallon	58c
WHOLE WHEAT FLAKES, Kellogg's	9c
STARCH, large package	22c
OXYDOL, large package	20c
SUNBRITE CLEANER, 6 for	25c
GRAPE JUICE, quart	31c
DRAIN KING, 13 ounces	15c
PINEAPPLE, broken slices, No. 2 1/2, in syrup	17c
APRICOTS, in syrup, No. 2 1/2	17c
SODA, 2 1-pound packages	15c
MATCHES, carton	22c
COCOA, Mother's, 1 pound	12c
COFFEE, Bright and Early, 1 pound	22c

Texas Market & Grocery

PHONE 353—FREE DELIVERY
 Accounts Here Are Payable On First and Will Not Be Carried.

USED CARS With Character

Here's the place to buy used cars that are really "as good as new." Before we put any car up for sale it is completely overhauled so that the engine, chassis and body are in perfect shape. Our cars have character—they are automobiles that you can be proud to drive and they give economical, care-free service. Look over these special values

One 1932 Chevrolet Coupe	\$325.00
Two 1930 Ford Tudors, each	\$175.00
One 1933 Chevrolet Sedan	\$475.00
One 1934 Chevrolet 6-Wheel Sedan	\$625.00
One 1934 Chevrolet 1 1/2-Ton Truck	\$575.00

Many Other Good Used Cars.

Brumley Chevrolet Co.

Cleaned Clothes ARE NEW CLOTHES

That is, they look like new when they're cleaned by our careful, expert methods. Send your clothes to us often and they'll always look like new and stay new longer.

SEE US ABOUT OUR SPECIAL REFUND PLAN—IT IS SOMETHING NEW!

WE CALL FOR AND DELIVER
Carroll & Corbett
 PHONE 111

SOCIETY

RESOLUTIONS OF RESPECT
While a shadow was cast over the entire community when it was learned that Brother A. C. Barnhart had passed away on the evening of March 5, 1935, yet the shadows were perhaps just a little deeper and a little more comber to those who had been closely associated with him in the work of

our Order, where the world, so to speak, is shut out.
Whereas, Herford Lodge No. 476, I. O. O. F., has lost another of its solid landmarks, one who has stood, like the sturdy oak, on the Mount of Odd Fellowship in Herford for more than a quarter of a century, battling and fighting for the principles of Friendship, Love and Truth; and,

Whereas, Herford Lodge has lost a faithful and untiring member and one who will be sorely missed; yet, there hangs today in our Lodge room, an exhibition of his years of toil and labor at which a mere glance brings back to us hallowed memories of our departed brother;
Therefore, be it resolved, that the Charter of this Lodge be

draped for a period of thirty days in respect to his memory; and Be it further resolved, that these resolutions be spread on the minutes of this Lodge; that a copy be sent to his bereaved family, and also published in the Herford Brand.
L. H. FOSTER,
JOHN H. BIGGS,
C. J. PADDOCK,
Committee.

Paul Bryan Schroeter is Herford's newest citizen. He is the second son of Mr. and Mrs. A. J. Schroeter. He arrived in the city early Wednesday.
Cliff Estes and his brother, Percy, the latter of Dimmitt, returned Sunday from a trip to Hillsboro. They were gone several days.

B. & P. W. GUESTS OF AMARILLO CLUB

Eleven members of the Herford Business & Professional Womens' club were guests of the Amarillo club Saturday evening at a dinner given in the Rose Bowl Tea Room.
Main address was made by Mrs. Faye Gordon of Amarillo, state president. The program was devoted to public relations.
Making the trip were: Mmes. Reed Williams, C. A. Skelton, Paul Foster, and Misses Viola Carpenter, Belle Harris, Frances Fulbright, Irene Crawford, Inez Clark and Eunice Rutherford.

MISS PITMAN HOSTESS TO DINNER BRIDGE CLUB

Miss Eloyse Pitman entertained the members and a few guests of the Dinner Bridge Club last Thursday evening at her home on East Third Street.
A delicious turkey dinner was served, after which bridge was played. Miss Eva Skelton was high score winner of the evening.
Attending were Messrs. and Mmes. Homer Fox, Cliff Acker, Prentice Rossion, J. A. Pitman; Mrs. Seth B. Holman, Misses Gwen Spradley, Eva Skelton, Opal Cawthon; Messrs. Donald Taylor, of Pampa, Mack and W. C. Pitman.

H. D. COUNCIL WILL RESUME MEETINGS

Delegates of 10 clubs attended the called meeting of the county Home Demonstration Council last Saturday afternoon in the county court room. It was voted unanimously to resume the monthly council meetings and to enter in the canning contests sponsored by the Ball Jar Co.

MRS. BROWN TO ENTERTAIN NORTH HERFORD CLUB

Members of the North Herford club whose activity was discontinued during the summer, due to the busy season and lack of time, will resume meetings. The first will be held at the home of Mrs. Effie L. Brown Tuesday afternoon, March 26. All members should make an effort to attend as there will be important business to transact.

MARIE COGDELL HOSTESS TO JUNIOR STUDY CLUB

The Junior Pioneer club met Tuesday, March 19, with Marie Cogdell, Virginia Lillard was co-hostess. The program subject was India. An interesting talk on The Natives of India was given by Genevieve Eberle.
Officers were elected for the following year, beginning in June: Margaret Schroeter, president; Genevieve Eberle, vice president; Virginia Lillard, recording secretary; Nora Alice Daniel, corresponding secretary; Margaret Newell, treasurer; Jean Streu, reporter; Bess Patterson, parliamentarian.
Present were Ardelle Morgan, Jimmie Wilson, Marie Roden, Nell Culpepper, Lueta Borden, Ruth Marie Mountz, Genevieve Eberle, Margaret Schroeter, Jean Streu, Marie Cogdell, Margarite Newell, Lyndell Mitchell, Bess Patterson, LaVerna Harman, Virginia Lillard, Lois Moore, Nora Alice Daniel.
Next meeting will be April 2, with LaVerna Harman.

CLUB MEMBERS COMPETE IN CONTEST

The Junior Pioneer Club Chorus will go to Plainview next Thursday to compete in the Junior Choral contest. Those in the chorus are Lueta Borden, Genevieve Eberle, Marie Cogdell, Bettye Ruth Miller, Nora Alice Daniel, LaVerna Harman, Nell Culpepper, Ardelle Morgan and Lois Moore. Ruth Marie Mountz, accompanist, and Mrs. Ardelle George, director.

MRS. PARKER HOSTESS TO DORCAS CLASS

The Dorcas Class of the Baptist church met Tuesday with Mrs. Beatrice Parker for a quilting party. At noon a covered dish luncheon was served.
Rev. B. N. Shepard was guest of honor. Attending were Reverend Shepard, Mrs. Shepard, Mmes. C. H. Carl, Frank Lambert, Ed Smith, R. P. Brazil, J. D. Bourn, Bridges, Williams, Frisbie, Carroll, J. A. Buckner, Beulah Roberson and the hostess.
Proceeds from the sale of the quilt will go to some charitable work.

Mrs. K. R. Hunter and children spent last week end in Hart visiting her mother, Mrs. P. A. Hogan, and her sister, Mrs. Lena Maples. Mrs. Hogan has been very ill but is much improved at this time.

Great Buys For Spring!

Penney's 33rd Anniversary!

New Colors
In These
Good Silk
Hose.
Service Or
Chiffon-
Weight.
49¢

Domestics
39-Inch
Brown
Domestics of
Very Nice
Quality.
Buy All You
Need Now!
7¢



You'll Agree-It's a Buy.
***SILK FLAT CREPES**
At the Amazing Price of
37c

Lace Trimmed
French Crepe Slips
At only
98¢

NEW VOILES
Flock dot voiles in spring shades, different pattern dots. This is a special Anniversary Value.
15¢

HOUSE SLIPPERS
Checked cambric to match your frocks. Blue, green, red and black and white. Small box heel.
49¢

Novelty Kuril Kreps
35 inches wide!
49¢ yd.

PLAYTIME PAJAMAS
Children's sizes 4 to 14, 500 to choose from in new colors and styles.
49¢

Trimmed Paane Satin
CANDEAU
Pink, tea rose!
25¢

Quick drying part-linen CRASH TOWELS
Unbleached!
5 yds. for **45¢**

NEW DRESSES
Frilly, new styles and colorings in crepe frocks. One piece and tunic effects. Dots and florals and novelty pattern materials. An Anniversary Value.
\$3.98

TREE BARK CREPE
The new novelty rough weave crepe in all the good shades.
69¢

SHEETS
Our Nation-Wide, 81 x 90, smooth finish, long wearing sheets you hear so much about.
84¢

TERRY TOWELS
Large size, absorbent, colored stripe borders. A value at—
10¢

SILK PANTIES
Pink-Tea rose!
49¢

CURTAIN VOILES
New solid colors in mercerized materials for pretty spring drapes.
15¢

COTTON BATTS
2 1/2-Pound size
25¢

Extra wide all rayon BED SPREADS
Jacquard designs
\$1.39

HOUSE FROCKS
You will want several of these. They are new and different. Featured especially for the Anniversary Event.
39¢

SILK HOSE
All silk, in the better colors. Get a supply of these and save. You will like these hose for your general wear. Four pairs—
\$1

REMNANT TABLE
A lot of nice crisp, new materials. Some of the best remnants we have been able to offer you. Don't miss this table.
\$1



Penney's Pageant PRINTS

EVARLIN PRINTS
Looks like linen, fast colors, Prints and plain colors.
29¢

SPORT PLOIES
Pique is better than ever. Pretty stripes and plaids—
25¢

Printed Sheers. Lawn and batiste in assortments for every age. Small neat designs for children—
15¢ and 19¢

"Avenue" Percales, a lot of new patterns. Yard wide and fast colors—
15¢

Sanforized Broadcloth in silky designs and colors—
39¢

A new lot of Gaymode SILK HOSE
for Easter!
59¢

TOWELS
Solid pastel colors in double thread, 20 x 38 size, or 22 x 42 with colored border stripes. This is a Cannon Towel—
Four for **59¢**

36 x 72 In. Washable Window Shades
Won't crack!
39¢

BLOOMERS
Children's rayon undies in a fine quality at a very low price. Featuring at—
15¢

SILK GOWNS
Rayon gowns with colored trims. A value for this event—
49¢

Sheer dress-up cotton Toddler Frocks
Size 1 to 3!
39c

COVERT SHIRTING
36-inch, fine yarn coverts in blue, tan and gray. Fine for playsuits, shirts, seat covers or upholstery—
19¢

FINE YARN CHEVIOTS
Solids and fancies, blues, grays and tans. A value at—
14¢

BLEACHED MULLIN LONGCLOTH, too!
1-10 yard lengths—**10¢ yd.**

SANITARY NAPKINS
1 dozen to a box, new
10¢

UPHOLSTERING
Fix up the car seats and chairs as well as whole suites of furniture—
15¢



New checks and plaids!

SPORT COATS
Novelty new styles, bi-swings and pinch backs. These are a super-value—
\$6

DRESS SOCKS
Men's Dress Socks in many patterns. Pair—
15¢

Bargain! Work Shoes
Heavy duty wear
\$2.49

OVERALLS
A few dozen left. Sanforized, shrunk. Heavy weight, full cut. Get these now—
69¢


OXFORDS
New pointed toe, all-leather. A real buy at—
\$2.49

Horseshide Gauntlets
What buys! at
49¢ pair

BOOT SHOES
Men, these are beyond your demands. Best soles to be had, uppers of hard-wearing soft elk—
\$3.98

Men's Cotton Socks
Best for wear! Shod to fit! Plain colors!
10¢

Men's Shirts and Shorts
Rare buys at
19¢ each



There are many Starting Feeds but only one **STARTENA!**

PURINA CHICK STARTENA

Chicks are born with a hunger to live and grow. It's a hunger that means more than filling the tiny crop with feed. It's a hunger for keeping alive and developing little frames into sturdy chicks at six weeks.

PERHAPS it's hard to see the difference in chick feed at the start. But when the bag is empty at six weeks, you can see it in the chicks. They tell you in life, in pounds, in development. They tell you that Startena gave them the things a chick needs—the things so often lacking in ordinary chick feeds. That's why there's only one Startena, and you'll always find it in the Check-board Bag! See us today—have Startena on hand when your chicks arrive!

PENNEY'S

J. C. PENNEY COMPANY, Incorporated

McLean & Pitman
Grain Company
Phone 1. Buy at Home We Deliver

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

TEXLESS TAXAN

I have been clicking these school days off pretty fast lately. This time of year is a dangerous one for everybody. Girls get tired of their chums and even the most congenial friends get on their nerves. Even boys change girls. Why, I can name you several new flames that have been started the last two weeks. Clinton must not know there is no law against going to school and being married at the same time, or he would try it.

I heard a good one on Billie P this morning. Billie's uncle from Colorado came to see him. Uncle asked Bill how he was getting along in school. Bill said he was trying to get ahead. That's good, said his uncle, you certainly need one in place of that braying voice.

Alleen Caraway isn't dumb, she just doesn't have too many thoughts. Wednesday a boy visiting here had just finished college and she asked him where he had been. He told her that he had been to college taking medicine. "Oh, and did you get well?" asked Alleen.

Well, today and tomorrow is band day in Amarillo, and how many went today or intend to go tomorrow?

Wow, Biff, Bang! Am I getting bombarded? Sitting in this study hall is like sitting on the front lines of a China-Japan war. Anything's fair—erasers, bee-bees, staples. I got a few touches just then. They may call it fun, but when the ones that are getting hit are going to have fun is when Mr. Hudson serves more tea to them. Mr. Hudson has a good tea recipe.

Readers, I am not going to get to write for you until about May so you can have a little enjoyment. The classes are putting out a paper the next four weeks. Watch it. Fish, Juniors, Seniors and Sophs. That's the order by the week. Be plenty of rival stuff. It'll be good. Read it all.

SOPH SCRAPS

Several business items were carried out at the last meeting. Among these items were the Sophomore class writing an entire issue of the Whiteface Roundup, discussion of Sophomore assembly programs, assistant treasurer appointed, track meet discussion and Sophomore girls to serve at the Junior-Senior banquet.

At the last staff meeting, it was decided that each class was to write an entire Whiteface Roundup. This idea was carried out by the Sophomores electing Virginia Lee Hussey editor in chief, Billy Smith assistant editor, Frances Breden society editor, and J. D. Clayton sports editor.

Work on the class' assembly program is to begin March 27. As the cost for the play has been selected, the Sophomores seem to mean business.

Due to the enormous load of treasury work, an assistant treasurer was appointed. Yarian Jay Fuller was appointed to fill this position.

Since the problem of whether the school is to have a track meet with the classes as opponents is left to the classes, the Sophomores appointed Mend Smith and J. D. Clayton to challenge the other classes to a meet. The Sophs will go strong as eight boys eligible for the meet.

phomore girls are to have privilege of serving at the Senior banquet. The first girls to turn in their names to Wrenn were to have the honor of serving this upper class banquet. More next time.

BOTH BUILDERS

(By Louise Altman)
Creation and its twin, Destruction, go hand in hand, without the other neither could exist. For after all, both creation and destruction are change in ravaging forms; something must be destroyed that something else may be created. Change alone is eternal.

When our plans go awry, when the cherished project dissolves in apparently wasted effort before our eyes, we are prone to feel discouraged. The thing destroyed seems gone, irretrievably. But is it? Does not the great law of change apply here as elsewhere? Is not this seeming destruction but the preparation for greater creation? Nothing is ever wasted; the energy applied to the consummation of some effort goes on and on leaving its impress on that toward which it was directed and on him who directs it as well. From every good deed done so much of good is acquired by the doer. From every worthwhile thing planned and attempted, though it fall in the consummation, accrues something of value to the planner. The dreams may dissolve as mist, the effort may be misdirected through error in its application, the whole project may fail, but if it was a worthwhile attempt with good behind it, good will remain.

Gold is refined and steel is made by the destructive qualities of flame. The dross is burned away, is changed; the finished product is something finer and more useful than the rough materials that were forced to know destruction before their hidden attributes were brought to the surface. The great law of change, out of the throes of destruction, its twin creation, rises phoenix-like leaving behind it the ashes of the dead hopes, but bearing with it hope reborn and strengthened, with clearer and broader vision. It is a comforting thought.

CHIT AND CHATTER

Wayne Evans has taken the habit of calling girls endearing names. We wonder who "Guzums" is.

James B has been sorta down hearted lately. Is a girl the back of this, Jimmie?

Sue Vaughn prefers to ride around with people other than LWC on Sunday afternoons.

Is Mary F. Holder really studying when she closes her eyes, or is she dreaming?

Can anyone tell me who is the owner of the ring Ralph J is wearing?

There is a certain boy in school who can't get by the competition. His initials are RH. Three guesses.

Herby B hasn't had a date with the same girl in three weeks. What's the matter, Herbert?

Why did Ike Knox ask RB instead of HDB to the pep banquet?

Who is Jean-S latest flame? Seen together, Jack D and Lorraine M; also Don H and Alleen C.

Clyde H not only takes the girl friend to the movies, but her family, too. You're a guy in a million, Clyde.

Doris Lady or Basil Mc did some countin' over the week end; I just wouldn't know which.

Lillie C likes the snow. Ask her who carted her across the street.

BAND

Well, we are finally off to the contest. After many hours of practicing solos, duets and regular band contest numbers, we feel that we shall be able to overcome our greatest rival, Tulla High Band.

The band won first place last year at the contest, and we hope

to add another first place to the trophy case. By the way, have you noticed how many awards the band and orchestra already have in the trophy case?

Christine Fincher says that she will enter CIA next fall, but the general belief is that she will end up by playing flute in the Texas Tech band.

Either one of three things has happened to Palmer Norton lately. His father has reduced his allowance or else he has overdrawn it, because we see him with goggles and duster in his open air Dodge.

Our one and only red-headed drummer seems to be having some troubles of his own lately. His shirt-tail rolls up his back like a window curtain every time he sees Alleen Caraway. Viola and drums are a good combination, don't you think?

FUTURE FARMERS

Thursday, March 14, the Julian Club gave the FFA a swell picnic. As the reporter of the club, I

wish to express our appreciation for the grand time that we were shown. After we were tired playing and eating everyone got in the trucks and went to the school house to initiate the new members into full fledged membership of the FFA. There were eight of the boys who did not get cold feet. The members started the initiation off with a peanut race. And did the pledges root those peanuts down the hall! Then each of them were blindfolded and fed some raw oysters that were tied on a string. These oysters were warmed up with a little tobacco so the pledges would swallow them in a hurry. Then we collected their shoes and after putting a few surplus oysters in them, piled them in a pile and promised the first two that got their shoes on two degrees less initiation. Finally we gave each an airplane ride and dismissed till next meeting.

A pathetic poem was written by one of the faithful members, but as poetry is prohibited on this page, we will spare you the agony of reading it.

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- You Get What You Pay For When You Buy Merit Feeds!

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Southwestern Life Paid \$123,881.44 in Texas Taxes During 1934

This Texas institution is helping to build Texas with its investments, payrolls and taxes.



These taxes were paid to the state, counties, cities, school and road districts; and do not include Federal taxes.

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Capital and Surplus . . . \$6,803,515.54

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President



CHEVROLET

Illustrated: 1 1/2-Ton Panel Truck (131" Wheelbase)

Truck owners know economy THAT'S WHY THEY BUY CHEVROLET TRUCKS

MEN who study haulage costs know that Chevrolet trucks are as outstanding in economy and durability as they are in price. Chevrolet trucks handle tough hauling jobs day after day at small operating cost, because they are built to Chevrolet's own high standards of quality in every part. The powerful six-cylinder valve-in-head engines are truck motors, especially designed to give sustained pulling power. Features that assure stamina and long life are evident in every detail of the precision-engineered chassis. Chevrolet trucks offer maximum capacity, economy and quality—because Chevrolet is the world's largest builder of trucks. CHEVROLET MOTOR COMPANY, DETROIT, MICH. Compare Chevrolet's low delivered prices and easy C.M.A.C. terms. A General Motors Value.

SEDAN DELIVERY . . . \$515 (107" Wheelbase)	1 1/4-TON CHASSIS AND CAB . . . \$605 (157" Wheelbase)
HALF-TON CANOPY EXPRESS . . . \$555 (117" Wheelbase)	1 1/4-TON STAKE . . . \$660 (151" Wheelbase)
HALF-TON PICK-UP . . . \$465 (117" Wheelbase)	1 1/4-TON HIGH RACK . . . \$745 (157" Wheelbase)
HALF-TON PICK-UP WITH CANOPY . . . \$495 (117" Wheelbase)	1 1/4-TON OPEN EXPRESS . . . \$655 (151" Wheelbase)
HALF-TON PANEL . . . \$560 (117" Wheelbase)	1 1/4-TON STAKE . . . \$720 (157" Wheelbase)
1 1/4-TON CHASSIS . . . \$485 (151" Wheelbase)	1 1/4-TON PLATFORM . . . \$630 (151" Wheelbase)

Also are the prices of commercial cars at Flint, Michigan. Special equipment extra. *Dual wheels and tire 60¢ extra. Prices subject to change without notice.

DEALER ADVERTISEMENT

CHEVROLET TRUCKS
World's Lowest Prices

Brumley Chevrolet Company

Be Sure To Insure
Adequate Insurance

—is necessary. Don't fail to protect what you have. Call 273 NOW for Information.

HEREFORD INSURANCE AGENCY
John McLean, Owner.

Be on Guard
As a man always should be upon his guard against the vice to which he is most exposed, so should we give a more than ordinary care not to be at the mercy of the weather in our moral conduct.—Anderson.

Aluminum Abundant
Aluminum is the most abundant metal yielded by the earth's crust. Although not discovered as a separate metal until 1824, science has since determined that there is more aluminum than any other metal.

RHINOCEROSSES INHABITED NORTH AMERICA LONG AGO

The rhinoceroses of North America are well represented among the exhibits at Field Museum of Natural History, Chicago. Although one thinks ordinarily of rhinoceroses only as associated with Africa, India and a few other localities on the other side of the world, there was a time, a good many million years ago, when various species of these great pachyderms were at home in North America and, in fact, were abundant over a great part of this continent. It is pointed out by Elmer S. Riggs, associate curator of paleontology at the museum.

It is of the fossil specimens of these prehistoric animals that the Graham hall collection consists. Included are a practically complete mounted skeleton and several skulls and leg bones of American rhinoceroses of various kinds. Some of the specimens were excavated from ancient geological formations in the "Bad Lands" of South Dakota; others are from old river channels and from the drifted sands of Nebraska and Kansas. The animals apparently became extinct due to the frigidly and aridity which crept down upon the Great Plains region preceding the ice age.

INCOME TAX PUBLICITY TO ANNOY MANY

All over this section of the state income taxpayers are raising a wall which provides for the publication of private income tax returns. It is now coming home to them that a summary of each return will become a public record, conspicuously posted where anyone who is curious may see what his friend and neighbor is reporting to the Government.

Under the Revenue Act of 1934, the Commissioner of Internal Revenue is instructed to give proper publicity to all personal income tax returns. He may have such record available to the public at such place as he may see fit, provided none shall be deprived of the privilege of inspecting the record at will. Few local people would object to the keeping of such a public record in the office of the Collector at Dallas. But now it would appear that the local postoffice or the county clerks office may be designated to keep such a record. And the payers of income tax are becoming bothered.

Each taxpayer has his reasons for not wanting his neighbor to pry into his affairs. Some of them are legitimate reasons; some are less plausible. All who make tax returns feel that such exposure of private affairs caters too much to the morbidly curious, and to those who are prone to be envious and vindictive toward their more fortunate brothers. And there are other objections. It is feared this publicity will encourage peddlers and high pressure collectors and begging solicitors who can readily secure the names and addresses from the record.

The prescribed posting of incomes will enable unscrupulous competitors and business enemies to take unfair advantage of taxpayers.

The public record will show an inaccurate, incomplete, tentative and untrue picture of the financial standing of the taxpayer. The taxpayer has no opportunity to show the portion of his income he is using to employ self-respecting citizens who would otherwise be on the dole, nor does it reveal his contributions to charity, nor show the other tax he pays to the Federal government, to his state government, to his county, and to the local school and city taxing bodies.

Many citizens of large means will suffer injury in many cases. But citizens of modest means will suffer even greater hardship and many of them eventual ruin. The man who has a small business will reveal his modest income and the losses which attend the development of his business. Doctors, engineers, lawyers and other professional men whose incomes vary, may appear as failures, although in fact they may be successful. The publication of returns of elderly business and professional men will show up to their clients and patrons their small incomes. Their prestige will be hurt accordingly, and loss of business or patronage and respect will follow. Young men will be embarrassed in the development of new undertakings by the exposing of their limited incomes.

Not the least of the objections to this publicity is the fear that tax paying citizens will be made the victims of criminal racketeers, kidnapers, and underworld gangs. Any gangster could come into the community today and have half a dozen profitable victims spotted in half an hour through the public income tax records.

This portion of the Revenue Act of 1934, rushed through Congress hastily in the closing hours of the last session, doubtless will result beneficially in some ways. But it is already causing many taxpayers to lose sleep for fear of the serious handicap which is being loaded on an already overloaded business world.

Snakes Don't "Charge"
The African mamba, and some hooded snakes or cobras have a reputation of charging human beings, but most "charging snakes" are myths. Battlensnakes hold their ground and strike at victims. If they miss, they draw back their heads, let bygone be bygone, and lie in lurk for the next creature that wanders within striking distance.

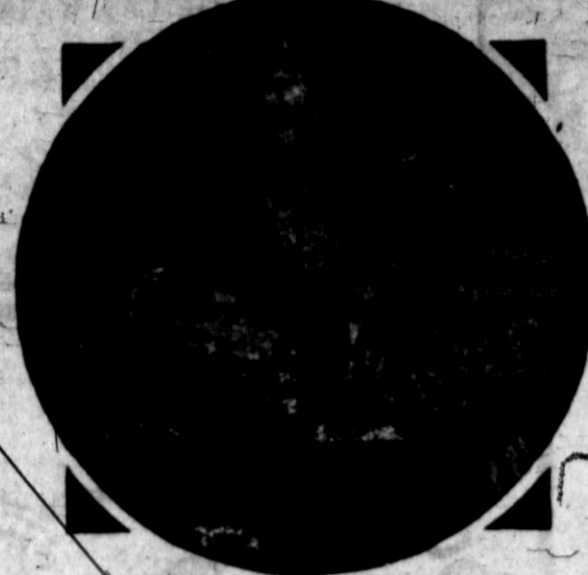
WATER PROBLEMS

The installation of a windmill job on the La Mota ranch, 70 miles south of Marfa, cost \$9,450. The job included two windmills, a 5 horse power gasoline engine, and 8 1/2 miles of water pipe. This will bring water from the Rio Grande River to a point on a

hill several miles distant from the river where a large storage tank will be erected. Watering ranches in the Big Bend country is a problem. Some of the ranches have 25 to 30 miles of water pipe and as many as two or three windmills are used to distribute the water after it is pumped from the well.

Sunday Apparel
When one speaks of "glad rags" "glad" retains its old meaning of bright, flashy or gay in color. "Rags" is frequently used to signify wearing apparel in general. Hence glad rags are Sunday-go-to-meeting clothes.

When a great nation won't take care of its debts, one can't expect much from its people.



WOULD YOU ROB YOUR OWN SAFE?

Silly Question? Yes and No.

Just about as silly as the man who thinks he is saving money by not spending money to keep his home or business property in repair and up-to-date.

The dollar paid out for material and labor in keeping a piece of real estate productive or saleable or liveable is not a DOLLAR SPENT. More often it is a dollar which has a returnable worth of about 200 percent.

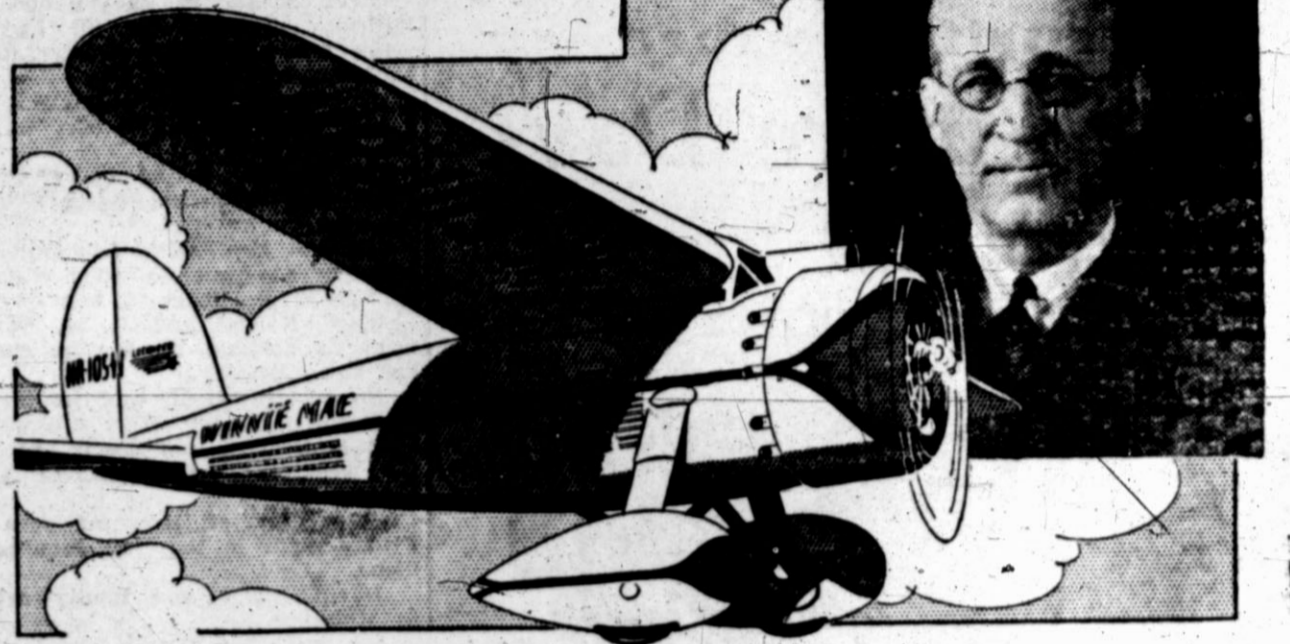
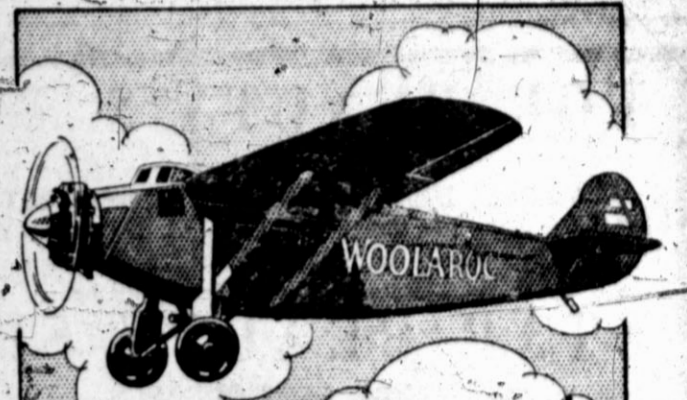
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SELL VIA THE WANT ADS

ART GOEBEL AND WILEY POST BOTH SPONSORED BY PHILLIPS
History-Making Pilots are Backed by Oklahoma Oil Man



Not the first but the second world-renowned plane to receive the sponsorship of Frank Phillips is the Winnie Mae, piloted by Wiley Post, which will shortly set off from Los Angeles bound for New York and a new transcontinental record.

Bartlesville, Okla., February 20.—Back in 1927, you will remember, a daring fellow with the monicker of Arthur C. Goebel soared into the sunlight at Honolulu in a trim monoplane—winner of the epoch-making Dole Race. On the side of that plane was the name Woolaroc—christened after Mr. Phillips' seven-thousand-acre ranch in the Osage hills of Oklahoma—and in the tank still remained an hour or so's supply of a new aviation fuel which Mr. Phillips' company had just perfected. The Woolaroc now rests in a museum on the spacious ranch from which it took its name.

An avid aero-fan, with an eye to the practical advancement of air transportation, Frank Phillips has

endowed his projects with the most advanced devices for promotion of safety and efficiency in air travel. Before 1927, the radio beacon was just outside the pale of practical navigation. It had been theoretically perfected but needed a practical demonstration of its reliability. Radio beacons guided Art Goebel over the 2437 miles on a straight and true course from Oakland to Honolulu, and proved that the radio beacon was the new guiding light of aviation.

When Post leaves Los Angeles, his radio will be tuned to KOA at Denver, and the compass will register any deviation from the direct line. Passing Denver, the dials will then be set to Omaha's WOW, and successively, WHO, Des Moines, WGN, Chicago, WTAM, Cleveland. The final guiding station will be WJZ at New York City, which will by its cowboy singer, hot orchestra or come what may, steer him into his landing position.

Like the radio beacon was in its "sland days", the radio compass, which Mr. Phillips has furnished for the Winnie Mae, is still an instrument to be given its trial in the gruelling laboratory of long-distance flying. Wiley Post's performance in the Winnie Mae will give the new device an acid test.

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A non-habit forming relief for constipation and regular movements. Pure, tasteless and odorless.
Full Pint . . . 59c

Nyal Salts
End constipation and rid the system of excess that causes overweight and fatty tissue. Two sizes 35c-65c

Mercurchrome Solution
For cuts, scratches and infections. 19c

Kleenex
25c Package 19c

COZY'S Powder
\$1.10 69c

Victory Nose Drops 37c
Palmolive Shaving Cream 23c
Johnson's Baby Powder 19c
Lavotis Mouth Wash 37c
Medium Size
Mead's Maltose Food Tin 63c

50c Pepsodent Tooth Paste 37c

55c JERGEN'S Lotion 37c

50c Prophylactic Tooth Brush 39c

INGRAM'S Milk Wood Cream \$1.10 Size 89c, 55c Size 43c

NYAL Aspirin 100 Tablets 39c

85c KRUSCHEN Salts 59c

35c Mum Deodorant 29c

\$1.00 CRAZY Crystals 89c

50c Williams' Shave Cream 39c

50c MILK OF Magnesia 39c

THE ANSWER to the problem of feminine hygiene
Once a day use **O-Do-Septic** Corrective Douche Powder 75c Size 59c

SPECIALS

FRIDAY AND SATURDAY SPECIALS

WE ARE PAYING 12c TO 14c FOR HENS

SPUDS	10 pounds	15c
BEANS	Green, No. 2 can, 2 for	19c
MARSHMALLOWS	1-pound package	17c
SARDINES	No. 1 tall can, 3 for	25c
SUGAR	10-pound bag	51c
SPINACH	No. 2 can, 3 for	25c
OATS	Marshal, cup and saucer, box	29c
PEACHES	Evaporated, 2-pound package	25c
PINEAPPLE	No. 1 can, 3 for	26c
CORN FLAKES	Package	11c
HOMINY	No. 2 can, 2 for	15c
SAUSAGE	Vienna, 2 cans for	15c
POTTED MEAT	4 cans for	15c
ORANGES	Large size, dozen	35c

CARL'S Cash and Carry GROCERY

Messenger News

BY ESTELLE WILLIAMS

The parents of R. Y. Lindsey are here from East Texas visiting him. Mr. and Mrs. H. L. Agee visited her brother, Elwyn Green, at Bovina Saturday.

Last week's snow and rain brought great joy to farmers and stockmen.

Those attending the county meet

were Mr. and Mrs. R. J. Coleman, J. H. Hudgeons and children, Imogene Copeland, R. Y. Lindsey, Homer Sharp, Mr. and Mrs. L. M. Williams and children, Mr. and Mrs. Charley Brown and children. Messenger school will third place.

Mr. and Mrs. J. A. Hart and children have gone to Colorado to make their home. Juanita Cross went with them to visit a few days.

Summerfield News

MAUD E. NOLAN

Messenger will present a play here Thursday night. Proceeds go to Summerfield school. Admission 10 and 15 cents.

Mr. and Mrs. B. K. Greeson, Eva and Olin were in Farwell Wednesday.

C. R. and Guy Waiser were in Plainview Saturday on business. Asa Atchley and Jim Nolan are working on the Santa Fe railroad crossing in and near Summerfield. Rev. Murial Weathers filled his appointments here Sunday.

Messrs. and Mmes. Ted Young, John Biggs and Owen Stagner all of Hereford spent Sunday in the B. E. Roberson home.

Rance PTA met at the school house Friday night. Forty-two was played and candy served.

Mr. and Mrs. M. Caldwell of Vernon visited the Len Kendall home recently.

Mr. and Mrs. J. B. Saunders spent the week end in Amarillo with relatives.

B. C. and B. E. Roberson and families were in Amarillo Saturday.

Mack Nolan of Canyon spent Saturday night in the Ky Lawrence home with his brother, J. B. Nolan.

Mrs. Allen, teacher at Daniel, spent the week end in the Ray Johnson home.

Miss Oleta Boling spent the week end with her parents in Amarillo.

Mr. and Mrs. Alton Lookingbill and Phyllis spent Saturday night in the B. E. Roberson home.

Mack Nolan and J. W. Cox went to Floyd's Sunday, returning home Monday.

Nelson McWright was in this community Sunday.

A. L. Behrens and family spent the week end with relatives in Kress.

Mary Cox of Hereford spent Friday night in the Ray Johnson home.

David Bellar and family are in Muleshoe.

Mr. and Mrs. Harold Close of Hereford visited the Ray Johnson home Sunday.

Miss Gertrude Atchley, Mrs. Oglesby, Helen and Arliss Oglesby are ill with mumps.

Mrs. Frank Lookingbill left Monday for a two weeks visit with relatives in Waco. She accompanied her brother, Porter Johnson.

L. B. Lookingbill and family have moved to the house vacated by C. B. Thomas.

WMS met Thursday in an all day session, observing a week of prayer program. Several visitors were present.

Mr. and Mrs. Lewis Jay have gone to Sherman on an extended visit.

Mr. Thomas is living in the house vacated by Mr. Jay.

The Sunday school has decided to stop the bus that has been bringing some people to Sunday school due to lack of funds.

YWA will meet in the Will Schulz home Tuesday night.

A REAL BENEFACTOR

In 1906 when only a few people owned automobiles, Woodrow Wilson said that "nothing has spread socialistic feeling in this county more than the automobile; to the countryman they are a picture of, arrogance of wealth, with all its independence and carelessness."

Mark Sullivan, in his book "Our Times," observes that few in 1906, not even Professor Wilson, foresaw that the automobile, instead of leading to socialism, was to lead in exactly the opposite direction. Unlike most other forms of wealth, the automobile is a form of energy. It cannot be hoarded or amassed. It must be used.

While the automobile was still in its infancy, the rich were targets for such statesmen as Bryan and LaFollette, both of whom had grand schemes for a better and more equitable distribution of wealth. But while these politicians were scheming to benefit the so-called common man, another group of men, typified by Henry Ford and Thomas Edison, were working in another field, also for the benefit of the common man.

Says Mark Sullivan: "Had all the proposals of restraint ever devised by Bryan and LaFollette been enacted into law, the sum of the effect—assuming the effect would not have taken the form of disaster—would not have procured for the average man even a tiny fraction of the enrichment that Henry Ford conferred upon him."

DEADLY MOTOR DRIVERS

There are pistols and knives and hatchets and blackjacks in the list of deadly weapons, and when careless hands are on the wheel and reckless drivers are behind them, automobiles are to be included. If you doubt this, read the ever-lengthening list of traffic fatalities.

A man does not have to be deliberate in this intent to kill to be a morally responsible slayer. He is one if he kills while acting in reckless disregard of others. The motorist who drives his car at breakneck speed through the streets and goes hurtling down the path that others cross employs a deadly weapon against his fellows as surely as one who empties his gun down a crowded thoroughfare.

Let the reckless motorist fix this in his mind and, if he is not a murderer at heart, let him prove it by exercising proper care. Good drivers are those who get not the highest but the safest speed out of their cars.

FOR JOB WORK, TRY THE BRAND.

TWO OLD FRIENDS

People talk more than ever today because they have so much more enforced leisure. Perhaps that is why they smoked last year more than in any preceding year. The leisure was still there in ample quantities and the price of a pack of cigarettes was easier to raise than in the year 1933. So they consumed an average of 2.8 cigarettes a day for every man, woman and child.

As they puffed, or perhaps before they struck a light, they sipped a cup of coffee, to the extent, says the Coffee and Sugar Exchange, of 2.86 cups a day. Almost exactly a cup of coffee for every cigarette, it will be noted; virtually with every meal.

Even the people on relief must have had their coffee and their cigarettes, or the total figures could not be what they are. Do the doctors approve or disapprove? There is no telling. Dietary revolutions are so startling. But the health of the people remains good.

It is particularly good news that the young women have been taking on weight. There has been a revolution in silhouettes. Emancipation and emaciation are no longer synonymous. Cigarettes and coffee may therefore turn out to be compatible with cereal and cream; and the farmer will rejoice.

Relief families, it has been noted with alarm in certain quarters, are producing many more children than self-sustaining families. The excess is as high as 60 per cent. But it does not prove that the dole subsidizes unwisely procreation. The plainer reason is that families with a large birth-rate are most apt to require public assistance in hard times.

The average number of children in the American family is

less than two. But there are about three million families with five or more children. They would be enough to account for our entire population on relief. The dole has been long operating in England, but the birth-rate has been going down.

FOR BEAUTY'S SAKE

USE

FAREL DESTIN TOILET PREPARATIONS

These creams and lotions are made of the purest ingredients. You will be pleased with the results. They are wonderful aids to a lovely skin. They are sold exclusively by

STAR BEAUTY SHOP

MRS. BESS JENNINGS

Security Leisure For Future Days



Your future depends largely on how you handle the present. Make sure of future security by making sure today of the best banking connections. Whatever your financial problems amount to you will find it an advantage to employ the facilities and experienced personnel which this institution offers.

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Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
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All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.

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Phone 341 for Appointments

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Ward News Notes

MRS. WILEY ROBERSON

Rev. Collins will preach here each third Sunday morning and night.

Mr. and Mrs. Jim Lipscomb, Mrs. Geo. Suggs and son, George, were in Amarillo last Friday.

Millard Gregory spent last Sunday in the Berry Miles home.

Helen Miles spent Saturday night with Oham Harrison.

Mmes. Jack Hutson and Jim Lipscomb visited Mrs. Wiley Roberson in Hereford last Tuesday.

Mr. Suggs' Sunday school class will give a play, "Clown Time," at the school house Friday night, March 29. Everybody invited.

Bob Higgins left Saturday for Fort Worth to attend the Stock Show.

George Suggs and Mr. and Mrs. Jim Lipscomb visited the Bill Hutson home Monday.

Mr. and Mrs. W. R. Harrison, Erma Lee and Floyd spent the week end in Hollene, New Mexico, with Rev. Benny Harrison and family.

Wilda Fay Gibbs spent Sunday with Dorothy Miles.

Mrs. Bill Hutson visited Mrs. John Hutson Thursday.

Rev. Collins was a Sunday dinner guest in the Fred Norman home.

Rev. Hornbeak will preach here next Sunday morning.
Ruth and Marie Morman spent Sunday with June and Iva Ruth Gibbs.

ANCIENT SPRING AT TYLER TO BE RESTORED BY 1936

Tyler, Texas—In keeping with the proposed religious phase of the statewide celebration of the Texas Centennial in 1936, the local chapter Daughters of the Confederacy has proposed that an ancient spring, one of the early landmarks of Tyler, be restored and an appropriate marker be erected there.

Early-day residents of Tyler recall the spring, located near the intersection of Elm and Spring streets, as the "watering spot" of the city many years ago. The spring, now covered and its stream of water turned into a storm sewer, was used a half century ago by the Baptist church for baptismal purposes.

The worst evil of wars is the moral laxity that always follows them.

KVP HEAVY WAXED PAPER



THOSE TEMPTING PICNIC LUNCHES—

Wrap your next picnic lunch in KVP Heavy Waxed Paper and see how much more tempting it is when picnic time comes! It will be exactly as fresh and tasty as when it left your kitchen!

Another KVP Product



BE MODERN INSTALL AN AUTOMATIC GAS WATER HEATER

See your Gas Appliance Dealer or your Gas Company

West Texas Gas Co.
Good Gas with Dependable Service

TELL YOUR GROCER



To Send PACKARD'S BEST

—And you will have the best your money can buy. Learn about the service we give and how it can cause no other wor but "Featherlite" can describe the pies, cakes, pastries and bread made with it.

Packard Milling Company
Hereford, Texas

34 Fine Young Bulls and Six Heifers—all of Straight ANXIETY 4th Bloodlines Will Be Sold at the

Hereford Auction Of Brownfield-Ivey Hereford Farm Thursday, March 28

Sale At Bull Barn—Begins at 1:00 P. M.

STRAIGHT ANXIETY FOURTH BLOOD LINES

These 34 bulls have been carefully selected from our very best to meet the demand for top herd bulls of straight Anxiety 4th bloodlines. They are not highly conditioned, but just the way we prefer them for our own use. They have size and bone, ruggedness, breed character and Genuine Hereford quality. There are many fine herd bull prospects in the lot.

Most of these are of our own breeding, sons and daughters of our own herd bulls and from dams that have been bred in this herd that was founded directly with Gudgeon & Simpson cattle. The bulls are sons of SUPERIOR DIAMOND, a double Domino that has been used in this herd for years; TIMBERLINE—by Superior

Anxiety out of Gwendoline 30th by Bright Stanway; TIMBERLINE, JR., 1507000, one of his very best sons; ADVANCE DOMINO JB, by Advance Domino. One bull is by PRINCE AX-TELL by Prince Domino Mischief.

The females, a small but select lot, are daughters of SUPERIOR ANXIETY and DOMINO RETURN. These and the bulls are out of daughters, largely, of SUPERIOR ANXIETY and TIMBERLINE, JR.

We will appreciate the attendance and consideration of breeders who want really good cattle. These animals are bred in the purple and we believe they will suit you. Come and spend the afternoon with us.

FINE YOUNG BULLS AND HEIFERS

Brownfield-Ivey Farm

TOM IVEY, Manager. J. A. PITMAN, Clerk. REPPERT & GARTIN, Auctioneers.

TEXACO PRODUCTS

Insures better mileage and gives your car that extra pep that is needed now.

WE WILL BE GLAD TO SERVE YOU!

Texas Service Station

GLEN SNYDER

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. if U. G. Randall of Easter and L. E. Beck were attending to business in Hereford and Dimmitt last Wednesday.

Jumbo people expect to attend the play, "Beads on a String" at Frio Thursday night of this week. Bobby Simpson is quite ill with whooping cough.

Charlton Neeley of Amarillo was calling on Jumbo friends last Wednesday. The Neeleys formerly lived in this community.

Mr. and Mrs. C. A. Wolf and sons, Harold and Carl, and wife and Gus Tietje and Mr. and Mrs. Fred Winfrey of north of Hereford returned the first of last week from Brunswick, Mo., where they had taken the body of Fred Tietje, for burial.

Mr. and Mrs. Ulfman Hunter entertained Mrs. Mildred Bailey, Miss Louise Goats and Frank Jones, Jumbo teachers, with a waffle supper Wednesday.

Addison Hunter and Mrs. K. R. Hunter and daughters, Florene, Evelyn and Ineva, went to Hart Saturday to visit in the Hubert Maples home, returning Sunday.

Mr. and Mrs. Ira Woolery took Milton to Canyon Tuesday for treatment. He has been suffering some time with a heart ailment and is not improving as fast as desired.

Mrs. Elmer Jones and Ruby Andrews of Frio called Wednesday on their sister, Mrs. Charles King.

Wayne Carthel plans to take a load of fat lambs to the Fort Worth market Tuesday of this week.

M. G. Layman and family and Mmes. Jack Hunga and Dalton Layman were in Muleshoe Tuesday to get acquainted with a new son in the Ernest Layman home.

L. A. Matthews was in Amarillo last Monday.

Mrs. S. A. Burdine and sons visited the home of her daughter, Mrs. L. C. Baggett, Friday, leaving Saturday for Melrose to visit a son, returning Tuesday to the Baggett home for a week's stay before returning to their home in Hedley.

Whooping cough victims are returning to school, but the J. C. Stork family are new victims.

Mrs. Mildred Ballev spent Saturday night and Sunday in Canyon with her daughter and with Cecil Cayton and family.

Mr. and Mrs. C. J. Beck of

Lubbock visited over the week end in the L. E. Beck home. Mr. and Mrs. L. E. Beck are in Lubbock this week on business.

Miss Maurine Wilder of Canyon spent last week with her parents, Mr. and Mrs. J. J. Wilder. Misses Athalie and Helen came Friday for a week end visit and were accompanied by Miss Irene Hurst.

Jack Metcalf is quite sick with influenza.

Mrs. J. J. Wilder entertained a group of young people at her home Sunday with a birthday dinner in honor of Athalie, also Wilburn Axe, their birthdays being near together. St. Patrick color scheme of green was carried out in decoration and menu. Present were Misses Irene Hurst, Louise Goats, Athalie, Maurine and Helen Wilder; Messrs. Fred and Wilburn Axe, Luke Beck and Gerald McIlroy of Dimmitt.

School was dismissed last Friday so that the pupils might take part in literary events at Dimmitt Friday. They also attended track events Saturday, winning several contests.

Easter Items

BY LOUISE FRYE

Rev. Armstrong filled his regular appointment Sunday morning. Because of bad weather only a small crowd was present.

Friends of Grandmother Sams will regret to learn that she has been critically ill since Saturday. Miss Nannie Fields who is teaching at Floyd, N. M., visited last week end with her sister, Mrs. Fred Walton.

Mr. Armstrong has been very ill the past week at the home of his daughter, Mrs. Roy Durant.

Misses McClure and Ramey took several of the pupils to Dimmitt to attend the school meet. Maxine Durant won first in junior declamation, Maxine and Wilbur Dixon won first in picture memory and second in junior spelling.

Hazel King took second in girls senior declamation, and William Dixon won first for boys. Ray Jameson won third in story telling. Mrs. Geo. Chambliss and Mrs. E. O. Dixon took teachers and pupils to Dimmitt.

Mrs. John Morgan and daughter and Miss Ashby Bruton of Floyd, N. M., spent the week end in the D. S. Bruton home.

Misses Emerald Smith and Louise Frye were at Big Square Saturday.

Mr. and Mrs. Paul Williams visited Saturday evening with Mr. and Mrs. Chris Wegner.

Mr. and Mrs. E. O. Dixon were shopping in Hereford Monday. Carl Frye was in Fort Worth this week on business and attending the Fat Stock Show.

A daughter and son of Mr. and Mrs. J. S. Smith are here from Andarko, Okla., to be at the bedside of Grandmother Sams. EHD club met with Mrs. Carl Frye March 14. Members of the Bethel club were guests. A program was given on 4-H scholarship, after which several contests were had. During the social hour refreshments were served. Attending from Bethel were Mmes. Jim Bagwell, K. Roberts, Loyal Lust, Earl Last, J. B. Davis, Smith, C. Richardson, J. C. Williams, Jack Baker, Copeland and Rothwell.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. F. M. Caldwell of Vernon visited his uncle, C. P. Caldwell and family Saturday.

The community gave Mr. and Mrs. Haskell Benson a surprise Saturday night. The Bensons are moving soon to a farm near Dimmitt. The community regrets to lose the Bensons as they have been active and faithful workers in all community organizations.

Jeff Roberson and family spent Sunday with Mrs. Roberson's parents, Mr. and Mrs. C. P. Caldwell.

Mr. and Mrs. J. L. Park and Miss Lucille visited Mrs. Paul Cavendish and family at Amarillo Sunday.

John Counts of Fort Sumner, N. M., visited his daughter, Mrs. Orin Russell, last week.

Emmett Blakemore spent Sunday with his parents, Mr. and Mrs. A. J. Blakemore, near Sumnerfield.

Wayne Kimmins is staying with the Ricketts while Forbes Blakemore is recovering from mumps.

Mmes. H. R. Patterson and Elmer Patterson left last Monday for Corsicana to attend the funeral of E. A. Patterson, a brother to H. R. They returned Wednesday.

A. J. Hughes, Mr. and Mrs. D. Garvin and children of Silverton visited last week end with their daughter and sister, Mrs. Ira Ricketts and family.

Ezell Patterson of Amarillo visited his parents, Mr. and Mrs. H. R. Patterson, Sunday evening.

Among those who won places in the county contest at Hereford were Tra Jeanne Ricketts, Glenn Ricketts, Marylyn Edwards, Clarence Taylor, Billie Boyer, Grace Botts and Edgar Russell, the latter winning seven blue ribbons.

While this school did not win first, they did exceptionally well considering the fact the number of pupils entering.

H. R. Patterson attended services at Arney Sunday afternoon.

Rev. Manney preached here Sunday afternoon. The girls' quartet and mixed quartet under direction of Miss Thelma McMillan, sang several selections which were greatly enjoyed by all.

Mrs. D. U. Johnson from near Dimmitt is visiting her daughter, Mrs. H. Benson.

Fred Caldwell spent the week end at home.

Dillard Edwards and family spent Sunday in the Owen Neel home.

Estelle Counts has returned to her home at Fort Sumner, N. M., after visiting her sister, Mrs. Orin Russell, several months.

Dean News

BY MARY LOUISE DEAN

Mr. and Mrs. B. R. Fulkerson were host and hostess to a party Saturday night. A good time was reported by all.

Miss Mary Louise Loyd spent Monday night with Mary Louise Dean.

Mr. and Mrs. Clem Friemel and children took Sunday dinner with Mr. and Mrs. V. Skypala at Westway.

Mr. and Mrs. B. R. Fulkerson were Hereford visitors Monday.

Mr. and Mrs. Arlie Dean visited the John Whitsett home Tuesday night.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Take Produce to Carl's Gro. if Rain and snow fell here Sunday night and Monday of last week, amounting to about one-quarter inch.

The teachers, Gullford Miller and Miss Montgomery of Sims school, spent with their pupils to Hereford March 15 and 16 to attend the county rally.

Mr. and Mrs. Tom Cook left recently for Oklahoma City.

Mrs. Murray, sister of Mrs. F. P. Lyons, accompanied the Cooks to Oklahoma City.

Mr. and Mrs. Kenneth Cook of Kansas have been visiting a few days in the Tom Cook home.

Lourin Luallin arrived home from Decatur with his bride, the former Miss Lucille Foxall. They are residing at the Tom Cook farm.

Shoppers in Hereford Saturday included Sid Barclay, N. O. Phillips and children, John I. Morris and children, Jack Fortenberry and children, E. Hobbs, T. F. Bohannan, Mr. and Mrs. M. B. Stone and baby, Mr. and Mrs. J. M. Chapman and boys.

Theron Bohannan and family visited in the Tom Bohannan home Saturday.

F. P. Lyons went to Oklahoma City Sunday on business.

Mrs. J. M. Chapman attended the county home demonstration council at Hereford Saturday.

Westway Items

(BY WILMA SKYPALA)

Mrs. Guy Lawrence of Walcott spent Saturday with her parents, Mr. and Mrs. R. M. Gunn.

Mr. and Mrs. C. V. Burges visited Mr. and Mrs. L. A. Reed in Hereford Sunday evening.

Mr. and Mrs. Buck Weaver and children of Hereford spent Sunday with his parents, Mr. and Mrs. W. T. Weaver.

Mr. and Mrs. Paul Mathers and children spent Sunday afternoon in Amarillo.

Mr. and Mrs. Clem Friemel and family of Dean community spent Sunday in the V. Skypala home.

Roy Landers and Wanda Downs spent Sunday evening in the Burges home.

The community was saddened by the death of the mother of L. O. Gore, Mrs. Preston, who died Sunday morning. Funeral services were held Monday in Hereford.

The interscholastic league meet was well attended Friday and Saturday. Westway had been hard at work the past month and brought back three loving cups.

FREE! about STOMACH TROUBLE

Explains the marvelous Willard Treatment which is bringing amazing relief. Sold on ironical money-back guarantee. PRICELESS INFORMATION for those suffering from STOMACH OR DUODENAL ULCERS, POOR DIGESTION, ACID DYSPEPSIA, SOUR STOMACH, GASTRITIS, NERVOUSNESS, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEAD-ACHES, DUE TO EXCESS ACID. Ask for a free copy of Willard's Message. We are Authorized Willard Dealers.

CITY DRUG STORE

Give Those Chicks A SQUARE DEAL

FEED THEM RIGHT

with

PACKARD'S

BLUE DOT

ALL-MASH STARTER

Only through proper feeding will chicks grow big and strong and prove profitable. When they are a little bigger give them Packard's BLUE DOT Growing Mash. To make hens lay, feed BLUE DOT Egg Mash. You'll find a difference.



PACKARD'S BLUE DOT FEEDS

Are made by the Packard Milling Company in Hereford. The feeds are scientifically correct for poultry. And they are for sale at prices you can afford.

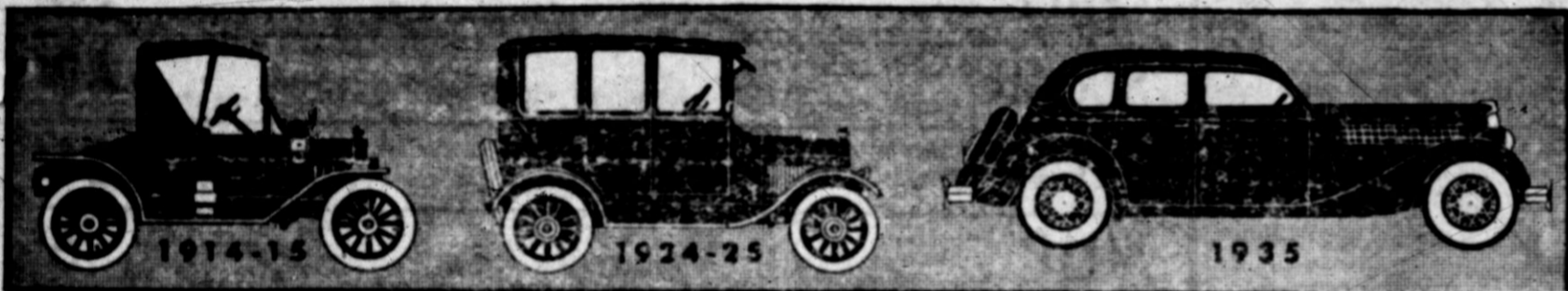
ASK FOR BLUE DOT — IT COSTS LESS!

Hereford Poultry & Egg Co.

BRING US YOUR CREAM, EGGS, POULTRY AND HIDES

We are in A New Automobile Era!

Cars built since 1931 have twice the power and speed of ten years ago!



Continental offers you better lubrication for modern cars — an *Alloyed Oil with twice the film strength of other oils!

IT'S hard to realize how improved cars of the '30s are over those we drove ten years ago. We are in a new automobile era! Power and speed have almost doubled in a decade, with little increase in motor size.

Increased power has brought enormous increases in bearing pressures and crankcase temperatures. In making motor parts that will stand up under these severe conditions, car manufacturers have turned to new alloy metals of extra strength and durability. For the same reason, you must have oil with enough extra oiliness and film strength to protect your motor under extreme pressures!

Yet motor oils generally have no more oiliness and film strength now than they had ten years ago. New refining methods have recently come into use to make oils free from carbon and sludge. But these new refining processes have actually lowered instead of increased oiliness and film strength!

There is one exception—Conoco Germ Processed Motor Oil. It, too, is free from carbon and sludge troubles, as its users know after millions of trouble-free miles of driving. But more important, Timken machine tests prove that the new Germ Process* puts into this oil 2 to 4 times the film strength of any straight mineral oil! That extra film strength protects your motor under the most extreme pressures and heat.

Germ Processing gives other valuable advantages. Because Germ Processed Oil penetrates and combines with metal surfaces, a "Hidden Quart" stays up in your motor and cuts down starting wear. Germ Processed Oil gives longer mileage with greater motor protection, as proved by the famous Indianapolis Destruction Test.

Plain mineral oils were all right ten years ago—today they are becoming obsolete. Say "O.K.—Drain"—fill with Conoco Germ Processed Motor Oil and drive with the comfortable assurance that your oil meets your motor's needs!

CONTINENTAL OIL COMPANY • Est. 1875

CONOCO GERM PROCESSED MOTOR OIL



Say "OK-Drain" — FILL WITH

From the diary of a couple who had a grand time



"The Conoco Travel Bureau at Hereford sent us a complete plan of our trip—everything we needed and all of it free."



"There were road maps of every state with road conditions and best routes marked, and booklets about scenic and historic points. Road and camp directories, too."



"Friendly Conoco service wherever we stopped made it a grand trip, too. You can apply at any Conoco station for this free Travel Bureau service."

We Have a Service For All



Old or young, big business man or little, you'll find a hundred and one reasons for transacting your business and financial matters through this institution. Our personal and efficient service is available to the smallest savings depositor as well as the big industrial borrower. Our records over a period of years prove the value of our help, advice and better facilities. Learn about the service we give and how it can fit into your particular financial or banking problem. We invite full investigation and requests for counsel and advice.

Start a Savings Account

First State Bank

STAR THEATRE

Hereford, Texas

Thursday

Last Showing of

"Murder in the Clouds"

Friday Only

MATINEE AND NIGHT

Another Big 10c Show

"Born to Be Bad"

LORETTA YOUNG

CARY GRANT

Chapter 5 of

"RUSTLERS OF RED DOG"

ATTEND THE MATINEE

SATURDAY

MARCH 23

Matinee and Night

That Funny Team of "Big Hearted Herbert" in Another Smash Hit

"Babbitt"

with

GUY KIBBE

ALINE M'MAHON

Special Saturday Comedy

Sunday, Monday

Tuesday

3-BIG DAYS-3



for giving us another picture every bit as delightful as "Happened One Night" Adolph Zukor presents
Claudette COLBERT
in
The GILDED LILY

A Paramount Picture with FRED MACMURRAY RAY MILLAND C. AUBREY SMITH EDWARD CRAVEN Directed by WESLEY RUGGLES

NEWS AND COMEDY

Wednesday

MARCH 27

Another Big Special

"Vanessa"

with

ROBERT MONTGOMERY HELEN HAYES

COMING MARCH 31

"Girl of the Limberlost"

by

GENE STRATTON PORTER

PERSONALS

Mr. Seth B. Holman was in Amarillo Sunday.

Mr. and Mrs. Jack Wayland spent Sunday in Amarillo.

Get your bulk garden seed from our new stock. West Texas Feed & Seed. 1c

Rebekahs will hold a bake sale at Piggly Wiggly store all day Saturday.

Mr. and Mrs. F. H. Oberthier were business visitors in Amarillo last Friday.

Winter is not gone and we have new cars of lump and nut-coal. West Texas Feed & Seed. 1c

Mr. and Mrs. Harry Fritz and daughters spent Sunday in Plainview visiting old friends.

James Wilson was called to Collin county Sunday because of serious illness of an uncle.

Miss Ida May Gaines of Friona was dismissed from the hospital yesterday after a stay of three weeks.

Mr. and Mrs. O. M. Carter of Haskell, Texas, visited Tuesday in the home of Mrs. Carter's parents, Mr. and Mrs. D. H. Bryant.

We have a new car of lump and a car of nut coal. West Texas Feed & Seed. 1c

Mr. and Mrs. Jimmie Robinson are enjoying a stay of several weeks at Hot Springs, New Mexico.

Buy a cup of coffee at Furr Food Store on Saturday, March 23, and help local charity. 1t

Mr. and Mrs. J. H. Bond of Portales, New Mexico, spent the week end here with Mr. Bond's daughter, Mrs. S. P. Rosson and family. Mrs. Rosson and daughter returned home with them for a short visit.

It's almost time for bulk garden seed. We have a new supply. West Texas Feed & Seed. 1c

The Junior Band, under Ralph Smith, will play at the Northwest Texas Educational Conference in Canyon Friday afternoon.

Miss Rosalie Schneider spent the past week end in Amarillo with her sister, Miss Mildred Schneider.

Spring football practice will be started by the Whiteface football squad on Monday, April 1. Candidates for the 1935 squad, with the exception of those on the track squad, will report for drills.

Mrs. O. F. West left Friday for Temple where she attended the Rebekah Assembly held there on Monday and Tuesday. She was accompanied by Mr. and Mrs. Edgar Sowell as far as Graham.

The Messenger community club met with Mrs. J. A. Hart March 14, in an all-day session. Mrs. Hart gave a demonstration on making paper flowers and another was given on making beads. The club regrets losing Mrs. Hart from the community and club. She is leaving for Colorado to make her home. Next meeting will be on April 11 with Mrs. R. Lee Howard.

CENTRAL SCHOOL SEEKS ALL UNWANTED FLOWERS

Flowers are wanted at the Central school. Miss Edith Shields, principal, asks that persons thinning out flower beds give the surplus plants to the school. She is especially interested in irises and violet, but will be pleased to receive any flowers.

She may be called at 3455 and she will send for the flowers.

MORE WHEAT CHECKS DELIVERED FARMERS

Thirty checks for last 1934 wheat allotment payments arrived at the county agent's office Monday and are being distributed. They represented \$5,941.60.

Twenty-seven for second 1933 payment came last week, aggregating \$2,187.72. All the checks are being distributed.

All Deaf Smith county wheat contracts have been approved, announced Dewey Reed, and early payment has been assured by the Washington office.

Strength of Subconscious Mind.

The subconscious mind is believed by some to retain an impression of every detail in our lives. But most details never return to the conscious mind except during some mental aberration. One case was that of an illiterate servant girl who, in delirium recited many passages in Latin, Greek and Hebrew which she had overheard her one-time master repeat in his study.—Collier's Weekly.

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

Six Weeks Honor Boy Scout Work Students Named Talked by Lions

High Honor Roll.
Eleventh grade: Bill McLean.
Ninth grade: Mary Turrentine, Imogene Roberson.
Eighth grade: Mary Jane Morgan.
Seventh grade: Joy Wagley, Grant Fuller.

Honor Roll.
Eleventh grade: Christine Fincher, Adeline Schumacher, Elizabeth Spradley, Ruth Smith.
Tenth grade: George Conklin, Aline Bell, Melva Rea, Faye Russ, Lorene Valentine.

Ninth grade: Phillip Briggs, Varian Fuller, Earl Oldham, Clyde Posey.

Eighth grade: Viola Phillips, Dean Dunlap, Jack, Nicks.

Seventh grade: Barbara Jean Brotherton, Edith Jackson, Helen Barber.

Sixth grade: Myron Morgan, Orvella Hill, Louise Blythe.
Fifth grade: Clifton Nell Cox, Margaret Higgins, Nellie Pauline Spradley, Leonard Burleson, Raylan Evans, Billie Louise Davis, Wanda Jean France, Gertrude London, Wella Rutherford, Virgie Lee Sparks.

Fourth grade: Wayne Phillips, Billy Jean Angelo, Mildred Boysher, Lois Agnes Gilbreath, Rena Rea Renfro, Jack London, Cleon Cawthon.

How One Man Lost 22 Pounds

Mr. Herman Runkis of Detroit writes: "A few lines of thanks from a rheumatism sufferer—My first bottle of Kruschen Salts took all the aches and swellings out of my joints—with my first bottle I went on a diet and lost 22 pounds and now feel like a new man."

To lose fat safely and quickly take one half teaspoonful of Kruschen Salts in a glass of hot water before breakfast every morning—a quarter pound jar lasts 4 weeks. Get it at Close Drug Co. or any drug store in America.

If not joyfully satisfied after the first bottle—money back.—adv

AT THE STAR THEATRE

Movie fans will see four outstanding pictures at the Star Theatre this week end and through Wednesday and Thursday of next week.

Friday's attraction, both afternoon and night will be "Born to Be Bad," with Loretta Young and Cary Grant. Also the fifth chapter of "Rustlers of Red Dog," and a comedy.

For Saturday afternoon and night, "Babbitt," greatest of the Sinclair Lewis novels, is scheduled as the feature. Transferred to the screen with all its subtle humor, its philosophy, dramatic situations and its irony, headed by Aline MacMahon and Guy Kibbe, it's bound to be a great picture.

Booked for Sunday, Monday and Tuesday attraction is Claudette Colbert, the glamorous star of "It Happened One Night," who will be seen in "The Gilded Lily." Miss Colbert is presented as a singing and dancing girl in this picture and takes the role of a girl who gives up silks, jewels and a millionaire's adoration for the love of a man who feeds her popcorn on a park bench. Fred MacMurray and Ray Milland are in supporting roles.

Helen Hayes and Robert Montgomery are co-starred in "Vanessa: Her Love Story," the outstanding feature which will be seen Wednesday and Thursday.

The picture is romantic drama of the type in which both stars have scored. For Miss Hayes, it follows "What Every Woman Knows," latest of her M-G-M pictures which include "Another Language," "The White Sister" and "The Sin of Maledon Claudet."

For Montgomery it follows "Forsaking All Others," and gives him a characterization somewhat like the one he did in "Private Lives," his hits, of course, include "Biography of a Bachelor Girl," "Hide-out," "Strangers May Kiss," "Riptide," and many more.

Other notables in the cast are Otto Kruger, May Robson and Lewis Stone.

Card of Thanks.

We take this means of expressing our gratitude for the many kindnesses and for the understanding sympathy of our friends and neighbors in our recent bereavement.

J. W. Hamm
Patsy Ruth Hamm
Fred Hamm and Family
Mrs. R. O. Douglas and Family
Mrs. Stewart Barnes and Family
Mrs. Joe Scrimshire and Family
Mr. and Mrs. H. H. Ingram. 1p

Talks on the aims and organization of Boy Scouting were made at the Lions Club luncheon yesterday by Guy Saunders and Marvin Paul of Amarillo. Saunders is a member of the Amarillo Area Council and Paul is executive for the council.

The club is contemplating sponsoring a scout troop in Hereford. No definite action has yet been taken, however. Assistance of the area council was proffered by the visitors.

Three school boys who will sing at the Music Festival in Amarillo gave vocal solos as part of the program. Jim Kirby, Jack Knox and R. L. Bailey were the singers. Miss Thelma McMin, teacher, accompanied them.

the State Park Board, and Mrs. the Stat Park Board, and Mrs. Gott were visitors at the luncheon.

Music Festival To Hear Chorus

The Hereford Civic Chorus will unite with the Amarillo and Panama choruses in a concert at the Municipal Auditorium in Amarillo at 8:15 Friday evening and will be accompanied by the Amarillo Philharmonic Orchestra, directed by Christian Thaulow. The recital is part of the Panhandle Music Festival.

All members who do not have conveyance for the trip are urged to call Mrs. A. O. Thompson, who is chairman of the transportation committee.

Regular rehearsals for the Easter production and also for the special service to be given at the First Christian church March 31, will be held Sunday afternoon at 3 o'clock and Monday evening at 7:30. New members are invited and may join at these meetings.

Mr. and Mrs. E. S. Ireland and Mr. and Mrs. Billy Graham returned Tuesday night from a business trip to Fort Worth and Cleburne.

Want Ads

For Sale or Trade

SEE the new Grunow Electric Refrigerator. Larger in capacity, cheaper in price. At Kester's Jewelry Store, Hereford, Texas. 1c

FOR SALE: One McCormick-Deering 15-30 tractor, in pretty good shape, at a bargain. C. A. Skelton. 1c

FOR TRADE: 1934 Ford V-8 sedan for cheaper car. Ralph Smith. 1p

AUCTION SALE: Cavalry Park Pavilion, Clovis, every Monday. Bring livestock or anything to convert into cash. Ray Barber, Auctioneer. 1p

USED CARS

DeLuxe Chevrolet Sedan \$625.00
1-1934, six wheel Master
1-1933 Chevrolet Coupe \$350.00
1-1930 Tudor Ford \$175.00
1-1930 Tudor Ford \$175.00
1-1930 Chrysler Sedan \$150.00
1-1929 Studebaker Sedan \$140.00
1-1928 Hudson Sedan \$ 75.00
1-1927 Hudson Coach \$ 35.00
1-1929 Whippet Coach \$ 50.00
1-1929 Whippet Coach \$ 85.00
1-1929 3-4 Ton International truck with good tight grain bed, a bargain \$ 75.00
1-1928 International Truck \$ 35.00
BRUMLEY CHEVROLET CO.

YOU CAN ADD \$5,000.00 to your estate at an initial cost of only \$12.50, and \$6.25 per month thereafter. Ages 10 to 60 years. E. F. Connell, Elliston Building, East Third Street. 8-12c

FOR SALE: Violin, in good condition. Apply Brand Office. 12

For Rent

FOR RENT: One bedroom. Mrs. J. F. Ward, Phone 250-W. 1c

FOR RENT: Section 62 and E½ of section 61, block B, Bailey county, Texas. Four houses, windmill, cultivated. Give possession at once. Fred A. Koppin, Litchfield, Minn. 11-2c

FOR RENT: 160 acres cultivated, partly fenced, about 20 miles west of Hereford (SW¼ of 12-3-3) on shares or will exchange for residence property Southern California, clear for clear. J. S. Warner, 110 W. Fifth, Santa Ana, California. 8-4c

Choose Your Foods Carefully BE SURE OF QUALITY, TOO

FLOUR	Panhandle Maid, 48 pounds	\$1.50
SARDINES	No. 1 tall can, 3 for	25¢
SHOE POLISH	Dyanshine, any color	19¢
MUSTARD	Quart jar	15¢
BEANS	Cut stringless, No. 2 can, 3 for	25¢
TOMATO JUICE	Campbell, 3 cans for	25¢
TOILET TISSUE	Fort Howard, 3 for	21¢
SOAP	Yellow bar, T. N. T., 5 bars for	20¢
POTTED MEAT	3 cans for	10¢

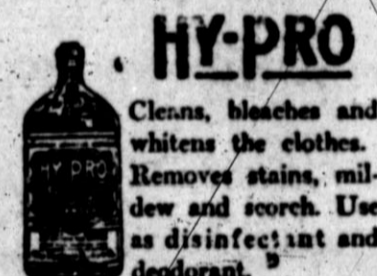


MAXWELL HOUSE
Pound

29¢



MALTED MILK	Thompson's, new 1936 model shaker free..	44¢
SYRUP	White Swan, 1/2-gallon size	29¢
ROOT BEER	Extract, 35c bottle	19¢
CRACKERS	2-pound box	19¢
KRAUT	Curtiss, No. 2 can, 3 for	25¢
PRUNES	No. 10 can	31¢
CHILI	Walker's, 15c can, 3 for	25¢
SUGAR	10-pound cloth bag	49¢
SALAD DRESSING	W. P., quart jar	31¢
SOAP	Toilet, Camay, bar	5¢
RAISINS	4-pound bag	29¢



HY-PRO
Cleans, bleaches and whitens the clothes. Removes stains, mildew and scorch. Use as disinfectant and deodorant.

Quart
19¢

Large Size Can
19¢



CLEANSER	Old Dutch, 2 cans for	13¢
OATS	Mother's, package	29¢
OLIVES	Plain, quart	35¢
COCOA	Hershey's, pound can	12 1/2¢
SALMON	No. 1 tall can, each	10¢
SOAP FLAKES	Crystal White, 5-pound box	32¢
GRAPE FRUIT	JUICE, No. 2 can	10¢

FRESH FRUITS AND VEGETABLES

SPUDS, 10 pounds	12 1/2¢
LEMONS, large Sunkist, dozen	15¢
ONIONS, pound	6¢
ORANGES, Zedion, juicy, dozen	19¢
CARROTS, BEETS, ONIONS, TURNIPS, bunch	5¢
APPLES, large Winesap, dozen	23¢
TURNIPS, Yellow Globe, bulk, pound	3 1/2¢

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81.

FRANK GYLES, Manager

BUY AT HOME

1901 FURNITURE - UNDERTAKING 1935
Ambulance Service—Day or Night
Hereford, Texas
E. B. Black Co.